Program Guidelines

Purpose

The OCA supports members interested in developing community profile and impact for the profession by engaging in local activities that support the association’s mandate and strategic priorities.

The Community Based Funding program encourages members to collaborate their efforts by offering groups of members the opportunity to receive financial support by applying for a pre-approved amount of funding for community based marketing or volunteer initiatives. These pre-approved funds create an opportunity for groups to receive matching dollar-for-dollar contributions for their initiatives on behalf of the OCA. The maximum allocation of funds per group per fiscal year is $2,500.

Eligible Applicants

- Your group must include a minimum of four OCA members.
- The maximum allocation of funds for your group per fiscal year is $2,500.
- You have two opportunities to submit one application form per deadline date as long as your group does not exceed the $2,500 limit per fiscal year.
- One application can include up to two proposals.
- See Funding Application Form for details.

Application Deadline

- The deadline is:
  - Friday, January 31, 2014 at 4 p.m.

Submit your proposal by email, fax or mail to:

Ontario Chiropractic Association
Attn: Community Based Funding Program
20-200 Victoria Street
Toronto, Ontario M5C 2N8

Phone: 416-860-0070
Toll Free: 1-877-327-2273
Fax: 416-860-0857
Email: oca@chiropractic.on.ca

Qualifying Proposals

- Each group is encouraged to develop a yearly plan before submitting their application form.
- To qualify for funding, your proposal(s) must meet the following criteria:
  - be a marketing or volunteer initiative
  - If it is a marketing initiative, what type of marketing initiative is it:
    - media buy – such as advertisement in magazines, newspapers, event programs, advertorial
    - sponsorship – such as conferences, golf tournaments
    - collateral – such as brochures, posters, banners, flyers, give-aways
  - If it is a volunteer initiative, what type of outreach initiative is it:
    - conferences/tradeshows – such as hosting a booth
    - community events – such as hosting a booth (e.g. fairs, expos, etc.); tangible donations to local charities (e.g. backpacks donated to a local school supply drive)
    - partnerships – such as working with a Community Health Centre or similar organization that requires volunteer clinical services. In these kinds of cases, OCA might support funding of basic equipment to administer the program.
• Funding does not support website design and maintenance or miscellaneous expenses including travel, accommodations, food or planning/hosting events or activities.
• Funding will be awarded to those proposals that demonstrate clear and measurable benefits to the profession through their community efforts.
• Successful measurements can include:
  o Media Buy – total number of readers reached, or number of responses to the advertisement.
  o Sponsorship – number of attendees at the event, details of sponsorship (i.e. logo in program, group recognition in speeches)
  o Collateral – number of materials distributed, opportunities developed from the distribution
  o Conferences/Tradeshows – number of visitors to the booth, number of follow ups after the show
  o Community Events – number of visitors to the booth, number of tangible donations distributed to the charity
  o Partnership – track how the funded equipment benefited the success of the partnership

Funding Available

• Each proposal listed in your application form must clearly state the approximate cost to execute the initiative and the funds requested from the OCA.
• It is encouraged that each group obtain quotes from their suppliers before submitting their application to ensure accuracy of requested funds.
• The pre-approved application offers a dollar-for-dollar contribution for each proposal on behalf of the OCA without exceeding the $2,500 limit per group per fiscal year.
• Matching funds may not exceed the pre-approved funding levels.
• Funds cannot be rolled over or deferred from year to year.
• Pre-approved funds must be spent between August 1, 2013 and July 31, 2014.
• To receive funding, the group must submit a Funding Reimbursement/Feedback Form that includes proof of payment (invoices) and sample work after the initiative is completed.
• Groups, who receive pre-approved funding, will be responsible for paying their suppliers before receiving funding from the OCA.
• It is the responsibility of the group to collect the group members’ contribution for this initiative and to ensure that those who are participating in the program and receiving Community Based Funds are OCA members.
• The OCA reserves the right to withhold funding, but will not do so without consulting the local group.
• A cheque will be processed within 30 business days of receipt of the invoice submission form.
• See Funding Reimbursement/Feedback Form for details.

Proposal Review

• Proposals will be reviewed by OCA staff.
• Funding will be awarded to those proposals that can demonstrate clear measurable benefits to the profession through their community efforts.
• Groups will be notified of the status of their proposal within 30 business days after the deadline.
Rules and Regulations

- Each group must consist of OCA members in good standing
- Your group must be a minimum of four OCA chiropractors or more
- Your group will have two opportunities to submit your application form(s) throughout the fiscal year (Friday, November 8, 2013 or Friday, January 31, 2014).
- The maximum allocation of funds per group per fiscal year is $2,500.
- One application can include as many as two proposals, as long as your application form(s) do not exceed the total funding available ($2,500).
- Each group is encouraged to develop a yearly plan before submitting their application form.
- The OCA has the ability to deny application if it does not meet our guidelines.
- All outreach materials, including print and public displays, must conform to the current College of Chiropractors of Ontario Advertising Guidelines and Public Display Protocol.
- All outreach materials, including print and public displays, must be submitted to the OCA for review/approval two weeks before being submitted to a supplier for printing/production.
- **REMINDER**: Your advisement is not an OCA product so, please indicate in the advertisement that ‘This advertisement has been brought to you by XXX’ (the name of group executing this initiative) or develop a logo for your group.

Contact Information

- For more information or questions, contact OCA at 416-860-0070 or oca@chiropractic.on.ca

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1. A fiscal year is from August 1 through July 31 of the following calendar year.
2. Marketing Initiatives – qualifying initiatives are not limited to the examples listed in the program.
3. Volunteer Initiatives - qualifying initiatives are not limited to the examples listed in the program guidelines.