

# COMMUNITY STRATEGIC FRAMEWORK 2013-2015



Commemorations of 400 Years  
of the French Presence in Ontario

Presented by:



**Réseau du  
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franco-ontarien**

on behalf of the  
Provincial Community Steering Committee for the 400th

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Community Strategic Framework  
2013-2015

Community commemorations  
of 400 years of the French presence  
in Ontario

Provincial Community Steering  
Committee for the 400<sup>th</sup>



Canadian Heritage  
Patrimoine canadien

Ontario  
Trillium  
Foundation



Fondation  
Trillium  
de l'Ontario

# 1. Glossary

This glossary provides definitions of terms and expressions the reader will encounter in this report.

EXPRESSION	DEFINITION
Aboriginals (First Nations)	The collective name of the original inhabitants of North America and their descendants. The Canadian Constitution (The Constitution Act, 1982) recognizes three groups of aboriginal peoples: Indians, Métis and Inuit. These are three distinct peoples, each with their own heritage, languages, cultural practices and spiritual beliefs.  <a href="http://www.aboriginalaffairs.gov.on.ca/english/faq/glossary.asp">www.aboriginalaffairs.gov.on.ca/english/faq/glossary.asp</a>
Franco-Ontarian	Ontario's francophone population includes those whose mother tongue is French, as well as those whose mother tongue is neither French nor English, but who have a good knowledge of French as an Official Language and use French at home.  <a href="http://www.ofa.gov.on.ca/en/franco-definition.html">www.ofa.gov.on.ca/en/franco-definition.html</a>
Franco-Ontarian cultural heritage	Any object or collection, natural or cultural, material or immaterial, that the francophone community recognizes for its values of historical expression and memory, which requires the necessity to protect it, to conserve it, to take ownership of it, to develop and enhance it, and to transmit it.  (Appendix A: Reference framework for Franco-Ontarian cultural heritage)
Francophile	Anyone who is not a francophone, and who has an affinity for the French language and culture.
FREM	Francophone racial and ethnocultural minorities.
French	Of or relating to the French-Canadian language or culture in Ontario.
Legacy	The transmission of cultural heritage and long-term structuring effects.
LGBTQ	Acronym used to refer to all persons not strictly heterosexual, as lesbians (L), homosexual men or gays (G), bisexuals (B) and transexuals (T). More and more frequently included are people who define themselves as queer (Q), and even those who are "questioning" themselves (Q also).  <a href="http://www.cestcommeca.net/definition-lgbtq.php">www.cestcommeca.net/definition-lgbtq.php</a>
Persons with disabilities	The Employment Equity Act defines "persons with disabilities" as persons who have a long-term or recurring physical, mental, sensory, psychiatric or learning impairment and who:  a) consider themselves to be disadvantaged in employment by reason of that impairment, or  b) believe that an employer or potential employer is likely to consider them to be disadvantaged in employment by reason of that impairment.  <a href="http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/tb_852/cwwed01-eng.asp">www.tbs-sct.gc.ca/pubs_pol/hrpubs/tb_852/cwwed01-eng.asp</a>

## 2. Historical Framework

The period from 1610 to 1615 marks the beginning of the French presence in Ontario.

Étienne Brûlé, scout and interpreter for Samuel de Champlain, is thought to be the first Caucasian to have reached the area that is present-day Ontario. In the summer of 1610, he set out to explore the Pays d'en Haut (“upper country”), a region of New France that encompassed the majority of Ontario and beyond. He travelled up the Ottawa River, reaching Lake Nipissing by the Mattawa River, and ending his journey in Huronia, going as far as Georgian Bay via the French River. Along with his First Nations allies, the Hurons, he set off to explore several regions surrounding the Great Lakes, and would later report his discoveries of this countryside, rich in natural resources and expansive freshwater seas, to Champlain.

In May 1613, Champlain went in search of a “northern sea” (Hudson Bay). Accompanied by Brûlé and three other young scouts, he travelled up the Ottawa River as far as Allumette Island, Quebec, in the vicinity of Pembroke, Ontario. He took advantage of this journey to build alliances with an Algonquin tribe, the Kichesipirini, and then returned to Quebec City. It was during this journey that Champlain lost his astrolabe, which would be found 254 years later, in 1867, by Edward Lee, a 14-year-old farm boy.

It wasn't until 1615 that Champlain would follow Brûlé as far as Huronia. Brûlé also took him to explore northern Lake Ontario, as far as the Bay of Quinte. He took the same route, the great trade route, to reach the heart of the Huron country on the banks of Georgian Bay. It was during this journey to the Bay of Quinte that he was wounded by an arrow to the knee during a battle with the Iroquois, and was forced to winter with his Huron-Wendat allies until spring 1616 before returning to Quebec.

### 3. *Community Framework of the Commemorations*

#### A. THE REFERENCE FRAMEWORK FOR FRANCO-ONTARIAN CULTURAL HERITAGE

In 2004, as part of the Canada-Ontario Agreement on the Promotion of Official Languages (2004-2009), the Policy Branch of the Ontario Ministry of Culture established an advisory committee on the future of Franco-Ontarian cultural heritage, in order to launch and support a broad study of organizations and individuals involved in the future of francophone culture in Ontario. One of the objectives of the process was to promote the richness of Franco-Ontarian heritage. The committee adopted a mandate of developing an action plan in order to promote dialogue and develop synergy around key issues between stakeholders in the sector across the province.

To better delineate the concept of Franco-Ontarian cultural heritage, an electronic survey of approximately 50 stakeholders in the sector was conducted in February and March 2007. To the question on the primary components of heritage, the respondents identified history and historic sites, buildings, language, cultural practice and customs, genealogy and place names.

This exercise resulted in the development, in 2008, of a reference framework that helped define Franco-Ontarian heritage, the community it serves, the key elements of memory and knowledge, and the practices of Franco-Ontarians around preserving and propagating its heritage (the Reference framework for Franco-Ontarian cultural heritage is included in Appendix A). This exercise also allowed the Franco-Ontarian community to look to the future and identify its key issues.

#### B. THE SUMMIT ON THE FUTURE OF FRANCO-ONTARIAN CULTURAL HERITAGE

One of the last activities of the advisory committee on the future of Franco-Ontarian cultural heritage was to organize the “Summit on the Future of Franco-Ontarian Cultural Heritage” in North Bay in February 2009. This project, like the committee’s activities from 2004 to 2009, was supported by the Government of Canada, through the Department of Canadian Heritage, and the Ontario Ministry of Culture, under the Canada-Ontario Agreement.

To fuel the discussions on these themes, the three organizations held a public consultation prior to the Summit.

The theme of the meeting was “Franco-Ontarian cultural heritage on the cusp of 400 years of the French presence in Ontario: A reflection of the diversity of French Ontario.”

The objectives of this meeting were to:

- ♦ adopt a concerted approach to the various priorities in the sector;
- ♦ identify various partners and stakeholders and their roles;
- ♦ create synergy within the various areas of activity with a marked interest in heritage;
- ♦ establish mutually beneficial foundations for cooperation;
- ♦ adopt an action plan for the next 5 years to ensure that the collective memory of francophone culture in Ontario is preserved and propagated in the short, medium, and long term.

The six priorities addressed were:

- ♦ 400 years of the French presence in Ontario;
- ♦ passing our heritage on to future generations;
- ♦ heritage as an economic and tourism development tool;
- ♦ heritage: a bridge to other cultures and other spaces;
- ♦ preserving religious heritage: an urgent issue today, and a sizable challenge in the coming years;
- ♦ the challenge of taking stock and pooling research, collections, and inventories.

Representatives of the following different groups, as Franco-Ontarian heritage-builders, were invited to participate:

- ♦ local, regional and provincial historical societies and heritage organizations;
- ♦ museums and related organizations offering services in both official languages;
- ♦ those responsible for municipal, regional or provincial economic and tourism development;
- ♦ teachers and those responsible for cultural animation and implementation of the aménagement linguistique policy in school boards and elementary and secondary schools;
- ♦ university history departments
- ♦ archives at various institutions;
- ♦ racial and ethnic minority groups;
- ♦ cultural and art presentation organizations;
- ♦ writing and publishing groups;
- ♦ seniors' and retirees' groups;
- ♦ youth groups;
- ♦ the media;
- ♦ festivals and events;
- ♦ any other group, organization, association, institution, or individual with a marked interest in heritage.

Some 125 representatives of the various groups mentioned above, as well as 10 government representatives, registered as participants in the Summit.

### Conclusions of the workshop discussions on 400 years of the French presence in Ontario

The workshop participants expressed a desire for the 400<sup>th</sup> anniversary of the French presence within Ontario's borders to be celebrated with great fanfare, and for this topic to be a priority for French Ontario in the coming months and years.

In light of the recommendations, the participants tasked the Regroupement des organismes du patrimoine franco-ontarien (which, in 2011, became the Réseau du patrimoine franco-ontarien [RPFO; Franco-Ontarian Heritage Network]) with overseeing community coordination and liaison of the community initiatives for the 400<sup>th</sup> and forming a steering committee that was representative of the priority areas identified in the workshop and consultations.

For its part, Direction Ontario was tasked with being the tourism stakeholder responsible for developing all tourism infrastructure to support the programming for the 400<sup>th</sup>.

The participants insisted on the inclusive nature of the 400<sup>th</sup>, so that all Ontarians could participate in it in all regions of the province.

### C. THE COMMUNITY STRATEGIC PLAN FOR FRENCH ONTARIO, 2011-2016

In 2011, after two years of province-wide consultation and reflection involving a wide array of organizations and audiences, the Franco-Ontarian community adopted the Community Strategic Plan for French Ontario, 2011-2016 (PSC 2011-2016).

The PSC 2011-2016 is the umbrella development plan for the Franco-Ontarian community. Its goal is to encourage organizations, institutions, sectors, regions and networks in French Ontario to work together toward achieving the vision and producing results, using shared strategies and actions that will have an impact on the sustainability and vitality of francophone culture in Ontario as a whole.

#### Areas of intervention of the PSC 2011-2016

The five areas of intervention of the PSC 2011-2016 described below, along with the shared priorities that stem from them, have been adopted and endorsed by the whole network of organizations, associations, institutions, regions and sectors of French Ontario.

Each area of intervention sets out several shared priorities. The commemorations of 400 years of the French presence in Ontario touch on the following areas and priorities from the PSC 2011-2016:

#### Focus no. 1: Ensure that the French language and the Franco-Ontarian community's culture are passed on to future generations

##### Priorities associated with the 400<sup>th</sup>:

- ◆ Encourage the Franco-Ontarian community to recognize and valorize its sense of belonging to Ontario's francophone culture.
- ◆ Ensure that French Ontario's cultural heritage, in all its diversity, is highlighted and that the community take ownership of it.
- ◆ Encourage francophone families (including exogamous and immigrant families) to participate actively in activities in the Franco-Ontarian community.



