



Rural Secretariat

www.rural.gc.ca

COMMUNITY DEVELOPMENT PROGRAM

Building rural and northern partnerships

Applicant's Guide

Effective Date: March 15, 2011
End Date: March 31, 2013

Canada 

What is the Community Development Program?

The Community Development Program (CDP) provides **contribution funding**¹ as part of Canada's Rural Partnership (CRP), a federal initiative that encourages and supports the development of rural Canada. The goal of the Program is to increase the capacity of rural and northern communities to build on local assets and competitive advantages.

Program Objective and Priorities

The objective of the Community Development Program is to help communities in **rural** or **northern** areas work together to achieve concrete results in responding to their unique challenges and opportunities.

You will need to work with community partners to advance one or more of the following Program priorities:

- 1) enhancing the **competitiveness** of **rural** and **northern regions**;
- 2) fostering the transformation of local ideas and untapped **assets** into sustainable **innovative** economic activities; and
- 3) facilitating the development of new economic opportunities from existing natural and cultural **amenities**.

- ☒ *If your project meets the objective and one or more of the program priorities, you can now proceed to verify if your organization is eligible for funding.*

Who can apply?

The following groups are eligible:

- Non-profit organizations
- Organizations/associations
- Universities/colleges
- Co-operatives
- Non-governmental organizations (NGO's)
- Local governments and
- Provincial and territorial governments (only if there is no local government presence)

Eligible recipients must be incorporated and be able to enter into legally binding agreements.

In northern regions, a federal Crown Corporation may apply when it is the only legally constituted organization or the best positioned organization to receive and manage funds on behalf of a community organization for a specific project.

- ☒ *If your organization is eligible for funding, you may now proceed to verify if your project aligns with one of the four project categories.*

Project Categories

Four types of projects are eligible for funding: Workshops, Partnerships, Rural Development Initiatives and Knowledge Building projects.

¹ Definitions of the words that are in bold throughout the document can be found in the "Glossary of Terms" on the last page of the Applicant's Guide.

Project Category	Funding Available
1- Workshops	
<p><u>“Workshop” projects</u> engage and mobilize community and regional stakeholders to work together on rural or northern-specific development initiatives at a particular event or series of events.</p> <p>All workshop projects must be designed to provide tangible outputs (e.g. action or strategic plan, best practices, resource directory, toolkit) and report on anticipated next steps.</p>	<p>Up to one half of total project costs, to a maximum of \$15,000 per project</p> <p>FOR THE NORTH</p> <p>Up to two thirds of total project costs, to a maximum of \$30,000 per project*</p>
2- Partnerships	
<p><u>“Partnership” projects</u> engage local communities and stakeholders and promote partnering initiatives to enhance local capacity or build collaborative approaches to respond to rural and northern challenges and opportunities.</p>	<p><u>Regional projects:</u> Up to one half of total project costs, to a maximum of \$75,000 per project</p> <p><u>National projects:</u> Up to one half of total project costs, to a maximum of \$100,000 per project</p> <p>FOR THE NORTH</p> <p><u>Regional projects:</u> Up to two thirds of total project costs*, to a maximum of \$75,000 per project</p> <p><u>National projects:</u> Up to two thirds of total project costs*, to a maximum of \$100,000 per project</p>
3 – Rural Development Initiatives	
<p><u>“Rural Development Initiative” projects</u> engage local communities and stakeholders in the implementation of concrete rural development activities that generate tangible benefits for communities. <u>All projects must provide evidence that activities are part of a regional plan or the result of a significant consensus within a community or amongst several communities.</u></p>	<p>Up to one half of total project costs, to a maximum of \$50,000 per project</p> <p>FOR THE NORTH</p> <p>Up to two thirds of total project costs*, to a maximum of \$50,000 per project</p>
4- Knowledge Building	
<p><u>“Knowledge Building” projects</u> develop:</p> <ul style="list-style-type: none"> • Knowledge about barriers to rural and northern development and information used to address these barriers; • Knowledge about gaps that exist in accessing and using tools and information for rural and northern development; and • New tools and information, or increase the value or functionality of existing tools and information by adapting them to address the gaps and barriers to rural and northern development. <p>All projects must transfer knowledge to communities and regions to increase the awareness, availability and accessibility of information, expertise, tools and processes.</p> <p>Objectives or directions must be validated by communities in the region and/or regional stakeholders. A report documenting the consultation process and findings must be attached to the application form.</p>	<p>Up to one half of total project costs, to a maximum of \$200,000 per project</p> <p>FOR THE NORTH</p> <p>Up to two thirds of total project costs*, to a maximum of \$200,000 per project</p>

*These activities and funding levels are only eligible for **northern regions**

- ☑ *If your project activities align with one of the four project categories, you may now proceed to verify if the project costs are eligible for funding.*

What projects can be funded?

