



**Ocean
Week
Canada**

COMMUNITY GRANTS

2023 IMPACT REPORT

September 2023



Dear friend,

Throughout 2019 and 2020, organizations from across Canada came together to develop the country's first ocean literacy strategy. One of the priority actions identified in the National Strategy was to establish a community grants program. Even then, we knew how essential celebrating and supporting community efforts is to advancing ocean literacy in meaningful, place-based ways. There is no-one-size-fits all approach.

In February 2023, we had the pleasure of launching the first Ocean Literacy Community Grants program, together with four partner organizations, including Entremission, Water Rangers, Ocean Networks Canada, and the Government of Canada. Funding was made possible in part through the Oceans Management Contribution Program.

Interest in the program exceeded our expectations, as did the quality of the programming experiences taking place in communities across the country. Twenty-eight grant recipients were selected from a pool of 146 applications by a national advisory committee. The inaugural grants supported Ocean Week Canada 2023 events in June. Grant recipients used a variety of approaches, including arts, shoreline explorations, hands-on learning, community science, and knowledge-sharing between generations and cultures.

Their messages emphasized our connection with the ocean, including our impact on the ocean, the ocean's role in planetary health, climate, and human health, as well as the relationship between our communities, local waterways, and the global ocean.

Topics they explored included threats such as pollution, plastics, wastewater, climate change, and knowledge of navigation, food, geography. Stewardship and Indigenous-led conservation were dominant themes.

The impact of these first community grants continues to ripple across the country. With less than 20% of the total applicants receiving grants, the interest and need for this kind of community support and collaboration is clear. We are excited and committed to growing this wave of ocean literacy community-led initiatives. Two open calls for grant applications will be taking place in late 2023 and early 2024. We hope you will join us in this effort.

Enjoy the report.



Diz Glithero

National Lead, Canadian Ocean Literacy Coalition



OCEAN LITERACY COMMUNITY GRANTS

Established in 2023, the community grants program creates accessible and streamlined funding for community-driven ocean literacy initiatives that are regionally, culturally, and linguistically relevant.

A community grants program was identified as a priority action in the [National Strategy](#).

Watch www.colcoalition.ca for grant alerts.

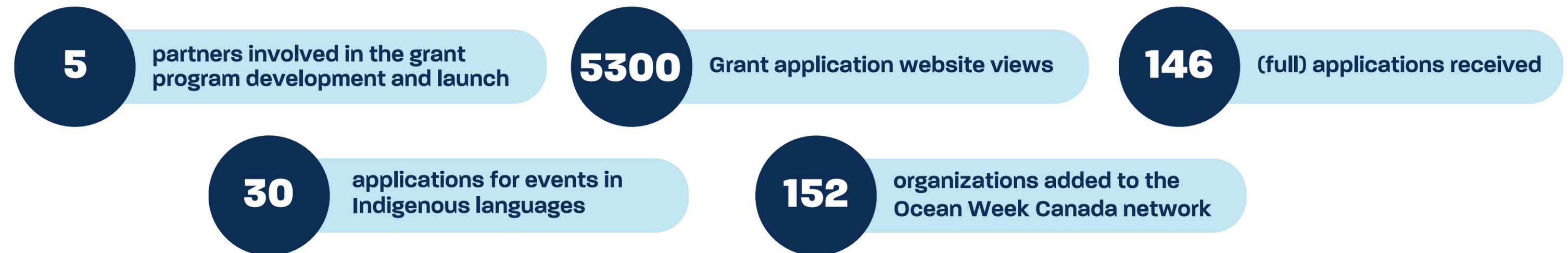
IMPACT



Community Grants Application Highlights

The Grants program was co-designed from November, 2022 to January, 2023 with a multi-partner national team. Promotion and an open call for grant applications took place in February. Review and selection took place in March, with all 28 awarded community initiatives taking place in May-June as part of Ocean Week Canada 2023.

