



**APPLICATION FOR COMMUNITY RECREATION, ART, CULTURE AND
HERITAGE INVESTMENT GRANT**

SECTION 1: GRANT INFORMATION

Select the grant you are applying for:

- ☐ Development Incentive Grant ☐ Community Incentive Grant ☐ Major Community Tourism Event Grant
☒ Travel Grant ☐ Equipment Grant ☐ Leadership Grant
☐ Arts, Culture, and Heritage Grant ☐ Screen Based Production Grant ☐ Other Funding or Goodwill Requests

SECTION 2: APPLICANT INFORMATION

Applicant Name: Hayden Midford
Phone Number: 780-573-7571 (moms # - Lori Flanders - Midford)
Email: lmidfordflanders@gmail.com
Mailing Address: 2309-2 Ave
(including postal code) Cold Lake AB T9M 0A8

SECTION 3: APPLICATION INFORMATION

1. Legal Name of the benefitting party: Hayden Midford.
2. The benefitting party is a (Check One): ☒ Individual ☐ Organization ☐ Organizing Committee
3. Amount of funds being requested (must be within the Policy guidelines): \$ 500 (Canadian Dollars)
4. The requested funds will contribute to:
☐ A New Initiative ☐ An Existing Initiative ☒ An Event ☐ Revival of an Inactive Project
(inactive for 3+ years)
5. If this is an Event, please provide the following information:
Event Date: July 16-22nd, 2023 gothiacup.se
Event Occurrence: once a year
Location: Gothenburg, Sweden
6. Describe the ask for support (attach additional pages if required):
Support for travel expenses which include airfare, hotel accommodations, travel gear/team gear, miscellaneous costs such as busing in Gothenburg, food vouchers at village (* please see attached letters)
7. Describe the targeted audience, expected attendance, or membership:
The Gothia Cup is the world's largest International youth football tournament. There are 1700 teams from 80 different countries!

5513 48 Avenue, Cold Lake, AB • T9M 1A1 • Ph: 780-594-4494 • Fax: 780-594-3480

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8. Describe how these funds will develop or enhance recreation, art, culture and heritage within the community:

These funds will assist with expenses to attend an international tournament. It will show that rural communities have athletes that can compete in large centres. Cold Lake Minor Soccer & other sport bodies in Cold Lake have some of these athletes

9. Identify all other fundraising strategies and requests:

50/50 Raffle - draw date Dec 18th - Bagging Groceries
Perogy / sausage fundraiser - December 2022 - selling of Players cards
Flipgive - gift card purchases. - working@Heritage Society
Sponsorships from businesses in communities in Fort McMurray

10. Describe how you will acknowledge the City of Cold Lake as a sponsor:

Providing photos for social media for the City of Cold Lake. An individual & team photo will be given to City Hall. Logo of city of Cold Lake placed on Utayden's bag as well as a "shout out" on social media. Thank you letter to accompany photos.

11. Provide details of any locally sourced items, resources, or services:

Items for tournament/travel will be locally sourced. Any businesses/organizations that sponsor locally, there will be items purchased from them continually. Continuing training with CLMSA, access to Motion n Sync, use of physiotherapists & massage therapists in Cold Lake

SECTION 3: DECLARATION

By signing and submitting this application form, I confirm that:

1. The information provided on this application is true, complete and correct.
2. I understand that the City of Cold Lake Community Grant Advisory Committee may decline this application:
 - (a) If I have submitted any false statements or concealed a relevant or significant fact as both constitute misrepresentation.
 - (b) If I do not comply with any request for information required by the City of Cold Lake Recreation and Culture Advisory Committee to effectively administer and maintain the integrity of the program.
 - (c) At the discretion of the Committee.
3. Any funds contributed by the City of Cold Lake will not be used to support any political or religious activities.
4. The grant will not be funding individuals recognized as producing tobacco, alcohol, or cannabis products.
5. I will represent Cold Lake in a positive manner and acknowledge the City of Cold Lake as a sponsor.
6. I understand that my attendance as a delegate may be required at a Community Grant Advisory Committee meeting to speak about this application.
7. I have read, understand and agree to abide by the terms and conditions governing the grant outlined in Policy No. 097-RC-07.

Date

January 2, 2023

Applicant Signature

S. Handus-Medford

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SECTION 4: DOCUMENT CHECKLIST

Required for ALL grant applications:

- ☒ Completed Application Form
- ☒ Letter of support from the benefitting organization
- ☒ Last Audited Financial Statements for grant requests exceeding \$5,000
(except where a structured fundraising package is being used)
- ☒ Budget (items, purpose, costs, proposals, fundraising strategies)
The Proposed Budget chart may be used below; attach additional pages if required.

