



# MOTO CANADA RIDER COMMUNITY FUND 2025 APPLICANT GUIDE



FUNDED BY:

**YAMAHA**

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**Let's Ride Canada Wide**



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# Welcome!



## About the Moto Canada Rider Community Fund

The Moto Canada Rider Community Fund is an annual grant available to on-road and off-road non-profit organizations that promote powersport riding in Canada and demonstrate a strong commitment to the following values:

1. Promoting a positive and inclusive riding culture
2. Advocating for rider rights and safety
3. Proactively identifying and mitigating risks
4. Supporting trail maintenance, access, and infrastructure development
5. Reducing barriers to access for all riders
6. Expanding volunteer engagement and community involvement
7. Prioritizing environmental sustainability through responsible riding practices

Moto Canada seeks to prioritize projects that align with these values and demonstrate the greatest impact, while fostering the growth of the Canadian riding community. The fund, supported by Moto Canada's member companies, is designed to eliminate barriers and provide essential support for the development of riding activities nationwide.

## About the funders:

The funders of the Moto Canada Rider Community Fund are the member companies supporting Moto Canada. The funders are the following member companies: Honda, Polaris, Suzuki, Arctic Cat, Royal Enfield, Argo, BMW Motorrad, BRP, Ducati, Harley-Davidson, Kawasaki, Yamaha, Piaggio, KTM, Polaris, and Triumph.

## Deadline to apply:

**Application open:** October, 2024

**Application closed:** November 10, 2024





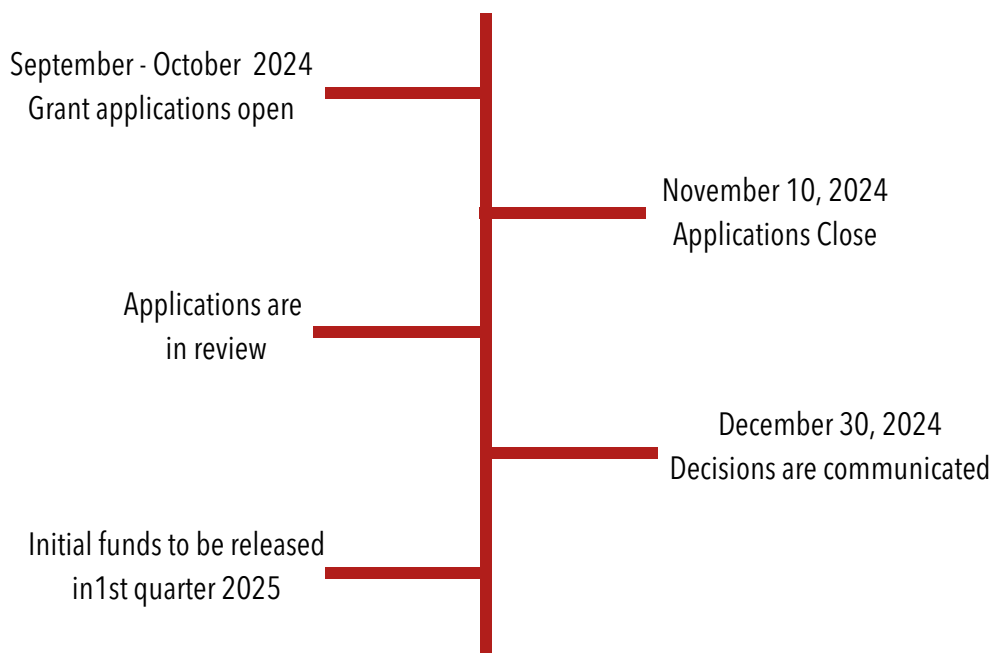
# Program Overview



## Project Focus Areas

The Moto Canada Rider Community Fund will support projects focused on the On-Road riding community, the Off-Road riding community, or both. During the application process, each applicant must specify the focus area or industry they represent.