## Focus no. 2: Expand the francophone space in all regions of Ontario

### Priorities associated with the 400<sup>th</sup>:

- ♦ Support Franco-Ontarians in their desire to live and work fully in French in every area of activity in Ontario society.
- ♦ Foster Franco-Ontarian cultural and artistic creation capacity and ensure access to adequate modern infrastructures so as to allow it to be distributed and circulate in every region of Ontario.

## Focus no. 3: Promote the visibility and valorize the use of French throughout Ontario

### Priorities associated with the 400<sup>th</sup>:

- ♦ Ensure heightened visibility of French in all areas of activity in Ontario society.
- ♦ Promote active cooperation and dialogue with the majority language community, as well as recognition of linguistic duality as a fundamental value of Canadian society.

## Focus no. 4: Contribute to the flourishing of the Franco-Ontarian community as well as the betterment of Ontario society

### Priorities associated with the 400<sup>th</sup>:

- ♦ Foster and promote the contribution of Franco-Ontarians to Ontario's and Canada's economic development, including in the areas of entrepreneurship, social economics, cooperation and mutual assistance, agriculture, and the cultural industries.
- ♦ Draw on the contributions of Franco-Ontarian seniors and retirees as knowledge brokers.

## Focus no. 5: Build the Franco-Ontarian community's capacity to act and grow in every area of development

### Priorities associated with the 400<sup>th</sup>:

- ♦ Exercise a unifying leadership among Franco-Ontarian associations in order to align the efforts of Franco-Ontarian community organizations, institutions, and networks with those of provincial and federal decision-making bodies in order to meet the needs of the Franco-Ontarian community.
- ♦ Maintain and consolidate gains, and continue to build the capacity of organizations, institutions, and networks in the francophone community.
- ♦ Ensure the full participation of minority and immigrant communities, youth, women, seniors and retirees, persons with special needs, and persons with disabilities in the decision-making bodies of Ontario's francophone community.



## 4. *Community Organizational Structure for the 400<sup>th</sup>*

### A. PROVINCIAL COMMUNITY STEERING COMMITTEE FOR THE 400<sup>TH</sup>

In March 2012, a Provincial Community Steering Committee for the 400<sup>th</sup> was formed by the Franco-Ontarian community.

This committee's overall mandate is as follows:

The Provincial Community Steering Committee for the 400<sup>th</sup> is the community representation body responsible for overseeing the coordination, liaison, and dialogue among the various partners and stakeholders of the Franco-Ontarian community in the context of the commemorations of 400 years of the French/francophone presence in Ontario.

The committee's responsibilities include, but are not limited to:

- ♦ ensuring cohesive and inclusive administration of 400<sup>th</sup> anniversary projects from community partners;
- ♦ coordinating communities' regional activities so that they are in keeping with the vision and orientations of the commemorations, and encouraging synergy between projects;
- ♦ advising governments on the types of events that should be considered priorities from a funding perspective;
- ♦ guiding community organizations in their search for funding for their 400<sup>th</sup> anniversary projects;
- ♦ ensuring community partners are represented on the provincial organizing committee chaired by the Office of Francophone Affairs;
- ♦ fostering the exchange of ideas and acting as a discussion forum among the various community partners and stakeholders;
- ♦ developing partnerships and encouraging the creation of strategic partnerships among all community partners, as well as ruling on any contentious issue associated with its mandate.

The committee will be chaired until the end of 2015 by a representative of the heritage sector (Franco-Ontarian Heritage Network), and vice-chaired by a representative of the tourism sector (Direction Ontario).



This committee is made up of the following representatives:

- ♦ **HERITAGE** (Franco-Ontarian Heritage Network, RPFO)
- ♦ **TOURISM** (Direction Ontario)
- ♦ **EDUCATION** (Centre franco-ontarien de ressources pédagogiques, CFORP)
- ♦ **FRANCOPHONE RACIAL AND ETHNOCULTURAL MINORITIES** (Union provinciale des minorités raciales ethnoculturelles francophones, UP-MREF)
- ♦ **MUNICIPALITIES** (Association française des municipalités de l'Ontario, AFMO)
- ♦ **SENIORS AND RETIREEES** (Fédération des aîné.e.s et des retraité.e.s francophones de l'Ontario, FAFO)
- ♦ **ARTS AND CULTURE** (Alliance culturelle de l'Ontario, ACO)
- ♦ **YOUTH** (Fédération de la jeunesse franco-ontarienne, FESFO)
- ♦ **COMMUNITY** (Assemblée de la francophonie de l'Ontario, AFO)
- ♦ **NORTHERN REGION**
- ♦ **SOUTHERN REGION**

The list of members of the Provincial Community Steering Committee for the 400<sup>th</sup> is found in Appendix B.

#### B. COMMITTEE SUPPORT AND PROVINCIAL CONSULTATION, COORDINATION, AND LIAISON

Because it was tasked, at the Summit on the Future of Franco-Ontarian Cultural Heritage in February 2009, with coordinating the efforts of all partners in the “400 years of the French presence in Ontario” project, the Franco-Ontarian Heritage Network (RPFO; formerly the Regroupement des organismes du patrimoine franco-ontarien) will provide all support services to the Provincial Community Steering Committee for the 400<sup>th</sup> and will be responsible for implementing community efforts around provincial consultation, coordination, and liaison.

## 5. Community Strategic Framework for the 400<sup>th</sup>

### A. COMMUNITY VISION

The community commemorations of 400 years of the French presence in Ontario are a living legacy of the francophone community's contribution, from 1610 to today, in every area of activity and every region of Ontario, and of its contribution to francophone cultural visibility in Canada.

The vision was developed in 2009-2010, revised by the Provincial Community Steering Committee for the 400<sup>th</sup> in summer 2012, and validated in the committee's working session on October 18, 2012.

### B. VALUES AND GUIDING PRINCIPLES

The committee reflected on the principles that would guide its operations and actions. More than 20 values were identified, of which five primary values were selected to encompass all the values discussed.

- ♦ Open-mindedness: Being inclusive and fair to all ideas and all target groups, recognizing the richness of Ontario.
- ♦ Excellence: Striving for a high standard of effectiveness and valorizing everyone's skills.
- ♦ Transparency: Demonstrating integrity in decision-making and fostering open communication with the community and partners.
- ♦ Community leadership: Counting on the contribution of the grassroots; valorizing the engagement and participation of the community.
- ♦ Commitment: Exhibiting solidarity, perseverance and determination in order to ensure the community commemorations are successful.

### C. PRIORITY ASPECTS OF THE COMMUNITY COMMEMORATIONS

During the Summit on the Future of Franco-Ontarian Cultural Heritage, four priority aspects were identified to underpin the 2013-2015 community programming for the commemorations of 400 years of the French presence.

The priority aspects identified in 2009 are as follows:

- ♦ Heritage
- ♦ Tourism
- ♦ Education
- ♦ Arts and culture

Following the strategy session held October 18, 2012, the committee reincorporated the education aspect as a priority for the community commemorations of 400 years of the French presence in Ontario, and other items were modified. The framework now includes four priority aspects.

The priority aspects identified for the community commemorations of the 400<sup>th</sup> are as follows:

PRIORITY ASPECTS FOR THE 400 <sup>TH</sup>
<p><b>HERITAGE</b></p> <p>Preservation and, especially, transmission of French Ontario’s cultural heritage is at the core of the community programming for the commemorations of the 400<sup>th</sup> anniversary of the French presence in Ontario. It is intended not only as a tool for developing a sense of belonging in Ontario’s francophones, but also a source of wealth in order to promote the cultural diversity and collective memory of Ontario as a whole. (See Appendix A – Reference framework for Franco-Ontario cultural heritage)</p>
<p><b>TOURISM</b></p> <p>Community programming for the 400<sup>th</sup> anniversary of the French presence in Ontario will be a tool for developing first-rate local, regional, provincial, and national tourism.</p>
<p><b>EDUCATION</b></p> <p>Community programming for the 400<sup>th</sup> anniversary of the French presence in Ontario will be a tool for promoting and transmitting culture and history, while promoting identity-building in the school community, from early childhood to the post-secondary level. The programming also seeks to reach out to immersion programs and adult education centres. Several transmission drivers will be promoted, including intergenerational activities and the development of teaching resources for the 400<sup>th</sup>.</p>
<p><b>ARTS AND CULTURE</b></p> <p>Each cultural and artistic discipline is a transmission medium par excellence of the rich cultural heritage of French Ontario, and should be at the forefront of the community commemorations of the 400<sup>th</sup> anniversary, since they are accessible at all levels. The goal of the strategies is to use the arts and culture to make heritage relevant in today’s world.</p>

#### D. TARGET GROUPS OF THE COMMUNITY COMMEMORATIONS

Encouraging successors and the active involvement of target groups is essential to building a sense of belonging to French culture, and thereby ensuring the sustainability of Ontario’s francophone community, as well as its visibility across the country.

The community programming for commemorating 400 years of the French presence in Ontario should incorporate targeted strategies so that the target groups play a major active role.

The target groups identified for the community commemorations of the 400<sup>th</sup> are as follows:

- ◆ Aboriginals (First Nations)
- ◆ Immigrants and newcomers
- ◆ LGBTQ
- ◆ Persons with disabilities
- ◆ Seniors and retirees
- ◆ Women
- ◆ Youth

## E. PROGRAMMING FRAMEWORK

The community programming framework for the 400<sup>th</sup> encompasses the community programming profile, the scope of community programming, and the inventory of events. These three components were identified during the Summit and worked on in committee. In the strategy session, the committee and the RPFO validated the three components and changed some of the aspects of the components:

### i. Community programming profile

The programming of the community commemorations of 400 years of the French presence in Ontario should:

- ♦ be accessible to all linguistic and ethnic communities and all ages;
- ♦ be inclusive of all priority target groups;
- ♦ have a local, regional, and provincial scope, in order to ensure it reaches all across Ontario;
- ♦ be reflective of the cultural identity of all francophones in Ontario in all areas of activity;
- ♦ unify Ontario's grassroots, who will focus their energy on a shared vision.

### ii. Scope of community programming

The programming of the community commemorations of 400 years of the French presence in Ontario will be spread out from 2013 to 2015:

- ♦ The year 2013 marks Champlain's first visit to Ontario (travelling up the Ottawa River) in 1613.
- ♦ The year 2015 marks Champlain's visit to Huronia, where he spent the winter from 1615-1616.

The commemorations will kick off in January 2013 and wrap up in September 2015 in order to highlight the activities associated with the official Franco-Ontarian Day.