ADDITIONAL DOCUMENTS REQUIRED:

Community Incentive Grant → ☐ Outline on economic benefit to the community

Equipment Grant: → ☐ Details of the asset for which funding is being requested

Major Community Tourism Event Grant: → ☐ Economic impact assessment study or equivalent

Screen Based Production Grant: → ☐ Description of the genre or types of production

PROPOSED BUDGET

(for use where a budget hasn't already been created)

ITEM	PURPOSE	COST (\$)
Airfare/insurance	transportation	~ \$2400
Accommodations/Food	Hotel, food	~ \$2000
Gear	Jerseys/warm ups etc	~ \$250-300

INTERNAL OFFICE USE ONLY

Received by: Reception Date: Jan 5-23 ☒ Required Documents Attached Initial: [Signature]

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To Whom It May Concern:

It is with excitement and pleasure to write this letter regarding a young female athlete in our community, **Hayden Midford**, who has been granted a unique opportunity to compete in the world's largest youth soccer tournament in Gothenburg Sweden, **The Gothia Cup** July 16th-22nd. This tournament plays host to athletes from nations all over the world, giving Hayden an amazing opportunity to compete and showcase the skills she has developed here in the City of Cold Lake and throughout her youth against some of the top female soccer players in the world.

Hayden has been selected to play with the Fort McMurray Fury Soccer Club based out of Fort McMurray, but will be on loan by Cold Lake Minor Soccer Association (CLMSA), as she has been a member of CLMSA since the age of 5. Hayden's ability to find the goal and be an elite scorer has been observed by various coaches while competing at the Alberta Summer Games, Alberta Winter Games and more recently, an invitational tryout with the University of Alberta Junior Pandas, a U18 club where she is still 15 years of age. Hayden's home is Cold Lake and she is looking forward to putting the City of Cold Lake on the map, as a small community athlete doing well at an International competition.

In preparing for this event, Hayden will be traveling back and forth from Cold Lake to Fort McMurray for training this spring and summer prior to departing to Sweden and with this comes expenses. The travel expenses to Sweden includes airfare, accommodations, and gear. We have completed a number of fundraising opportunities, but are looking for further support to help offset travel and gear expenses associated with this traveling team. Any support you can give Hayden is greatly appreciated. We have supplied an additional sponsorship letter supplied by the club with various levels of support and contact information.

Thank you for your consideration and supporting a Cold Lake female athlete in running after her goals of playing elite soccer. If there are any questions, please do not hesitate to contact me at lmidfordflanders@gmail.com or 780-573-7571 and/or the team manager on the accompanying letter. All cheques are payable to Fort McMurray Youth Soccer Association, in the memo line : U17 Girls Fury-Hayden Midford. I can pick up and deliver any support that is given.

Sincerely,

L. Flanders-Midford
Lori Flanders-Midford



Fort McMurray Youth Soccer Association

2023 U17 Girls International Soccer Team

Sponsorship Request Letter

To Whom it May Concern,

Let me take the opportunity to introduce you to the Fort McMurray Youth Soccer Association **2023 U17 Girls International Soccer Team**. We are a team of young women from Fort McMurray that have been playing competitive soccer throughout Alberta for the last seven years. We have won numerous regional tournaments as well as provincial championships throughout our past seven years together and our next challenge is to compete on an international level at the Gothia Cup in Gothenburg Sweden in July 2023. The Gothia Cup is the world's largest and most international youth soccer tournament, and we can not wait to represent Fort McMurray!

The 2023 U17 Girls International Soccer Team is guided by volunteer coaches and dedicated parent volunteers. Our common goal is to ensure our players have the best possible experience in soccer and hopefully get them the exposure they deserve; this goes well beyond just playing and trying to win. It is the development of leadership, independence, team bonding, self-confidence, and a healthy lifestyle which will benefit these players in life and the sport they love! Our sole source of revenue is through community fundraising and donations received from generous individuals and businesses. **We are offering an opportunity to local businesses like yours to become player or team sponsors for our international team.** Your contributions will be targeted *exclusively* to lessen the travel, accommodation, and uniform cost for each player to attend this tournament.

Please take a moment to review and consider the following sponsorship packages available:

Bronze Level Player Sponsor:

Donations between \$600-\$1000:

- Business name/logo featured on the sponsored players equipment bag
- Player picture and appreciation plaque for display
- Player "shout-out" to sponsor from Sweden on social media
- Business name/logo displayed on team banner for tournament and social media display

Silver Level Player Sponsor:

Donations over \$1250:

- Business name/logo featured on the sponsored players training jersey and track suit
- Sponsored players picture and appreciation plaque for display
- Sponsored player "shout-out" to sponsor from Sweden on social media
- Business name/logo displayed on team banner for tournament and social media display

Gold Level Team Sponsor:

Donations over \$2500:

- Business name/logo featured on the sleeve of *all players* game jerseys
- Team picture and appreciation plaque for display
- Social media posts recognizing business contribution before, during and after the Gothia Cup
 - Including **team** "shout-out" to sponsor from Sweden on social media
- Business name/logo displayed on team banner for tournament and social media display

If you are have any questions please see team contact information below.

All cheques payable to the *Fort McMurray Youth Soccer Association*, in the memo line: *U17 Girls Fury*.

Thank you for your consideration and support of youth soccer in Fort McMurray.

Respectfully,

Josephine (JoJo) Hill

Team Manager
2023 U17 Girls International Soccer Team
C: (780)713-6186
Email: chaykoj1@telus.net