All applicants must clearly demonstrate that their projects directly benefit communities and contribute in a tangible manner to improving the quality of life in rural areas.

Note that preference may be given to high-impact projects, such as:

- Those that impact **resource-dependant rural** and **northern communities** (forestry, agriculture, fisheries, mining and energy)
- Those that involve multi-sector collaboration
- Those that are **regional** in nature and
- Those that promote the use of **new technologies** and/or useful **innovative** approaches in rural communities and regions

Northern projects are those that focus on addressing issues in **northern communities** or **regions**.

What projects and activities cannot be funded?

- Continuation of projects previously funded by the Government of Canada's Rural Secretariat that rely on government funding for sustainability
- Projects conducted outside of Canada
- Activities required by law and/or mandated by other levels of government
- Annual or regular organization events/campaigns
- Recreational activities
- Career and other fairs
- Trade shows
- Lobbying activities
- Feasibility studies
- Preparation of formal curriculum materials
- Projects where individuals are pursuing graduate or post-graduate degrees
- Specific professional development and training
- Train the trainers sessions*

*These projects and activities are eligible for **northern regions**.

What project costs are eligible?

Incremental costs to ongoing business and related to the project are eligible under the program.

- Human resource costs, including salaries and benefits
- Contract and professional service costs
- Materials and supplies
- Printing and production costs
- Communication and information technology costs
- Domestic travel costs, including vehicle rental and accommodations per Treasury Board Guidelines
- Translation costs
- A percentage of overhead and/or administrative costs, including rent, that is directly attributed to carrying out the project (not to exceed 15% of total project costs)
- Other costs (which are not included in the ineligible cost list below) may be considered to be eligible costs upon written approval of the Minister or his/her designate. (This includes renovation costs under \$10,000 for Rural Development Initiatives.)

What costs are ineligible?

- Costs related to regular ongoing operational activities and those not directly related to the project
- Purchase of furniture and furnishings with a per item cost over \$10,000 (**capital costs**)
- Costs related to the construction or renovation of structures and/or buildings over \$10,000 (**capital costs**)
- Acquisition, development, preparation of land
- Development, testing of commercial products for private benefit
- Normal costs of establishing a commercial operation
- Incorporation fees
- Items for which a refund or rebate is received (including taxes)
- Hospitality (e.g. beverages, snacks, meals and entertainment)
- Travel expenditures beyond Treasury Board Guidelines
- Gifts associated with the hosting of events
- Costs reimbursed under other governmental programs
- International travel expenses, except where deemed necessary to the project and approved by the Minister or his designate

Please note this is not a comprehensive list. If you are unsure about any of the examples listed or the eligibility of your project and activities, please contact your regional Program Officer at 1-877-295-7160 for clarification.

Funding Considerations

Government Stacking

The maximum level of total government funding (federal, provincial, and municipal) for the initiatives under this Program cannot generally exceed 80%. However, where necessary for **northern regions**, the maximum level of total government assistance can be up to 100% of eligible expenditures.

In-kind Contributions

The applicant's share of the project can be satisfied in whole or in part by in-kind or non-cash contributions. These are resources not purchased specifically for the project and not reimbursable by the Minister. If the applicant did not have access to these resources, a cash outlay would have been required to purchase and pay for them (e.g. use of equipment or facilities, goods, labour or staff time.) Once a project is approved, in-kind contributions must be valued and recorded under the **contribution agreement**, at fair value. If fair value cannot be reasonably estimated and substantiated, the in-kind contribution cannot be recognized.

- ☒ *If your project activities are eligible for funding, you may now proceed to verify if it falls within the application deadlines.*

What are the application deadlines?

- Final program application deadline is **June 30, 2012** for “Partnerships,” “Rural Development Initiatives” and “Knowledge Building” projects.
- Final program application deadline is **September 30, 2012** for “Workshops.”

