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SOGO ACTIVE

Community Host Manual



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Sogo Active

Phase II Community Host Welcome Kit – How to Manual

WELCOME LETTER

Welcome to the new phase of Sogo Active. This letter and the manual that follows describe the changes that have been made from phase one of Sogo Active, the things that are staying the same, and an overview of how Canada's teens have been getting active with Sogo Active so far. The manual will also give you an overview of ways to use Sogo Active, complete with ideas and tools to get you started. So take a look and be sure to contact your Provincial or Territorial Coordinator (listed on page 17 and 18) if you have any questions.

Since the fall of 2008, Sogo Active has been engaging teens to lead more active lifestyles. Through a partnership between ParticipACTION, Coca-Cola Canada, Provincial and Territorial Coordinators and a network of approximately 1,300 Community Host organizations, Sogo Active has inspired over 13,000 of Canada's youth to get moving.

During the first phase of Sogo Active, over 1000 youth were selected by Coca-Cola Canada to carry the Olympic Flame in the Vancouver 2010 Olympic Torch Relay. Plus, Community Hosts like you have received more than \$500,000 in Sogo Active micro-grants to enable teens to increase their physical activity.

New to Sogo Active for this phase are an updated look and feel and the idea of the Sogo Active Challenge—youth challenging themselves to find new reasons and new opportunities to get physically active. The new Sogo has more educational messaging about the physical inactivity crisis, and asks youth to challenge themselves to overcome it by finding, joining or creating ongoing activities or one-time events. This manual and the website will give you an idea of how the Sogo Active concept has evolved. We asked youth and Community Hosts what would appeal to them, and we feel that the changes will improve the program. In sections one and two of the manual, we've provided Info Sheets and How-to Documents to help get you acquainted with the concept of Challenges and Events.

Much of Sogo Active remains unchanged, including the Community Host network, Provincial and Territorial Coordinators (PTCs), micro-grants and the fact that it's delivered through a web-based platform. The manual introduction includes a reminder of what Community Hosts are and their role, along with a description of the role of PTCs. In Section 3, you will find a description of Sogo Active micro-grants, including the new event micro-grants. Section 4 will tell you all about past and present Sogo incentives (also called prizes!). Read Sections 5 and 6 to find out about the revamped website, available tools and who to contact in the event of technical difficulties.

Welcome to the new Sogo!

The Sogo Active Team



CONTENTS

WELCOME LETTER	2
CONTENTS.....	3
INTRODUCTION TO SOGO	4
a. About Sogo Active	4
b. Sogo Active People	4
c. The Role of a Community Host	5
d. How to Get Started	5
1. CHALLENGE KIT	6
How to Host a Challenge	7
Challenge Ideas / Thought Starters	8
2. EVENT KIT	9
How to Host an Event	10
Event Ideas / Thought Starters	11
3. MICRO-GRANT FUNDING	12
How to apply for Challenge and Event Funding	13
4. INCENTIVES	14
a. Vancouver 2010 Olympic Torch Relay.....	14
b. Active Gaming System and Fitness Accessories	14
c. Can You Fill these Shoes?	14
5. WEBSITE TOOLS	16
a. General Sogo Tools	16
b. Media Tools	16
c. Facebook.....	16
6. WHO TO CONTACT.....	17
7. APPENDIX	19
a. References	19
b. Funding Application Form.....	20



INTRODUCTION TO SOGO

a. About Sogo Active

Sogo Active is a program created for one reason: to help youth challenge themselves and their friends to get moving. It was created by ParticipACTION, Coca-Cola Ltd. and an Advisory Committee of youth and organizations to create a “for youth, by youth” physical activity movement that helps young Canadians between 13 and 19 become more active. The goal of Sogo Active is to solve Canada’s inactivity crisis by encouraging youth to incorporate activity into their daily lives.

Sogo Active gives you ideas to host Ongoing Challenges or One-time Events to get youth active on their own or with their friends. It even lets youth create their own Challenges, from running clubs to rugby games, from weekend yoga to break dancing – and everything in between.

