

2024-2025

Support for Youth Initiatives in Cultural Leisure Activities

Call for projects:

- New financial support program for cultural leisure initiatives aimed at **youth primarily aged 15 to 29.**
- Deadline for submitting applications: **Tuesday, October 1, 2024.**
- Project completion deadline: **March 31, 2025.**



L'Unité régionale Gaspésie-Îles-de-la-Madeleine (URLS GÎM) recognizes the essential role of schools, municipalities, and associations in developing cultural leisure activities for different audiences. In this context, l'URLS GÎM seeks to encourage the development of expressive cultural leisure activities within the Gaspésie-Îles-de-la-Madeleine region, through financial support provided by the Youth Secretariat, in line with the Quebec Youth Policy 2030.

General Objective

The support program for youth initiatives in cultural leisure activities aims to encourage projects that promote expressive cultural leisure activities among youth, primarily aged 15 to 29. The objective is to foster their engagement, develop their artistic and cultural skills, and strengthen their participation in the cultural life of their community, in line with the intervention areas of the Quebec Youth Policy 2030.

Specific Objectives

- Support the discovery and introduction to new activities and diversify the offering of cultural leisure activities.
- Support local or regional structuring and sustainable initiatives.
- Increase the quality and quantity of cultural leisure activities.
- Use public spaces creatively.
- Provide equipment and resources necessary for practicing cultural leisure activities.
- Support the participation of audiences facing barriers to participation.¹
- Foster partnerships, networking, and collaborative projects among stakeholders.

¹ To promote inclusion and participation, a project could receive additional funding if it accommodates a person with a disability requiring personalized support.

Five Areas of Intervention

With the Quebec Youth Policy 2030 from the Youth Secretariat, the government outlines its action framework for youth around five areas of intervention.

Supported projects must align with at least one of the following five areas of intervention:

1. Healthy lifestyles and safe environments

Connection to the project: Encourage young people to adopt healthy lifestyles through cultural activities that promote physical and mental well-being in a safe environment.

2. Perseverance and educational success

Connection to the project: Use cultural activities to strengthen perseverance and educational success by offering enriching and stimulating learning experiences.

3. Engagement in culture, community, and society

Connection to the project: Inspire young people to actively engage in culture, community, and society through participatory and expressive projects.

4. Preparation for work and economic integration

Connection to the project: Prepare youth for the job market by providing practical and creative skills that can be applied in professional contexts.

5. Support for entrepreneurship and access to decision-making spaces

Connection to the project: Encourage entrepreneurship and access to decision-making spaces by helping young people launch innovative cultural projects and take initiatives.

What is cultural leisure?

Cultural leisure refers to activities and practices related to the arts, culture, literature, and heritage that individuals engage in for enjoyment and personal fulfillment. These activities can be pursued individually or collectively and may include a wide range of artistic, cultural, and creative pursuits, such as participating in art workshops, attending performances, or exploring cultural heritage sites. Cultural leisure can be either expressive, where individuals actively create or perform, or receptive, where individuals appreciate and enjoy the work of others.

Expressive cultural leisure: Unlike passive forms of leisure where one simply observes or enjoys the work of others, expressive cultural leisure involves personal involvement and creativity. Examples include participating in art workshops, engaging in theater performances, writing poetry, or creating visual art. This type of leisure allows individuals to actively express themselves and explore their own creativity within the cultural domain.

Please note that this program will only support projects that focus on expressive cultural leisure, where participants take an active and participatory role rather than being spectators.

Eligible Activity Fields

- **Performing arts/live arts:** theater, improvisation, dance, music, comedy, singing, circus, etc.
- **Literary arts:** writing, public readings, poetry, slam, storytelling, etc.
- **Media and digital arts:** 3D animation, podcasts, amateur radio, journalism, video, cinema, etc.
- **Visual/multidisciplinary arts:** painting, illustration, photography, etc.
- **History and heritage:** genealogy, heritage circuits, philately, archives, etc.
- **Crafts:** weaving, leatherwork, knitting, pottery, woodworking, etc.

