



**Team Spirit: Aboriginal Girls in Sport Management Framework (2004-2008)<sup>1</sup>**

HOW?		WHAT DO WE WANT TO HAPPEN?		WHY?
INPUTS	ACTIVITIES/OUTPUTS	DIRECT OUTCOMES	INTERMEDIATE OUTCOMES	FINAL OUTCOMES
<p>Staff Time: - 75% Project Manager, CAAWS - 15% Executive Director, CAAWS - 15% Project Co-ordinator, ASC - Program Leaders (To be determined)</p> <p>Overall Budget: \$307,000 over 4 years</p>	<p>Build community awareness in about <i>Team Spirit</i> and its benefits / website, call for proposals, press releases, articles, other communication tools</p> <p>Build community capacity in to deliver and evaluate <i>Team Spirit</i> programs / community funding, meetings, consultations, workshops, website, culturally sensitive tools and resources, ongoing support</p> <p>Build sustainability of <i>Team Spirit</i> programs in communities / advice, strategies, meetings, consultations</p> <p>Generate and share new knowledge about effective <i>Team Spirit</i> programs for Aboriginal girls and young women across sectors and jurisdictions / best practices, success stories, culturally and gender sensitive tools and resources</p>	<p>Increased community commitment to deliver <i>Team Spirit</i> programs for Aboriginal girls and young women</p> <p>Increased community capacity (knowledge, culturally sensitive tools and resources, women sport leaders and role models) to deliver and evaluate <i>Team Spirit</i> programs</p> <p>Increased linkages and partnerships between organizations serving the Aboriginal community and those in the sport and active living sector</p> <p>Increased cross-cultural awareness about effective <i>Team Spirit</i> programs for Aboriginal girls and young women among communities and other partners</p>	<p>Increased number of <i>Team Spirit</i> programs for Aboriginal girls and young women delivered</p> <p>Increased number of Aboriginal women leaders get involved and stay involved in <i>Team Spirit</i> programs</p> <p>Sustained commitment to deliver programs for Aboriginal girls and young women after 2008 in <i>Team Spirit</i> communities</p> <p><i>Team Spirit</i> and other programs and policies for Aboriginal girls and young women participating in sport are culturally and gender sensitive</p>	<p>Increased number of Aboriginal girls and young women get involved and stay involved in <i>Team Spirit</i> programs</p> <p>Increased participation in community sport and physical activity by <i>Team Spirit</i> participants after their <i>Team Spirit</i> program</p>
<b>REACH</b>				
<p><b>Target Groups:</b> Aboriginal girls and young women (approximately 9-18 years old), and Aboriginal women (as program leaders, sport instructors and role models)</p> <p><b>Lead Partners:</b> Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS), Aboriginal Sport Circle (ASC)</p> <p><b>Funding Partner:</b> Sport Canada</p> <p><b>Co-deliverers:</b> Community organizations serving the Aboriginal community</p> <p><b>Other Potential Partners:</b> Provincial/Territorial (P/T) Aboriginal Sport Bodies (ASBs); P/T and municipal governments; schools, health boards, social service agencies, Friendship Centres, Band Councils and other organizations serving the Aboriginal community; P/T and local sport organizations.</p>				

<sup>1</sup> Template adapted from Steve Montague's 3R's, PMN Inc., and Phil Cox's Splash and Ripple, PlanNet.





### PERFORMANCE TARGETS

1. *Team Spirit* programs delivered in nine communities in eight P/Ts in both urban/rural and on/off reserve locations by 2007/08.
  - One *Team Spirit* program is initiated in 2004/05; four new programs are initiated in 2005/06; two new programs are initiated in 2006/07; two new programs are initiated in 2007/08
  - All programs will be funded until March 2008.
2. There are First Nation, Métis and Inuit communities represented amongst the nine *Team Spirit* Community programs.
3. Participation by Aboriginal girls and young women in the *Team Spirit* programs will increase by 20% each year.
4. Five of nine *Team Spirit* programs will continue in 2008/09.
5. Other possible targets (to be confirmed after discussion with Communities and where needed, baseline data collected):
  - retention / return rate of participants
  - retention / return rate of women sport leaders

### ASSUMPTIONS, RISKS AND MANAGEMENT STRATEGIES

**Assumption:** Organizations serving the Aboriginal community will be interested in and apply for the *Team Spirit* program funding from eight different P/Ts. **Risk:** Low.

**Management Strategy:** Interest in the project from the organizations serving the Aboriginal community was confirmed as part of the initial needs assessment by ASC. ASC and CAAWS networks will be used to distribute all information about the project. P/T ASBs will be asked to identify potential communities in P/Ts that have not yet applied. Successful proposals will be posted on the website for other applicants to use.

**Assumption:** Aboriginal girls and young women will want to get involved and stay involved in the *Team Spirit* program. **Risk:** High.

**Management Strategy:** Participants will learn about the benefits of participating in sport and physical activity. OTM concepts will be applied to all aspects of program design, delivery and evaluation. *Team Spirit* programs will incorporate Aboriginal culture and traditions.

**Assumption:** Organizations serving the Aboriginal community will have the capacity to deliver the *Team Spirit* program. **Risk:** Medium to high.

**Management Strategy:** Communities will have to demonstrate their capacity to deliver the program in their proposal. Partnerships between the Aboriginal and sport communities will be a selection criteria. Funding, training and ongoing support will be provided to *Team Spirit* communities by CAAWS and the ASC. P/T ASBs will be involved in discussions on how they can support the *Team Spirit* program in their P/T.

**Assumption:** There will be community sport or physical activity opportunities available to *Team Spirit* Community program participants after they complete the *Team Spirit* program. **Risk:** High.

**Management Strategy:** Consultation and workshop events will emphasize the importance of providing post-*Team Spirit* sport and physical activity opportunities for Aboriginal girls and young women. Partnerships with P/T ASBs and other sport organizations will be encouraged.

**Assumption:** The communities will be able to continue delivering the *Team Spirit* program after the initial funding period ends. **Risk:** High.

**Management Strategy:** Support (advice, strategies) will be provided to communities to assist in seeking replacement funding. Monitoring and evaluation information will be used to demonstrate the success and benefits of the *Team Spirit* program. Partnerships within the Aboriginal and sport communities will be nurtured, and partners will be kept well informed of program's progress, success, and benefits.

