



Rugged Apprentices 2023

Application Guidelines - Projects

As of February 22, 2023



Program Objectives

The Rugged Apprentices program offers travellers a unique opportunity to experience the Yukon through volunteering, while fostering and promoting destination development and cultural exchanges through local improvement projects.

The objectives of the Rugged Apprentices program are to:

- improve tourism and tourism-related infrastructure in the Yukon;
- build and bolster healthy communities;
- build capacity in the Yukon to provide outstanding visitor experiences;
- showcase the Yukon to tourists from a "local" perspective.

Why should I submit a project?

As a program partner for Rugged Apprentices 2023, you will create an opportunity for visitors to give back to the Yukon in a way that makes sense for your community.

Benefits:

- receive volunteer work on projects you have been waiting to complete;
- contribute to community and sustainable tourism;
- receive positive media attention for your business or region as a key Yukon feature or destination;
- support local restaurants, accommodations and tourism operators using Tourism's financial contribution for the volunteers;
- help showcase the Yukon to tourists from a "local" perspective.

About Rugged Apprentices 2022

View the landing page for Rugged Apprentices 2022 [here](#).

In 2022, volunteers from across Canada worked on community-based projects in Watson Lake, Carmacks and Dawson City.

Highlights:

- Volunteers made significant improvements to Merv Tew Park (Carmacks); the Signpost Forest (Watson Lake); and Crocus Bluff disc golf course (Dawson City) through their projects.
- Volunteers reported creating genuine connections with project partners and locals, and over 85% reported that they were "extremely likely" to return to the Yukon because of their experience in the program.
- The program helped project partners develop visitor experiences that could enhance the community and develop their destination.



- Tourism Yukon treated volunteers and project partners to a catered opening event at the Transportation Museum and a closing event at Gather Café and Taphouse.

Matthew Cybulski (Village of Carmacks Recreation Director), who hosted volunteers in Carmacks in 2022, said of the program:

"Capturing a lifetime of memories is near impossible, but the 'Rugged Apprentices' program presented by Yukon Tourism captured everything beautiful, organic, and genuine about a true Yukon experience for all the participants, hosts, and program supporters reflecting servant leadership in its purest form... Visitors became volunteers, volunteers became friends, friends became locals, and locals became family. The Village of Carmacks extends their greatest gratitude for inclusion and participation in a project of such sublime and legitimate benefits."

Who is eligible to submit a project?

1. Yukon First Nations governments.
2. Yukon First Nations development entities (whether structured as a corporation, partnership, joint venture, or a trust);
3. Yukon municipal governments.
4. Yukon community societies or associations that:
 - a. Are registered under the Yukon Societies Act and are in good standing;
 - b. Are based in one or more Yukon communities; and
 - c. Represent clear interests in seeking to support destination development and the visitor economy.
5. Yukon-based not-for-profit corporations incorporated under the Canada Not-for-profit Corporations Act; and
6. Yukon-based businesses:
 - a. That meet three of the following conditions:
 - i. Has an office with a physical address in the Yukon.
 - ii. Is subject to the Yukon Income Tax Act.
 - iii. Is registered under the Business Corporations Act and the Partnership and Business Name Act, where applicable; or
 - iv. Has a valid municipal business license, where applicable.

Businesses and organizations, where applicable, must be in good standing with Yukon Corporate Affairs.

Note: The selection process will consider maximizing project distribution throughout the Yukon as much as possible.

Examples of projects

Examples of projects and activities include:



- Trails and interpretive projects.
- Expansion or improvement of existing sites (i.e., building picnic tables for parks).
- Signage projects (removing, replacing, or adding signage).
- Site cleanup (i.e., cleaning up garbage and debris on the river or trails).
- Campground development, upgrades, or expansions.