Program Conditions and Criteria

Eligibility

- Applications must be submitted by an organization that is a member or affiliated with a member of l'URLS GÎM.²
- The promoter must have its headquarters in the Gaspésie-Îles-de-la-Madeleine administrative region and have fulfilled previous commitments with l'URLS GÎM.
- The project must be completed by March 31, 2025.

Exclusions

- Projects involving cultural mediation or other public development initiatives aimed at increasing the consumption of artistic products and cultural services.
- Projects with exclusively social, environmental, or economic objectives that use culture as an intervention tool.
- Cultural leisure activities of an impressive nature (attending a performance, event).
- Cultural leisure activities practiced alone in a private setting.
- Projects that do not align with a recognized activity field.

Eligible Expenses

Financial support can only be used to cover the following eligible expenses, directly related to the realization of the **PROJECT**:

- Coordination salary directly linked to the **PROJECT**
- Fees for facilitators, supervisors, or specialists
- Specific fees for caregivers of people with disabilities
- Purchase of durable materials and equipment
- Rental of materials and equipment

² Please note that organizations/schools within the territory of a municipality or a school service center that is a member of l'URLS GÎM are also members of l'URLS GÎM.

- Rental of venues for the activity
- Promotion and communication costs
- Training and workshop fees (educational materials, workshop supplies, digital resources, etc.).

Non-Eligible Expenses

Non-eligible expenses are those not directly related to the realization of the **PROJECT** and in accordance with the criteria defined by this **PROGRAM**, including:

- Costs incurred before confirmation of the granted assistance
- Expenses related to the organization's ongoing activities or general operations not directly related to the **PROJECT**, including:
 - Regular staff salaries for ongoing activities
 - Administrative fees related to the organization's ongoing activities or general operations
- Capital expenditures
- Transport, travel, and fundraising activities
- Expenses related to food, purchasing trophies, or awarding prizes
- Participation in competitions or tournaments unless it is an integral part of the project
- Projects that compete with existing activities unless there is specific collaboration among the concerned promoters.

Evaluation Criteria

- Relevance of the project to the program's objectives.
- Potential community impact.
- Innovation and originality.
- Project viability and realism.
- Organization's ability to carry out the project.
- Proposed partnerships and collaborations.

- Involvement and qualifications of recognized resource persons or organizations.
- Quality of the application.

Financial Aid Terms

- A selection committee will evaluate the projects and recommend funding for selected applications to l'URLS GÎM's Board of Directors. The Board's decision is final.
- The maximum support for a project is set at \$2000.
- The program should not cover costs already financed by l'URLS GÎM or the Youth Secretariat, unless there is significant project enhancement.
- The granted amount will be disbursed after the receipt of the activity report and supporting documents unless a specific agreement is made with l'URLS GÎM.
- The available amounts for this year's program depend on the grant received by l'URLS GÎM from the Youth Secretariat.

Obligations and Required Documentation

Obligations of supported organizations

- Use the granted amount by March 31, 2025.
- Complete and submit to l'URLS GÎM the activity report form (online form) within 30 days of project completion.
- Inform l'URLS GÎM as soon as possible if the planned activity cannot be carried out or if major changes to the project are necessary (budget, timeline, or project nature).
- Acknowledge l'URLS GÎM and the Youth Secretariat's contribution according to the provided visibility plan if your project is accepted.

Required Documentation for Project Submission

- Completed online form;
- Detailed project budget (template to be attached to the online form);
- For a non-profit organization or cooperative, provide the first page of the organization's charter for first-time applicants.

Timeline

- Program launch: August 28, 2024.
- Application deadline: October 1, 2024, at 11:59 PM.
- Evaluation and decision: October 2024.
- Report submission: 30 days following project completion.

For more information:

Lisa Armishaw, cultural leisure advisor

Email address: lisa.armishaw@urlsgim.com

Phone number: 418-388-2121, ext. 108