For its part, the Government of Ontario will hold official activities in June 2013 and summer 2015.

### iii. Inventory of events

The community programming for the commemorations of 400 years of the French presence in Ontario will include events of various sizes on a local, regional, provincial, and national scale.

One strategy that will be essential to the success of the celebrations at the local, regional, provincial, and national level certainly involves prioritizing existing initiatives within the community.

In Fall 2012, the RPFO will inventory all the groups and organizations responsible for existing events, activities, and tools where a "sense of the 400<sup>th</sup>" could be lent to their initiatives, as well as new initiatives that are in keeping with the community orientations of the 400<sup>th</sup> in Ontario.

## F. LASTING OUTCOMES AND LEGACIES OF COMMUNITY PROGRAMMING FOR THE 400<sup>TH</sup>

The community programming for the commemorations of the 400<sup>th</sup> should leave its mark, with initiatives and projects that will have lasting outcomes in every region of Ontario, as well as reaching across the country. The committee has identified three lasting outcomes for the programming, including lasting outcomes for the francophone community, lasting outcomes for Ontario, and lasting outcomes for Canada.

Lasting outcomes for the francophone community:

- ♦ Developing leadership and ensuring a succession pool.
- ♦ Bringing the community sector (francophone, anglophone and aboriginal) closer together.
- ♦ Expanding and diversifying the range of partners.
- ♦ Carrying out activities and projects to ensure the long-term development and sustainability of the francophone community in Ontario (legacy).
- ♦ Developing a sense of belonging and pride in being francophone in Ontario and within our communities.
- ♦ Developing and strengthening the sense of belonging in Ontario.

Lasting outcomes for Ontario:

- ♦ Using and highlighting the richness of the francophone cultural heritage in order to enhance Ontario's cultural and tourism identity.
- ♦ Recognizing Ontario's diversity, and highlighting the contribution of francophones within various areas of activity (arts, culture, business, education, etc.).
- ♦ Highlighting Ontario as a whole, and each of its individual regions and communities.
- ♦ Recognizing that the image of "an Ontarian" reflects the province's diversity.
- ♦ Strengthening the social fabric.
- ♦ Ensuring there are economic and tourism spinoffs in the province.
- ♦ Raising the awareness of the populace to the French fact and its added value.

Lasting outcomes for Canada:

- ♦ Creating synergy among all Canadians, whether francophone or francophile.
- ♦ Ensuring the sustainability and visibility of Canada's francophone communities.
- ♦ Strengthening the social fabric in order to build a Canada that is united in its diversity.
- ♦ Becoming a springboard for celebrating Canada's 150th birthday in 2017.



## G. STRATEGIC OBJECTIVES

OBJECTIVE 1: 400 <sup>th</sup> COMMUNITY PROGRAMMING	
<p><b>Overall outcome</b></p> <p>The committee will have stimulated programming of events and activities in the community that are in keeping with the community strategic orientations of the 400<sup>th</sup> in order to mark 400 years of the French presence in Ontario.</p>	<p><b>Strategic outcomes associated with the overall outcome</b></p> <ul style="list-style-type: none"> <li>♦ Actions will be more coherent between the committee, the OFA, and the community, in order to manage the applying organizations.</li> <li>♦ Funders will prioritize activities for the 400<sup>th</sup> in their funding decisions.</li> </ul>
<p><b>Shared strategies</b></p> <ul style="list-style-type: none"> <li>♦ Perform an inventory of existing events and activities.</li> <li>♦ Perform an inventory of events and activities being created.</li> <li>♦ Promote the implementation of a simple, effective accreditation system.</li> <li>♦ Promote the creation of new activities.</li> </ul>	<p><b>Action plan</b></p> <p><b>September 2012 :</b> Begin enumerating 400<sup>th</sup> community activities in the province (inventory).</p> <p><b>Early November 2012:</b> Propose the final community strategic orientations and evaluation framework.</p> <p><b>2013-2014 :</b> Accredit events and activities for the 400<sup>th</sup> programming.</p>
<p><b>Evaluation</b></p> <p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>♦ Number of activities associated with the 400<sup>th</sup></li> <li>♦ Number of accredited activities <ul style="list-style-type: none"> <li>♦ Priority aspects</li> </ul> </li> <li>♦ Legacy <ul style="list-style-type: none"> <li>♦ Activities</li> </ul> </li> <li>♦ Satisfaction rate of accredited organizers <ul style="list-style-type: none"> <li>♦ Activities</li> <li>♦ Oversight</li> </ul> </li> </ul>	

## OBJECTIVE 2: STRENGTHENING TIES

<p><b>Overall outcome</b></p> <p>The committee, on behalf of its partners, will facilitate the emergence of new partnerships with a view to the community commemorations of 400 years of the French presence in Ontario.</p>	<p><b>Strategic outcomes associated with the overall outcome</b></p> <ul style="list-style-type: none"> <li>♦ Increased development of current and future partnerships associated with events and activities related to the 400<sup>th</sup>.</li> <li>♦ New cooperation with anglophone groups will be established in order to help them understand the value of the history and culture of the French presence in Ontario over the past 400 years.</li> <li>♦ Better dialogue with various government departments so they can provide budget envelopes for the community commemorations of the 400<sup>th</sup>.</li> <li>♦ Funders will give priority to organizations applying for funding associated with a 400<sup>th</sup>-themed activity that is in keeping with the strategic orientations.</li> </ul>
<p><b>Shared strategies</b></p> <ul style="list-style-type: none"> <li>♦ Communicate with missing economic, educational, community, municipal, and ethnocultural partners.</li> <li>♦ Create an interdepartmental strategy.</li> </ul>	<p><b>Action plan</b></p> <p><b>November/December 2012:</b> Present the final community strategic orientations and community evaluation framework to funders.</p> <p><b>January to March 2013:</b> Consult with the community and present the plan.</p>
<p><b>Evaluation</b></p> <p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>♦ Number of partnerships created             <ul style="list-style-type: none"> <li>♦ Government</li> <li>♦ Community</li> <li>♦ Organizers</li> </ul> </li> <li>♦ Number of programs that prioritize activities for the 400<sup>th</sup>.</li> </ul>	

## OBJECTIVE 3: AWARENESS-RAISING, PROMOTION AND RECRUITMENT

### Overall outcome

Reaching the francophone community, general population, partners, and funders, and raising awareness of the community commemorations of 400 years of the French presence in Ontario.

### Strategic outcomes associated with the overall outcome

- ♦ Funders will incorporate the strategic orientations of the community commemoration plan into their programs.
- ♦ An alliance between regional francophone and anglophone media will ensure the visibility of the community commemorations from 2013 to 2015.
- ♦ New tourism products associated with the community commemorations of the 400<sup>th</sup> will be developed in each of Ontario's tourism regions.
- ♦ New partners will participate in promoting the community commemorations.

### Shared strategies

- ♦ Present the community strategic orientations of the 400<sup>th</sup> to Ontario's various tourism regions in order to build new partnerships.
- ♦ Present the community strategic orientations of the 400<sup>th</sup> to the media table of the Assemblée de la francophonie de l'Ontario and to the Franco-Ontarian and majority communities.
- ♦ Develop a communication plan and promotion tools.
- ♦ Provide a promotional kit to all committee partners, funders, and anglophone media.
- ♦ Become familiar with the activities planned by the Government of Ontario for summer 2015.
- ♦ Identify champions in each region of Ontario.
- ♦ Conduct a study in the community: possibility of the OFA creating a survey for the community at large in order to measure familiarity with francophone culture now and in 2016.

### Action plan

#### November 2012 :

Develop and distribute a schedule of community consultations for the 400<sup>th</sup>.

Propose the communication plan and begin to implement it.

#### November 2012 to the end of January 2013:

Design the community website for the 400<sup>th</sup>.

#### January to March 2013:

Consult with the community and present the plan.

#### February 2013:

Launch the community website for the 400<sup>th</sup> and the 400<sup>th</sup> community programming schedule.

### Evaluation

#### Indicators:

- ♦ Number of awareness and promotion activities
  - ♦ Community
  - ♦ Government
  - ♦ Media
- ♦ Participation rate
  - ♦ Accreditation application

## OBJECTIVE 4: ORGANIZATIONAL CAPACITY

<p><b>Overall outcome</b></p> <p>The committee will have completed the “community commemorations of 400 years of the French presence in Ontario” project efficiently and effectively.</p>	<p><b>Strategic outcomes associated with the overall outcome</b></p> <ul style="list-style-type: none"> <li>♦ The committee, through its members, will have developed new skills.</li> <li>♦ The committee, through its members, will have established an evaluation system to demonstrate that the outcomes are being achieved.</li> <li>♦ Funders will have given priority to organizations applying for funding for a 400<sup>th</sup>-themed activity.</li> </ul>
<p><b>Shared strategies</b></p> <ul style="list-style-type: none"> <li>♦ Hire resource people with the necessary skills to carry out the project in light of the priorities established and financial resources available.</li> <li>♦ Consider the possibility of creating sub-committees to support each step of the project.</li> <li>♦ Identify champions in each region of Ontario.</li> <li>♦ Come to an agreement on the definition of Ontario’s regions.</li> </ul>	<p><b>Action plan</b></p> <p><b>November – December 2012:</b> Present the final community strategic orientations and the community evaluation framework to funders (strengthening ties).</p> <p><b>January to March 2013:</b> Consult with the community and present the plan (raising awareness and strengthening ties).</p> <p><b>April 2013 to April 2014:</b> Implement the evaluation framework in anticipation of accreditation.</p>
<p><b>Evaluation</b></p> <p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>♦ Funding obtained             <ul style="list-style-type: none"> <li>♦ Committee</li> </ul> </li> <li>♦ Human resources recruited             <ul style="list-style-type: none"> <li>♦ Permanent and contract</li> <li>♦ Volunteer</li> </ul> </li> <li>♦ Skills acquired</li> <li>♦ Effectiveness</li> <li>♦ Efficiency</li> </ul>	

## 6. Accreditation Framework

### A. PURPOSE OF ACCREDITATION

The accreditation framework for the community commemorations of 400 years of the French presence in Ontario, as developed by the Provincial Community Steering Committee for the 400<sup>th</sup>, is intended to ensure that community activities organized across the province are consistent with the vision and priorities of the Community Strategic Framework for the 400<sup>th</sup>.

