



## **Reduce Landfill waste**



**SPORTS DEVELOPMENT FOUNDATION**

**SDFoundation.ca | [Support@SDFoundation.ca](mailto:Support@SDFoundation.ca) | (403) 333 7706**

Table of Contents

EXECUTIVE SUMMARY .....  
ABOUT US .....1  
PROJECT DESCRIPTION .....2  
ENVIRONMENTAL IMPACT & STATISTICS .....3  
IMPLEMENTATION PLAN .....4  
BUDGET BREAKDOWN.....5  
SUCCESS METRICS .....6  
SUSTAINABILITY & LONG-TERM IMPACT.....7  
REPORTING PLAN.....9

## Executive Summary

The **Sports Development Foundation (SDF)** is a Calgary-based non-profit dedicated to strengthening community and youth development through sport. SDF aims to promote healthy, sustainable amateur sports programs that benefit participants and the broader community. This proposal seeks funding for a "**Sustainable Sports Hydration Initiative**," a project that distributes reusable water bottles (e.g., Gatorade-style squeeze bottles) to amateur youth sports teams across Calgary. This initiative will reduce waste and instill sustainable habits in young athletes by replacing single-use plastic water and juice bottles with durable, refillable bottles. The project aligns closely with the City of Calgary's Circular Economy Grant focus areas: we will **donate** bottles to teams in need, **Maintain/Prolong** the lifespan of hydration containers through reuse, and **Reuse/Redistribute** quality bottles within the community – all key actions in the circular economy framework (CEG-guidelines.pdf). In summary, SDF's proposal offers a practical, community-driven approach to waste reduction in sports, leveraging Calgary's passion for athletics to foster environmental stewardship.

## About us

The Sports Development Foundation (SDF) is a dedicated non-profit organization based in Calgary, focusing on empowering youth through sports and community engagement. Founded on the principles of inclusivity, leadership, and sustainability, SDF plays a vital role in providing access to mentorship, training programs, and scholarships for aspiring athletes who encounter social or financial challenges. By partnering with local clubs, schools, and civic organizations, we strive to ensure that every child—regardless of their background—has the opportunity to experience the transformative benefits of organized sports.

Our mission extends beyond simply enhancing athletic performance; we are committed to cultivating well-rounded young leaders who embody teamwork, respect, and social responsibility both on and off the field. This holistic focus encompasses a strong dedication to environmental stewardship as well. From conducting sustainability workshops at sports festivals to implementing waste-reduction measures at community events, SDF recognizes that investing in youth development is intrinsically linked to fostering a cleaner, greener Calgary. By emphasizing personal growth alongside ecological awareness, SDF is actively contributing to a more vibrant and inclusive sports culture for future generations.

## Project Description

Single-use plastic waste is a pressing issue in Calgary, where convenience often leads to disposables piling up in landfills and littering our parks. Youth sports events are a notable source of this waste – it's common to see disposable water bottles or juice bottles used once and thrown away after games and practices. This project directly tackles that problem by



### SPORTS DEVELOPMENT FOUNDATION

equipping young athletes with **reusable water bottles** and educating them on sustainable hydration habits. SDF will partner with local youth sports clubs (soccer, hockey, basketball and cricket) to distribute high-quality, refillable bottles to **hundreds of players**. Instead of reaching for single-use plastic bottles or juice boxes, teams will have their own reusable bottles to refill with tap water or bulk beverage coolers.

By making this simple switch, the environmental benefits are twofold: **waste diversion** and **behaviour change**. First, every reusable bottle in use means dozens of single-use bottles are avoided per athlete each season. This can eliminate thousands of plastic bottles from Calgary's waste stream. Second, the project encourages long-term behavior change – young athletes will normalize carrying a reusable bottle at sports, school, and home. Families and coaches involved will also become more mindful of waste, creating a ripple effect of awareness. Over time, this helps cultivate a generation of athletes who value sustainability alongside sportsmanship. In essence, the project uses the influence of sports to drive a positive environmental impact, demonstrating how **small actions in daily routines can contribute to Calgary's circular economy goals**.