Why do we need Sogo Active? The facts are scary:

- Teens are rounder, weaker and less flexible than they were a generation ago¹
- Obesity has tripled since 1980 and 1 in 4 kids under 17 are overweight²
- 1 in 5 15-year-olds has high blood pressure or high cholesterol³
- Every day, Canadian youth spend an average of 6 hours in front of a TV or computer⁴
- Only 12% of youth under 19 are meeting Canada’s physical activity guidelines⁵
- And for the first time in history, this generation could die younger than their parents will.⁶

The challenge is to get up and do something active for 90 minutes a day. They don’t need to go from zero to 90 minutes right away – just include a bit more activity each day, and see how it adds up. It could be anything from walking to school to going out dancing.

b. Sogo Active People

Sogo Active is brought to you by Coca-Cola Canada and ParticipACTION, the national voice of physical activity and sport participation in Canada. Sogo Active is presented and sponsored by Coca-Cola Ltd. and ParticipACTION designs, coordinates and facilitates the delivery of the program.

Coca-Cola recognizes the importance of incorporating active living into Canadians’ daily routines. The Coca-Cola Company has a long tradition of supporting physical activity around the world. It has strict policies against marketing of any kind to children under age 12. There is no product purchase required to participate in Sogo Active and member info will never be used to sell products.

ParticipACTION works with a team of Provincial and Territorial Coordinators (PTCs) who support youth and Community Host organizations across the country. PTCs are mostly provincial / territorial recreation or sport organizations, but include others such as Motivate Canada in Ontario and Kunoki in Nunavut. These PTCs are responsible for being your main point of contact for the initiative. Contact them for information or ideas, to find out about applying for grants, and to solve any problems related to using the website at www.sogoactive.com. Each of the coordinators and their contact information is listed at the end of this manual.

c. The Role of a Community Host

A Community Host is an organization that is registered with Sogo Active to provide young people with the grounds, facilities, equipment, expertise or other support they need to get active. For example, a Community Host could have its own basketball courts, offer a dance instructor, provide a weekly club or meeting geared at teens or be part of a high school.

Any organization that reaches youth and encourages them to stay active can be a Community Host. Current community hosts include organizations such as:

- The YMCA;
- Boys and Girls Clubs;
- Girl Guides and Boy Scouts;
- Cultural or faith organizations
- Municipal Recreation Departments;
- Homeless Shelters;
- High Schools; and
- Sports Clubs.

Community Hosts reach out to youth, promote Sogo Active locally, and create and upload Sogo Active Challenges and Events for youth to search and join.

d. How to Get Started

- If you haven't already, register and get approved by your PTC as a Community Host at www.sogoactive.com. It takes just minutes to create a profile, select activities that you support, and identify your facilities.
- When youth in your community search for an activity or facility that you offer, your organization's profile will come up, so include some key features of your organization in your profile.
- You can meet with youth in your community to find out how you can get youth involved. Use one of the posters in this kit or download an online poster to tell youth about the meeting.
- Check out the 'website tools' listed in this manual if you're looking for advice or ideas on how to recruit youth to get them more active.
- Decide where you want to start – is there a Challenge or a specific Event that you want to use as a kick off? Read the sections in the manual related to your goals.
- Do your youth members need funding to start a Challenge? Although only Community Hosts can apply for funding, we encourage you to work with your youth to determine if funding is needed, how much funding is needed and how that money should be spent. Fill out the application for grants of up to \$500 for ongoing Challenges and \$250 for one-time events.

1 CHALLENGE KIT

A Challenge is a fun activity or idea for youth to challenge themselves or others to get active.

And it's not just about sports. It could be video game tennis, yoga, dancing, or street hockey – whatever. As long as it gets youth moving and they can count it towards the 90 minutes of activity they should be getting every day.

So start a Challenge and help youth in your area get active and fight Canada's inactivity crisis. Your Challenges could be based on activities or programs you already offer, or something new that youth would like to try.