### B. ACCREDITATION PRINCIPLES

To receive accreditation from the Provincial Community Steering Committee for the 400<sup>th</sup>, community activities for the 400<sup>th</sup> must meet the following accreditation principles:

- ♦ Have ties to the community vision for the 400<sup>th</sup> in order to create a consistent brand image around community commemorations.
- ♦ Include a 400<sup>th</sup> perspective, highlighting the rich history of Franco-Ontarians, as well as the French language and culture.
- ♦ Allow for measurable outcomes for the Franco-Ontarian community, for Ontario, and for Canada in order to ensure increased visibility of French Ontario at the provincial, national, and even international level.
- ♦ Have long-term spinoffs and structuring effects (legacy).
- ♦ Fit in with the priority community aspects identified.
- ♦ Reach the target groups identified.
- ♦ Promote participation by the anglophone linguistic majority and other cultural and linguistic communities.
- ♦ Encourage contributions by partners and foster the development of non-traditional partnerships.
- ♦ Take place between January 1, 2013, and September 30, 2015, in keeping with this Community Strategic Framework.

### C. ACCREDITATION TOOLS

For more information on the accreditation of community activities for the 400<sup>th</sup>, please consult the documents in the appendix.

APPENDIX C – Accreditation Guide

APPENDIX D – Accreditation Form

APPENDIX E – Evaluation Chart for Accreditation Application

# APPENDIX A

## REFERENCE FRAMEWORK FOR FRANCO-ONTARIAN CULTURAL HERITAGE



FRANCO-ONTARIAN HERITAGE, A COLLECTIVE WEALTH IN CONSTANT EVOLUTION

# 400 years of francophone presence, a heritage to share

## French Ontario, a collective heritage

Heritage designates any object or collection, natural or cultural, material or immaterial, that the francophone community recognizes for its values of historical expression and memory which requires the necessity to protect it; to conserve it; to take ownership of it; to develop and enhance it; and to transmit it.

## A dynamic community, proud of its history

The Franco-Ontarian community constitutes an open and inclusive population that assumes its collective development on the basis of common language and institutions, and that shares a heritage and multicultural traits.

## Together towards the future

The Francophones of all regions of Ontario have created organizations, institutions, and have undertaken community initiatives to protect, enhance, promote, celebrate and save their cultural heritage, today and for generations to come.

CULTURAL HERITAGE ...

GATHERS ...

AND BECOMES

### our memory

#### Artistic Heritage

Literature, arts and performing arts

#### Living Heritage

Franco-Ontarian culture

#### Linguistic Heritage

French language

#### Economic and Scientific Heritage

Economic assets and scientific progress

#### Natural and Toponymic Heritage

Parks and historic sites

### our knowledge

#### Domestic Heritage

Traditions of our ancestors

#### Archival Heritage

The handwritten canvas of Franco-Ontarians

#### Oral Heritage

Stories, legends, and traditional songs

#### Institutional Heritage

Schools, hospitals, universities and colleges and associations

### our way of life

#### Archeological Heritage

Religious and historical artifacts, lost villages

#### Architectural Heritage

Churches and heritage buildings

#### Historical and Genealogical Heritage

Our ancestors and their history

our history

our archives  
and artefacts

our customs  
and traditions

our organizations  
and institutions.

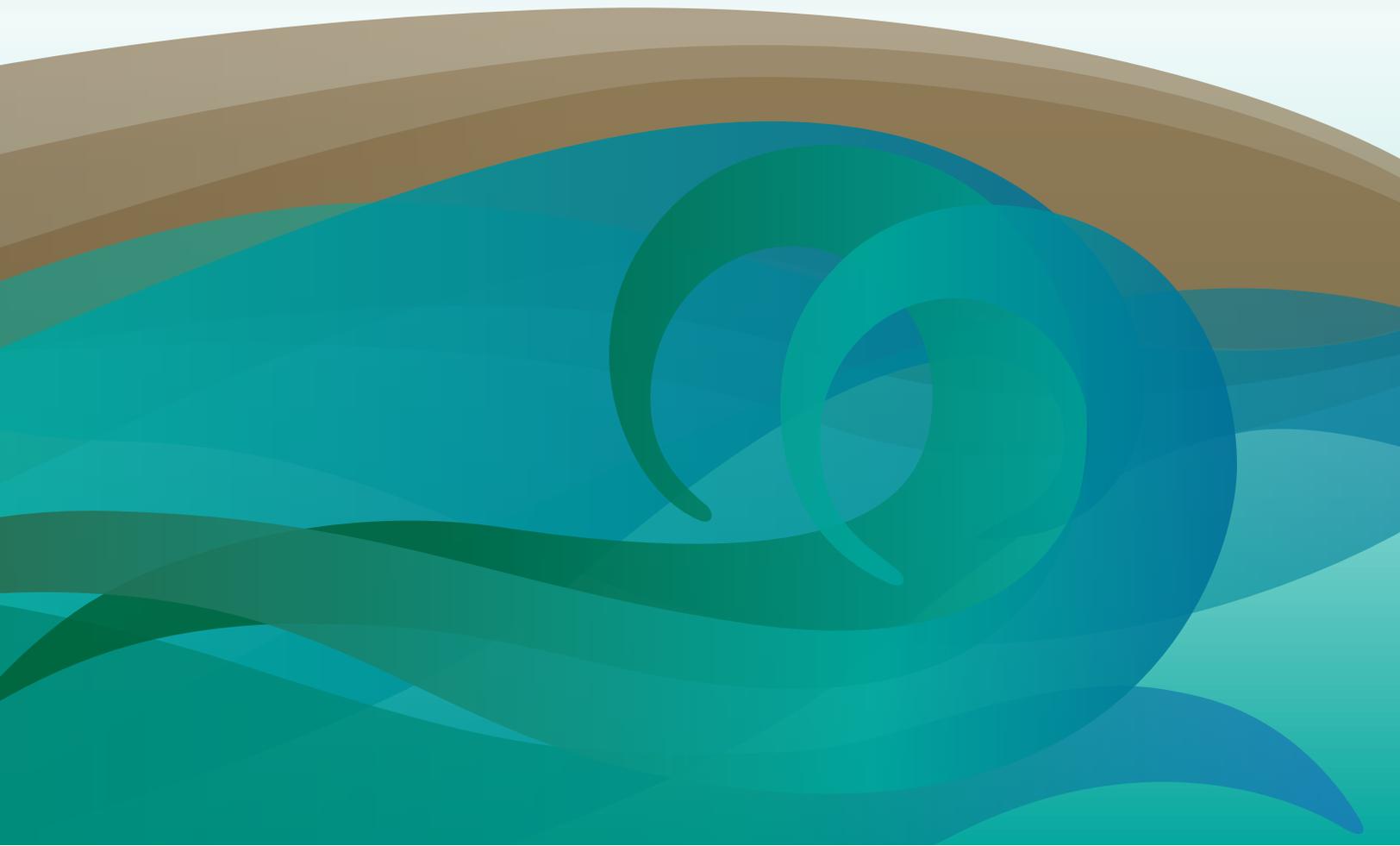
## You would like to learn more about Franco-Ontarian heritage?

Please consult the inventory of organizations of the sector by visiting the website of the **Réseau du patrimoine franco-ontarien (RPFO)** at [www.rpfo.ca](http://www.rpfo.ca) or contact RPFO

Telephone: (613) 729-5769 Toll free: 1-866-307-9995 Email: [projets@rpfo.ca](mailto:projets@rpfo.ca)

# APPENDIX B

## PROVINCIAL COMMUNITY STEERING COMMITTEE



# PROVINCIAL COMMUNITY STEERING COMMITTEE

## 400 YEARS OF THE FRENCH PRESENCE IN ONTARIO

### Chairmanship of the Committee

#### HERITAGE

RILEY, Pierre

Réseau du patrimoine franco-ontarien (RPFO)

### Vice-Chairmanship of the Committee

#### TOURISM

LACROIX, Louise

Direction Ontario

#### SENIORS AND RETIREES

LEGAULT, Raymond

Fédération des aînés et des retraités francophones de l'Ontario (FAFO)

#### ARTS AND CULTURE

CHASSÉ, Marie-Ève

Alliance culturelle de l'Ontario (ACO)

#### FRANCOPHONE COMMUNITY

VAILLANCOURT, Denis

Assemblée de la francophonie de l'Ontario (AFO)

#### ECONOMY

SIGOUIN, Daniel

Réseau de développement économique et d'employabilité (RDÉE)

#### EDUCATION

BERGERON, Brigitte

Centre franco-ontarien de ressources pédagogiques (CFORP)

#### YOUTH

OUELLET, Danyka

Fédération de la jeunesse franco-ontarienne (FESFO)

#### FRANCOPHONE RACIAL AND ETHNOCULTURAL MINORITIES

NGOY, Body

Union provinciale des minorités raciales ethnoculturelles francophones (UP-MREF)

#### MUNICIPALITIES

LEBLANC, Francyn

Association française des municipalités de l'Ontario (AFMO)

