

## Core Funds: Direct Service to National Sport Organizations

Sport for Life's Quality Sport Division is committed to developing a consistent, stable, and transparent approach to providing direct service and support to national sport organizations (NSOs).

What is direct service?

This means that a Long-Term Development (LTD) Advisor will work one-on-one with a NSO to advance a LTD/Quality Sport initiative. Based on our current capacity, structure, and budget, we aim to provide direct service (using Sport for Life core funds) to up to 14 NSOs per year.

Organizations that demonstrate sufficient readiness and are likely to complete and implement their project will be given priority for direct service.

### 1. Organizational Readiness

Indicators of readiness:

- Capacity of organization to engage around proposed initiative
- Long-Term Development in Sport and Physical Activity is reflected in NSO Strategic Plan
- Engagement with Sport for Life (e.g. attendance at LTD Leads Day, Summit, contact with Sport for Life's NSO relations team)
- Updating of NSO's LTD Progress Tracker
- Participation in Sport for Life webinars
- Request for a Long-Term Development in Sport and Physical Activity initiative (see point 2)

2. Proposed Long-Term Development in Sport and Physical Activity project or initiative is based on the logical next step based on the NSO's current state re: Progress Tracker and *Shaping the Ideal NSO*. For example: is the initiative reflected in the NSO's Activation Plan?

Example initiatives:

- Activation Plan (Sport for Life provides support to develop NSO Activation Plan)
- Long-Term Development in Sport and Physical Activity Renewal
- Long-Term Development in Sport and Physical Activity Renewal — Athletes with Disabilities
- Athlete Development Matrix, Gold Medal Profile and Podium Pathway
- Competition Review and Restructuring
- Advanced Program Support
- Other initiatives may be considered

What is an Activation Plan?

An Activation Plan is a three- to four-year plan developed by the NSO with a Sport for Life LTD Advisor. An Activation Plan advances one or more LTD priorities into action, resulting in a measurable impact.

## The Process

April 1

- Allocation of the first block of LTD Advisor time for initiatives that will start in the first half of the fiscal year
- NSOs with a completed Activation Plan can receive up to three days of time from an LTD Advisor with an investment of one day from the NSO (for a total of four days or 32 hours)
- Activation Plans completed in the previous fiscal year will be considered first in this allocation. These NSOs can determine if they want to begin their work early in the year or defer until later in the fiscal year
- Allocations are also based on need reflected in conversations with Sport for Life's Quality Sport Division staff or LTD Advisors
- Sport for Life will work with the NSO to allocate service based on the needs of the organization

September 30

- Allocation of the second block of LTD Advisor days for initiatives that will start in the second half of the fiscal year
- NSOs with a completed Activation Plan can receive up to three days of time from a LTD Advisor with an investment of one day from the NSO (for a total of four days)
- NSOs that have completed Activation Plans may receive LTD Advisor guidance within the same fiscal year, if Sport for Life budget allows
- Allocations are also based on need reflected in conversations with Sport for Life's Quality Sport Division staff or LTD Advisors
- Sport for Life will work with the NSO to allocate service based on the needs of the organization

The intent of this process is to ensure a fair and transparent process for NSOs to receive assistance from LTD Advisors, if needed.

How does an NSO get direct service and professional assistance from a Sport for Life LTD Advisor?  
Direct Service can be obtained by one or more of the following:

1. Filling in the "[Direct Service to NSOs: NSO Request Form](#)"
2. A completed Activation Plan that identifies the NSO's LTD initiative
3. A conversation with Sport for Life's Director of Quality Sport Development or Quality Sport Division staff that demonstrates clear need
4. Identifying gaps in the NSO's LTD Progress Tracker

All allocations are based on budget and available resources. Our aim with this process is to ensure that the investment of funds results in successful completion of initiatives, translating into quality sport programs being implemented at all levels of the sport system.

Questions or feedback?

Please send any questions or feedback you have to Sport for Life's Director of Quality Sport Development, Carolyn Trono ([caorlyn@sportforlife.ca](mailto:caorlyn@sportforlife.ca)).