Challenge example: *Teens in BC wanted to get active during the winter. A local Community Host challenged Sogo teens to join an open dance class at their community centre once a week for about six weeks. The teens and Host applied for a micro-grant to support the program and hired a local professional dance instructor to lead a special hip-hop session for everyone involved.*

Challenges can be Cross-Canada, peer-to-peer or community based. Cross-Canada Challenges are listed on the website and uploaded by ParticipACTION. Any youth in any community can join these Challenges and participate on their own or in a group.

Youth can challenge themselves and their friends by creating their own peer-to-peer Challenge on sogoactive.com and inviting their friends to join. If a youth's Challenge does not need the support of an organization or funding – like a walk to school challenge, a jump rope challenge or a weekly cleanup crew in the park – he or she can create it him or herself, invite his or her friends and start doing it right away. If a youth wants to create a Challenge that requires funding, equipment or additional support, he or she will be able to search for a Community Host online at www.sogoactive.com, and then work with that host to create such a Challenge – so you may be contacted by local youth interested in your expertise and support.

Community based challenges are where you come in. Local, searchable Challenges uploaded by Community Hosts in communities across the country are the core of the Sogo Active program. To get engaged in Sogo Active as a Community Host, you need to host a Challenge! Hosting a Challenge is free and easy, and it can help you attract youth to your new or existing programs, give your organization profile amongst youth and get the teens in your community more active. You can host as many challenges as you like and use Sogo Active micro-grant funding to purchase equipment that can even be shared by other groups!



Challenge example: *A girl's basketball team in the Muskoka region in Ontario started out small, but has high hopes. The coach signed up the league as a Community Host, uploaded its girl's team practices as an ongoing Challenge and grew its three girls to a roster of 16. The team practices every week and is now hoping to enter tournaments in the region. The coach looks forward to opening the girls up to opportunities that they might not otherwise have, such as travelling, connecting with team members and building a sense of accomplishment.*

How to Host a Challenge

- I. Decide if you want to host an Ongoing Challenge or a One-time Event. If it's an event, read the 'How to Host an Event' section. If it's ongoing, continue to step II.
- II. Work with the teens in your community to figure out the details of your Ongoing Challenge, such as:
 - How long will the Challenge run for? To encourage behaviour change in youth, an Ongoing Challenge should run for at least four weeks.
 - How often will the group participate (daily, weekly?)
 - What activities will you do?
 - Why should a youth join?
 - What will make it fun?
 - Where will the Challenge take place?
- III. Decide if you need funding to make your challenge happen. Micro-grants of up to \$500 are available to help you reach your goals. If you do need funding, read section 3 on Micro-grant funding. If not, continue to step IV.
- IV. Once you are approved as a Community Host, log in to your profile and create your challenge at www.sogoactive.com.
 - Fill in the details of your Challenge that your group came up with in step II.
 - Upload a picture of your group, activity or facility so that teens can get a visual when they search your challenge, or choose an existing icon provided.
 - Choose whether you want the Challenge to be public or private. Private means that Sogo members may join only if they are invited. Private Challenges will not appear in search results on the website (great if you coach a team, let's say, and only want team members to join). Public means anyone can see your Challenge, and any registered Sogo Active youth can join it (great for encouraging youth to find out about you and what you offer!)
 - Choose whether you want the Challenge to be open or closed. "Open" means an unlimited number of youth can join, "closed" means you can specify a maximum number of participants.
- V. Get youth involved in your Challenge:
 - Use the e-mail feature on the Challenge page to invite the youth in your area to participate by e-mail or connect to facebook and invite a facebook group or friends to join.
 - Customize one of the posters provided online or in your Welcome Kit to tell youth about the challenge. Put posters up at your facility, the local highschool or other places where youth are in your community.
 - Advertise your challenge in your newsletter, e-bulletin or on your website.
 - Use the promotional card in your welcome kit as a handout to youth to tell them about Sogo Active and to encourage them to register. Youth who register using the promo card will receive a free ringtone download while supplies last.
- VI. Start the Challenge and have fun!
- VII. Don't forget to tell us how it went by marking the challenge as 'Complete' in your profile at www.sogoactive.com.

