



## Rural Active Living Coordinator Request for Letter Proposals



***Active Living is a way of life in which physical activity is valued and incorporated into daily community life!***

The Recreation and Parks Association of the Yukon (RPAY) is accepting letter proposals for initiatives that will increase active living in rural Yukon communities (outside Whitehorse). Our goal is to decrease the amount of physical inactivity in Yukon communities and to spread the Active Living message. To do this most effectively, we are offering three short-term contracts for local coordinators to design and implement creative, new programming ideas that will target members in the community that aren't as active as they could be.

The idea is to provide new opportunities to complement existing recreation and physical activity programs. Partnerships with local recreation facilities, schools, businesses, etc. are encouraged to make the most of what you can offer your community.

Up to three contracts will be awarded to successful applicants from rural (non-Whitehorse) communities. Each contract is based on \$20 per hour for up to 169 hours (i.e. \$3,380) between October 1<sup>st</sup> and December 31<sup>st</sup>, 2006. This provides for approximately 13 hours per week to cover preparation time and actual program delivery hours. A materials budget of up to \$250.00 is available for advertising, photocopying, stationary, resources, etc., as described in your proposal and based on submitted receipts.

RPAY has some resources and incentive prizes for your use including physical activity and active living brochures, charts, and booklets; and a limited number of t-shirts and water bottles.

We require you to prepare a brief final report and evaluation of your program upon its' completion.

Please complete and return a letter proposal if:

- ✓ You live or work in a rural Yukon community;
- ✓ You are an enthusiastic individual with good community contacts;
- ✓ You are knowledgeable about active living, health and/or fitness issues;
- ✓ You have creative ideas ready to draw on; and
- ✓ You are an effective communicator and have the ability to put a plan into action!

The deadline for submitting Letter Proposals is **4:30pm Thursday September 21st, 2006.**

*R.P.A.Y. (Recreation & Parks Association of the Yukon) is a non-government organization committed to empowering Yukon's people and their communities to adopt healthy lifestyles. We work in partnership with government, other NGO's, service groups and individuals to promote and initiate active living.*

For further information contact:

Ross Burnett, Active Living Coordinator at 867-668-2328 or email: [active@klondiker.com](mailto:active@klondiker.com)

## Rural Active Living Coordinator Letter Proposal Requirements

The Recreation and Parks Association of the Yukon (RPAY) recognizes the importance of forming partnerships with Yukon communities to increase the number of physically active Yukoners. The Rural Active Living Coordinator Program is intended to support local coordinators interested in promoting the Active Living message. In order for this program to be a success, the following objectives must be met:

- ✓ The Program demonstrates “Active Living in action” – that is -- provides concrete examples of how people can become more active in their day-to-day lives;
- ✓ The Program leads to new or increased knowledge of the benefits of active living;
- ✓ The Program encourages changes in attitude or beliefs about active living;
- ✓ The Program encourages changes in daily routine or lifestyle that incorporate physical activity;
- ✓ The Program promotes improved health and well-being.

Some examples of activities and programming ideas that have been successful in the past in various communities include:

- ✓ Guided walks, making use of local trails;
- ✓ Low-impact aerobics for seniors;
- ✓ After school activities for youth;
- ✓ Running/snowshoeing outings using local trails within the community;
- ✓ Workshops/lectures on Active Living;
- ✓ Stretching/strength training sessions;
- ✓ Yoga, Pilates classes;
- ✓ Family/youth activity nights.

The following examples of activities and expenses are not normally approved:

- ✓ Excursions and field trips;
- ✓ Activities requiring expensive equipment;
- ✓ Equipment purchases or rentals;
- ✓ Transportation costs.

Your Letter Proposal must contain the following information. Please adhere to this format as much as possible; as it makes comparisons between all proposals received possible.

1. Contact name, telephone and fax numbers, email address and mailing address.
2. Describe your background, experience, education and your interest in this project (also attach your resumé). Describe your understanding of what is meant by “Active Living”. If other people will be assisting you with the program, please provide their information and resumé.
3. State the specific objectives of your program and identify your target audience(s). Objectives should relate to the lifestyle or activity changes you will encourage through the program.
4. Describe the active living program events, activities or ideas that you would coordinate in your community between October 1<sup>st</sup> and December 31<sup>st</sup>, 2006. Describe how these program ideas are different from other activities available in your community – such as those offered through your municipal recreation department.

5. Provide a work plan and tentative timetable for your program. This should provide a general idea of when you plan to organize, advertise, start your program, program milestones, complete the program, etc. Ideally your timetable would be in the form of a weekly calendar showing the days/times various activities would be offered.
6. Provide information on where the program will take place in your community, and what facilities it will make use of.
7. Provide information on potential partnerships you will establish in order to promote and offer your program (e.g. Recreation Centre, Municipality, Community Association or First Nation, School, Nursing Station, Humane Society, other non-profit societies, government agencies, local businesses).
8. Provide a draft budget for specific materials, supplies, advertising, etc. that you anticipate that you will require.
9. Provide two references from relevant sources in your community.

Please submit your letter proposal by fax, email, letter mail or in person by **4:30pm on Thursday September 21<sup>st</sup>** to RPAY at the following address:

Ross Burnett  
Active Living Coordinator  
Recreation and Parks Assoc. of the Yukon  
4061- 4<sup>th</sup> Avenue  
Whitehorse, Yukon Y1A 1H1

For in-person delivery, our office is  
located at: 509 Hanson Street, Whitehorse

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