## Timeline:



# Program Eligibility



## Eligible Organizations

To be eligible for the Moto Canada Rider Community Fund, organizations must:

- Be involved in the on-road or off-road motorcycle, scooter, ATV or UTV industry in Canada
- Actively remove barriers to riding or support a positive, safe riding lifestyle
- Be a Canadian not-for-profit organization
- Promote the shared values of Moto Canada
- Be a provincial or national organization

## Ineligible Organizations

- Clubs
- Racing teams
- Events
- For-profit organizations

## Ineligible Activities

Examples of ineligible grant funding activities are:

- Non-compliant expense that only benefits an individual from the recipient organization rather than benefitting the overall purpose of the grant and Moto Canada - i.e. Safety training sessions or diversity workshops exclusively for the organization's staff and do not involve or benefit the wider riding community
- Developing or maintaining trails that are on private land and not accessible to the public or the riding community.
- Branding materials that do not comply with Moto Canada's guidelines or misrepresent the brand
- **ALL EXPENSES MUST BE RELATED TO THE PROPOSED PROJECT/PROPOSAL**

**Please note that the full details are outlined in the Terms & Conditions contract, which will be accessible through the application portal as you proceed with your application submission.**



# Funding Overview

Support from Moto Canada Rider Community Fund is not guaranteed and is subject to annual availability. Funding decisions are made by the Moto Canada Board on an annual basis. Projects selected for funding must clearly demonstrate a significant need and present a strong case for a meaningful return on investment.



# Application Evaluation

## On-Road Criteria & Weighting

- Promote a safe, diverse and positive riding culture - 40%
- Disseminate positive information & advocate on behalf of riders & the industry - 20%
- Overt and effective promotion of our brand & partnership - 15%
- Effective administration, governance and risk management processes - 10%
- Grow volunteer pools - 15%

## Off-Road Criteria & Weighting

- Promote a safe, diverse and positive riding culture - 30%
- Contribute to sustainable trail infrastructure - 30%
- Overt and effective promotion of our brand & partnership - 20%
- Effective administration, governance and risk management processes - 10%
- Grow volunteer pools - 10%



**Please ensure that your project proposal aligns with the assessment criteria outlined above. While you have the flexibility to represent this criteria in your own way, be mindful of the guidelines, especially regarding ineligible activities. Adhering to these will help set you up for success.**



# How to Apply

If you need assistance with the technical side of the grant application platform (Good Grants), please contact: [help@goodgrants.com](mailto:help@goodgrants.com)

- 1 [Go to our Moto Canada website and start applying through the Good Grants platform!](#)
- 2 Next, you will create a Good Grants account using an email address that you will use to access the platform
- 3 Then, you will start your application by selecting your category - on-road, off-road, or on-road & off-road & provide an application name -> could be the organization's name

[My applications](#) → Application form → Start application

All questions must be answered, unless marked optional.

The screenshot shows a web interface for starting an application. At the top, there are two tabs: 'Start here' (active) and 'Pre-Application Eligibility Check'. Below the tabs, there is a blue link icon. The main form area contains a 'Category' dropdown menu, an 'Application name' text input field, and two buttons: 'Save + next' (purple) and 'Cancel' (dark grey). At the bottom of the form, there is a red error message: 'Please select a category and application name.'



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Before starting to apply, you will be required to complete a pre-application eligibility check. At the end of completing the questions, you must click on check eligibility at the bottom.

[Manage applications](#) → [Application form](#) → Start application ⓘ

All questions must be answered, unless marked optional.

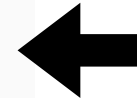
The screenshot shows a navigation bar with tabs: Start here, Pre-Application Eligibility Check (active), Applicant Information, Required Documents, Project Description, Supporting Material, Terms & Conditions, and Application Checklist. The main content area contains two sections of questions. The first section asks "Is your organization a registered non-profit?" with radio buttons for "Yes" and "No". The second section asks "Select which option fits your organization best:" with radio buttons for "Provincial Federation", "National Federation", and "None of the above".

Save + next

Save + close

Preview

Check eligibility



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After you are deemed eligible (you will receive an automatic message), you will begin completing the application by initially filling out basic information about the organization.

[My applications](#) → [Application form](#) → Edit application

All questions must be answered, unless marked optional.

The screenshot shows a navigation bar with tabs: Start here, Pre-Application Eligibility Check, Applicant Information (active), Required Documents, Project Description, Supporting Material, Terms & Conditions, and Application Checklist. The main content area contains three text input fields: "Organization name", "Organization Address:", and "Phone Number:".



