

Sport, Physical Activity and Recreation Donation-Matching Campaign Fact Sheet

Creative Partnerships Alberta Initiative

Overview

The Government of Alberta will match Sport, Physical Activity and Recreation Donation Fund Program donations beginning April 1, 2022. Up to \$350,000, matching funds are being made available for the Donation-Matching Campaign.

This donation-matching funding will leverage private donations to provide a boost in revenue for eligible organizations offering sport, physical activity and recreation programs during this time of recovery.

Alberta's sport, physical activity and recreation programs provide many essential services on which Albertans rely for their physical and mental health, and valued quality of life. This Donation-Matching Campaign builds on donor support of sector programs Albertans enjoy. This support will assist in building the renewed capacity and resiliency of programming in Alberta.

Sport, Physical Activity and Recreation Donation Fund Program will now accept donations through a new online payment portal making it more convenient for Albertans to support sport, physical activity and recreation development programs of their choice.

Important Information

Campaign Dates April 1, 2022 – August 30, 2022

Maximum individual donation match is \$1,000

Maximum matching funds per eligible organization is \$10,000

Program Outcomes

- The donation-matching funding incentivizes new and existing donors to support sport, physical activity and recreation programs that matter most to them.
- Access to timely revenue increases sector organizations' ability to adapt and respond to organizational and community issues.

Program Eligibility

In order to access the Donation-Matching Campaign, organizations must be;

- Receiving operating funding from the Sport Physical Activity and Recreation branch;
- Must have a signed Donation Fund Program agreement;
- Up-to-date accounting and reporting relating to any grant previously awarded by Alberta Culture and Status of Women.

Receipt of donation-matching funding does not affect organizations' ability to apply for other grants offered by Culture and Status of Women Departments.

Donations

- Only new cash donations received between April 1 and August 30, 2022 or until all matching funds have been allotted.
- The maximum individual donation match is \$1,000.
- Donations must be given freely with no benefit to the donor and must align with [Canada Revenue Agency gifting guidelines](#).
- Donors may suggest their donation support select sport, physical activity and recreation programs.
- Eligible sport, physical activity and recreation development programs are those delivered directly or in partnership with the organizations enrolled in the Sport, Physical Activity and Recreation Donation Fund Program.

Matching Funds Allocation

- The maximum matching funding per eligible organization is \$10,000.
- The matching campaign will operate from April 1, 2022 until all matching funds have been allotted or August 30, 2022.
- Donations and matching funds will be distributed on an ongoing basis.

For more information about the SPAR Donation-Matching Campaign, please email SPAR@gov.ab.ca.