#### NORTHERN REGION

MATTE, Alexandre

Carrefour francophone de Sudbury

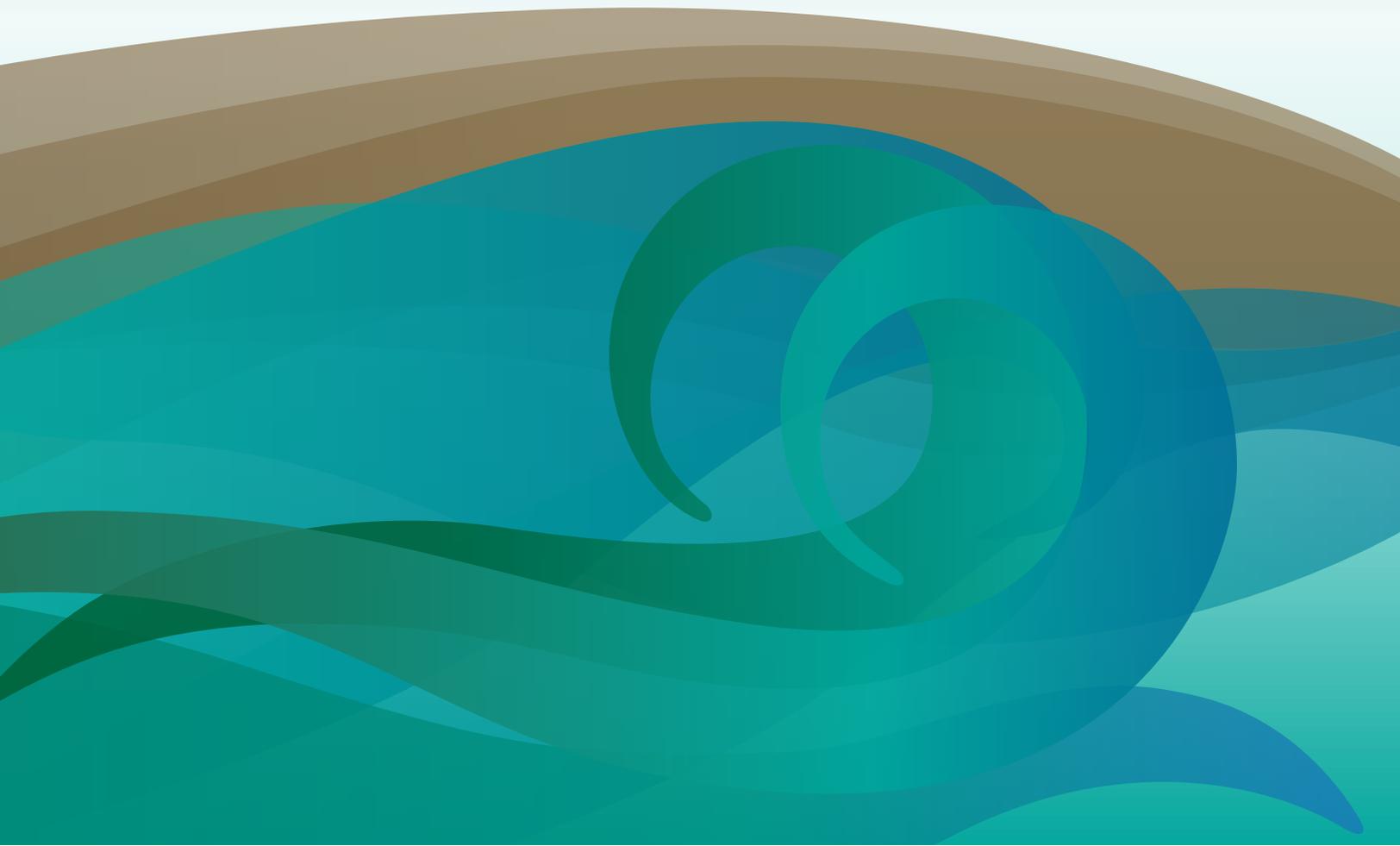
#### SOUTHERN REGION

DIELEMAN, Ronald

Franco-Queer

APPENDIX C

ACCREDITATION GUIDE





# APPLICANT GUIDE

ACCREDITATION APPLICATION  
FOR APPLICANTS **WHO ARE SUBMITTING FUNDING**  
APPLICATIONS TO SUPPORT THEIR ACTIVITY

## IMPORTANT:

- Please read this applicant guide before completing the form.
- Please complete one form for each activity. If submitting a paper copy of the form, please print.
- Incomplete applications will be rejected. If requested, it is the responsibility of the applicant to submit all missing information within the timeframe specified by the RPFO.

## PRELIMINARY INFORMATION ON THE ACCREDITATION FRAMEWORK:

In order to thoroughly understand the objectives of the accreditation framework, please read pages 9 to 12 of the Community Strategic Framework for the Commemorations of 400 Years of the French Presence in Ontario.

## GLOSSARY

This glossary provides definitions of terms and expressions the reader will encounter in this report.

EXPRESSION	DEFINITION
Aboriginals (First Nations)	The collective name of the original inhabitants of North America and their descendants. The Canadian Constitution (The Constitution Act, 1982) recognizes three groups of aboriginal peoples: Indians, Métis and Inuit. These are three distinct peoples, each with their own heritage, languages, cultural practices and spiritual beliefs.  <a href="http://www.aboriginalaffairs.gov.on.ca/english/faq/glossary.asp">www.aboriginalaffairs.gov.on.ca/english/faq/glossary.asp</a>
Franco-Ontarian	Ontario's francophone population includes those whose mother tongue is French, as well as those whose mother tongue is neither French nor English, but who have a good knowledge of French as an Official Language and use French at home.  <a href="http://www.ofa.gov.on.ca/en/franco-definition.html">www.ofa.gov.on.ca/en/franco-definition.html</a>
Franco-Ontarian cultural heritage	Any object or collection, natural or cultural, material or immaterial, that the francophone community recognizes for its values of historical expression and memory, which requires the necessity to protect it, to conserve it, to take ownership of it, to develop and enhance it, and to transmit it.  (Appendix A: Reference framework for Franco-Ontarian cultural heritage)
Francophile	Anyone who is not a francophone, and who has an affinity for the French language and culture.
FREM	Francophone racial and ethnocultural minorities.
French	Of or relating to the French-Canadian language or culture in Ontario.
MREF	Minorités raciales et ethnoculturelles francophones
Legacy	The transmission of cultural heritage and long-term structuring effects.
LGBTQ	Acronym used to refer to all persons not strictly heterosexual, as lesbians (L), homosexual men or gays (G), bisexuals (B) and transsexuals (T). More and more frequently included are people who define themselves as queer (Q), and even those who are "questioning" themselves (Q also).  <a href="http://www.cestcommeca.net/definition-lgbtq.php">www.cestcommeca.net/definition-lgbtq.php</a>

# 1. APPLICANT INFORMATION

## 1.1. APPLICANT'S LEGAL NAME

Provide the applicant's full official name as it appears on the legal incorporation documents, since the accreditation certificate will be in this name.

## 1.2. MAILING ADDRESS

Provide the applicant's full mailing address. Provide the street address if the mailing address is a post office box.

## 1.3. WEBSITE

Only if applicable.

## 1.4. CATEGORY

Check the category that corresponds to the applicant's status.

Non-profit organization:

- An organization that offers products or services without earning a profit. It is generally dedicated to activities that enhance or benefit a community. It operates with a board of directors and has members. It is duly incorporated at the federal or provincial level, as applicable.

Institution:

- An establishment or entity operating under a specific identity that is private, parapublic or public and that works in a specific field (education, health, economic development, environment, etc.).

Community group:

- A group of people or members that is generally dedicated to activities that enhance or benefit a community. This group does not necessarily have a board of directors and is not duly incorporated.

Municipality:

- An administrative entity established under provincial legislation to administer a specific territory and whose powers are exercised by a municipal council.

## 1.5. CONTACT PERSON

Provide the name of the person responsible for the activity for which the accreditation application is being submitted, who can give detailed information regarding the activity. This person must also sign the accreditation application form on behalf of the applicant.

## 1.6. PLEASE INDICATE HOW YOU HEARD ABOUT ACCREDITATION

- By visiting the website of the 400<sup>th</sup>
- By attending an information session
- Through a press release received by e-mail
- Other: (please specify)

## 2. DESCRIPTION OF THE ACTIVITY

### 2.1 ACTIVITY NAME

Provide the official name of your activity.

### 2.2 TARGET TOURISM REGION

Ontario is divided into 13 tourism regions. Please refer to the map below in order to identify the tourism region(s) targeted by your activity.

If your activity is province-wide, please check all 13 tourism regions. For further information, please visit the Ministry of Tourism, Culture and Sport website, at [www.mtc.gov.on.ca/en/regions/regions.shtml](http://www.mtc.gov.on.ca/en/regions/regions.shtml).



### 2.3 ACTIVITY DATE(S)

To be eligible, the activity must take place between January 1, 2013 and September 30, 2015.

Please indicate the start and end dates of your activity.

If your activity will be taking place in several phases, please indicate the start and end dates of each phase.

### 2.4 LOCATION(S) WHERE THE ACTIVITY WILL TAKE PLACE

To be eligible, the activity must take place in Ontario. Please indicate the location(s) where the activity will take place.

### 2.5 NATURE OF THE ACTIVITY

It is important to indicate whether:

- The activity will take place as part of the applicant's existing, regular programming, with a "400th aspect" being added to it (e.g., annual festival, annual gala, etc.)

OR

- The activity did not exist previously, and will be specially designed and organized in order to commemorate 400 years of the French presence in Ontario.

### 2.6 DESCRIPTION OF THE ACTIVITY AND ITS 400<sup>th</sup> ASPECT

In 300 words or less, and answering the following three sub-questions, describe your activity and explain in detail how it will highlight the commemorations of 400 years of the French presence in Ontario.

1. What is the activity, whether new or modified to be in keeping with the commemorations of the 400<sup>th</sup>?
2. Describe how this activity will highlight 400 years of the French presence.
3. Explain what will take place during the activity.

## 3. CONNECTIONS WITH THE PRIORITIES OF THE 400<sup>th</sup>

### 3.1 CONNECTION TO THE COMMUNITY VISION FOR THE 400<sup>th</sup>

Community vision for the 400<sup>th</sup>: The community commemorations of 400 years of the French presence in Ontario are a living legacy of the francophone community's contribution, from 1610 to today, in every area of activity and every region of Ontario, and of its contribution to francophone cultural visibility in Canada.

In 200 words or less, and answering the two sub-questions below, describe how your activity will be consistent with the community vision of the 400<sup>th</sup> as stated above.

1. How will you make the vision of the 400<sup>th</sup> a reality?
2. How will this activity promote community visibility in your region?

### 3.2 THE ACTIVITY IS CONSISTENT WITH THE FOLLOWING COMMUNITY PRIORITY ASPECT(S) OF THE 400<sup>th</sup>

Select one or more of the community priority aspects with which your activity is consistent and, in 200 words or less, and answering the two sub-questions below, explain how this is the case, for each of the priority aspects selected.

1. With which aspect(s) is your activity consistent? Why?
2. How is your activity in keeping with the selected aspect(s)?

## PRIORITY ASPECTS FOR THE 400<sup>TH</sup>

### HERITAGE

Preservation and, especially, transmission of French Ontario's cultural heritage is at the core of the community programming for the commemorations of the 400<sup>th</sup> anniversary of the French presence in Ontario. It is intended not only as a tool for developing a sense of belonging in Ontario's francophones, but also a source of wealth in order to promote the cultural diversity and collective memory of Ontario as a whole. (See Appendix A – Reference framework for Franco-Ontario cultural heritage)

### TOURISM

Community programming for the 400<sup>th</sup> anniversary of the French presence in Ontario will be a tool for developing first-rate local, regional, provincial, and national tourism.

### EDUCATION

Community programming for the 400<sup>th</sup> anniversary of the French presence in Ontario will be a tool for promoting and transmitting culture and history, while promoting identity-building in the school community, from early childhood to the post-secondary level. The programming also seeks to reach out to immersion programs and adult education centres. Several transmission drivers will be promoted, including intergenerational activities and the development of teaching resources for the 400<sup>th</sup>.

### ARTS AND CULTURE

Each cultural and artistic discipline is a transmission medium par excellence of the rich cultural heritage of French Ontario, and should be at the forefront of the community commemorations of the 400<sup>th</sup> anniversary, since they are accessible at all levels. The goal of the strategies is to use the arts and culture to make heritage relevant in today's world.

