

# DIVERSITY AND INCLUSIVITY

Creating Meaningful Change

## Research New Partnership and Funding Opportunities

### *Explore new partnership opportunities*

- Seek out mutually beneficial partnerships with local businesses. Once authentic trust-based relationships have been established with new community contacts, you can explore partnership opportunities that offer reciprocal equally beneficial impacts.
  - This could come in the form of a sponsorship agreement, where local businesses pay to advertise throughout your facility (ice shed walls, in the ice, on the scoreboards, in the clubhouse, in publications, league sponsorships, 50/50 prizing, etc.)
  - This promotes revenue for your facility and a broader exposure for these local businesses as well as reaching a new community of potential curlers who may feel more at ease to see that their local community businesses are also involved with your facility.
  - When your curling facility isn't operating in the summer, offer the space to these businesses or community groups. The community groups can get familiar with your facility in a comfortable environment.



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## *Check out new funding opportunities*

- Taking actionable steps to become more inclusive can increase your eligibility to qualify for funding grants specific to program and organizational work for enhanced diversity and inclusion. The grants can help with diversity initiatives, financial aid, and scholarship opportunities.
- Have a look at your provincial and town websites (usually under Grants and Funding) and see what potential grants are available to your facility.
- Keep openly communicating with your Provincial/Territorial Member Association for any potential collaborative provincial/territorial-wide opportunities that could benefit your facility.
- Investigate whether there are community donors who could help with financial aid, possibly creating a program designed to help with membership and equipment costs. In-kind donation can also help (i.e. partnering with a local curling store or brand that donates shoes, brooms, grippers, helmets, etc.)



Beginning with small steps in the right direction, we at the community facility level and Curling Canada as a whole, can welcome a wider demographic into our house. For more resources, information, and the full Diversity & Inclusion Kit visit <https://www.curling.ca/diversity/>



This resource kit was made possible thanks to the World Curling Federation's Development Assistance Programme.