## Environmental Impact & Statistics

Plastic pollution remains a **significant environmental challenge** in our City and beyond. In Calgary alone, roughly **15 million single-use items** end up in landfills every week ([City council repeals Calgary's single-use bylaw after public pushback - Calgary | Globalnews.ca](#)). This staggering figure includes disposable cups, food containers and plastic bags – many of which could be avoided with reusable alternatives. Single-use plastic water bottles are part of this problem: although Alberta's bottle deposit program recovers a large share of beverage containers, about 20% of plastic bottles (tens of millions each year) still **never make it to recycling** ([Alberta - Bottle Bill Resource Guide](#)). They may end up in garbage bins or as litter on sports fields and in natural areas. Once discarded, a plastic bottle can take **up to 450 years to decompose**, breaking into microplastics that pollute soil and waterways ([Single-use plastic bottle waste the focus of new multi-media exhibit – Water Canada](#)).

On a global scale, the dependence on throwaway bottles is unsustainable. Approximately 1 million single-use plastic water bottles are purchased every minute worldwide ([Single-use plastic bottle waste the focus of new multi-media exhibit – Water Canada](#)), and an estimated 91% of all plastic waste is never recycled ([Calgary-based advocacy group wants Albertans to think locally about the global impact of plastics - Calgary Journal](#)). Canadians are not exempt from this trend – Canada consumes about 2.5 billion litres of bottled water annually ([Single-use plastic bottle waste the focus of new multi-media exhibit – Water Canada](#)), contributing significantly to plastic waste. These statistics underscore the importance of local action. By implementing the Sustainable Sports Hydration Initiative, Calgary can make a measurable dent in plastic waste generation and set an example in waste reduction. For instance, if 500 athletes switch to reusable bottles, and each would have used 1000 disposable bottles over a season, that's 500,000 fewer plastic bottles in the trash. This reduction conserves resources and landfill space and lowers demand for single-use plastics. In summary, our project translates big-picture circular economy ideals into concrete results: less waste hauled to Calgary landfills, fewer recyclable bottles "leaking" into the environment, and a community more conscious of its ecological footprint.

# Implementation Plan

Our implementation strategy is designed to efficiently roll out the project over one year and engage the sports community at every step starting **May 15, 2025 until May 14, 2026**. Key stages of the plan include:

**1. Outreach & Partnerships (Months 1–2):** SDF will begin by contacting Calgary youth sports organizations, leagues, and community centers. We will prioritize amateur clubs that have large youth participation or demonstrated need. During this phase, we'll secure partnership commitments from at least 10 clubs (e.g. minor hockey associations and youth soccer leagues) and coordinate with coaches and team managers. Outreach will also involve promoting the program through social media, local schools, and community newsletters to raise awareness and invite clubs to sign up.

**2. Preparation & Procurement (Month 2):** Once partnerships are in place, we will order the reusable water bottles and related materials. SDF will procure durable, BPA-free plastic squeeze bottles (e.g. 700–1000 mL capacity) suitable for team sports. We aim to acquire approximately **2,000 bottles**, leveraging bulk pricing for cost efficiency. The bottles will feature the SDF logo and a short slogan (such as "Refill for the Win!") to reinforce the message. In parallel, we will develop educational inserts or stickers with tips on cleaning and reusing the bottles, as well as talking points for coaches to encourage their teams.

**3. Distribution & Education Events (Months 3–6):** The project's core will be the distribution of bottles coupled with brief educational sessions. SDF will host a series of **"Sustainable Hydration" workshops** at sports practice venues or community halls. At these events, youth athletes and their parents will receive free bottles and learn about the impact of single-use plastics. We will use engaging visuals – for example, displaying a bag of 100 crushed water bottles to represent what one person might save by using the reusable bottle all year. Coaches or SDF staff will lead a 10-minute talk highlighting facts (like the millions of disposables wasted weekly in Calgary ([City council repeals Calgary's single-use bylaw after public pushback - Calgary | Globalnews.ca](#))) and practical tips (such as using Calgary's safe tap water for refills). By the end of this phase, all target teams will have their bottles. Key milestone: **mid-point check-in at Month 6**, by which we expect at least 2,000 bottles to be in active use and initial feedback collected.

