



Sail Nova Scotia Red Sky at Night Funding Opportunity & Application

In May 2024, Sail Nova Scotia hosted our first-ever **Red Sky at Night Fundraiser** to kick off SailGP in Halifax. The event, held at Pavilion 23 on the Halifax Waterfront, welcomed over 470 attendees and was a resounding success.

Sail Nova Scotia identified that funds raised at the Sail Nova Scotia Red Sky at Night event would be directed to these four categories aligned with our mandates:

1. The Foil4All and WeCANFoil programs which introduce foiling to Nova Scotians, youth, coaches and performance foiling.
2. Nova Scotia sailing and boating programs focused on equity deserving members of our community such as programs for Indigenous youth, new Canadians, women's sailing programs, and programs at the Maritime Museum of the Atlantic.
3. The Nova Scotia Sailing Team and the new National Training Centre Atlantic in St. Margaret's Bay.
4. The Mobile Sailing School which travels the province introducing sailing to more than 100 youth in communities where no youth sailing program currently exist.

Funding Opportunity for Member Clubs & Community Partners

We are now accepting proposals from Sail Nova Scotia member clubs & Community Partners to support programs, or develop new programs, that support initiatives aligned with the identified fundraising categories above.

Proposal Details

Funding proposals must be submitted to **Sail Nova Scotia** no later than **February 1, 2025**.

Before submitting your proposal, please take a moment to review the following:

- Funding evaluation criteria
- List of ineligible expenses that the funding cannot cover
- Acknowledgement and reporting requirements

Let's work together to advance sailing Entry, Enjoyment, and Excellence in our communities!

Funding Evaluation Criteria

- **Mission Alignment**

Degree of support for Sail Nova Scotia's strategic goals of Entry, Enjoyment, and Excellence in sailing.

- **Entry** - Expand opportunities to discover sailing and boating.
- **Enjoyment** - Enhance sailing and boating experience through capacity building.
- **Excellence** - Advance a sailing and boating network that is more strategic, efficient, and adaptable to capitalize on opportunities through a sustainable delivery model.

- **Impact Potential**

Scope and scale of positive outcomes for the community, including number of people the initiative will impact, measurable improvements, and long-term effects.

- **Community or Volunteer Engagement**

Number and names of volunteers or community members and programs actively involved in the project, and opportunities for ongoing engagement.

- **Sustainability or Leveraged Funding**

Demonstration of potential for securing additional funding or long-term viability without continuous financial support.

- **Diversity and Inclusion**

Extent to which the project promotes equity, diversity, and inclusion within the sailing community.

Ineligible Expenses

Personal Expenses

Costs for members' or staff's personal items, like clothing (other than branded or safety-specific gear), personal meals, and personal travel unrelated to program activities.

Non-Operational Travel Costs

Travel costs unrelated to the program events, training, or mission-aligned outreach programs. This includes first-class flights, high-end accommodations, or entertainment unrelated to official program activities.

Loan Repayments and Interest

Repayment of loans, including interest.

Non-Sailing Related Programs

Funding non-core programs or activities, like hosting unrelated events or investing in projects that

don't advance the sport or engage the community.

Acknowledgment and Reporting Requirements

Recipients of Sail Nova Scotia Grant Funding are required to acknowledge and report on the support they receive by no later than six months from when funding was received to ensure transparency and highlight the impact of the funded initiatives.

- **Acknowledgment:**
 - Recognize Sail Nova Scotia funding on applicable websites, social media posts, presentations, and written reports.
 - Include Sail Nova Scotia's logo and branding as appropriate.
- **Photos and Media:**
 - Provide photos and other media of funded activities or programs, ensuring permission is obtained for Sail Nova Scotia to use the media in newsletters, social media, banquet events, and other relevant promotional activities.
- **Annual Summary Report:**
 - Submit a summary (impact) report at the end of the year summarizing how the funds were used. 80% of the funding to be given to successful recipients with the final 20% when the final report is received.
 - Highlight program outcomes and impacts, specifically how the initiative supported Sail Nova Scotia's goals of Entry, Enjoyment, and Excellence in the community.
 - Share testimonials or stories that illustrate the program's benefits to participants or the broader community.

These requirements ensure accountability, celebrate the success of funded programs, and inspire broader participation in Nova Scotia's sailing community.

How to Apply – see next page

How to Apply

Please send your proposals to **office@sailnovascotia.ca** no later than **February 1, 2025** and include the following information.

- Member Club, Community Partner, or School Name
- Your Name
- Your role with the applying organization
- E-Mail address
- Phone Number
- Which category does this project impact (Foiling, Equity Deserving, NSST / Training Centre, Mobile Sailing School.)
- Summary/description of proposed program and how it aligns with the funding evaluation criteria.
- Proposed budget
- Timeframe