Challenge Ideas / Thought Starters



Why not gather a group of youth and ask them for a wish list of activities they would like to do? Based on the responses you may come up with some creative new games or programs which can be turned into Sogo Challenges.



Why not create a challenge around trying a new activity, like geocaching, that you and the youth may not have tried before?



Do you already host a teen activity or league that is open to the wider public? Why not create a Sogo Ongoing Challenge that encourages youth to come to this open gym/league time?



Do you know of a place or time where youth that you have access to gather regularly? School lunchtime, afterschool program, teen dance, etc? Why not plan some activities during this time?

2 EVENT KIT

A Sogo Active event is a one-time activity or happening where the youth at an organization, in a community, a province or the country are challenged to get up and get active, or learn more about the physical activity crisis in Canada. Events should also promote awareness of the Sogo Active program. If you don't know much about the physical inactivity crisis in Canada, but you want to help teach youth about how to get active, and why, we have some tools to help you! Download free Sogo Active Fact Sheets at www.sogoactive.com

An event can take place over a few hours, a 24 hour period, or a longer period such as a week-end. As long as youth have the opportunity to learn about Sogo, get active or learn about the importance of physical activity, it can count as a Sogo Active Event. Ideas for Events include a rock-climbing class, try-out day at a local recreation centre, dance-a-thons, tournaments, info nights, student council town halls—or, you can choose to make an existing event, like a youth leadership conference or city festival into a Sogo Active Event by adding an opportunity for youth to get active and /or learn more about the inactivity crisis. Sogo provides you with posters, handout cards, a presentation, and fact sheets to help you 'Sogo-ize' your event.



Event example: In BC, youth wanted to get outside and get active. They planned an event where they could try out rock climbing and kayaking with certified instructors. They used it as a kick off to stay active outdoors all summer long.

Events are a great way to kick off a larger movement to get youth physically active. Host an event to pique the interest of youth in an activity, teach them new information about why they need to get active and then give them ideas on how to stay active all year long. Try-out days are great for this: host mini-sessions for programs that already take place at your organization to let teens find out which ones they like, and then tell them how to sign up for the next session so that they can keep the momentum going!



Event example: Youth from the Speed Skating Club of Charlebourg wanted to find something that would motivate them to stay active during the summer. They decided to train on in-line skates so they could participate in the 24h rollers de Montreal competition, a 24 hour in-line skating relay with teams of 10. Sogo Active helped to pay their registration fee and transportation to Montreal.

How to Host an Event

- I. Decide if you want to host an Ongoing Challenge or a One-time Event. If it's ongoing, read the 'How to Host a Challenge' section. If it's an event, continue to step II.
- II. Work with the teens in your community to figure out the details of your event, such as:
 - What day or weekend will the Event be?
 - What physical activities will you do, or how will you educate the attendees?
 - Why should someone come?
 - What will make it fun?
 - Where will the Event take place?
- III. Decide if you need funding to make your Event happen. Micro-grants of up to \$250 are available to help you make your Sogo Active Event a success. If you do need funding, read the how-to document on applying for funding. If not, continue to step IV.
- IV. Log in to your profile and create your Event at www.sogoactive.com.
 - Click "Create a Challenge." Then select "One-Time Event."
 - Fill in the details of your Event that your group came up with in step II.
 - Upload a picture of your group, activity or facility so that teens can get a visual when they find your Event, or choose one of the existing icons.
 - Choose whether you want the event to be public or private. Private means that Sogo members may only join if they are invited and the event will not appear in search results. Public means anyone can see your event, and any registered Sogo Active youth can join it.
- V. Get youth involved in your Event:
 - Use the e-mail function on the event page to invite the youth in your area to participate by e-mail.
 - Customize one of the posters provided online or in your Welcome Kit to tell youth about the event. Put posters up at your facility, the local highschool or other places where youth are in your community.
 - Advertise your event in your newsletter, e-bulletin or on your website. You can use some the fact sheets to build awareness before your event even happens!
 - Use the event listing template to promote your event to local media.
- VI. Figure out how to make your event feel like a 'Sogo Active Event'
 - Put up posters (in your welcome kit, downloadable from the web or created by youth)
 - Contact your PTC to find out if they have a banner or display that you can use
 - Give away items like promotional cards with a code for downloadable ringtones from your welcome kit
- VII. Host your Event and have fun!
- VIII. Don't forget to mark your event as "Complete" on www.sogoactive.com

