

NATIONAL
BANK

Game.Set.Equity.



COMMUNITY TENNIS GRANTS



OVERVIEW

In partnership with National Bank, the Game.Set. Equity. Community Tennis Grants offer opportunities for organizations working at the grassroots level to advance equity in tennis and support self-identifying women and girls to continue playing, experience personal growth, and access leadership opportunities through tennis. This is part of Tennis Canada's **long-term strategy** for creating sustainable change for women and girls in sport.

TIMELINE*

Thursday, February 13	Applications open
Thursday, March 13	Applications close; Application review begins
Thursday, April 10	Application review ends; All applicants contacted
End of April	Recipients announced
End of June	Funds distributed
July	Community of Practice #1
August	Community of Practice #2
September	Community of Practice #3
End of October	Funding Reports due

*Timeline is subject to change and will be reflected on the Tennis Canada [website](#).

FUNDING

Grants will be awarded in any denomination up to \$10,000 to community-serving organizations. Tennis Canada is dedicated to allocating \$100,000 toward the 2025 Community Tennis Grants. Awarded amounts are subject to the discretion of Tennis Canada based on the availability of funding.



ELIGIBILITY

A. WHO IS ELIGIBLE?

Eligible:

- Non-profit organizations or community groups that serve the grassroots community
- Examples include tennis clubs, charities, Indigenous community centres, newcomer associations, schools, and universities

Ineligible:

- Provincial and Territorial Tennis Associations
- For-profit organizations
- Individuals

B. WHAT INITIATIVES ARE ELIGIBLE?

- Initiatives that focus on the participation, retention, and/or advancement of self-identifying women and girls with **a minimum of 70 per cent of funding being directed toward women and girls.**
- Examples of eligible initiatives:
 - Increasing coaching, officiating, and/or next-generation leadership opportunities
 - Increasing opportunities for women and/or girls to participate in quality programming, training, or competition
 - Supporting capacity building for equity work through education and training
- Initiatives must demonstrate how safety measures (physical, psychological, cultural) will be addressed.

Eligible Expense Examples

- Registration costs
- Venue/Space/Court time
- Training/Education fees
- Facilitation/Staffing
- Marketing and communications
- Equipment
- Childcare to support participation in programming

Ineligible Expense Examples

- Individual and/or personal expenses
- Premium or non-essential equipment
- Activities or events not aligned with the grant's purpose
- Capital projects

Please note that funding cannot be applied retroactively to proposed initiatives.

C. SPECIAL CONSIDERATIONS

As part of the *federal government's commitment to achieving gender equality at every level of sport by 2035*, and in alignment with the *5 Game.Set. Equity. Pillars*, Tennis Canada encourages applicants to consider the following to enhance equitable practices:

- Does your organization have 40% women in leadership within the organization? This includes coaches, staff, and board members, where applicable.
- If you are facilitating programming, is it led by active, certified Tennis Canada instructors? If access to active, certified instructors is limited, what alternative measures are in place to ensure high-quality instruction and participant safety?
- Is your organization interested in running research-based programming for girls in tennis, but unsure where to start? Consider using the Community Tennis Grants funding to host a *Girls. Set. Match. Event.* For more information, contact your *PTTA.*



APPLICATION PROCESS

Application Deadline: Thursday, March 13, 2025, at 4:00 PM EST

Tennis Canada is committed to ensuring an inclusive application process. If accommodation is required to complete this application, please contact gsegrant@tenniscanada.com.

Check out the application tips below:

- **Clarity and Detail:** Ensure the proposal provides clear and detailed information about the initiative and its direct impact on women and girls. While broad concepts are appreciated, it is important to include a thorough description of planned activities and clearly defined SMART goals.
- **Accuracy:** Though there are many worthwhile causes and high-risk communities, a minimum of 70 per cent of funding should be directed toward women and girls.
- **Budget Justification:** Provide a detailed and realistic budget justification to ensure that funding will be meaningful, impactful, and transparent.
- **Sustainability:** Consider the sustainability of the initiative beyond the grant period. For example, will the funding support the purchase of equipment with long-term usability? How might future costs be mitigated through low-barrier fees or additional funding sources? How does the funding contribute to the initiative's long-term success? How will the women and girls continue to be engaged after the initiative ends?
- **Safety:** Safety might look a little different in every community, but it is important to demonstrate thoughtful consideration of physical, psychological, and cultural safety for all involved.



SELECTION PROCESS

All applications will be reviewed based on grant criteria aligned with the application prompts by an inclusive volunteer committee. Tennis Canada, National Bank, and the Provincial and Territorial Tennis Associations will collaborate to ensure a comprehensive and well-rounded review process.

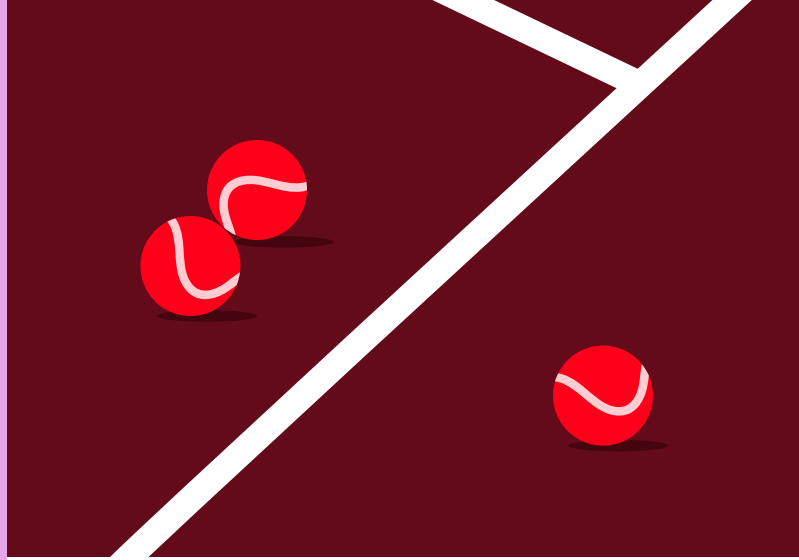
Consideration will be given to ensure the inclusion and representation of recipients from across the country and those representing equity-deserving groups. This approach aims to reflect the diversity of the population and to increase access for self-identifying women and girls.

