



Go NB Program Guidelines

The Sport and Recreation Branch within the Department of Tourism, Heritage, and Culture is dedicated to ensuring that all New Brunswickers have access to enriching sport and physical activities. Our commitment is grounded in the shared values of the Canadian Sport Policy 2023-2033 and the principles outlined in the Quality Sport for Communities and Clubs resource.

In line with this commitment, we have updated Go NB program guidelines to foster greater participation among youth and equity-owned citizens in communities throughout New Brunswick.

The Go NB program has two objectives:

1. To support projects that increase sport participation through the strengthening of physical literacy and quality sport programming for all children and youth that are compatible with the first three stages of the Long-Term Athlete Development pathway (or programming at comparable stages).
2. To support projects that provide opportunities for persons from equity-owned, including Indigenous peoples, to actively participate in quality sport programming including in roles as athletes, coaches, officials, and volunteer leaders. Equity-owned citizens include, but are not limited to: Indigenous peoples, persons with a disability, women and girls, youth experiencing financial barriers, 2SLGBTQQA+ or newcomers.

To advance these objectives, Go NB will provide support in the following key areas:

- Leadership Development
- Physical Literacy Development
- Sport for All

For additional information on each key area, please review the following pages.

Who is Eligible

- Provincial Sport Organizations (PSOs)
- Multi-sport Organizations (MSOs)
- Regional Sport Organizations (RSOs)
- Municipalities or Recreation Councils
- Indigenous Communities
- Local Community Sport and Recreation Organizations (clubs)
- Non-for-profit Organizations
- Community organization in collaboration with schools
- Regional Service Commissions (RSCs)

Eligible projects

To be eligible for funding from Go NB, your project must:

- meet the relevant objectives listed above; and
- where applicable, identify the equity-owed group(s) which will be the focus of the project, barriers to participation, evidence of engagement with the population, and demonstrate support from that population for the project.

Projects must adhere to the following principles:

- **Affordable:** projects will be delivered with minimal to no cost to participants.
- **Results oriented:** projects will be delivered in such a way as to increase participation and retention of equity-owed citizens and communities and drive behavioural change.
- **Safe and welcoming:** projects will be focused on physical literacy development, fundamental movement skills development and/or organized sport and must adhere to True Sport principles and safe sport practices.
- **Accessible:** projects must be tailored to the needs of one or more of the equity-owed groups but does not require to be exclusionary and can be open to all and should allow for a wide range of athletic ability.
- **Available:** projects should seek to be delivered in underserved communities and to achieve regional diversity.

Application process:

Eligible organizations listed above are encouraged to contact their respective provincial or regional Sport and Recreation Branch consultant prior to submitting an online application.

Regional Organizations: Please contact the Sport and Recreation Branch consultant [in your region](#).

Provincial Organizations: Please contact the Sport and Recreation Branch (sr/sl@gnb.ca)

Annual application intake deadlines: May 1st, July 1st, September 1st, November 1st, January 1st, March 1st. Applications will be accepted until March 1st annually.

Leadership Development Grant

The Sport and Recreation Branch is committed to ensuring the delivery of [quality sport programs](#) through qualified training of coaches and leaders. Support will be provided for the following training of community coaches and leaders:

- The training of community coaches and leaders
- The training/development of Master Coach Developers (MCDs), Coach Evaluators and Learning Facilitators (LFs) for NB.
- Training of NB officials, referees, judges, and umpires.
- Providing recognized professional development for NB coaches/instructors/leaders
- Developing/providing mentorship opportunities.
- Developing coach/leader resources that address gaps in NCCP or Sport for Life offerings in consultation with Sport NB's Director of Leadership, Coaching, & Culture).

Eligible training includes programs such as:

- National Coaching Certification Program (NCCP) multisport training
Fundamental Movement Skills (FMS), Aboriginal Coaching Model (ACM), Coaching athletes with a disability, Keeping girls in sport etc.
- NCCP sport specific training (Community coach, Intro to Competition)
- NCCP e-learnings
- Canadian Sport for Life (CS4L) e-learnings
- Canadian Center for Ethics in Sport (CCES) e-learnings
- Equity, diversity, and Inclusion training
- Respect in Sport training
- High Five and/or Superhero training

Funding

A maximum of \$15,000/year.

Funding may support hiring technical leaders for the delivery of training throughout the province.

Requirements for Funding

Applicants must demonstrate the following:

- Demonstrate a commitment in cash or in-kind valued at 25% of the cost of the initiative.
- Provide all event details (e.g., type of training offered, dates, times, locations, anticipated number of participants).
- PSOs need to demonstrate how they are working with local and or regional organizations across the province to develop programming as a result of the training.
- Provide a detailed budget of all expenses.
- Project description should elaborate on the expenditures and how the funding will be used (i.e., transportation – provide details of what is being covered, etc.).
- Submit a report at the completion of the project.