Event Ideas / Thought Starters



Could you add a 20 minute 'active break' to your existing youth event or conference or include educational messaging in the event materials?



Host a poster contest where youth can use the stats provided in the online fact sheets to educate other youth about the importance of getting active.



Use the Fact sheets to find creative ways to share the startling inactivity facts with youth and encourage them to join some of the challenges you have created



Do you host a regular (yearly, quarterly?) event of some kind already, like an Information Night or an Open House? Could you add a youth component to it and brand it a "Sogo Active" event?



Do you know of a place or time where youth that you have access to gather regularly? School lunchtime, afterschool program, teen dance, etc? Why not hold an Info Day or Info Night for Sogo at this time?



Host a "try-it" day to promote your programs and to give youth a chance to see what you offer

3 MICROGRANT FUNDING

Microgrants are available to help youth reach their physical activity goals. Up to \$500 is available for Ongoing Challenges, and up to \$250 for One-time Events. The funding can be used for facilities, equipment, instruction, training, nutrition, transportation or to enhance events with Sogo messaging or physical activity.

Some provinces and territories have deadlines for grant applications throughout the year. Check with your PTC to find out the rules in your community.



Funding example: *Teens in Nova Scotia benefited from the purchase of twenty hoops for lunch-time hooping sessions at the local school; but the fun didn't stop there! The equipment is used by the Town of Bridgetown in the summer, and goes back to the school in the fall for more lunch-time activities.*

Microgrants are a great way to get the whole community moving. While the initial program has to be for teens, equipment could be shared between groups to get other populations active too. Think about partnering with other organizations – ask for a donation of space if you share the equipment with them.



Funding example: *In rural communities it can be hard to find ways to stay active year-round. A small community in BC used Sogo Active funding to help them do just that. In the winter, they applied for a grant to purchase hockey equipment like nets and sticks. While the grant was for teens, the whole community benefited from the equipment. When summer came around and the local lake thawed, the group applied for another grant and built a sand volleyball court. Now teens and other community members are active year-round, and can continue to reap the benefits of physical activity year after year.*

How to apply for Challenge and Event Funding

- I. If you haven't already, register as a Community Host.
- II. Get together with a group of youth and find an idea to get physically active.
- III. Figure out what you need to make your idea reality.
 - What equipment do you need?
 - Do youth already know how to do the activity, or do they need instruction or coaching?
 - Where will the activity take place?
 - How will they get there?
 - Do you need to recruit more people?
- IV. Find out what you can offer to support the idea.
 - Can you give them free access to space?
 - Do you already have a similar program that they can join or adapt?
 - Do you have someone who can be the instructor or coach?
 - Is the space close enough to walk or take public transit to?
 - What equipment do you already have that you can share?
- V. Help youth fill in the grant application on the Sogo Active website with the answers to the questions below.
- VI. Decide on the specifics of the activity.
 - How long will it run for? (to be eligible for an Ongoing Challenge grant, and to encourage behaviour change in youth, youth have to engage for at least four weeks)
 - How many times a week will you meet?
 - How many people will participate?
 - How many of these people will be new to Sogo Active?
 - What are the ages of the people who will participate?
 - How many are guys, how many are girls?
 - Will they be from any specific group such as:
 - Youth with disabilities
 - Aboriginal youth
 - New Canadians
 - Underprivileged youth
 - Youth from diverse cultural backgrounds
 - Less active youth?
 - What size of community will the activity take place in?
 - If the grant will go to equipment, will you be able to share it with other youth groups?
 - What will happen to that equipment when the activity is over?
- VII. Decide which things you need but can't get. Make a list, and find out how much everything will cost. Look for other partners who can help with equipment, space and instruction.

