



## 2010 Healthy Active Kids Grants

### Request for Proposals

#### GRANT DESCRIPTION

The George Weston Limited and Wonder + Healthy Active Kids grant program supports charitable organizations across Canada that are working to increase access to high-quality after-school programming for children in Kindergarten to Grade 8. Funding of up to \$15,000 is available for programs which increase access, encourage diversity, are offered throughout the year, and are located near cities where Weston Foods Inc. operates (see below for exact locations).

Our goal with these grants is to increase the access to innovative recreational programs that help young Canadians improve their fitness and nutrition levels, connect to their community, and develop skills that they will be able to use throughout their lives.

#### SELECTION CRITERIA

1. Access: Recreation programs that are year-round and enable participation by children in Kindergarten to Grade 8 who otherwise might not have access to programs that improve their physical fitness levels and health due to cost or other barriers. Past examples have included grants to support after-school programming including structured sports, fitness and outdoor education, cooking and nutrition classes.
2. Diversity: Organizations that provide inclusive recreation programs and engage a variety of ethno-cultural communities.
3. Location: Preference will be given to initiatives that are located in the general vicinity of one of Weston Foods Inc. operations. These are located in: Delta and Langley, B.C; Calgary, AB; Regina, SK; Winnipeg, MB; Brampton, Cobourg, Concord, Etobicoke, Kingston, Kitchener, Mississauga, Sudbury and Toronto, ON; Gatineau, Longueuil, Montmagny, Napierville, Ste-Foy and St Thomas-de Joliette, PQ; Amherst and Kentville, NS; Mont Pearl, NL.

**THE DEADLINE FOR HEALTHY ACTIVE KIDS GRANT APPLICATIONS IS  
MARCH 22, 2010**

## ELIGIBILITY CRITERIA

- Any Canadian registered charitable organization offering year-long programs that directly benefit children in Kindergarten to Grade 8.
- We are unable to support individuals, schools or parent associations that work to benefit a single institution or capital campaigns with this grant stream.
- Only complete applications will be considered. Applications for Healthy Active Kids Grants must include a copy of the charity's most recent 2 years of audited financial statements, along with the completed application of no more than 3 pages.
- Priority will be given to those who have not received a grant from us in the past two years.

## SELECTION PROCESS

After receiving the applications, the staff of George Weston Limited will perform the initial review. The Healthy Active Kids Selection Committee will deliberate on the short-listed applications in May and all successful applicants will be notified by June 18, 2010.

## CONTACT & DEADLINE INFORMATION

- Applications must be sent by email only to: [community.affairs@weston.ca](mailto:community.affairs@weston.ca)
- Applications sent by fax, hand delivered or mail are not accepted.
- All applications received by the deadline will be acknowledged by e-mail within two weeks.

## FURTHER INQUIRIES

If you have any questions about the Healthy Active Kids program of George Weston Limited or need advice before applying, please contact:

Tamara Rebanks,  
*Director, Community Affairs*  
George Weston Limited  
[community.affairs@weston.ca](mailto:community.affairs@weston.ca)  
(416) 922-2500 x 5742

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