Project Examples

Project examples that address priority issues include, but are not limited to:

Workshops	Partnerships	Rural Development Initiatives	Knowledge Building
COMPETITIVENESS			
A workshop where participants establish a collaborative action plan to address barriers and challenges to community development. This could mean a workshop that brings together stakeholders from a region in order to give them information or sources of useful information (expertise, links to positive experiences of other communities, studies) for making a decision regarding a particular direction, and developing an action plan which would give the region a relative advantage or attract or generate new investments in a particular sector (e.g. new nearby services, non-wood forestry resource development, or a new economic activity).	A multi-community partnership focused on the preservation and enhancement of the knowledge, history and culture of Aboriginal Peoples for local development. This could mean a partnership between Aboriginal communities of the same nation or culture who want to develop tourism based on their traditional arts and craft activities.	The implementation of a service for youth and businesses to counteract youth out-migration and provide incentives for young people and young families to settle in rural areas. The project could facilitate interaction between local businesses and youth from high schools or universities and identify possible employment opportunities, as well as develop promotional products for the area (i.e. posters, advertisements, videos)	A multi-stakeholder knowledge building project identifying opportunities and challenges related to migration in communities and the development of strategies for future action. This could include an inventory of best practices; documented success stories; various strategies and approaches; or an inventory of different studies on “attractors” and case studies focused on attracting new residents to the communities (immigrants or migrants), to be developed into a guide and/or tool kit for communities wishing to undertake these types of activities in order to become welcoming communities.
INNOVATION			
A conference sharing knowledge on alternative energy and seeking a commitment from participants to develop a partnership to plan a sustainable innovative economic strategy for the region .	The creation of a regional partnership, in a resourced-based region , to develop a strategic plan for sustainable development related to bio-economy (i.e. alternative energy and fuel initiatives, health, and bio-technologies.)	A project to implement elements of a Strategic Plan for sustainable development related to bio-economy (i.e. alternative energy and fuel initiatives, health, and bio-technologies.)	A knowledge building project related to the use of new technologies and/or useful innovative approaches in rural and/or northern communities and regions and their impact on community development.

Workshops	Partnerships	Rural Development Initiatives	Knowledge Building
AMENITIES			
A forum facilitating the development of a shared vision for the region to reach a decision on the best approach for using a particular cultural attraction to stimulate the economy.	<p>A multi-community partnership seeking a regional strategy to add economic value to a natural amenity (i.e. watercourse conducive to extreme sports, wind corridors, presence of migratory birds, particular microclimate, or particular topographic configuration) or cultural amenity (i.e. particular or traditional knowledge, site of a historical event, or particular cultural presence)</p> <p>A partnership project that aims to develop a regional agri-tourism strategy to unite existing businesses, develop amenities and strengthen other tourism operations.</p>	<p>The creation of an interpretation centre for the arts, which would act as both a tourist attraction and a marketing venue for local artists to showcase their art. This project would use local art as an economic development platform to promote regional cultural amenities.</p> <p>The revitalization of a local tourist attraction, as identified in a regional development plan, which would create new economic opportunities for tourism in the region.</p> <p>The transformation of an existing community centre into a tourism office.</p>	A knowledge building project related to the development and dissemination of a guide and the mapping tools needed to tap into amenities .

When should I apply?

Our goal is to send you a final approval or rejection notification within ninety (90) calendar days (or sixty (60) days for a workshop) following the date at which your application is deemed to be complete by the Rural Secretariat. An application is only deemed complete once it is ready to proceed to the Assessment stage of the approval process. It can take between a few weeks and a few months for a proposal to reach this point depending on the complexity of your project and the strength of your original application. We strongly suggest that you allow time, over and above the 90/ 60 day approval timeframe, to work with your Program Officer after submitting your initial application. Failure to do so may result in a delayed approval or rejection notification. Any costs that are incurred prior to the approval of the project are done so solely at the applicant's risk, as AAFC is under no obligation to provide funding until an official project approval has been secured.

How to Apply

STEP 1- Application

- Obtain an application package by contacting your regional Program Officer at 1-877-295-7160.
- Complete all sections of the application, including Schedule A (Work plan) and Schedule B (Budget).
- Submit an electronic version of your application by e-mail and mail a hard copy, with the appropriate signatures, to your regional program officer.

STEP 2 – Application Review

- Work with your program officer to ensure that your application is complete and meets all the program criteria. Your program officer will provide you with feedback and suggestions for a timely and strengthened proposal.
- You will be notified in writing that your application has been deemed complete.