VIII. Write a description of the activity. Include answers to:

- Who will be involved?
- What kind of activity is it?
- How are you going to promote physical activity?
- Would the activity still take place if you didn't receive Sogo Active funding?

IX. Check with your PTC to see if they have grant deadlines. Submit the application by the next deadline online (preferred) or by mail, fax or e-mail to the contact person in your community.

X. Your PTC will contact you within 6 weeks of the deadline to let you know if you're successful. But in the meantime, keep active!

XI. When your Challenge is complete, tell us how it went by completing a short, on-line survey and posting your story on the facebook fan page at www.facebook/sogoactive. Youth who participated would be great to help with this, just make sure you have permission to post photos or videos of any youth.



4 INCENTIVES

a. Vancouver 2010 Olympic Torch Relay

Between December 2008 and May 2009, over 1000 teens were chosen by Coca-Cola Canada to carry the Olympic Flame in the Vancouver 2010 Olympic Torch relay. Youth from all over Canada who made a commitment to getting active had the chance of a lifetime, and got to share it with their communities.

Representatives were chosen from every province and territory in Canada. Community organizations also got to take part, as 17 Community Host organizations across the country were chosen to select a team of 20 individuals, at least 17 of whom were youth, to participate in the relay.

One member of a relay team describes her experience:

“You see, one cannot make it into the Olympics, or any other peak achievement, without a dream. But a dream cannot be realized without others who believe in it... After our team had run one kilometer with the torch, we broke into a spontaneous rendition of “Oh, Canada!” Through the twinkling eyes of my fellow torchbearers and the surrounding community members, I realized that several dreams had just been fulfilled. Since that moment, I have been using my torch experience to remind others of the special torch we all carry. That is, a torch with the power to give light to someone else’s dream. I would not have had this incredible Olympic experience without the support of some amazing believers. I truly hope that one day people will say the same about you.”

b. Active Gaming System and Fitness Accessories

From June 2009 until January 2010, Sogo Active participants who logged on and tracked their physical activity had the chance to win Active Gaming System and Fitness Accessories through Sogo Active. Seventeen teens received gaming systems to keep them and their friends active.

c. Can You Fill these Shoes?

In 2010, Sogo Active is putting the inactivity crisis on the shoulders of teen leaders to fix!

- From August to November, all Canadian teens are eligible to be chosen as 1 of 12 Sogo Active Ambassadors. To enter, youth register for Sogo Active, create and upload their own 4-week Challenge and then get as many friends as they can to join it.
- In November, all entrants will be shortlisted to a geographically representative list of 90, based on the success each youth has had in promoting their Sogo Active Challenge idea and recruiting as many of their network of friends as possible to join their challenge. These 90 youth will receive an amazing gift pack from Sport Chek and Adidas.
- 12 youth leaders will be chosen by ParticipACTION and Coca-Cola Canada in January 2011 for the quality of their ideas and ability to promote physical activity and engage youth. These teens will be rewarded with \$5000 towards their education and other cool prizes and experiences!
- These 12 teens will become Sogo Active Ambassadors and have the opportunity to continue to promote physical activity to their peers across the country.
- For more information on the contest and for full contest rules (as of August 6th), please visit www.sogoactive.com.

5 WEBSITE TOOLS

a. General Sogo Tools

We've posted some free, downloadable tools on the website to help you learn about Sogo, promote Sogo, promote your challenges and events and get youth involved. For some organizations, this is the easy part; for others, youth programming is new, so there are lots of resources on the web to help you get started. Visit the website to find fact sheets, presentations, a matte article and more.

