

	<h1 style="color: red; margin: 0;">POLICY</h1>	Department: Recreation & Wellness
	<h2 style="margin: 0;">FINANCIAL ASSISTANCE FOR RECREATION POLICY</h2>	
Effective Date: May 1, 2024		Last Reviewed Date: March 10, 2025

1. PURPOSE STATEMENT

The purpose of this Policy is to outline the guidelines and process for the Town’s Financial Assistance for Recreation (FAR) program, aimed at ensuring that all youth in the Town of Salisbury, regardless of their financial circumstances, have equal access to recreational opportunities.

2. DEFINITIONS

- **“Canada Child Benefit Statement (CCB)”** means a document provided by the Government of Canada to eligible families or individuals who have children. The Canada Child Benefit is a tax-free monthly payment designed to help Canadian families with the cost of raising children;
- **“Chief Administrative Officer”** means the head of the municipal administration. The individual is the only employee who reports directly to Council “CAO”;
- **“Clerk/Treasurer”** means the employee appointed to oversee financial and accounting procedures and serve as the municipal Clerk, pursuant to section 74(1) and 76(1) of the Local Governance Act, SNB 2018, c.18.;
- **“Director of Recreation and Wellness”** means the head of the Department of Recreation and Wellness;
- **“Donation”** means, pursuant to the Canada Revenue Agency, a cash gift in the net-amount of a donation to the FAR program, minus any recognition or benefit that is received, and therefore eligible for a receipt for tax purpose(s);
- **“Family”** means a household unit living at the same address and/or with the same dependent(s), for the purposes of the FAR program;
- **“Gas, Equipment, and Tournament Grant (“GET”)** means the specific grant dedicated to funding gas costs, hotel and/or motel costs, and/or equipment costs;
- **“Individual Child Grant”** means a grant offered by Canadian Tire JumpStart, designed to help individual children and their families with limited financial means to participate in sport;

- **“Low-Income Cut-Offs (LICO)”** means a statistical measure used in Canada to assess the economic well-being of individuals and families. LICOs help identify those who may be experiencing financial hardship or living in poverty;
- **“Recipient”** means an individual recipient or child who is receiving a grant through the FAR program;
- **“Registration Assistance Grant (RAG)”** means the specific grant dedicated to funding the registration cost(s) of a given leisure activity;
- **“Sponsorship”** means, pursuant to the Canada Revenue Agency’s definition, when a business makes a donation toward the cost of a charity’s activity or event and, in return, the charity advertises or promotes the business’s brand, products or services

3. ELIGIBILITY

General Requirements:

- The beneficiaries must live within the Town of Salisbury.
- Children must be between the ages of 4 – 18 years old at the time of the recreation activity taking place.
- Funding is allocated to sustained programs that involve a sport, art, membership, leisure activity, education component, and/or physical activity.
- Programs or memberships should be a minimum of four weeks in duration and include at least one session per week. In the case of camps, the program must last at least five consecutive days for consideration.
- Recipients shall receive up to \$300 per calendar year under the FAR program, and families may be eligible for up to \$500 per calendar year.
- Approval and amount(s) of funding is subject to funding availability and is offered on a first-come, first-serve basis. Priority will be given to applicants who meet Low-Income Cut-Offs and/or who have not previously received FAR funding.
- All grants are subject to the approval of the Town of Salisbury’s Director of Recreation and Wellness or equivalent, pursuant to this Policy.

Financial Requirements:

- In order to maximize equitable funding amongst families who need it most, families who meet JumpStart’s specific financial criteria, using the Canada’s Low-Income Cut-Offs (LICO), will be asked to first apply for JumpStart’s Individual Child Grant prior to applying for Registration Assistance Grant (RAG) funds through the FAR program. The FAR program will then cover the remaining registration cost(s) not covered by JumpStart’s Individual Child Grant. These recipients will also be pre-approved for up to \$300 from the Gas, Equipment, and Tournament Grant (GET), minus the amount given to cover the cost of registration.
- Recipients who do not fall within Revenue Canada’s Low-Income Cut-Offs (LICO) will be eligible to apply for up to \$200 per recipient.

List of eligible activities, programs, and memberships:

- Organized sports (through an association, club, or school):
 - Baseball

- Ice Hockey
- Field Hockey
- Basketball
- Football
- Soccer
- Pickleball
- Tennis
- Volleyball
- Cricket
- Lawn bowling
- Golf
- Field Hockey
- Martial Arts
- Badminton
- Rugby
- Lacrosse
- Wrestling
- Track & field
- Swimming lessons
- Summer camps
- March break camps
- Sport camps
- Dance classes
- Cheerleading
- Art classes
- Gym memberships
- Fitness classes
- Theatre programs
- Other program(s) at the discretion of the Director of Recreation and Wellness

4. APPLICATION PROCESS

RAG:

Applications:

- Applications for registration costs are accepted up to three times per year.
- Applications submitted where the program has concluded will not be reviewed.
- Applicants will be required to disclose financial need, which may include providing a current copy of the Canada Child Benefit and/or income statement. Under exceptional circumstances, alternative confirmation of eligibility will be accepted on a case-by-case basis, at the sole discretion of the Director of Recreation and Wellness.
- Applicants are required to apply using an online form providing details related to the programming, financial need, etc. The Town reserves the right to change the application questions at their discretion.

Timelines:

- Applicants are eligible to request funding year-round up to their allotted maximum.
- Funding decisions are made within four weeks of the application.
- The annual funding allocation shall be evenly distributed across each quarter of the Town's fiscal year.

