



Victoria Lifeline Health Promotion Grant Guidelines

Victoria Lifeline is celebrating over 30 years of helping people remain safe and independent in their own homes. The Victoria Lifeline Grant Program honours our commitment to the well-being of rural Manitobans by providing financial support for projects that create or enhance opportunities for healthy living among older adults. Grant funds are awarded to organizations serving primarily older adults to purchase equipment and to support activities or programs that promote health and independence. A total of \$5,000 is available and funds will be dispersed and awarded based on the evaluation criteria.

The World Health Organization defines health promotion as, “the process of enabling people to increase control over their own health. It covers a wide range of social and environmental interventions that are designed to benefit and protect people’s health.” Victoria Lifeline strives to create an inclusive grant program and encourages applications from a diverse group of organizations.

Please read through the grant guidelines before submitting your application. If you have any questions, please contact Communications Manager Krystal Stokes at (204) 956-6779 or email kstokes@victorialifeline.ca

Purpose:

Grants are made available to programs serving primarily older adults to purchase equipment and to support activities or programs that promote health and independence.

Who can apply:

Eligible applicants are **non-profit community organizations** in rural Manitoba (*outside of Winnipeg program areas*) that include older adults in their activities or programming. Please note that applicants need not be affiliated with Victoria Lifeline service in their community; but priority will be given to communities that offer Victoria Lifeline service.

What can be funded:

Funds can be used for programs and/or activities or to purchase equipment related to health promotion. Preference will be given to supporting the creation of a new activity and/or service, or expanding a current one, rather than providing on-going funding for an already existing program and/or service.



Please note that grant funding **cannot** be used for the following:

- capital investment for facility construction
- taxes, insurance, utilities, or office rental
- deficit reduction
- fundraising or cash prizes

Application Requirements:

- Applicants are required to submit a budget, which lists all sources of prospective and confirmed funding, along with the amount requested from Victoria Lifeline.
- Please provide a quote for expenses over \$100.
- Projects *must* be completed by the end of the fiscal year in which the grant is awarded.
- Funds are to be used for the stated purpose in the application. Any changes to the project once funding is awarded *must* be approved by Victoria Lifeline.
- Victoria Lifeline's contribution should be recognized by the organization during the activity/project, in all related print/online materials and social media channels. If you need any assistance when creating publicity materials, please contact Krystal Stokes at (204) 956-6779 or email kstokes@victorialifeline.ca
- The Victoria Lifeline logo and tagline are to be included in all print recognition. Logo and branding guidelines to be supplied by Victoria Lifeline.
- All recognition efforts must be sent to Victoria Lifeline for approval prior to publication.
- Upon completion of the activity, please provide an overview of the project, which includes photos (if possible), the number of participants and a written summary. The overview *must* be submitted to Victoria Lifeline by the end of the fiscal year.

How are applications evaluated?

Applications will be reviewed by a sub-committee based on the following factors*:

- Projects that align with our values and strategic goals. Our mission statement and values are posted on the Victoria Lifeline website. <https://www.victorialifeline.ca/about-us/mission-and-values>
- Relevance of topic
- Participation potential for older adults
- The number of potential participants involved
- The length of time and/or exposure available for the program
- Victoria Lifeline's current level of presence in the community

**Please be advised that these factors are weighted so as not to disadvantage smaller communities.*