**4. Follow-up & Monitoring (Months 7–12):** In the latter half of the project, the focus shifts to monitoring usage and reinforcing the habits. SDF will stay in touch with team representatives to ensure the bottles are being used regularly. We will distribute online surveys to coaches, parents, and players to gather data on how often they replaced single-use drinks with reusable bottles (this will feed into our success metrics). We'll also

encourage teams to share photos on social media with a project hashtag (e.g. **#ReuseOnTheField**) to maintain momentum and peer inspiration. Any mid-course adjustments – for example, delivering a second round of reminder info or replacement bottles if some were lost– will be done in this period to maximize impact. By Month 12, we will compile all usage data and testimonials, and organize a small closing event or webinar to celebrate the participants' contributions to reducing waste. The final milestone is preparing the **final project report** and documenting outcomes and lessons learned in line with the grant requirements.

A summarized timeline of key activities and milestones is as follows:

**Months 1–2:** Partner recruitment, community outreach, bottle sourcing order placed.

**Month 3:** Kickoff distribution event and the first batch of bottles delivered to teams.

**Months 4–6:** Ongoing distribution and educational workshops; reach the mid-point target of ~2,000 bottles.

**Month 6: Midterm progress review** – collect interim data and submit City midterm report.

**Months 7–9:** Continued engagement (surveys, social media), provide any support or additional training needed.

**Months 10–12:** Evaluate results, hold a wrap-up celebration with participants, and submit the **final report** to the funder.

## Budget Breakdown

The requested **\$25,000** grant will be allocated carefully across personnel, materials, and program activities to ensure the successful execution of the project. Below is a detailed budget breakdown:

Budget Item Cost (CAD) Description

Project Coordinator (part-time staff) \$8,000 Coordinate outreach, events, and reporting (approximately 0.3 FTE over 12 months).

Volunteer Training & Support \$1,500 Training sessions for coaches/volunteers on sustainability content; includes any honoraria or materials.

Reusable Bottle Procurement (2,000 units) \$10,000 Bulk purchase of ~2,000 durable bottles (est. \$5 each) with City of Calgary and SDF custom branding.



Educational Materials & Promotion \$2,000 Printing of info brochures, cleaning instruction stickers for bottles, posters; also covers social media content creation.

Community Events & Workshops \$3,000 Venue rentals (if needed), tables/tents for distribution events, banners, and refreshments to attract participation.

Monitoring & Evaluation \$500 Survey tools, data collection materials, and analysis of usage (including possible small incentives for survey respondents).

**Total Direct Project Cost \$25,000** (No overhead costs included; all funds go to program delivery.)

*Note:* SDF will provide in-kind support through volunteer hours (coaches helping with workshops) and will seek sponsorships for any additional bottles if demand exceeds our initial supply. The budget is designed to maximize direct impact (over 40% of funds toward bottles) while adequately resourcing the outreach and education components that ensure those bottles are effectively used.

## Success Metrics

To evaluate the project's success, we have defined clear **Key Performance Indicators (KPIs)** and innovative methods to measure impact:

**Participation Reach:** The number of teams and youth athletes participating. *Target: 500+ youth* across at least 10 sports clubs receive reusable bottles. We will track sign-ups and distribution logs to count the number of individuals and teams engaged.

**Bottles Distributed:** The total count of reusable bottles handed out. *Target: 2,000 bottles* distributed by project end. This will be a straightforward metric from our inventory records, indicating the scale of implementation.

**Waste Diversion (Disposable Bottles Avoided):** Estimated number of single-use plastic bottles eliminated from use. We will calculate this based on self-reported usage data. For example, if each of the 500 youth avoids using an average of 2 disposable bottles per week during their sports season, over a 20-week season, that's **20,000+ bottles prevented**. The aim is to divert *at least 50,000* single-use bottles in the first year. This figure will be reinforced by surveying participants on how often they used their reusable bottles instead of disposable ones.

**Behavioural Change & Reuse Rate:** We will use **survey-based tracking** to gauge how habits are shifting. Mid-season and end-of-season surveys (using simple online forms) will ask participants and parents questions like "*Did you stop buying disposable water bottles*

for practices/games?" or "How often do you forget to bring your reusable bottle?". Success would be indicated by a high reuse rate (e.g. >80% of respondents using the reusable bottle for **all** practices and games) and qualitative feedback that they plan to continue this habit. We will also monitor if the habit extends beyond sports – e.g. players using the bottle at school or other outings – as an indicator of more significant behavioural change.

