



Sport Calgary

**PLAY
FOR ALL
PROGRAM**

**Play for All: A
Funding
Program for
Community
Sport
Organizations**



Sport Calgary's Play for All Program – Background

The Play for All Program provides short-term financial support to Calgary based community sport organizations to support the delivery of inclusive and low barrier recreational sports programs.

The Play for All Program supports organizations in growing participation and promoting sustainability by funding key expenses related to safety, training, coaching, athlete development, and innovative sport administration solutions.

The Play for All Program works to reduce barriers related to cost, access, and belonging that engage Calgarians such as:

- Black, Indigenous, People of Colour (BIPOC) and other racialized communities
- Girls and women
- Equity deserving individuals and families
- Newcomers
- People living with disabilities
- Seniors
- 2SLGBTQIA+

Purpose

To reduce barriers and expand equitable access to sport and the benefits of physical activity by investing in community-led programs, while building the capacity of Calgary's sport sector to deliver safe, inclusive, and high-

quality experiences that foster lifelong participation and community wellbeing.

Objectives

The Play for All Program exists to:

- Expand access to safe, welcoming, and affordable opportunities for sport, play, and community participation.
- Foster fun, inclusive sport, and physical activity that promotes wellbeing and participation over high competition.
- Connect sport organizations running community partners to boost impact and reduce barriers
- Support the growth the sustainability of grassroots sports organizations running community programming.

Funding

Organizations and initiatives that qualify for the Play for All Program may receive a maximum amount of \$10,000 per organization. Organizations will be eligible every 2 years, from the date of distributed funds. Groups with urgent funding needs should contact Sport Calgary directly.

Eligible Expenses

Funds may be used for:

- Sport space rentals
- Equipment
- Participant transportation
- Instructor or facilitator honorariums
- Coach development
- Participant outreach and recruitment
- Innovative sport solutions
- Police Information Checks & Vulnerable Sector Checks

Eligibility Criteria

Eligible Organizations

The applicant must:

- Be located within City of Calgary limits
- Be a sport, recreation, community sport club, or community association in good standing with the Province of Alberta and/or The City of Calgary
- Be a member of Sport Calgary for at least 6 months prior to application
- Must be a registered as a not-for-profit organization
- Priority will be given to small organizations with an annual budget of under \$350,000

Applicants must be willing to:

- Carry a Commercial General Liability (CGL) insurance policy with a minimum of \$2,000,000 per occurrence, and policies must name The City of Calgary and Sport Calgary as an “additional insured” and include cross-liability clauses, if the application is event specific. This is evaluated on a case-by-case basis
- Manage participant registration in a manner compliant with Alberta’s Personal Information Protection Act (PIPA) legislation.
- Obtain explicit, informed consent from registrants (or parents/guardians for youth) before collecting or sharing any information with Sport Calgary.
- Manage funds and/or promotional materials responsibly.

- Comply with Safe Sport Basic Standards, including:
 - Code of Conduct consistent with Sport Calgary and national safe guidelines
 - Successful completion of the “Safe Sport Training” delivered through Coach.ca at <https://coach.ca/sport-safety/safe-sport-training>
 - Enforcement of the Rule of Two
 - Police Information Check/ Vulnerable Sector Search
- Provide receipts or proof of spending

The program(s) must:

- Occur within City of Calgary limits
- Must be delivered within the funding period
- Priority will be given to free or low-cost programs, that are open to new participants
- Engagement with equity-deserving communities is a priority
- Promote inclusion, belonging, and community participation

Ineligible Activities

Ineligible activities include:

- Capital or equipment-only purchases unrelated to program delivery
- Organization marketing efforts
- Organizational operations (salaries, rent)
- Financial assistance for registration fees¹
- Facilities are not eligible to apply

Marketing Support

Through the Play for All Program, Sport Calgary will provide in-kind promotional assistance to help programs reach their intended audience and maximize engagement. Examples of marketing support include:

- Promotion through Sport Calgary's social media channels
- Inclusion in newsletters or online event calendars
- Guidance and direction on messaging
- Shared marketing resources
- Connections to resources and like-minded partners

Application Process

Applications are accepted online throughout the year, deadlines are below.

Applications must include:

- Program concept and timeline
- Target group
- Partners - operating and promotional
- Program budget including projected revenue (if applicable), donations or grant funding, and expenses.

Application Deadline

Applications are due by August 1st, 2026, and November 1st, 2026. If an application is submitted after these deadlines, it will not be reviewed in the current grant cycle and will instead be considered during the next cycle.

Review and Approval Process

Applications are fully reviewed using the criteria outlined in these program guidelines. Organization may be contacted if further information or clarification is required.

Applications will be reviewed by the Support Program Committee. Any applications received after the application deadline will be considered in the following review cycle.

It is important that applicants retain a complete copy of their application for their own records should Sport Calgary have questions regarding the application. Incomplete applications will be returned. All decisions are final, however; applications for programs that have been declined may be resubmitted upon discussion with Sport Calgary and once written notification of the outcome of the current application is received by the applicant.

Grant Limitations

Due to limited funds and demand for the Play for All Program, not all requests meeting the established criteria may be approved for funding. Support will be provided until funds are fully allocated; early applications are encouraged.

Reporting

Each funding recipient will be required to submit a final report as specified by Sport Calgary within 30 days of program completion. A report template will be provided, which requires stats and data on program implementation and impact.

Recognition

Groups are required to report on the recognition provided to Sport Calgary as well as partnership opportunities.

To maintain transparency and accountability Sport Calgary will make all funding allocation amounts available publicly.

Repayment of Funding

Sport Calgary may request the return of Play for All program funding if:

- The program is not complete within the allowable timeframe
- Funds were not used for the stated purpose of the approved project; funds were used towards ineligible expenses and/or if an organization fails to submit their reporting.