### 3.3 THE ACTIVITY WILL REACH THE FOLLOWING TARGET GROUP(S)

Select one or more of the target groups below that will be reached by your activities and, in 200 words or less, and answering the following two sub-questions, explain how you will reach these groups.

1. Why are you targeting this group?

2. How will you reach the group(s) identified?

- General public (all identified target groups)
- Aboriginals
- Immigrants and newcomers
- LGBTQ
- Persons with special needs
- Seniors and retirees
- Women
- Youth

### 3.4 LANGUAGE OF THE ACTIVITY

In accordance with the principles of the Community Strategic Framework for the Commemorations of 400 Years of the French Presence in Ontario, the applicant must demonstrate how the activity will be accessible to the anglophone community, and what steps will be taken to ensure this is the case.

Indicate the language(s) in which the activity will take place:

- In French only
- In English only
- In both official languages (English and French)
- Other: \_\_\_\_\_

In 100 words or less, explain how you will promote the proposed activity in order to encourage the anglophone majority to participate.

## 4. PARTNERS

### 4.1 WILL THE ACTIVITY INVOLVE A PARTNERSHIP?

In accordance with the principles of the Community Strategic Framework for the Commemorations of 400 Years of the French Presence in Ontario, applicants must demonstrate that they have at least one partner in carrying out their activity, according to the definition below.

A partner is actively involved in implementing and delivering an activity or project, and invests time and resources in it.

Letters of support from supporters of the activity will not be considered proof of a partnership.

A supporter is a strategic reference regarding the soundness and appropriateness of an activity or project, often by issuing a letter of support, and does not invest time or resources in it.

Anglophone applicants must have at least one primary Franco-Ontarian partner for their application to be considered.

### 4.2 WHO ARE YOUR PARTNERS?

It is important to provide all relevant information for each partner and briefly (100 words or less) explain each one's role.

If you have more than two partners, you may attach an additional page with the required information.

It is important to attach documents confirming the support of each partner identified. For example: an official letter, signed agreement, official e-mail, partnership agreement, etc.

## 5. SPINOFFS OF THE ACTIVITY

### 5.1 WILL THE ACTIVITY BE REPEATED IN FUTURE YEARS?

Check the appropriate box. If you answered YES, explain, in 100 words or less, the context in which your activity will be repeated.

1. In what context? (Annual programming, special project, every second year or otherwise, etc.)
2. How will you maintain this new aspect within your programming?

### 5.2 DO YOU EXPECT YOUR ACTIVITY TO LEAVE A LEGACY?

Check the appropriate box. If you answered YES, explain, in 100 words or less, what the legacy to be left by your activity will be.

Examples of legacies: Will you have new infrastructure commemorating 400 years of the French presence? Will you have given rise to new community synergy? Will you have promoted a sense of belonging to the francophone community?

## 6. TARGET OUTCOMES

### 6.1 DOES YOUR ACTIVITY FULFILL ONE OR MORE OF THE TARGET OUTCOMES AS DESCRIBED BELOW?

Check the applicable outcome(s) and, under each target outcome, briefly explain, in 50 words or less, how your activity fulfills the outcome selected.

The activity must fulfill at least one outcome for the francophone community, at least one outcome for Ontario, and at least one outcome for Canada.

Lasting outcomes for the francophone community

- Developing leadership and ensuring a succession pool.
- Bringing the community sector closer together (francophone, anglophone and aboriginal).
- Expanding and diversifying the range of partners.
- Carrying out activities and projects to ensure the long-term viability and development of the francophone community in Ontario (legacy).
- Developing a sense of belonging and pride in being francophone in Ontario and within our communities.
- Developing and strengthening the sense of belonging to French Ontario.

Lasting outcomes for Ontario

- Using and highlighting the richness of the francophone cultural heritage in order to enhance Ontario's cultural and tourism identity.
- Recognizing Ontario's diversity and highlighting the contribution of francophones within various areas of activity (arts, culture, tourism, heritage, the economy, education, etc.).
- Highlighting Ontario as a whole, and each of its individual regions and communities.
- Redefining what «being Ontarian» means based on and reflecting the province's cultural diversity.
- Strengthening the social fabric.
- Stimulating economic spinoffs in the province.
- Raising the awareness of the populace to the French fact and its added value.

Lasting outcomes for Canada

- Creating synergy among all Canadians, whether francophone or francophile.
- Ensuring the visibility and viability of Canada's francophone communities.
- Strengthening the social fabric in order to build a Canada that is united in its diversity.
- Becoming a springboard for celebrating Canada's 150<sup>th</sup> birthday in 2017.

## 7. OTHER RELEVANT INFORMATION ABOUT THE ACTIVITY

If you feel it is necessary, you may add any other relevant information about the activity which you have not yet covered elsewhere in your accreditation application.

For example: Do you expect the activity to expand? Do you think you will address other priority aspects or new target groups in future years?

## 8. ADDITIONAL DOCUMENTATION

It is important to attach any relevant or required supporting documentation for your application.

- Details regarding partnerships (memoranda of understanding, letters of support, etc.)
- All documents produced in anticipation of the activity (studies, analyses, plans, tools, press releases, etc.)
- All promotional material produced in anticipation of the activity (pamphlets, posters, etc.)

For online applications, please upload the documents in PDF format.

No more than 5 attachments are permitted.

## 9. APPLICANT'S SIGNATURE

The person signing the application must be the person named in section 1.5.

The person signing the application must declare that the information in the application is true and complete, and that he or she has been authorized by the applicant to submit the application.

FOR MORE INFORMATION, OR FOR ASSISTANCE, PLEASE CONTACT:

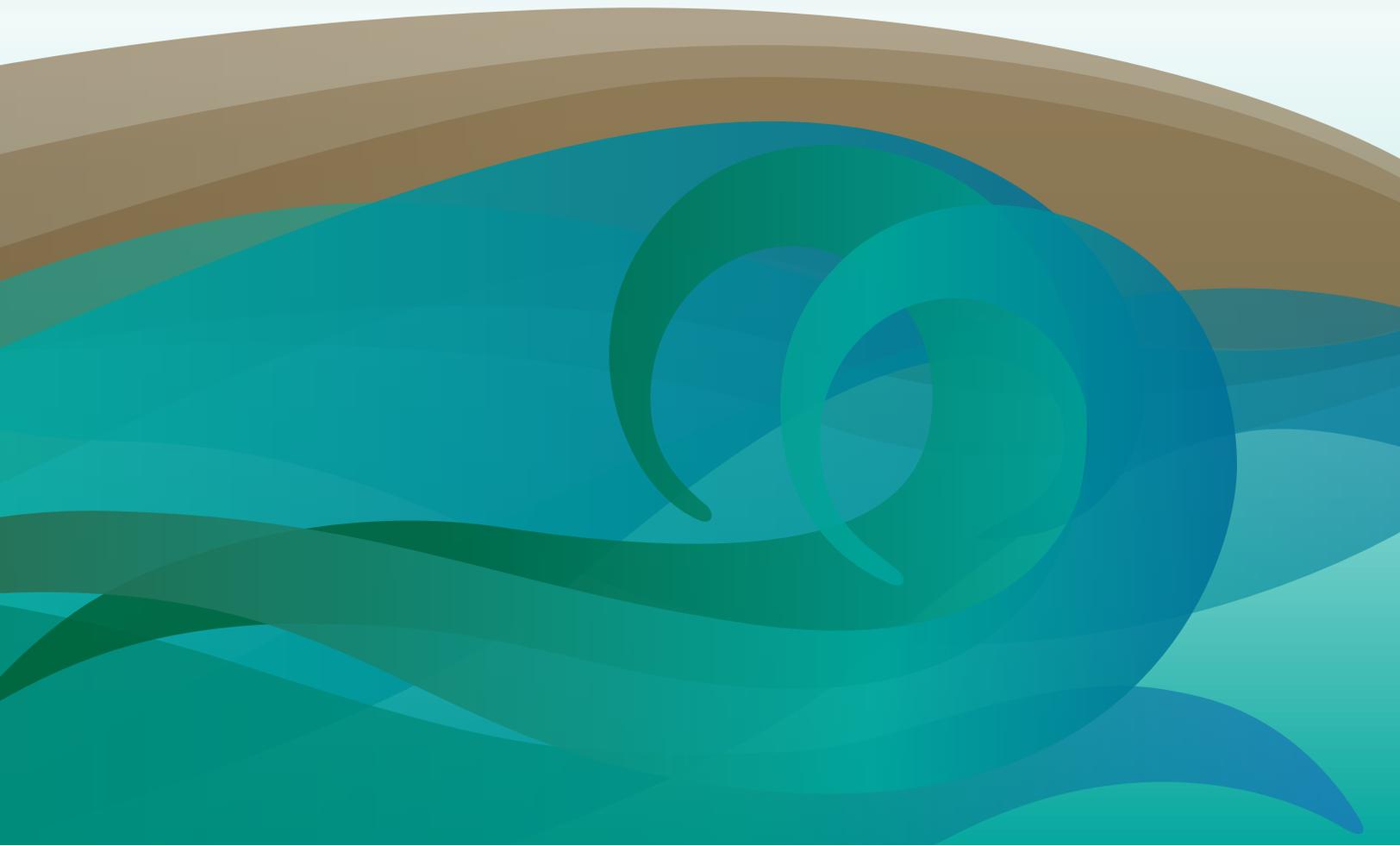
Camille Price Piché  
Project Manager  
Réseau du patrimoine franco-ontarien (RPFO)

E-mail: [projets@rpfo.ca](mailto:projets@rpfo.ca)  
Phone : 613.729.5769  
Toll-free: 1.866.307.9995

2445 St. Laurent Blvd., Suite B181  
Ottawa, Ontario K1G 6C3

APPENDIX D

ACCREDITATION FORM



Community activities commemorating  
400 years of the French presence in Ontario

# ACCREDITATION APPLICATION FORM

FOR APPLICANTS **WHO ARE SUBMITTING** FUNDING APPLICATIONS  
TO SUPPORT THEIR ACTIVITY



## IMPORTANT

Please read the applicant guide before completing this form.  
Please complete one form for each activity. Please print.  
Incomplete applications will not be considered.