Grant Applications: Numbers at a glance



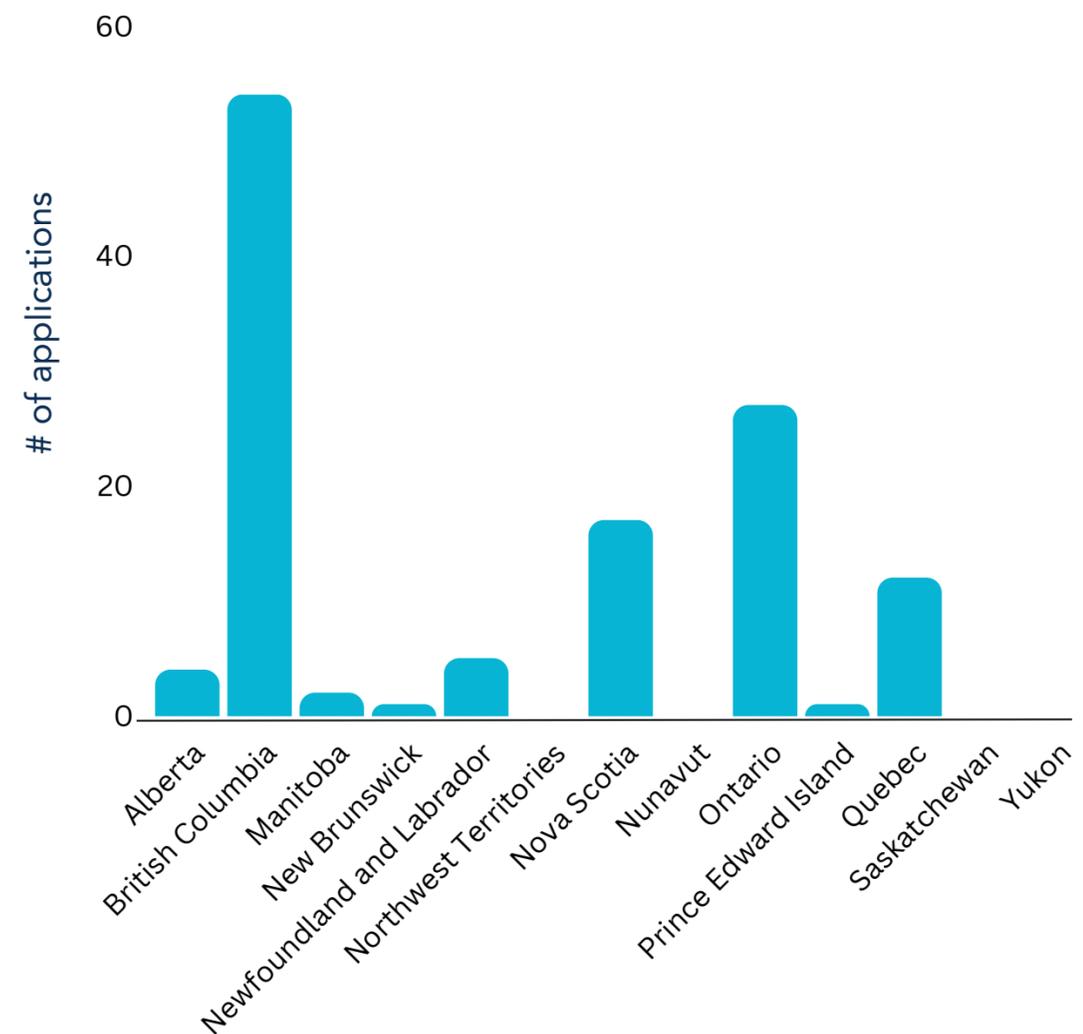
**ENTRE
MISSION**



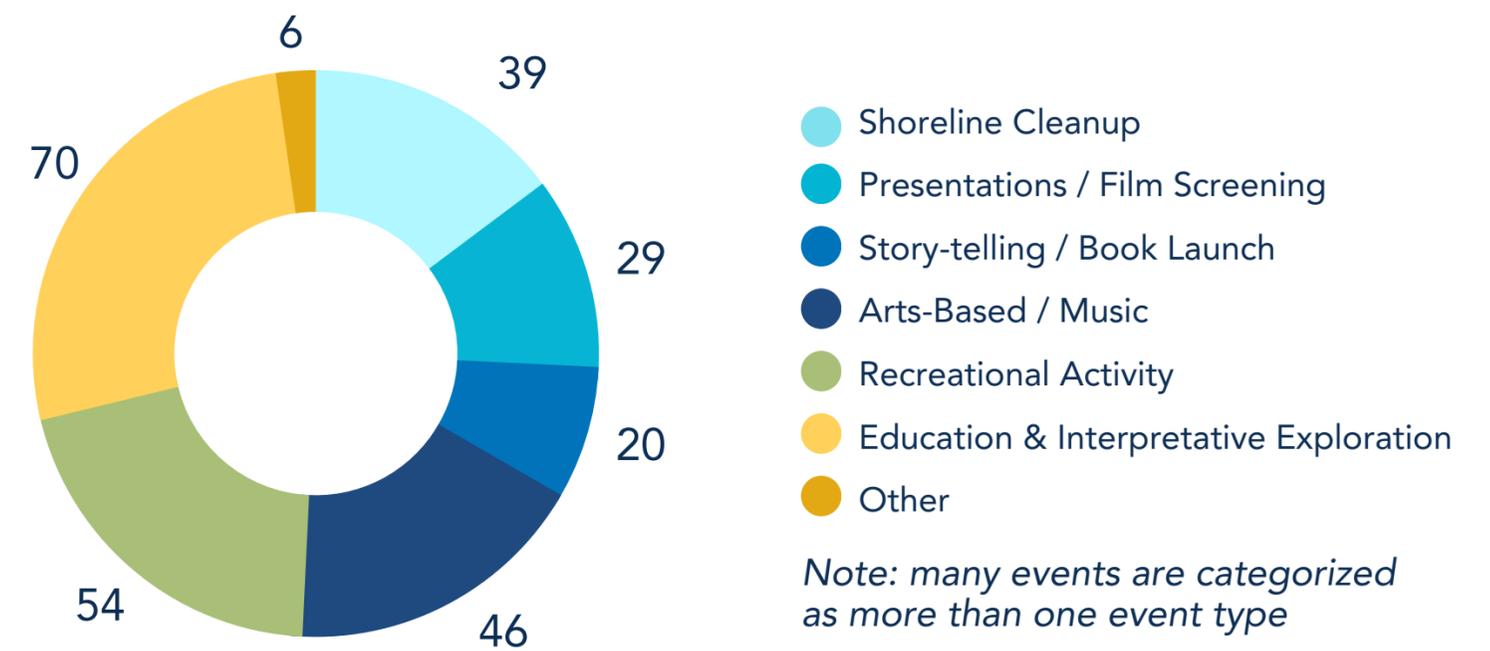
Canada

Community Grants Application Highlights

APPLICATIONS BY PROVINCE/TERRITORY



TYPE OF EVENT



GRANT RECIPIENTS

Applicants could request funds ranging from \$500 to \$3,000. A diverse representation of geography, language, Indigenous-led, and freshwater (inland) connections were priority focuses for the inaugural grants awarded, along with ensuring a broad range of event types, topics, and engagement approaches.