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You will notice that each question of the application process is **required**. Please ensure that each question is adequately filled out as you advance through each tab. The required documents section will ask for the upload of several important documents regarding the organization.

Start here Pre-Application Eligibility Check Applicant Information **Required Documents** Project Description

Supporting Material Terms & Conditions Application Checklist

Please upload your documents of incorporation:

Drag your file here  
or  
Select file

Most recent Annual Financial Statement (last 2 years):

Drag your file here  
or  
Select file

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You're halfway there! In this tab, you'll need to answer a few questions and submit two documents. First, you'll be asked to provide a Grant Workplan using the template provided in the questionnaire. Then, you'll need to submit a Risks & Mitigation Plan for your project proposal. While there's no template for this part, please ensure your plan is clearly outlined and addresses potential risks along with their mitigation strategies.

[My applications](#) → [Application form](#) → [Edit application](#)

All questions must be answered, unless marked optional.

Start here Pre-Application Eligibility Check Applicant Information **Required Documents** Project Description

Supporting Material Terms & Conditions Application Checklist

Project title

Project description 0 / 300 words

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Next, you will have two documents to upload as part of the supporting material section. One document refers to the organization’s strategic plan/document outlining long-term goals. The second document is a needs assessment of the project proposal. This document is essentially an assessment of an existing problem. It could outline identifying the group of people affected by the problem, groups/other organizations responsible for the problem, some research on the issue (if available) on the issue, the need to resolve the issue, and proposed solutions. The categories mentioned are just suggested items.

[My applications](#) → [Application form](#) → [Edit application](#)

All questions must be answered, unless marked optional.

The screenshot shows a navigation bar with buttons for 'Start here', 'Pre-Application Eligibility Check', 'Applicant Information', 'Required Documents', 'Project Description', 'Supporting Material', 'Terms & Conditions', and 'Application Checklist'. The 'Supporting Material' section is active and contains two upload instructions:

- Box 1: "Please upload your strategic plan outlining your non-profits long-term goals:" followed by a file upload icon, "Drag your file here or", and a "Select file" button.
- Box 2: "Please upload a needs assessment to demonstrate the need for the project:" followed by a file upload icon.

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You're almost at the finish line! The terms and conditions outlined here are the rules all final grant recipients must agree to. Please review the entire document carefully. The full document will be accessible through the questionnaire. As the last step in this section, you'll need to sign the document and upload the signed copy.

[Manage applications](#) → [Application form '24-'25](#) → [Start application](#)

All questions must be answered, unless marked optional.

The screenshot shows a navigation bar with buttons for 'Start here', 'Pre-Application Eligibility Check', 'Applicant Information', 'Required Documents', 'Project Description', 'Supporting Material', 'Terms & Conditions', and 'Application Checklist'. The 'Terms & Conditions' section is active and contains the following text:

Please click below to view the most current version of the Grant Terms and Conditions (T&Cs). A copy of the T&Cs will be attached to any Application Approval Letter, and funding will be conditional upon your organization agreeing to and signing the T&Cs.

Please find the Grant Terms & Conditions [here!](#)

Final step! This section is a quick checklist to review all the items you've already completed. It's a final check before you submit your grant application.

[My applications](#) → [Application form](#) → [Edit application](#)

All questions must be answered, unless marked optional.

Start here

Pre-Application Eligibility Check

Applicant Information

Required Documents

Project Description

Supporting Material

Terms & Conditions

Application Checklist

[↶](#)

Before fully submitting the grant application form, please ensure that you have completed & submitted all the required sections & documents.

The checklist items are:

- I verified that I am an eligible organization
- I have provided basic information about the organization
- I have submitted all required documents: incorporation papers, financial statement, tax information, liability insurance, a list of board members and positions held, and finally either a recent Annual Report, most recent Board Meeting minutes, or an activity report

## You have come to the finish line!

If you need help throughout the process, please contact Cristina Bacara at [Crbacara@motocanada.com](mailto:Crbacara@motocanada.com) or by calling (519)-777-7847