## 1. APPLICANT INFORMATION

1.1 Applicant's legal name (in full): \_\_\_\_\_  
\_\_\_\_\_

1.2 Mailing address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1.3 Website (if applicable): \_\_\_\_\_

1.4 Category: (Check the appropriate box)

- Non-profit organization
- Institution
- Community group
- Municipality

1.5 Contact person:

Name: \_\_\_\_\_

Phone : ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail: \_\_\_\_\_

1.6 Please indicate how you heard about accreditation:  
(Check the appropriate box)

- Website of the 400<sup>th</sup>
- I attended an information session
- Other (please specify): \_\_\_\_\_

## 2. DESCRIPTION OF THE ACTIVITY

2.1 Activity name: \_\_\_\_\_

2.2 Target tourism region: (See the map of Ontario's 13 tourism regions in the applicant guide)

Check the corresponding box:

- |   |   |
|---|---|
| <input type="checkbox"/> 1. Southwest Ontario                     | <input type="checkbox"/> 9. South Eastern Ontario                               |
| <input type="checkbox"/> 2. Niagara Canada                        | <input type="checkbox"/> 10. Ottawa and Countryside                             |
| <input type="checkbox"/> 3. Hamilton, Halton and Brant            | <input type="checkbox"/> 11. Haliburton Highlands to the Ottawa Valley          |
| <input type="checkbox"/> 4. Huron, Perth, Waterloo and Wellington | <input type="checkbox"/> 12. Muskoka, Parry Sound and Algonquin Park            |
| <input type="checkbox"/> 5. Greater Toronto Area                  | <input type="checkbox"/> 13. a. Northern Ontario Tourism Region – North East    |
| <input type="checkbox"/> 6. York, Durham and Hills of Headwaters  | <input type="checkbox"/> 13. b. Northern Ontario Tourism Region – North Central |
| <input type="checkbox"/> 7. Bruce/Grey/Simcoe                     | <input type="checkbox"/> 13. c. Northern Ontario Tourism Region – North West    |
| <input type="checkbox"/> 8. Kawartha and Northumberland           |   |







## 4. PARTNERS

**IMPORTANT:** For their application to be considered, anglophone applicants must have at least one primary Franco-Ontarian partner.

4.1 Will the activity involve a partnership?  Yes  No  Unknown

4.2 Who are your partners?

Partner's name:

Contact person:

Phone:

E-mail:

( \_\_\_\_\_ ) \_\_\_\_\_

Partner's role: *Maximum 100 words.*

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---

Partner's name:

Contact person:

Phone:

E-mail:

( \_\_\_\_\_ ) \_\_\_\_\_

Partner's role: *Maximum 100 words.*

---

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**IMPORTANT:** Attach documentation confirming the support of each partner identified.

\*If there are more than two partners, attach an additional page with the required information.

## 5. IMPACT OF THE ACTIVITY

5.1 Will the activity be repeated in future years?  Yes  No  Unknown

If yes, explain the context in which your activity will be repeated. *Maximum 100 words.*

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5.2 Do you expect your activity to leave a legacy?  Yes  No  Unknown

If yes, explain what the legacy to be left by your activity will be. Maximum 100 words.

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## 6. TARGET OUTCOMES

6.1 Does your activity fulfill one or more of the target outcomes as described below?  Yes  No

If yes, please check the applicable target outcome(s), and briefly explain how:

### LASTING OUTCOMES FOR THE FRANCOPHONE COMMUNITY:

(You may check more than one box.)

Developing leadership and ensuring a succession pool. Explain how. Maximum 50 words.

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Bringing the community sector closer together (francophone, anglophone and aboriginal).  
Explain how. Maximum 50 words.

---

---

---

Expanding and diversifying the range of partners. Explain how. Maximum 50 words.

---

---

---

Carrying out activities and projects to ensure the long-term viability and development of the francophone community in Ontario (legacy). Explain how. Maximum 50 words.

---

---

---

- Developing a sense of belonging and pride in being francophone in Ontario and within our communities. Explain how. Maximum 50 words.

---

---

---

- Developing and strengthening the sense of belonging to French Ontario. Explain how. Maximum 50 words.

---

---

---

LASTING OUTCOMES FOR ONTARIO:

- Using and highlighting the richness of the francophone cultural heritage in order to enhance Ontario's cultural and tourism identity. Explain how. Maximum 50 words.

---

---

---

- Recognizing Ontario's diversity and highlighting the contribution of francophones within various areas of activity (arts, culture, tourism, heritage, the economy, education, etc.). Explain how. Maximum 50 words.

---

---

---

- Highlighting Ontario as a whole, and each of its individual regions and communities. Explain how. Maximum 50 words.

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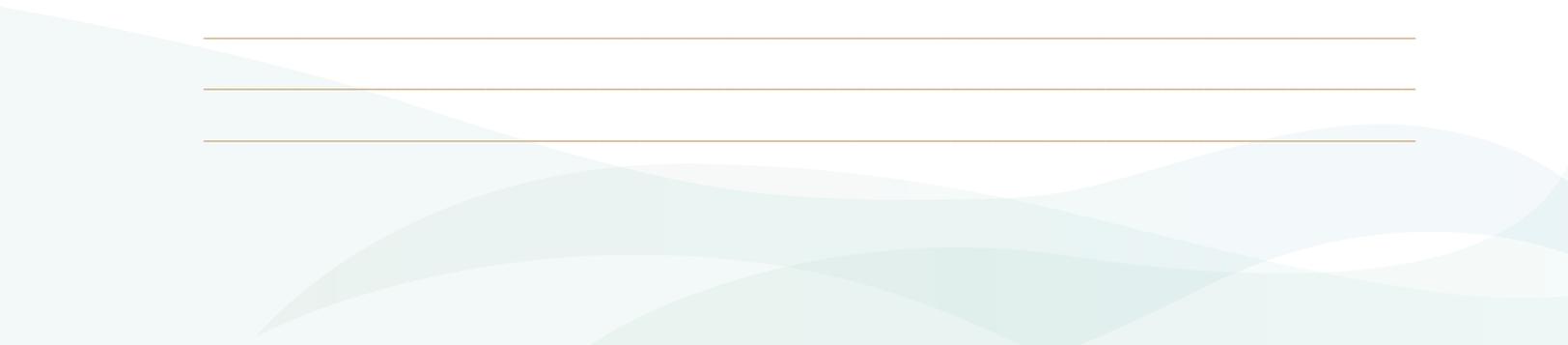
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- Recognizing what "being Ontarian" means based on the province's diversity. Explain how. Maximum 50 words.

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Strengthening the social fabric. Explain how. Maximum 50 words.

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Stimulating economic benefits in the province. Explain how. Maximum 50 words.

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Raising the awareness of the population to the French fact and its added value. Explain how.  
Maximum 50 words.

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#### LASTING OUTCOMES FOR CANADA:

Creating synergy among all Canadians, whether francophone or francophile. Explain how.  
Maximum 50 words.

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Ensuring the visibility and viability of Canada's francophone communities. Explain how.  
Maximum 50 words.

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Strengthening the social fabric in order to build a Canada that is united in its diversity. Explain how.  
Maximum 50 words..

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Becoming a springboard for celebrating Canada's 150<sup>th</sup> birthday in 2017. Explain how. Maximum 50 words.

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## 7. OTHER RELEVANT INFORMATION ABOUT THE ACTIVITY

If needed. Maximum 200 words.

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## 8. ADDITIONAL DOCUMENTATION

Please attach any other relevant supporting documentation for your application. Maximum 5 attachments.

For example:

- Details regarding partnerships (memoranda of understanding, letters of support, etc.)
- All documents produced in anticipation of the activity (studies, analyses, plans, tools, press releases, etc.)
- All promotional material produced in anticipation of the activity (pamphlets, posters, etc.)

Titles of attached documents:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## 9. APPLICANT'S SIGNATURE

I, the undersigned, hereby certify that the information contained herein is true and complete and that I am authorized by the applicant of the present application to submit this Accreditation application form.

Name: \_\_\_\_\_ Date : \_\_\_\_\_

Signature : \_\_\_\_\_

Return your duly completed form, along with all required attachments, to:  
projets@rpfo.ca

OR

Franco-Ontarian Heritage Network (RPFO), 2445 St. Laurent Blvd., Suite B181, Ottawa, Ontario K1G 6C3



# SIMPLIFIED ACCREDITATION APPLICATION FORM

FOR APPLICANTS **WHO ARE NOT SUBMITTING FUNDING APPLICATIONS TO SUPPORT THEIR ACTIVITY**

## IMPORTANT

Please read the applicant guide before completing this form.  
Please complete one form for each activity. Please print.  
Incomplete applications will not be considered.

## 1. APPLICANT INFORMATION

- 1.1 Applicant's legal name (in full): \_\_\_\_\_
- 1.2 Mailing address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 1.3 Website (if applicable): \_\_\_\_\_
- 1.4 Category: (Check the appropriate box)
- Non-profit organization
  - Institution
  - Community group
  - Municipality
  - Private company
- 1.5 Contact person:
- Name: \_\_\_\_\_
- Phone: ( \_\_\_\_\_ ) \_\_\_\_\_
- E-mail: \_\_\_\_\_
- 1.6 Please indicate how you heard about accreditation:  
(Check the appropriate box)
- Website of the 400<sup>th</sup>
  - I attended an information session
  - Other (please specify): \_\_\_\_\_

## 2. DESCRIPTION OF THE ACTIVITY

- 2.1 Activity name: \_\_\_\_\_
- 2.2 Target tourism region: (See the map of Ontario's 13 tourism regions in the applicant guide)
- Check the corresponding box:
- |   |   |
|---|---|
| <input type="checkbox"/> 1. Southwest Ontario                     | <input type="checkbox"/> 9. South Eastern Ontario                               |
| <input type="checkbox"/> 2. Niagara Canada                        | <input type="checkbox"/> 10. Ottawa and Countryside                             |
| <input type="checkbox"/> 3. Hamilton, Halton and Brant            | <input type="checkbox"/> 11. Haliburton Highlands to the Ottawa Valley          |
| <input type="checkbox"/> 4. Huron, Perth, Waterloo and Wellington | <input type="checkbox"/> 12. Muskoka, Parry Sound and Algonquin Park            |
| <input type="checkbox"/> 5. Greater Toronto Area                  | <input type="checkbox"/> 13. a. Northern Ontario Tourism Region – North East    |
| <input type="checkbox"/> 6. York, Durham and Hills of Headwaters  | <input type="checkbox"/> 13. b. Northern Ontario Tourism Region – North Central |
| <input type="checkbox"/> 7. Bruce/Grey/Simcoe                     | <input type="checkbox"/> 13. c. Northern Ontario Tourism Region – North West    |
| <input type="checkbox"/> 8. Kawartha and Northumberland           |   |

2.3 Activity date(s): (Important: The activity must take place between January 1, 2013 and September 30, 2015.)

YYYY / MM / DD to YYYY / MM / DD  
YYYY / MM / DD to YYYY / MM / DD

2.4 Location(s) where the activity will take place: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2.5 Nature of the activity: (Check the corresponding box)

- Existing activity to which a “400<sup>th</sup> aspect” is being added.
- New activity for the 400<sup>th</sup>

2.6 Description of the activity and its 400<sup>th</sup> aspect:

Describe your activity and explain in detail how it will highlight the 400<sup>th</sup>. Maximum 150 words.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 3. CONNECTIONS WITH THE PRIORITIES OF THE 400<sup>th</sup>

3.1 The activity is consistent with the following community priority aspect(s) of the 400<sup>th</sup>:

(You may check more than one box.)