What to expect

Rugged Apprentices 2023 will take place from September 12 to 15, 2023. Sample schedule:

September 12, 2023	September 13, 2023	September 14, 2023	September 15, 2023
<p>11 am: volunteers meet Tourism Yukon at opening event.</p> <p>1 pm: volunteers transported to project sites/communities.</p>	<p>Work day! Volunteers work on your project and get to explore your community.</p>	<p>Work day! Volunteers work on your project and get to explore your community.</p>	<p>Volunteers transported back to Whitehorse (departure time depends on project location).</p> <p>5 pm: closing party.</p>

Responsibilities

As a program partner, you will work with Tourism Yukon to provide a fun and unique Yukon experience to volunteers while effectively and safely leading your community project.

Volunteers are responsible for their flights to and from the Yukon.

Tourism Yukon responsibilities	Program partner responsibilities
<ul style="list-style-type: none"> • Bringing volunteers to the Yukon through marketing • Selecting and organizing volunteers • Communications to volunteers before/after program dates • Transportation to/from communities and work sites from Whitehorse • Breakfast and lunch on September 12th • Lunch and dinner on September 15th • Hosting Opening and Closing events 	<ul style="list-style-type: none"> • Creating projects • Project expenditures (i.e., tools; project materials; PPE; other supplies) • Volunteer transportation within your community (from drop-off on the 12th to pick-up on the 15th) • Organizing meals and accommodations for volunteers (cost covered by Tourism)



FAQ

What expenditures am I responsible for?

You will cover the following expenditures:

- Project costs (i.e., project materials; PPE; equipment)
- Any alcoholic beverages

What expenditures is Tourism Yukon responsible for?

Tourism Yukon will cover the following expenditures:

- Transportation to/from the project community or site on travel days
- Per diems of \$200/day per each volunteer hosted
 - This will cover accommodation; food; and entertainment costs for each volunteer.
- Volunteer “Starter Kits”
- Marketing and communications (before, during and after the program.

How should I book accommodations?

Accommodations should be close to the project site and comfortable for your volunteers.

Consider:

- Will the volunteers be housed together?
- Will the accommodation(s) be a good experience for guests?

What should I consider when arranging food/beverages?

Plan to arrange food and beverages for:

- Dinner on September 12th;
- Breakfast, lunch and dinner on September 13th and 14th;
- Breakfast on September 15th.

Don't forget snacks! Consider special dietary requirements (vegan; vegetarian; gluten-free) and allergies.

How will volunteers travel around their community and to/from their worksite?

You are responsible for arranging transportation for volunteers within your community for the two workdays, including to/from worksites and entertainment locations. Options include hired buses; vans; company vehicles from your business or organization.



What will the volunteers do after work hours (entertainment)?

Volunteers are tourists and will want to see what the Yukon has to offer! You are responsible for arranging experiences for the volunteers to enjoy after work hours. Examples include:

- An experience specific to your community or region;
- A hike, walk or interpretive tour outdoors;
- A visit to a local museum or gallery;
- A local First Nations experience (i.e., storytelling; interpretive tour; visit to cultural centre);
- Experience with a local tourism operator or guide;
- Experience at any arts or culture-related events, performances, or festivals.

Per diems provided by Tourism Yukon will cover entertainment costs for the volunteers.

I don't have the money to fund a project – can I apply for external funding?

Yes, you can apply for external funding. Examples include [Community Tourism Destination Development Fund](#), [Community Development Fund](#), [Economic Development Fund](#), Trans Canada Trails' [Trail Funding Program](#), and more. Please contact destinationmanagement@yukon.ca for suggestions.

I already have funding for an eligible project that I haven't completed yet. Can I use this funding to complete this project through Rugged Apprentices?

Yes, you may use Rugged Apprentices to complete projects using existing external funding.

How are volunteers selected?

Volunteers are selected by program organizers based on age, declared gender, home province/territory and are appointed to each project evenly by these criteria.

**For any questions about the Rugged Apprentices 2023 program,
contact us at destinationmanagement@yukon.ca.**

