

Community of Craven
***In motion* Community Pledge Challenge**
Grant Application
2011

In 2001 the government of Saskatchewan, under the guidance of the Department of Culture Youth and Recreation, completed a strategy titled ***A physically active Saskatchewan? A strategy to get Saskatchewan people in motion***. The strategy set three broad based goals to direct the efforts within the province towards promoting physical activity through “active living and community relevant approaches; implementing innovative program strategies through traditional and non-traditional partners, and elevate the importance of physical activity on public agendas”. These goals were set in an effort to decrease the level of inactivity in our province by 10% by the year 2005. This strategy included recent research confirming the importance of physical activity and the need for action. It is now 2011, Active Healthy kids Canada tells us that only 7% of Canadian children and youth are meeting the new Canadian Physical Activity Guidelines of at least 60 minutes of MVPA per day (2007-09 CHMS). The problem still exists and it is up to every Family, School and Community to take action in order to influence the change. The community of Craven has truly reflected on the responsibility that we have in keeping our children active. Our children’s health is depending on our vision, our commitment and our ACTION!

In Craven we BELIEVE we can make a difference and we PLEDGE to keep our kids active!

Background

According to the 2006 census, the community of Craven has a population of 276 people. The census details family characteristics within the community as: Married-couple families (72%), Lone-parent families (11%) and common-law-couple families (17%) (Statistics Canada, 2007). The village of Craven itself is very small, we do not have a school and children are bused to attend school in Lumsden, which is eight kilometers away from Craven. The community has one general store, one gas station, one restaurant, one bar and hotel, one Community Hall and one recreation facility... our Community Rink. Our rink is a critical part of our community and the focal point of our grant application.

The community rink was built in 1980, originally as a curling rink. In 1990, the community no longer had enough curling teams to operate the rink solely as a curling rink and decided to convert the space into an ice-skating rink. While the rink is small, today it offers something truly unique to the community and surrounding area.

The Craven community rink is open 7 days a week for public skating. On Saturday mornings children can participate in the Learn to Skate program offered for the rate of fifty dollars for the entire winter. One characteristic of this rink that is unique is its accessibility and its draw to surrounding communities. There are very few rinks that are able to offer public skating times even once a day, in Craven that is the priority. This rink allows families a space to gather and skate when they desire. It allows families to be active together as well as a space to congregate and be a community. Families from Regina Beach, Saskatchewan Beach, Lumsden, Beuna Vista, Deer Valley, Kanatta Valley, Earl Grey and Sifton access the rink and participate in programs and public skating offered. Considering the use by these surrounding communities this increases our community size to almost 10,000 people.

By far the most unique characteristics of the Craven Community Rink is our **Youth Leadership Program**. The program began in 2009 in an effort to increase accessibility. Prior to the program each rink member had to get a key from one of the rink board executive in order to access the ice. This presented many challenges. Mentoring Youth to play a leadership role at the rink has made it possible to keep the facility open and maintain supervision within the rink during hours of operation. Working with youth in our community to play a leadership role has been a positive step in improving the rink's accessibility and has increased use.

Youth are responsible for leading our Learn to Skate Program as well as open the rink after school and serve as a monitor throughout hours of operation. Our Youth are responsible for ensuring safety on the ice, cleanliness of the facility and serving as positive role models for younger members. Every evening from 4:00-9:00 there is one youth leader working at the Craven Rink. They receive an honorarium for their work and receive mentorship from our volunteer rink board.

The Youth Leadership program has been encouraging; however, there is further development and potential for improvement. It is for this reason that the Craven *in motion* action team has selected the Craven Community Rink's Youth Leadership program as one of the focuses of our grant application for the *in motion* Community Pledge Challenge.

Confronting our Challenges

Our Community action team has identified our rink as our most critical space for keeping children active throughout the winter months. It holds the most potential for enhancement of programs

and services in order to increase physical activity levels. We have given consideration to extending its use beyond the winter months. The Youth Leadership Program holds a great deal of potential; however it is important to address some of the challenges that we are facing.

One of the challenges facing the Youth Leadership program is the fact that there are multiple mentors, who are all volunteers, guiding our youth leaders. These are people who care about the program but are also working outside the community, have small children, and have a multitude of other volunteer responsibilities within the rink and other committees. Our Youth deserve one person who is dedicated and focused on just the Youth Leadership program and who is able to coordinate the training and daily support that the program needs. Our action team feels that this is a missing piece in the program and feel that with focused support we would be able to access other grant funding, such as the SPRA Leadership development grant, in order to offer further training opportunities and mentoring to our youth. By providing an honorarium to one Youth Mentor to nurture and enhance the program, we see that this may enable us to use the facility year round and increase the number of programs that we can offer through this facility.