Eligible Expenses include:

- Expenses related to hosting/running a coaching course (i.e., facility rental, resource manuals, a percentage of registration, registration subsidies, etc.).
- Expenses related to sending club coaches/volunteers/individuals to a coaching course can be included as part of the grant or accessed through regional funding.
- Expenses related to training a Master Coach Developers (MCD), Coach evaluators or Learning Facilitators (LF)
- MCD /LF expenses (i.e., travel, accommodation, honorarium, per diem...)
- Expenses related to bringing in a MCD or LF from another province.

Physical Literacy Development Grant

The Sport and Recreation Branch is committed to fostering opportunities for youth to develop their physical literacy skills including agility, balance, coordination. Our goal is to provide them with the confidence and competence necessary to allow for lifelong participation in sport.

Financial support will be provided to programs that strengthen the development of physical literacy that fall within the first three stages of [the Long-Term Development in Sport and Physical Activity model](#) or comparable stages and are recognized as a [quality sport program](#). Support will be provided for the following:

- The implementation of any [physical literacy aligned/recognized/certified program](#) (i.e. NSO (National Sport Organizations) endorsed programs such as Baseball's Rally Cap, Alpine's Snow Stars, Skating's CanSkate, etc.).
- Improvements to existing programs.

Funding

Provincial organizations – A maximum of \$10,000 per year.

Regional organizations – A maximum of \$5,000 per year.

Requirements for Funding

All applications must demonstrate the following:

- The physical literacy program being delivered is aligned with the NSO's LTAD model and/or a recognized/certified program.
- The program is being delivered by at least one qualified trained coach/leader (i.e., NCCP, ACM, FMS, High Five, Superhero training) and/or is a physical education teacher.
- Consideration for:
 - How the program provides new opportunities or strengthens an existing program.
 - How the program will strengthen physical literacy through improved coach training.
 - How the participation will be sustainable when Go NB funding ends.
 - How the program targets participants that fall within the first three stages of the LTAD.
 - How the program being used is endorsed by or aligns with the NSO's LTAD model.
- A detailed budget including all cash and in-kind contribution or grants from other partners.
- Complete a Physical Literacy Self-Assessment survey with participants at the end of the program.
- Submit a report at the completion of the project.

Eligible Expenses include:

- Coach/Leadership training
- Course registration fees
- Program equipment
- Program resources / training manuals
- Administration (advertising, promotion)
- Program Insurance
- Membership fees
- Transportation
- Facility rental fees
- Coach/leader/instructor honoraria
- Expenses related to hosting a training course.
- Expenses related to sending participants to a training course.

Sport for All

The Sport and Recreation Branch is dedicated to providing opportunities so all kids can play and be active in sport. Our goal is to ensure every child has an opportunity to participate in sport within their community and reap the benefits sport has to offer.

Financial support will be provided to support new or existing programs that strengthen opportunities for equity-owed citizens to actively participate in sport as athletes, coaches, officials, or volunteer leaders at all stages of Long-Term Development including Train to Compete or comparable stages and are recognized as a quality sport program. Equity-owed citizens include but are not limited to: Indigenous youth, persons with a disability, women and girls, youth experiencing financial barriers, newcomers, and 2SLGBTQIA+ people.

Funding

Provincial organizations – A maximum of \$10,000 per year.

Regional organizations – A maximum of \$5,000 per year

Requirements for Funding

All applications should demonstrate the following:

- The physical literacy program being delivered is aligned with the NSO's LTAD model and/or a recognized/certified program.
- The program is being delivered by at least one qualified trained coach/leader (i.e., NCCP, ACM, FMS, High Five, Superhero training) and/or is a physical education teacher.
- Consideration for:
 - How the project is providing a new opportunity or strengthening an existing program.
 - How the program targets equity-owed citizens.
 - What partnerships have been developed, with organizations working with equity-owed citizens.
 - How participation will be sustainable when funding ends.
- A detailed budget including all cash and in-kind contribution or grants from other partners.
- A commitment to the proper maintenance and adequate storage of any sport equipment purchased as part of this grant.
- How the organization will manage all costs related to the storage, maintenance and transportation of any sport equipment purchased as part of this grant.
- Agree to submit a report at the completion of the project.

Eligible Expenses include:

- Coach/officials training
- Course registration fees
- Expenses related to hosting a training course.
- Expenses related to sending participants to a training course.
- Coach/leader/instructor honoraria
- Program materials / training manuals
- Administration (advertising/promotion)
- Program Insurance
- Membership fees
- Registration subsidies
- Program equipment
- Expenses to assist with the purchase of adaptive sport equipment. Organizations are eligible for up to 100% of the cost of adaptive sport equipment up to a maximum of \$10,000.
- Transportation
- Facility rental fees

Regional Organizations: Please contact the Sport and Recreation Branch consultant [in your region.](#)

Provincial Organizations: Please contact the Sport and Recreation Branch at sr/sl@gnb.ca

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