28

Grants Awarded

\$345,448

Total amount of funds requested

\$60,008

in funding distributed

\$2,143

Average Grant

29%

of projects were Indigenous-led

4

Grants awarded to promote ocean literacy in freshwater communities

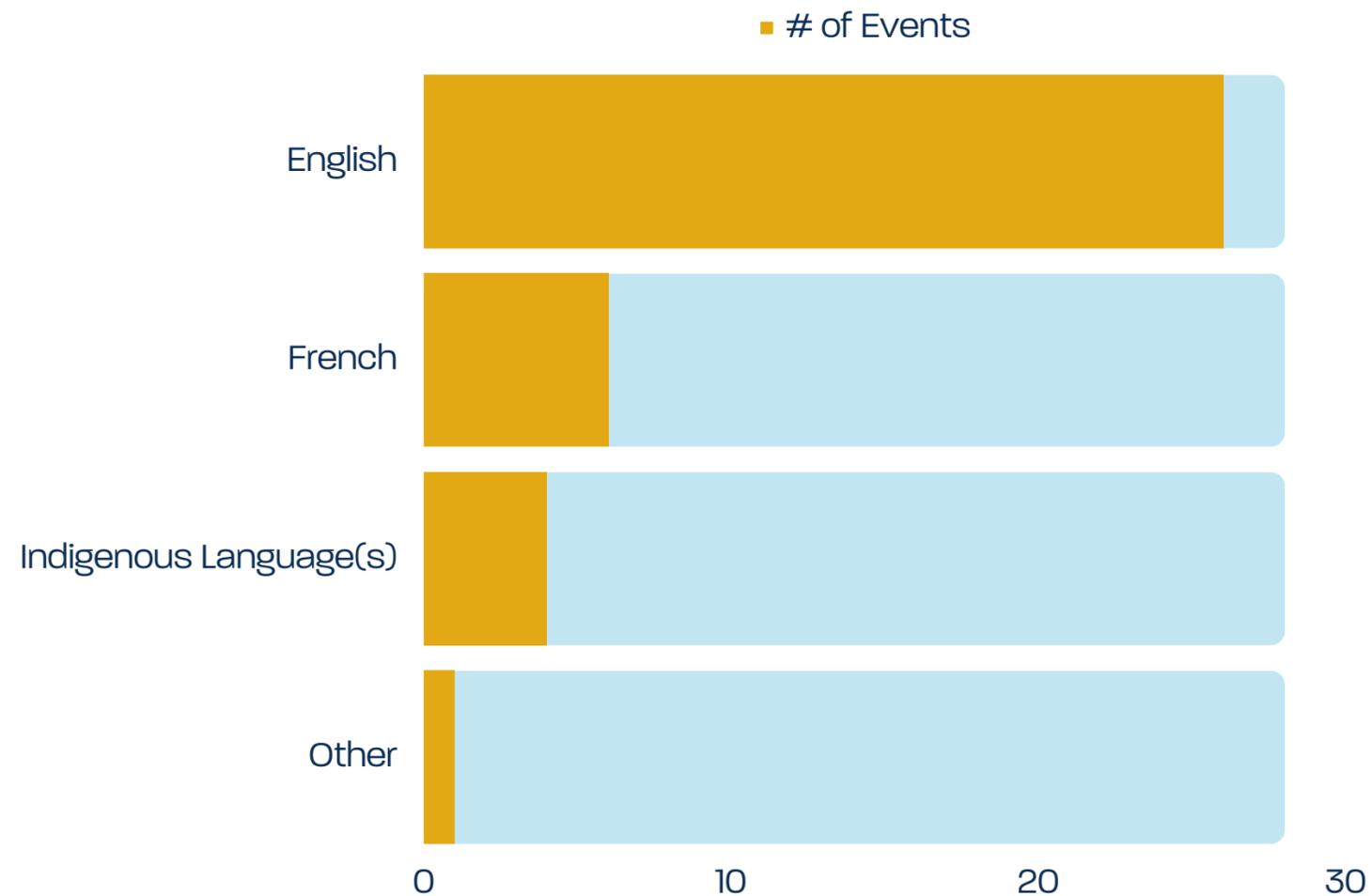
LOCATIONS

28 Grants
for events across Canada

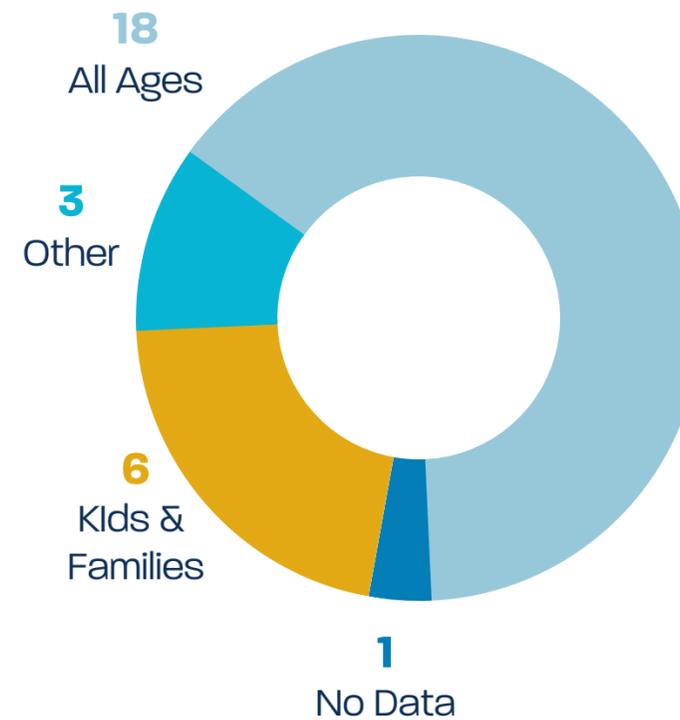


REPRESENTATION & ACCESSIBILITY

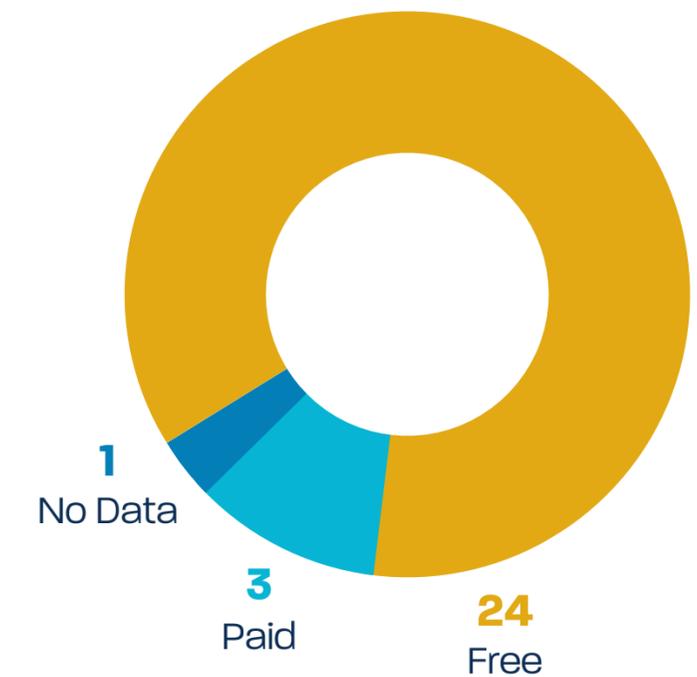
EVENT LANGUAGES



AUDIENCE TYPE



COST TO ATTEND



SURVEY



GRANTEE SURVEY

Grant recipients were required to complete a post-event survey.

100%

of grantees were satisfied or thrilled with their events

100%

of grantees said the funds made a difference for their events

↪ **64%**

of respondents said the grant was “essential”, the project would not have happened without it

↪ **32%**

of respondents said the grant was “very important” and made the initiative better



APPROACHES

Grantees promoted ocean literacy in different ways:

- Storytelling
- Visual Arts
- Outdoor Experiences
- Intergenerational Sharing
- Fact-based presentations & community discussions
- Citizen Science
- Hands-on Learning
- Film
- Youth-Led
- Emotional Messaging
- Dance



TOPICS

Communities explored a wide variety of ocean topics:

- Species, habitat, and biodiversity
- Priorities such as reconciliation and stewardship
- Threats to the ocean, such as pollution, plastics, waste, and climate change
- Indigenous leadership, knowledge, and conservation
- Geographic awareness, using maps and migratory routes as guides
- Governance, conservation role and responsibilities
- Navigation
- Food





IN THEIR OWN WORDS

“Easier than I thought!”

“There is definitely an appetite for these types of events in our community.”

“The more collaboration the better.”

“Art can be an engagement tool for the community in caring for the ocean from our corner of the world.”

“We are very happy with the results and next time will be better!”

“Thank you for this amazing opportunity.”

Community Grant Recipients