We are pleased to have recently received confirmation that our Youth Leadership program was approved for **\$5,000** through the Saskatchewan *in motion* subsidy funding. This money will enable us to continue to work with youth in our community and ensure that our programs have a Youth Mentor to work with youth in leadership and program development. This grant will help ensure that our Community Action Team can:

- Establish and compensate (through honorarium) a Youth Mentor to build and lead the program.
- Build youth leadership within our community through our Rink.
- Enhance and focus on Youth Leadership training and support.

One final challenge that we are facing is that our rink requires capital upgrades. All of our fundraising efforts have been going towards upgrading and maintaining our rink facility. Some of the capital upgrades required include:

- New doors
- Signage
- Artificial ice plant (refrigeration upgrades)
- New lighting

- New toilettes and sinks

This rink is completely run by volunteer time and effort. All of the required upgrades have currently been paid for through fundraising efforts and through grant applications. We have applied for several grants such as the Farm Credit Agri-Spirit fund, (over 1,400 communities applied and we were not successful) and the SaskPower, Eneraction program (has still not rolled out as intended to communities). It is challenging and frustrating for small communities to try to generate enough funds to keep facilities operating. It does not leave us any room for program development or enhancement when we are constantly meeting out basic needs. We do not have anyone hired or paid to operate or maintain the rink. This is completely done by volunteers and our Youth Leaders. Youth leaders are the only individuals who are compensated through an honorarium.

Our community action team feels confident that we can generate almost \$15,000 of the \$25,000 required to address our capital upgrade requirements. Two major fundraising initiatives will help to raise awareness about the upgrades required for the rink as well as help generate the funding we desperately need. From December –April all rink members will be selling tickets for 2 free tickets to the Craven Country Jamboree. The prize package will also include a backstage meet and greet with the band **Emerson Drive** to hear them sing their hit song “BELIEVE”. Second prize will include paddle-boarding for 10 donated by Explore Sports. We are calling the contest the “Believe Contest”, (we have used the song in our video submission in conjunction with this grant application: Appendix A). This contest should help us generate \$10,000 in extra funding to go towards capital upgrades. A second fundraising event, A Community Dance, will be held in April where we will draw for the winner of the “Believe Contest”.

With all the capital upgrades required, we are constantly trying to raise money to meet the “basic needs” of the rink. Our energy should be going towards focusing on our youth leadership program and long term sustainable funding for the rink through approaching our town council. The needs of the rink must first be met in order to move on to the next steps.

Moving Forward

Craven has pledged to keep our kids active! We have asked over 600 people (Appendix C) to pledge and we are pleased to say that this initiative has re-ignited our community action team and has built some excitement within our community, perhaps because for a stretch we were ahead of

our Strasbourg neighbors who have 10 times the population. The community pledge challenge has forced us to stop and reflect on the work that we have done, celebrate a few successes and begin to think about how we want to move forward.

As the successful recipients of the *in motion* Community Pledge Challenge our community would invest the \$10,000 towards completing our rinks capital upgrade requirements. With the completion of our capital upgrades we would finally be able move beyond meeting our facilities basic needs and direct our focus and key actions towards:

- Developing new programs and enhancing existing opportunities.
- Developing a strategy to work with Town Council to improve long term sustainable funding for the Craven Rink.

Our budget for this initiative is detailed on page 8 of this document. We recognize the work that we need to do to generate enough funds to complete the capital upgrades required for our rink. However, we truly need assistance to help ensure this facility is operational. Completing the capital requirements will enable us to focus our attention on our Youth Leadership Program and move forward and thrive.

Conclusion

We are so proud to be an *in motion* community and are excited about the work that we have done as a community action team to identify our next steps towards increasing physical activity. Our team has worked together to reflect on our accomplishments, identify the work we need to do and the work we hope to do. We hope to move beyond meeting the basic needs of our facility and through Youth Leadership and Mentoring to create something unique and extraordinary for our children, youth and community in general. Thank-you for your consideration of this application and for the opportunity that this has presented to our community! Please review our video submission (Appendix A) as part 2 of our application.

Budget Form

Income	Amount
Cash donations	\$ 0
Fundraising	\$ 15,000.00 (to be used for capital upgrades)
Other funding sources (please list and detail in the Other Funding Sources chart below)	\$ 1,000.00 (Youth initiative)

Total Income \$ 16,000.00

Expenditures
 Project materials (please list) \$10,000.00 (New ice plant- refrigeration upgrades)

Total project expenditures \$ 26,000

***In motion* Community Pledge Challenge** \$ 10,000

Other Funding Sources

Name of Organization/Fund	Amount requested	Amount received
Prairie central district – Community initiated grant fund	\$1,000.00 (approved) for the Craven <i>Learn to Skate</i> program	Upon completion
Saskatchewan in motion	\$5,000.00 (Youth Leadership Program)	

In-kind contributions: Please list in-kind (non-cash) contributions. Provide the estimated number of volunteers and include volunteer time (hours X minimum wage).