All applicants will be contacted in April 2025 with an update on their application status.

GRANT RECIPIENTS

Selected recipients will:

1. Sign a funding agreement.
2. Be given up to 5 complimentary access codes to complete *Canadian Women & Sport's Gender Equity LENS* e-module to support continued learning.
3. Collaborate with Tennis Canada's team to share stories about their funded initiatives. Recipients may be profiled through Tennis Canada's various marketing and communications channels. Recipients will be provided with a social media and branding toolkit.
4. Join the Game.Set.Equity. Community of Practice Sessions to network, learn, and share with other funded recipients from across Canada.
5. Complete a Funding Report. This report will require program details, such as:
 - How many women and girls were impacted
 - Initiative outcomes
 - Overall impact



FAQ

1. If I've already received grant funding, can I apply again in the future?

Initiatives are encouraged to include elements of sustainability; however, this does not restrict recipients from reapplying in the future. Sustainability is recognized as a process, and the continued development of programs is valued. Returning applicants must demonstrate the ongoing need for funding and present a detailed plan for achieving self-sufficiency moving forward.

2. How much funding is available?

In 2025, grants will be awarded in any denomination up to \$10,000. Awarded amounts are subject to the discretion of Tennis Canada based on the availability of funding.

3. When will funding decisions be announced?

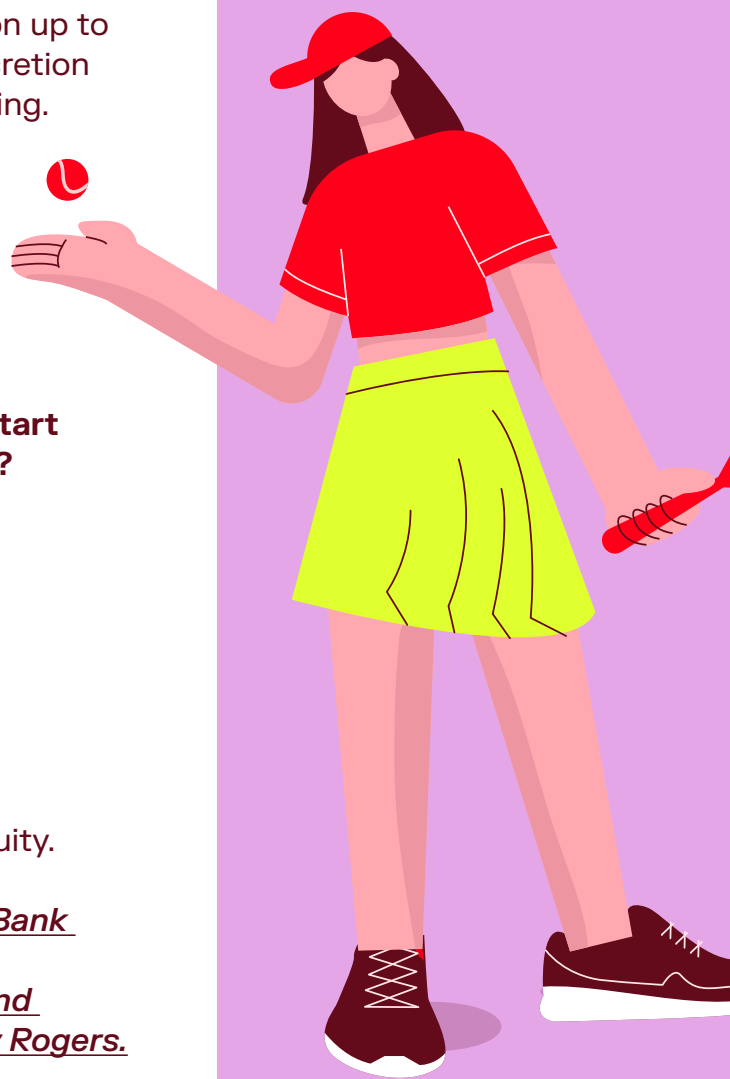
All applicants will be contacted in April 2025 with an update on their application.

4. I'm interested in applying for the grant to run programming for girls, but I'm unsure where to start and don't have any plans in place. What can I do?

Consider using the Community Tennis Grants funding to host a *Girls.Set.Match. Event.* For more information, contact your *PTTA.*

5. I am looking for Tennis Canada funding support for a capital project. Can I apply for the Game.Set.Equity. Community Tennis Grants?

Capital projects are ineligible for the Game.Set.Equity. Community Tennis Grants. For revitalizing outdoor community tennis courts, check out the *National Bank Play Your Court Program.* For support in making a year-round tennis facility, check out the *Year-Round Community Tennis Courts Program presented by Rogers.*



CONTACT US

Please contact gsegrant@tenniscanada.com for any questions or inquiries.