Fact Sheets – There are 4 different fact sheets (the inactivity crisis, awareness, inspiration, and action) posted on the site. These can be used to add support to why your Challenge or Event can make a difference and help resolve the inactivity crisis

Presentations – There are 2 presentations on the website. One is for hosts and one is for youth. These presentations are useful when recruiting hosts and youth to join Sogo Active and can be customized to include some of your own information and Sogo-ized events/challenges you have on the go.

Matte Article – We have created an article that you can customize and use to promote Sogo and your involvement. This article can be included in your newsletters or e-blasts.

Your PTC is also a helpful place to learn more about youth engagement. If you are having trouble or need some advice, phone or e-mail your PTC and they'll help you brainstorm ways to get youth moving!

b. Media Tools

Sometimes you've got a great event or program coming up, and you want to let your community know about it. We've created some tools to help you get started. Visit the website to find resources such as:

- Media Relations 101
- Key Messages about Sogo Active
- Questions and Answers for Media
- Sample Article
- News Release Templates

c. Facebook (<http://www.facebook.com/SogoActive>)

This phase of Sogo Active will leverage the functionality of Facebook in order to outreach to youth with exclusive, engaging content that is relevant for them. Sogo will continually add new content, information, videos and photos to the page. Most importantly, Facebook will allow Sogo Active users to generate and post their own content so that they can share their own Sogo Active pictures and experiences with other users and with their other facebook friends. The content will be monitored daily and updated on a weekly basis with a consistent Sogo Active voice. We will also be leveraging the viral aspects of Facebook in order to further promote Sogo Active, Sogo Active Challenges and Sogo Active One-time Events.

6 WHO TO CONTACT

For technical support please call: **1-888-810-2653**

If you have questions about Sogo Active, challenges, events, funding or you just want more information please email us at feedback@sogoactive.com or you can contact your local PTC using the information listed below. Please see the website for the most up to date contact information.



Yukon Coordinator:
Nataschaa Chatterton
active@rpay.org

PH: (867) 668-2328
FAX: (867) 668-2455
509 Hanson Street
Whitehorse YT Y1A 1Y9 Canada



Recreation for Life

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British Columbia Coordinator:
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sogoactive@bcrpa.bc.ca

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101-4664 Lougheed Hwy
Burnaby BC V5C 5T5 Canada



Newfoundland and Labrador
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ashleymercer@recreationnl.com

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Tara Place
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40 Enman Crescent
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New Brunswick Coordinator:
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55 Whiting Road, Unit 34
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Northwest Territories Coordinator:
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4908 - 49 Street, 3rd floor
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7 APPENDIX

a. References

1. Statistics Canada, Catalogue no. 82-003-XPE • Health Reports, Vol. 21, no. 1, March 2010. Fitness of Canadian children and youth • Research article
2. Shields, M. (2005). Measured Obesity: Overweight Canadian children and adolescents. Statistics Canada, Analytic Studies and Reports. ISSN: 1716-6713
3. Canadian Cardiovascular Congress in Edmonton, involved 20,719 Grade 9 students in the Niagara region of Ontario, who have been tracked since 2002
4. Active Healthy Kids Canada. Healthy Habits Start Earlier than you Think. 2010 Active healthy Kids Canada Report Card on Physical Activity for Children and Youth. 2010; Toronto, ON.
5. Active Healthy Kids Canada. Healthy Habits Start Earlier than you Think. 2010 Active healthy Kids Canada Report Card on Physical Activity for Children and Youth. 2010; Toronto, ON.
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Sogo Active Grant Application Form

b. Funding Application Form

Section A: General Information

Community Host Information

Organization Name: _____

Contact Person: _____

Address: _____

City/Town: _____

Province/Territory: _____

Telephone: _____

E-mail Address: _____



Youth Participants Information

(Contact your PTC if providing this information is not possible)

Information of registered youth applying on behalf of the challenge or event participants

First/Last Name: _____

Youth Screen Name: *(from website)* _____

E-mail Address: _____

Section B: Challenge or Event Description

Please complete the following information

Will this be an: on-going Challenge or an Event?