In Kind Contribution	Estimated Value
2 free Craven Country Jamboree Tickets and meet and greet with Emerson Drive	\$300.00
Paddle-boarding for 10 donated by Explore Sports	\$300.00

Please remember that copies of receipts and invoices must be submitted as part of the follow-up documentation.

Appendix A

VIDEO SUBMISSION:

In Craven we BELIEVE we can make a difference and we PLEDGE to keep our kids active!

Appendix B

Craven *in motion* Community Action Team Members have pledged to keep our kids active:

Michelle Buhay, Craven Community Rink President

Audrey Webb, Craven Community Rink Fundraising

Tom Buhay, Craven Athletic Association and Town Council

Twyla Parcher, Craven Community Rink

Corinna Dahl-Ritco, Craven Community Rink Grants

Chris Potter, Craven Community Rink Grants

Craven Rink Pit Beef Supper Popular

Nearly 600 Served

by L & J Chouinard

The fall supper is a North American tradition that goes back at least a couple hundred years.

Before there were official Thanksgivings, every rural community would hold a post-harvest feast, an opportunity for those who'd spent the last weeks getting in the crops to relax, catch up with their neighbours and dig in to the best local recipes and home cooking to be found thereabouts.

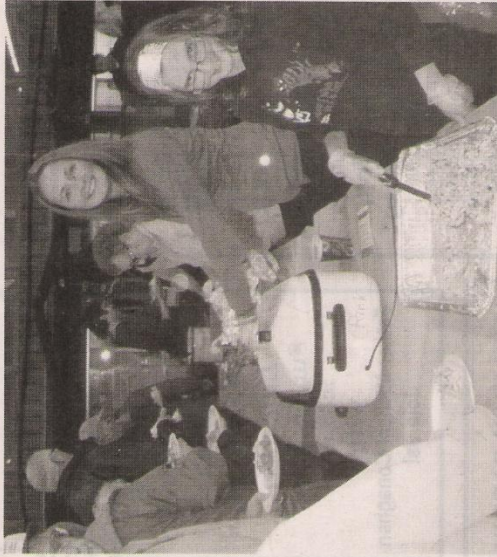
Fall suppers reached their peak in the 1950s/60s but they are still a major part of the autumn social calendar all across the Canadian prairies. But from late September to late November it isn't hard to find something similar anywhere rural.

The Craven Rink held its annual Fall Supper in November. It was a pit beef supper. Preparation started early as the beef was cooked at the Rumpel farm, north of Craven. Approximately 700 lbs of beef was cooked

which is equivalent to an entire cow! Also served were 250 lbs of potatoes, 125 lbs of turnips, 80 lbs of carrots, 70 lbs of coleslaw, buns and there were pies for dessert.

Craven Rink board member Chris Potter said, "There were absolutely no leftovers. We intentionally cooked extra meat to sell as people always want to purchase some to take home after trying it. It is always very tender and full of flavour. We had a great turnout with nearly 600 served. We were very happy with the attendance." The amount made from the event was still being tallied, but the funds raised are used to help maintain and operate the Craven Rink.

During the supper, rink board members were informing residents that they have entered the community of Craven into the Saskatchewan In Motion Contest to try and win \$10,000 for the Craven Rink. Part of the criteria for winning is the number of online pledges that residents send to Saskatchewan In Motion. Residents need to pledge one thing to make physical activity a regular part of their life. Mayor of Craven Audrey Vandeven said that he was thrilled that Craven is taking part in this challenge. He said, "Our community has always been a strong supporter of physical activity opportunities, especially for our kids and youth. I know we will work together to produce the best entry for our chance to win the \$10,000 prize money."



Local volunteers Aimee Smith (back, right) and Jessica Smith (front, right) serving at the fall supper.



Craven rink volunteers Chris Potter (second from the left) and Jayda Lees (far left), were encouraging residents at the fall supper to send a pledge (towards physical activity) to Saskatchewan In Motion to help the community of Craven win the \$10,000 In Motion contest.

References:

Saskatchewan Culture Youth and Recreation (2001) A Physically Active Saskatchewan, A Strategy to get Saskatchewan people in motion!

Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13 2007. (<http://www.city-data.com/canada/Craven-Village.html#ixzz1f4DL3pmH>)

www.saskatchewaninmotion.ca