**Social Media & Community Engagement:** As a more **creative metric**, we'll track the initiative's presence on social media and within the community dialogue. For instance, we will count the number of social media posts from teams or participants using our hashtag (#ReuseOnTheField) or tagging SDF with photos of their reusable bottles in action. We aim to see at least **100 posts or shares highlighting** the project, which indicates enthusiasm and peer-to-peer influence. Additionally, any local media coverage or shout-outs by community leaders will be noted as a success in raising awareness.

**Visualized Impact Displays:** To make the impact tangible, we will visually represent the waste reduction. One idea is to collect (or simulate with clean examples) a pile of 1,000 disposable bottles – representing a fraction of the project's impact – and display this at the final celebration event or in a video. Comparing that pile to the single reusable bottle each person used illustrates the difference made. The "before vs. after" imagery (for example, a trash bin at a tournament *filled* with disposable bottles vs. an empty bin when everyone brings reusables) will be documented. These visuals won't have exact numerical precision, but they are robust storytelling metrics to complement the complex data.

All these KPIs together will give a comprehensive picture of success. Quantitatively, we'll know how many bottles were distributed and how many disposables were averted, and qualitatively, we'll understand how the attitudes and behaviours around waste are changing in our target group.

## Sustainability & Long-Term Impact

A key goal of the Sustainable Sports Hydration Initiative is to create lasting change that endures well beyond the grant period. Our approach to sustainability and long-term impact includes several components:

**Durable Outcomes through Habit Formation:** By ingraining the practice of carrying a reusable water bottle in young athletes, the project's impact will continue as *learned behaviour*. Even after the season or the one-year project, those children will likely keep using their bottle (or another reusable) in future sports activities and daily life. This ingrained habit means that waste reduction continues year after year. Essentially, we are not just handing out bottles but cultivating a culture of reuse among the next generation.

**Ongoing Use and Maintenance:** The bottles provided are high-quality and designed to last multiple seasons. We include guidance on how to **maintain and prolong** the life of the bottles (regular cleaning, proper storage) to ensure they remain hygienic and in good condition. We will encourage teams to treat the bottles as standard gear to be brought to every game (much like one's uniform or shoes). By emphasizing care and longevity, we align with the "maintain and prolong" principle of the circular economy – ensuring these items stay in use and out of the waste stream as long as possible.

**Integration into Sports Programs:** SDF intends to integrate this initiative into its core programming. After the pilot year, funded by the grant, we will continue the bottle distribution each year with new cohorts of teams. We will seek additional support through sponsorships or community donations to fund bottles for new athletes entering programs (for example, local businesses or environmentally conscious corporate sponsors could fund the next batch of bottles). We also plan to build partnerships with organizations like the Calgary Flames Sports Bank (which redistributes sports equipment) to potentially incorporate reusable bottles into their offerings, thereby expanding reach. We create a pipeline for sustaining and scaling the project by forming alliances with established sports and recreation programs.

**Policy and Advocacy Impact:** On a broader scale, demonstrating the success of this project can influence policy and other clubs. Suppose hundreds of families reduce waste through this initiative. In that case, it can support the case for stronger waste reduction policies in sports facilities (e.g. more water refill stations at arenas and parks, or policies discouraging single-use plastics at events). SDF will document the process and share results with the City of Calgary and sports governing bodies, advocating for making "**bring your bottle**" a standard recommended practice for all amateur sports. In this way, the project acts as a catalyst for broader change.