- Allied Arts Council of Pincher Creek
- Bay Area Restoration Council
- BC Environmental Film Festival
- Canadian Parks and Wilderness Society - Manitoba Chapter
- Carihi Secondary - School District 72
- Clean Foundation
- Discovery UNESCO Global Geopark
- Esgenoôpetitj Watershed Association
- Gibsons Marine Education Centre Society (Nicholas Sonntag Marine Education Centre)
- IRERI- Mexican, Latino & Cross Cultural Society
- Kitselas Lands and Resources
- La Baleine Nomade / The Nomadic Whale
- Maritime Museum of British Columbia (MMBC)
- Medicine Wheel Publishing
- Mission 1000 Tonnes
- Nova Scotia Underwater Council
- Scotian Shores
- Seven Sacred Fires Society
- Seymour District Girl Guides
- Project SculptShore
- St. John's Aquarium Inc. | Petty Harbour Mini Aquarium
- Shorefast Foundation
- Social justice Co-operative Newfoundland and Labrador (SJCNL)
- STEAM PEI
- Strawberry Isle Marine Research Society
- Surfrider Vancouver
- UBC Ocean Hub
- Wild Bird Trust of BC



CREDITS

Photos used in this report are courtesy of the following organizations and individuals. Thank you!

- Bay Area Restoration Council
- Canadian Ocean Literacy Coalition
- Carihi Secondary - School District 72
- Caroline Andrade
- Canadian Parks and Wilderness Society - Manitoba
- Esgenoôpetitj Watershed Association
- IRERI- Mexican, Latino & Cross Cultural Society
- Kitselas Lands and Resources
- La Baleine Nomade
- Mission 1000 Tonnes
- Ocean Week Halifax
- Petty Harbour Mini Aquarium
- Project SculptShore
- Seymour District Girl Guides
- Social justice Co-operative Newfoundland and Labrador (SJCNL)
- STEAM PEI

Grant Portal & Impact Measurement

ENTRE
MISSION

Communications Support



COMING SOON

UPCOMING CALLS FOR PROPOSALS

- Blue Schools Field Trips Grant and Blue Creator Grant - November
- Ocean Week Canada 2024 Community Event Grant - January

Follow the community grants program online:
colcoalition.ca/projects/community-microgrant-program/



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