

Call for Submissions: #CrossSAFE Program

Parachute is pleased to announce 4 grant opportunities to raise awareness of rail safety by targeting all road users (pedestrians, cyclists and drivers) across Canada. Parachute is a national, charitable organization dedicated to bringing attention to the issue of preventable injury and helping Canadians reduce their risks for injury.

About the #CrossSAFE Program

The #CrossSAFE program, which is funded in part by Transport Canada, will help to grow the capacity of local communities committed to rail safety education and awareness across Canada. Parachute will integrate #CrossSAFE messages and materials into annual educational campaigns (such as Back to School, National Teen Driver Safety Week and National Rail Safety Week) with a tie-in to rail safety and Vision Zero efforts. #CrossSAFE will measure a change in understanding of safe behaviours around railways with parents, children and youth.

There will be four (4) grants available worth \$3,000 each spread over 2 years, given to four target communities. The grant is designed to support rail safety activities to achieve the following objectives: help reduce deaths and injuries around road/railway crossings in Canada; enhance awareness of grade crossing and trespassing hazards; promote safe practices at road/railway grade crossings and on railway property.

In addition to the funds provided, Parachute will support each community with rail safety kits, which contain:

- Key campaign messaging.
- Resources for children, parents and caregivers.
- Parachute and Operation Lifesaver promotional materials.
- Social media messages, graphics and guidelines, as well as a step-by-step event guide for delivering community based activities.

Eligibility and Criteria:

Grants are available to eligible communities who meet the following criteria:

1. Proposals must include any existing rail safety initiatives and their partners championed by others within your community on the template provided.

2. Must be a rail accessed community (e.g. CN, CP, Urban Rail).
3. Proposals must address the criteria and the age group outlined on the template provided. Proposals must also describe the course of action to be undertaken.
4. Participate in a brief orientation conference call.
5. A commitment for 2 years of participation.
6. Agree to submit a report and evaluation at the end of years 1 and 2 of the project, which may include attendance numbers at events, social media metrics, and pre- and post- event surveys to gauge the degree of change in audience attitudes towards rail safety.

Activities in Proposal:

- Participate in social media efforts using #CrossSAFE.
- Coordinate rail safety initiatives during the year (e.g. Back to School, NTDSW Oct. 15-21, Rail Safety Week).
- Utilize and promote the #CrossSAFE toolkit developed by Parachute
- Report and evaluate at the end of years 1 and 2 of the project, which may include: attendance numbers at events, social media metrics, and pre- and post-event surveys to gauge the degree of change in audience attitudes towards rail safety

We invite interested parties to complete and submit the attached **2017-2019 #CrossSAFE Grant Application Form**, which can be provided in French upon request.

Successful applicants will be notified September 6, 2017.

2017-2019 #CrossSAFE Grant Application Form

Please complete and return to: info@parachutecanada.org
By **August 31, 2017**

SECTION A: APPLICANT INFORMATION

Organization name:

Address:

Province:

Postal Code:

Person completing this form:

Position/Title:

Telephone:

Email:

SECTION B: PROGRAM DETAILS

1. Are there railway tracks running through or near your community?

Yes No

2. Is your organization currently running any Rail Safety programs?

Yes No

If yes, please describe the program and/or activities:

3. Do you have an organized leadership committee dedicated to Injury Prevention or road safety?
4. Would you be willing to share stories about what you did to promote rail safety and the outcomes on the Parachute website?
- Yes No

SECTION C: PROGRAM DESCRIPTION

Please provide a brief description of activities that you will do to promote Rail Safety during the grant period.

SECTION D: ADDITIONAL INFORMATION

Please provide any additional details that you feel are required.