**Longevity through Community Ownership:** We will encourage each sports club we work with to take ownership of the program internally. For example, a hockey association that receives bottles can choose a team parent or volunteer as a "Green Champion" to remind everyone to bring their bottles and possibly continue distributing them to new members in future seasons. SDF will provide these champions with a simple toolkit (e.g., a how-to guide and resources to get more bottles) so that the program lives organically at the grassroots level. This train-the-trainer model means the behaviour and program can continue without intensive ongoing input from SDF for every season, making it more sustainable. Through these strategies, we anticipate that the grant's impact will be magnified over time. The initial \$25,000 investment creates an infrastructure of awareness and habits that reduce waste year after year. In summary, the project is designed not as a

one-off giveaway but as the **seed of a long-term movement** toward zero-waste sports culture in Calgary. We will continue nurturing this movement through community engagement and new partnerships, ensuring that the benefits to the environment and the community continue accruing in the coming years.

## Reporting Plan

SDF is committed to rigorous monitoring and transparent reporting throughout the project. We will implement a **data collection and reporting strategy** that meets the City's midterm and final report requirements while also helping us learn and adapt as the project progresses. Our reporting plan includes the following:

**Defined Metrics Tracking:** From day one, we will log key data points such as the number of bottles ordered, the number distributed per event, and attendance at each workshop. The project coordinator will maintain a simple database or spreadsheet for this purpose. This ensures that by mid-project, we can easily report how many participants and bottles have been reached versus our targets.

**Surveys and Feedback Collection:** As described in the success metrics, we will conduct surveys of participants during and after the project. The midterm survey (around Months 5–6) will provide interim indicators, e.g., the percentage of players who regularly use the bottles and any issues encountered. The final survey (Months 11–12) will capture the overall outcomes and self-reported behaviour changes. We will also solicit qualitative feedback (testimonials or short answers) from a sample of coaches, parents, and youth. This qualitative data (stories of change, quotes) will be compiled to enrich our reports and demonstrate impact beyond the numbers.

**Midterm Progress Report:** By Month 6, we will prepare a concise **midterm report** for the grant program. This report will include: a summary of activities completed, the quantitative reach so far (e.g. 60% of bottles distributed, X workshops held), preliminary outcomes (perhaps an estimate of disposables avoided to date), and any challenges or adjustments made. We will use the provided midterm reporting template (ensuring we address all required sections such as budget spent to date and progress on objectives). This mid-project check-in will keep the funder informed and allow SDF to reflect and course-correct if needed for the second half of the project.

**Final Report and Evaluation:** At the end of the project (Month 12), a comprehensive **final report** will be compiled, following the SDF and City of Calgary guidelines. This will document the entire initiative: goals, activities, outputs, and outcomes. We will include all the KPI results (number of bottles, participants, waste diversion estimates, etc.), backed by

our collected data. The report will feature before-and-after comparisons, lessons learned, and recommendations for future iterations. Financial accountability will also be covered – we will provide a final budget reconciliation showing that grant funds were spent as proposed (with receipts and records available if audited). The final report will not just be a formality; we intend to make it a compelling account of success, possibly including photos from events and quotes from kids about how they now prefer reusables. This aligns with the Circular Economy Grant's storytelling and knowledge sharing emphasis.

**Transparency and Accountability:** SDF will maintain open communication with the grant administrators throughout the project. We will be ready to provide brief email updates or have check-in calls if the funder desires status updates between formal reports. All collected data will be stored securely and shared in aggregate form to respect participants' privacy (for example, survey responses will be anonymized in the reports). If any aspect of the project does not go as planned, we will proactively report the issue and our mitigation steps. Our goal is to demonstrate utmost accountability for the resources entrusted to us.

**Evaluation Measures:** Besides reporting to the City, SDF will conduct an internal evaluation meeting at the project conclusion. We will review the success metrics and determine the overall effectiveness. These findings will be documented and can be provided to the funder to show our self-assessment. Moreover, with permission, we may create a public-facing summary of the project's impact (e.g. an infographic for SDF's website or an article in a community newsletter) to ensure the community sees the results of the grant. This public reporting further underlines our transparent approach and helps build broader support for circular economy initiatives.

We will **measure what matters, report it clearly, and use the insights to drive continuous improvement.** By diligently tracking progress and outcomes, SDF will not only meet the grant's requirements but also solidify the case for why such projects are worth sustaining. The City of Calgary can expect timely, data-backed reports from us at midterm and completion. This clearly demonstrates that the Circular Economy Grant funds have been effectively utilized to achieve significant waste reduction and actively engage the community in alignment with the program objectives.