GET:

The Gas, Equipment, and Transportation (GET) grant is intended to cover costs that may be prohibitive to accessing recreation opportunities but are generally not eligible for comparable funding programs.

Application and Application Process:

- Applicants are required to apply using an online form providing details related to the programming, financial need, etc. The Town reserves the right to change the application questions at their discretion.
- Applications for funding for GET are accepted on an ongoing basis while funds permit.
- Incurring expenses does not guarantee funding. Successful applicants will receive a notification of approval, although funds are not disbursed until proof of payment, unless funding is provided specifically for gas expenses in the form of gift card.

Timelines:

- Applicants are eligible to request funding year-round up to their allotted maximum.
- Funding decisions are made within ten business days.

5. EVALUATION PRIORITIZATION MATRIX

The Administration of the FAR program is subject to available funds. As such, the Town has an Evaluation Prioritization Matrix that serves as a structured tool designed to guide the assessment process of applications submitted to FAR. This matrix ensures a comprehensive and consistent approach to inform funding decisions that align with the program's objectives and priorities.

In the order of priority, funding decisions will be prioritized based on the following factors:

- i. **Low income**
 - a) Utilizing Revenue Canada's Low-Income Cut-Offs (LICO), applications that assist low-income applications will be prioritised to leverage other funding (e.g.: JumpStart) and ensure equitable access to recreation.
- ii. **Activity that takes place within the Town of Salisbury**
 - a) Priority will be given to those participating in activities located within the Town of Salisbury. In the event of a lack of facility to offer a sport, an equivalent organization serving Salisbury directly,

at the discretion of the Director, shall constitute an activity taking place within Salisbury.

iii. Multiple sport/activities

- a) Priority will be given to those who are participating in multiple sport/activities within a given year, as this often requires additional funding. However, applicants may only receive up to their annual allowance from the FAR program.

6. FUNDING DISPERSMENT

In the event of an approval for registration costs, the Town shall make a cheque(s) payable to the organization directly. The Town shall provide confirmation of contribution for the applicants registration purposes.

In the event of an approval under the GET stream, the Town shall re-imburse costs upon proof of payment. In exceptional circumstances, at the discretion of the Director of Recreation and Wellness, the funds may be provided upfront.

In the event of a declination of funding, the Town shall notify the applicant in writing.

7. SIGNING AUTHORITY

Funds shall be administered by the Director of Recreation and Wellness. All funds shall be administered by Town employees as in-kind contributions to the Program, but shall not constitute funds in the Town’s General Operating Fund.

The following outlines the signing authority:

Item	First Signature	Second Signature
Cheques	Director of Recreation and Wellness	Clerk/Treasurer
	OR	OR
	Chief Administrative Officer	Chief Administrative Officer
Bank Account Authorization	Director of Recreation and Wellness	Clerk/Treasurer

8. GOVERNANCE

The FAR Program shall be administered by the Town of Salisbury’s Recreation Department, with oversight from the Town’s Community Enhancement Committee, who is accountable to Salisbury Town Council.

The FAR program shall produce a publicly available annual report, summarizing fundraising efforts and disbursement summaries.

The following outline the responsibilities of the FAR Program:

Municipal Council

- Revise and adopt the FAR Program Policy as required;
- Authorize the allocation of municipal resources to administer the program;
- Approve and revise Terms of Reference of the oversight committee, being the Community Enhancement Committee, as may be required.

Department of Recreation and Wellness:

- Prepare an Annual Report of the FAR program;
- Ensure sustainability of the program by administering fundraising efforts;
- Review FAR applications and allocate funding pursuant to this policy.

Community Enhancement Committee:

- The Committee, in collaboration with the Director of Recreation and Wellness, is responsible for assisting with the FAR program fundraisers, sponsorship solicitation, and program promotion.
- The Committee is responsible for recommending proposed changes to the Director to bring forward to Council as may be required.

9. FUNDRAISING AND SPONSORSHIPS

The Town recognizes the importance of sponsors and donors to administer the FAR program.

Personal & Organizational Donations:

- All donations shall be noted, unless otherwise requested to be omitted, in the annual report.
- All donations shall be included in a social media post by the Town of Salisbury, at least once per annum.
- All donations shall be recognized by the Town and its FAR recipients by way of a thank-you card/note.
- All personal donations, pursuant to the Canada Revenue Agency, are eligible for a Charitable Tax Receipt.
- Pursuant to the Canada Revenue Agency guidelines on receipts for charitable purchases, organizations shall receive receipts for tax purposes for donations, but shall not receive additional promotion(s), unless they become a presenting sponsor, pursuant to the appropriate section of this Policy.

Presenting Sponsors:

- Organizations that wish to become a presenting sponsor shall be recognized on promotional material for the FAR program, including but not limited to: printed pamphlets, on all social media posts promoting FAR (by way of a logo), and in text/presentations related to the program. Presenting sponsors shall make a donation of at least \$5000 per annum, which shall be considered a sponsorship.
- This \$5000 contribution shall be considered “special recognition”, pursuant to the *Canada Revenue Agency’s* guidelines on sponsorships or donation.

Organizations are not eligible to receive a donation receipt for these contributions as they are considered recognition and/or advertising and must therefore be considered an advertising expense for the contributor.

- No presenting sponsor shall be accepted for more than \$5000 per annum. Contributions that exceed \$5000 shall not receive additional recognition and shall be considered an organizational donation, which shall be considered an organizational donation.