

## **Case Study Number 2**

### **Kids Activity Kits and Outdoor Activity Kits**

<http://jumpstart.canadiantire.ca/en/>

#### **Key Informant:**

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“In this case we were looking to increase physical activity and help equip communities/organizations to deliver programs to disadvantaged children.”

#### **What is it?**

This partnership provides an opportunity for qualified community groups to order sports and outdoor equipment needed to deliver physical activity programming to kids in their communities. An informative resource guide is provided for both a Kids Activity Kit- Recreation and an Outdoor Adventure Kit that explains a multitude of activities and identifies the type of equipment available. The kits are customized with new sports equipment selected by the community group to best meet the needs in their community and provided at no cost to these communities. Canadian Tire Jumpstart Charities and Manitoba Health, Seniors and Active Living have helped kids to be active by empowering communities to provide organized sports and play over the past six years.

#### **Who are the partners?**

- **Manitoba Health, Seniors and Active Living** provides funding to Canadian Tire Jumpstart, promotion and awareness of the program, and a network of partners.
- **Canadian Tire Jumpstart Charities** provides coordination and administration of the project including: promotion and awareness of the program through partners, qualifying community groups and approving applications, purchasing, assembling and distributing activity kits and evaluation/reporting.
- **Community Groups** identify the need for equipment, complete applications and ultimately oversee the use of the equipment in programming.

#### **How did the partnership start?**

Staff from each partner organization became familiar with each other through networking and connecting at various physical activity or physical literacy conferences and events. For this partnership,

we wanted to increase physical activity and equip communities/organizations to target disadvantaged children with recreation programs.

The scope of the partnership was clarified through discussion about common goals and objectives. These objectives are identified in an annual contract between Canadian Tire Jumpstart and Manitoba Health, Seniors and Active Living. We are always identifying new partners that share our vision and that have the ability and capacity to support our common goals. Both organizations identified priorities and determined the best way to approach the project. The partnership requires ongoing communication and annual discussion about priorities.

### ***How did the partnership foster understanding?***

We stay on the same page by taking the time to plan, which includes understanding each other's roles and identifying the best ways to increase supports for communities to offer programming for disadvantaged children. Early on in the project we established roles and expectations for each partner. The language used by the partners is mostly the same but sometimes we can be saying the same thing in different ways such as targeting disadvantaged children vs. applying a health equity lens. The partners' mandates are similar, but Jumpstart exclusively targets the low-income demographic while Manitoba Health, Seniors and Active Living has both universal and targeted programs.

For Jumpstart, this partnership was different than our other partnerships with government organizations as we worked together to create a program with a resource and support for communities and organizations.

For Manitoba Health, Seniors and Active Living, it was new for us to develop a partnership with a charity of a private company. The partnership has been a good model for our health promotion work in terms of how to engage with the private sector on shared areas of interest.

We learned that there are many communities/organizations with volunteers/staff and the facilities to deliver programming that are not able to purchase equipment for programs. We learned that there are many organizations that are unfamiliar with the process of completing grant applications. We also learned that we each bring different capacity and can achieve more by working together than alone. Communication is the key to a successful partnership!

### ***Shared Vision***

We worked together to identify shared goals and objectives. The partnership includes an annual written contract. Both organizations provide leadership and support in the development of the partnership and any resources or tools. We worked collaboratively to develop the activity kits, supporting resources and common goals. We stay in contact by e-mail, telephone and face to face meetings as needed.

### ***Work Together for Change***

During the process, we ensured that the program would be applicable to urban, rural and northern communities, as well as applicable to all Manitobans/Canadians in terms of the type of resources and activities that were developed and supported. There were check-ins at key stages in the development of the kits and we strived for consensus between partners.

### ***Celebrate, Evaluate and Review***

We evaluate the program based on the number communities/organizations supported, kits provided and the number of children being supported through the available resources. We look at where we can improve based on ongoing feedback and make updates when necessary. This included the addition of an outdoor component being created in 2014.

We have held media launches with organizations that were successful at receiving support. This has also helped to promote the program to more communities/organizations.

### ***General***

What do you find most challenging within your partnership efforts?

- The process can take longer when working together as each organization has different priorities at different times throughout the year.
- It is important to sustain momentum.
- You have to understand different ways of doing business.

What did you enjoy most about your partnership efforts?

- Our collaboration increased capacity.
- We worked towards common goals and objectives and learned from each other's work and experiences.
- It provided an opportunity to be creative.

What would be useful from what you have learned from this partnership to pass on to others?

- It is important to stay with your original goals and values but to be flexible to using different approaches.
- It is important to respect what each partner brings to the table.

Have there been unexpected outcomes as a result of the partnership?

- The introduction of Outdoor Activity Kits provided different and exciting opportunities for the children that were not a part of the original goals.