1. Provide a brief description of your challenge or event and tell us why you need funding.

2. If you are purchasing equipment, what will you do with it once the program is over?

- Donate it to your Community Host to keep using
 Equipment would stay with participants (i.e. bike helmets)
 Other *(specify)*: _____

3. How will this money help youth to become more physically active?

- Form a new youth challenge
 Add a new activity to an existing group
 Enhance an existing program (e.g. better equipment, access to facilities etc.)
 Program expansion (enable more youth to participate)
 Raise awareness of the inactivity crisis among youth and educate youth about the issue
 Promote awareness of & participation in Sogo Active — For youth For Community Hosts
 Other: _____

4. What will your Community Host contribute to the youth-led project?

- | | |
|---|--|
| <input type="checkbox"/> Free use of facility | <input type="checkbox"/> Free use of equipment |
| <input type="checkbox"/> Lower costs to use facility | <input type="checkbox"/> Organizational support |
| <input type="checkbox"/> Free coaching or instruction | <input type="checkbox"/> Help promote the challenge or event |
| <input type="checkbox"/> Mentorship | <input type="checkbox"/> Other <i>(please explain)</i> : _____ |

Section C: Challenge or Event Information



Name of Challenge/Event: _____

Challenge/Event Location: _____

With the money, how many NEW participants do you think you will recruit to your challenge/event (if applicable)? _____

How many youth do you expect will participate in the challenge/event? _____

Please estimate how many challenge/event participants fall into the following groups:

13-15 years old ____ 16-19 years old ____ Female ____ Male ____

Will your challenge involve any of the youth below? (Check all that apply)

- Youth with disabilities
- Underprivileged youth
- Aboriginal youth
- Youth from diverse cultural backgrounds
- New Canadian
- Less active Youth
- Other (describe): _____

For on-going Challenges:

Start Date: _____

How long will this challenge run for (# weeks)?: _____

How often do youth participate in this challenge? (e.g. twice a week) _____

For events:

Date(s): _____

Section D: Funding Information

Does your challenge or event receive funding from other sources right now?

- Yes
- No

If yes, from where?

For each category tell us the total you are asking for and how it breaks down in each category.

Example: Equipment Total: \$274.50 Breakdown: 10 basketballs at \$27.45

Facilities/Space	Total: _____	Breakdown: _____
Equipment	Total: _____	Breakdown: _____
Transportation	Total: _____	Breakdown: _____
Nutrition	Total: _____	Breakdown: _____
Instruction/Coach	Total: _____	Breakdown: _____
Other: _____	Total: _____	Breakdown: _____

Total funding requested: _____

(You can ask for a total of \$500 max for on-going challenges and \$250 max for events)

Make Cheque Payable To: _____

Mailing address (if different from Community Host mailing address):

Section E: Declaration

- For groups outside the province of Quebec: I will write a short report to my Provincial/Territorial Coordinator when the program is finished.

OR

- I will post my challenge story on ParticipACTION's wall of inspiration at www.ParticipACTION.com/stories. This allows you to easily post text, photos and videos of your challenge and will be viewable by the public. Make sure you include Sogo in the title so we can find it and share your story with the PTC using the sharing feature.
- For groups from the province of Quebec: I will send in receipts / proof of expenses along with a photo of the group being active in front of a Sogo poster to my provincial coordinator to obtain the balance of the grant.
- The answers in this application are true and complete.



Signature of Youth

Signature of Community Host

(Signatures are required for printed forms only)

Section F: Application Checklist

- I have answered all the questions in the application
- Give the application to your Community Host who will e-mail or fax it to their Provincial/Territorial Coordinator for approval or complete and submit the form on-line together with your community host.
- I have or will create and post my challenge or event on Sogoactive.com

If you have any questions regarding the application or Sogo more generally check out the 'need help?' section of the website for FAQs or connect with your provincial / territorial coordinator under 'Contact Us'.

Thank-you for applying!