- Heritage
- Tourism
- Education
- Arts and culture

Explain how your activity is consistent with the priority aspect(s) checked above. Maximum 100 words.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3.2 The activity will reach the following target group(s): (You may check more than one box.)

- General public: this activity targets every group below.
- Aboriginals
- Immigrants and newcomers
- LGBTQ
- Persons with special needs
- Seniors and retirees
- Women
- Youth

Briefly explain how your activity will reach the target group(s) checked above. Maximum 100 words.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3.3 The activity will take place:

- In French     In English     In both official languages     Other: \_\_\_\_\_

Explain how you will promote the proposed activity in order to encourage the anglophone majority to participate. Maximum 50 words.

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## 4. PARTNERS

**IMPORTANT:** For their application to be considered, anglophone applicants must have at least one primary Franco-Ontarian partner.

4.1 Will the activity involve a partnership?     Yes     No     Unknown

4.2 Who are your partners?

Partner's name:

Contact person:

Phone:

E-mail:

( \_\_\_\_\_ ) \_\_\_\_\_

Partner's role: Maximum 100 words.

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Partner's name:

Contact person:

Phone:

E-mail:

( \_\_\_\_\_ ) \_\_\_\_\_

Partner's role: Maximum 100 words.

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**IMPORTANT:** Attach documentation confirming the support of each partner identified.

\*If there are more than two partners, attach an additional page with the required information.

## 5. IMPACT OF THE ACTIVITY

5.1 Will the activity be repeated in future years?     Yes     No     Unknown

If yes, explain the context in which your activity will be repeated. Maximum 100 words.

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## 6. TARGET OUTCOMES

6.1 Does your activity fulfill one or more of the target outcomes as described below?  Yes  No

If yes, please check the applicable target outcome(s): (You may check more than one box.)

### LASTING OUTCOMES FOR THE FRANCOPHONE COMMUNITY:

- Developing leadership and ensuring a succession pool.
- Bringing the community sector closer together (francophone, anglophone and aboriginal).
- Expanding and diversifying the range of partners.
- Developing a sense of belonging and pride in being francophone in Ontario and within our communities.
- Developing and strengthening the sense of belonging to French Ontario.

### LASTING OUTCOMES FOR ONTARIO:

- Using and highlighting the richness of the francophone cultural heritage in order to enhance Ontario's cultural and tourism identity.
- Recognizing Ontario's diversity and highlighting the contribution of francophones within various areas of activity (arts, culture, tourism, heritage, the economy, education, etc.).
- Highlighting Ontario as a whole, and each of its individual regions and communities.
- Stimulating economic benefits in the province.
- Raising the awareness of the population to the French fact and its added value.

## 7. OTHER RELEVANT INFORMATION ABOUT THE ACTIVITY

If needed. Maximum 100 words.

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## 8. APPLICANT'S SIGNATURE

I, the undersigned, hereby certify that the information contained herein is true and complete and that I am authorized by the applicant of the present application to submit this Accreditation application form.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature : \_\_\_\_\_

Return your duly completed form, along with all required attachments, to:

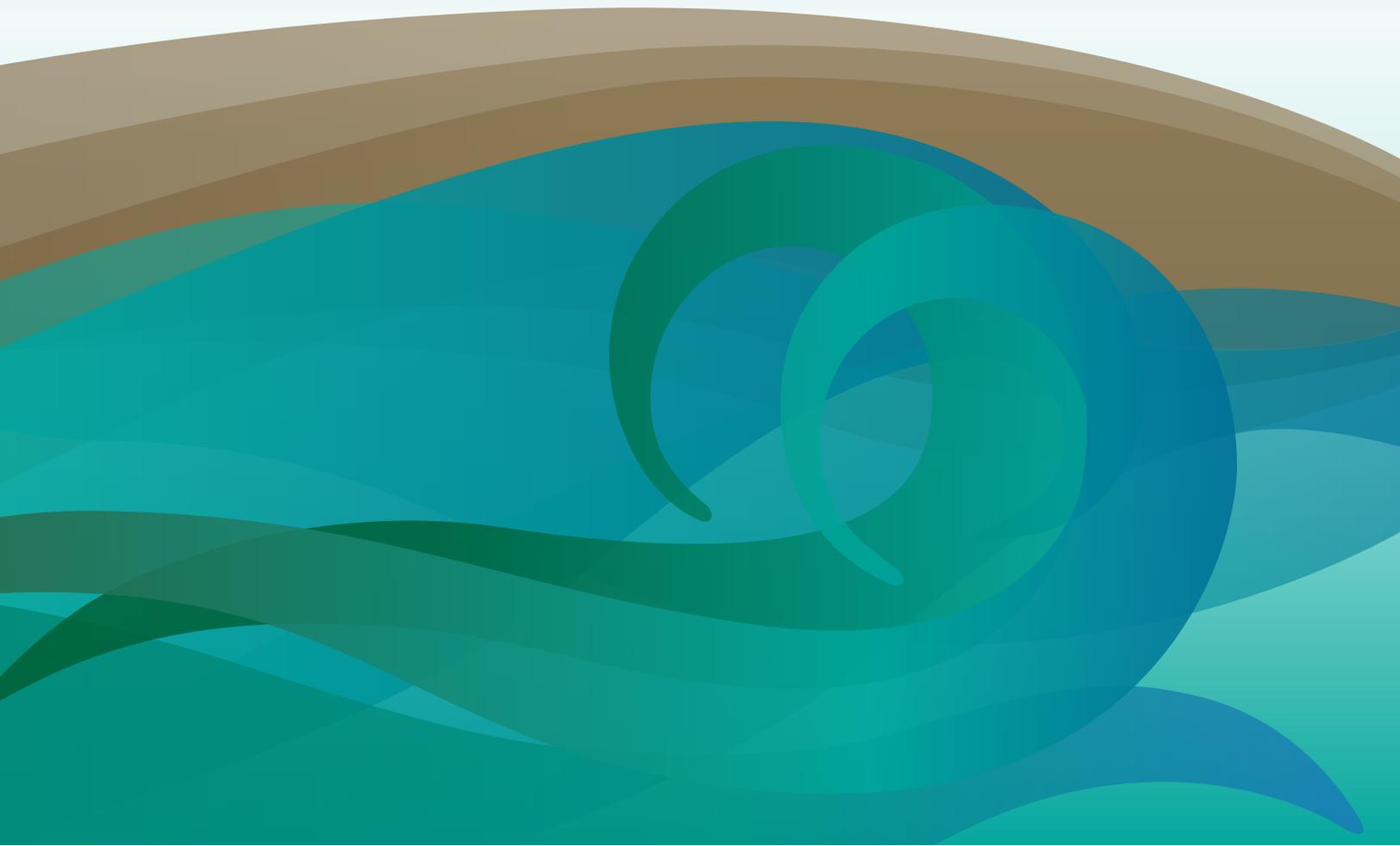
projets@rpfo.ca

OR

Franco-Ontarian Heritage Network (RPFO), 2445 St. Laurent Blvd., Suite B181, Ottawa, Ontario K1G 6C3

# APPENDIX E

## EVALUATION CHART FOR ACCREDITATION APPLICATIONS



# ACCREDITATION OF COMMUNITY ACTIVITIES

*Commemorations of 400 years  
of the french presence in Ontario*



## EVALUATION TABLE

Applicant's name: \_\_\_\_\_

Project name: \_\_\_\_\_

Evaluator's name: \_\_\_\_\_

Date of evaluation: \_\_\_\_\_

### A. ELIGIBILITY CRITERIA CHECK

The eligibility criteria must be checked by the person responsible in the RPFO provincial secretariat. All applications, whether eligible or not, must be submitted to the Provincial Community Steering Committee for the 400<sup>th</sup> in accordance with the rules it has established.

- \_\_\_\_\_ The application form has been duly completed and signed.
- \_\_\_\_\_ The activity is taking place between January 1, 2013 and September 30, 2015.
- \_\_\_\_\_ If the applicant is anglophone, he or she has at least one primary Franco-Ontarian partner.
- \_\_\_\_\_ The required documentation has been received (if applicable).
- \_\_\_\_\_ The board of directors has passed a motion approving the decision to organize and hold the activity.
- \_\_\_\_\_ The activity is taking place in Ontario.
- \_\_\_\_\_ The applicant has at least one partner.

I, \_\_\_\_\_, hereby declare that this application:

- Meets the rules and eligibility criteria established by the Provincial Community Steering Committee for the 400<sup>th</sup>.
- Does not meet the rules and eligibility criteria established by the Provincial Community Steering Committee for the 400<sup>th</sup>.

I, the undersigned, hereby declare that I am not closely associated with the applicant, with the people responsible for the activity, or with the activity described in the application I have just evaluated.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## B. EVALUATION OF ACCREDITATION APPLICATIONS

RESULTS			
75% OR MORE – ACCREDITATION GRANTED			
45% TO 74% – ADDITIONAL INFORMATION REQUIRED FROM APPLICANT*			
44% OR LESS – ACCREDITATION DENIED			
	MAXIMUM SCORE	SCORE AWARDED	COMMENTS
<b>ACTIVITY</b>			
Description of the activity and its 400 <sup>th</sup> aspect	15 pts	/15	
<b>CONNECTIONS WITH THE PRIORITIES OF THE 400<sup>th</sup></b>			
Connection to the community vision for the 400 <sup>th</sup>	10 pts	/10	
Priority aspects addressed	10 pts	/10	
Priority target groups reached	10 pts	/10	
Activity accessibility – Official languages	5 pts	/5	
<b>PARTNERS</b>			
Activity involves a partnership	5 pts	/5	
Number and suitability of partnerships	5 pts	/5	
<b>SPINOFFS</b>			
Spinoffs and legacies of the activity	15 pts	/15	
<b>TARGET OUTCOMES</b>			
Lasting outcomes for the Franco-Ontarian community	10 pts	/10	
Lasting outcomes for Ontario	10 pts	/10	
Lasting outcomes for Canada	5 pts	/5	
<b>TOTAL SCORE</b>		<b>/100</b>	

\* The applicant will be required to provide additional information or clarify some of the information submitted within a specified timeframe in order for the accreditation application to be re-evaluated.

## C. EVALUATOR'S DECLARATION

I, the undersigned, hereby declare that I am not closely associated with the applicant, with the people responsible for the activity, or with the activity described in the application I have just evaluated.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_