STEP 3 - Assessment

- Proposals will be assessed on their compliance with the program objectives and priorities, and the results/ impacts they are expected to achieve.
- Recommendations will be prepared and submitted to senior managers for their consideration

STEP 4 - Notification

- Once all departmental approvals have been secured, both successful and unsuccessful applicants will be informed of the final funding decision.
- If your project is approved, your program officer will contact you to negotiate a **Contribution Agreement** with the Government of Canada which outlines the terms and conditions of funding.

For more information, or to obtain an Application Package, contact your regional Program Officer at: 1-877-295-7160.

COMMUNITY DEVELOPMENT PROGRAM SERVICE STANDARDS

Service standards publicly state the level of performance that citizens can reasonably expect to encounter from Agriculture and Agri-Food Canada (AAFC) under normal circumstances. AAFC is committed to developing, monitoring and reporting on service standards in areas of importance to its clients and benefit recipients.

- Our goal is to return your telephone and e-mail messages within two (2) business days.
- Our goal is to acknowledge receipt of your application for funding within two (2) business days of receiving your application package.
- Our goal is to send you a final approval or rejection notification within sixty (60) **calendar** days following the date at which your application for a workshop project is deemed to be complete by the Rural Secretariat.
- Our goal is to send you a final approval or rejection notification within ninety (90) **calendar** days following the date at which your application for a partnership, rural development initiative, or knowledge-building project is deemed to be complete by the Rural Secretariat.
- Our goal is to send you a **Contribution Agreement** for your review within thirty (30) business days of the project approval notification.
- Our goal is to issue payments within twenty-five (25) business days of receiving your fully documented and reconciled financial reporting information.

Glossary of Terms

Amenities – Amenities refer to the positive or desirable characteristics of an area or region. They are often grouped into three categories:

Natural amenities are based on the natural attributes of rural and northern areas, including climate, air quality, land and water. They provide the scenic settings and materials for industry and the leisure pursuits of rural residents.

Cultural amenities are based in the cultural context of rural areas, including heritage, sports and recreation, arts, industry and community, and serve to enhance the quality of life in rural regions.

System amenities include the infrastructure, services and connectivity that enable the development of natural and cultural amenities.

Assets – Assets are defined as the attributes and advantages of a community. They are considered essential for the maintenance of rural life and vital for the sustainability of the economy, society and environment in rural Canada. Assets are what we want to keep, build upon and sustain for future generations.

Capital costs - The cost of an asset which has been acquired, constructed or developed with the intention of being used on a continuous basis and is not intended for sale in the ordinary course of business. Capital assets have a useful life in excess of one year and a per item cost of greater than \$10,000.

Competitiveness – The ability of an area to attract and retain investment, residents and jobs while maintaining viable economic activity and stable or rising standards of living.

Contribution – a transfer payment subject to performance conditions specified in a funding agreement. A contribution is to be accounted for and is subject to an audit.

Contribution Agreement – a legally binding Agreement between the Queen, in the Right of Canada, as represented by the Minister of AAFC, and the Recipient organization, which sets out the terms and conditions under which the Minister's contribution shall be made.

Fiscal year – The Government of Canada fiscal year is 12 months long and goes from April 1 of one calendar year until March 31 of the following year.

Innovation – Innovation is a process whereby knowledge (new knowledge or traditional knowledge used in new ways) is used to create new services, processes, or products.

National projects – Projects that involve national organizations, are national in scope, and will have direct benefits for rural stakeholders across Canada.

Natural resource-based community – Communities considered natural resource-based are those in which at least 30% of direct employment income is derived from at least one resource sector. Communities that depend primarily on natural resources, such as agriculture, fishing, forestry, mining and energy, are considered natural resource-based communities for the purposes of this program.

New technologies – New tools, processes, procedures or machines, or, alternatively, updates for obsolete technologies used for performing tasks or problem solving (e.g., virtual technology, computer software, business models, fuel replacement technologies).

Northern Community/Region – one that is located north of the 50th parallel in eastern Canada (east of the Manitoba/Ontario border) or north of the 53rd parallel for western Canada (west of the Manitoba/Ontario border), excluding the city of Edmonton. Please consult Natural Resources Canada's Website in order to verify the exact longitude and latitude of your community at the following link:
http://geonames.nrcan.gc.ca/search/search_e.php

Regional (Region) – An area in which the constitutive communities have in common similar characteristics, types of activities or interests.

Rural community – Rural areas and small (rural) cities refer to the cities and municipalities located outside urban areas and having a population of less than 10,000.