



Community Sport Participation “RESTART” Grant Program NEWS RELEASE

Makadiff Sports, a privately funded provincial not-for-profit organization, is pleased to announce a “Community Sport Participation RESTART Grant Program” (RESTART Program) to assist the Alberta community sport sector for purposes of rebuilding and restarting community sport participation development endeavors throughout the province – to pursue a positive, inclusive landscape that promotes opportunities for healthy, lifelong engagement with sport.

COVID-19 has significantly impacted community sport organizations in Alberta – as stated by the SPORT FOR LIFE Society (2020):

“99% of Alberta sport organizations have been impacted by COVID-19 ... Alberta organizations reported experiencing decreased revenue from sales of goods, membership and participation fees, fundraising and sponsorships.”¹

The RESTART Program will offer targeted financial support totalling \$300,000 to eligible grassroots sport organizations to assist in their recovery from the impacts of COVID-19 and in their preparation for a safe and proper 2021 recommencement of community sport during and post-pandemic.

The objectives of the RESTART Program and grant funding levels are:

- i. To support a COVID-safe and responsible return to community sport activities - \$1,000 grants.
- ii. To help stabilize and sustain the continued delivery of community sport development services - \$2,500 grants.
- iii. To support innovative “restart” projects/initiatives that will creatively enhance and advance mass sport participation at the grassroots level - \$6,000 grants.

The Makadiff Sports Board of Directors believes that the available dollars will be beneficial and truly “make a difference” at the local grassroots community level of sport participation. In this regard, Makadiff Sports Board Chair Doug Mitchell states “this RESTART Program should assist in a tangible way to ease or remedy some local community sport start-up circumstances in 2021 as well as encourage and facilitate innovation in the resumption of community sport activities.”

Makadiff Sports wishes to extend its best wishes and encouragement to all Alberta sport and recreation organizations which seek to improve the lives of Albertans through active sport and recreation – the benefits of which are both critical and timely to the physical, mental, social and emotional health and wellbeing of our citizens.

The opportunity to apply for RESTART Program grants will open on **Thursday, April 1st, 2021** and will close on 5:00pm (MST) **Monday, May 31st, 2021**.

For more detailed information on the RESTART Program please refer to the Makadiff Sports website: www.makadiffsports.org. Please pass on this grant information to other prospective community sport organizations.

MAKADIFF Sports Board of Directors, March 2021

¹Impacts of COVID-19 on local sports organizations – Alberta Report; 2020; Sports for Life Society