



City of
Peterborough

To: Members of the General Committee

From: Ken Doherty, Director of Community Services

Meeting Date: February 26, 2018

Subject: Report CSD18-001- 2018 Community Project Grants

Purpose

A report to recommend the award of Community Project Grants in the amount of \$14,950 to various community groups for 2018.

Recommendations

That Council approve the recommendations outlined in Report CSD18-001, dated February 26, 2018, of the Director of Community Services, as follows:

- a) That the 2018 Community Project Grants in the total amount of \$14,950 be allocated to various local charitable and Not For Profit organizations (NFP's) as set out in the attached Appendix A.
- b) That approved organizations be authorized to use the City Coat of Arms to acknowledge City support on promotional material such as flyers, brochures and posters throughout 2018; and
- c) That all new Community Project Grant applicants be required to attend an annual workshop to improve the quality of their application.

Budget and Financial Implications

Funds for this grant program in the amount of \$21,000 were allocated in the 2018 budget process. In 2018, The Community Project Grant Committee recommends a total allocation of \$14,950.

Background

2018 Deliberations

Application forms were updated and circulated once again for the 2018 program. The Community Services Department received 24 applications for Project Grants, including 5 new applicants. Of the 24 applications, 2 eligible applicants were not recommended for funding. One former applicant moved into the Investment Grant Program.

The following chart illustrates how the Project Grant program has evolved since its inception. This year, the average allocation has remained similar while the number of applications decreased. This may be the result of the deadline change implemented in 2018, as recommended in last year's Community Investment Grant report. Only one organization complained of missing the deadline.

Year	Number of Applications	Number New Applications	Number Approved	Number Denied/ Withdrawn	Total Allocation	Average Allocation
2007	20	11/55%	13/ 65%	7/35%	\$12,000	\$923
2008	19	11/58%	12/63%	7/37%	\$10,750	\$895
2009	27	14/52%	22/81%	5/19%	\$19,350	\$880
2010	34	15/44%	29/85%	5/15%	\$20,000	\$689
2011	33	17/52%	30/91%	3/9%	\$20,000	\$667
2012	44	20/45%	31/70%	13/30%	\$20,000	\$645
2013	42	17/40%	31/74%	11/26%	\$20,000	\$645
2014	47	16/34%	32/68%	15/32%	\$21,000	\$656
2015	48	16/34%	33/69%	15/31%	\$21,000	\$636
2016	39	10/26%	27/69%	12/31%	\$19,000	\$704
2017	41	20/49%	34/83%	7/17%	\$21,000	\$618
2018	24	5/20%	22/92%	2/8%	\$14,950	\$679

Allocation to Successful Applicants by Sector

Year	Arts Culture Heritage	Environment	Health & Social Services	Recreation & Sports	Total
2014	9/\$5,050	6/\$4,900	8/\$5,450	9/\$5,600	32/\$21,000
2015	13/\$7,100	3/\$2,550	12/\$8,250	5/\$3,100	33/\$21,000
2016	10/\$7,400	2/\$1,250	12/\$8,050	3/\$2,300	27/\$19,000
2017	9/\$6,750	7/\$3,850	17/\$9,500	1/\$900	34/\$21,000
2018	6/\$4,500	2/\$900	13/\$8,350	1/\$400	22/\$14,950

A Staff committee was formed to reflect the approved funding streams: Arts/Culture/Heritage; Environment; Health and Social Services; Recreation and Sports. Committee membership included: Susan Baron, Social Services Division; Heather Stephens, Recreation Division; Erik Hanson, Arts Culture & Heritage Division; Melanie Kawalec, Sustainability; and Ken Doherty and Jennifer Guerin, Community Services Department.

The Committee reviewed all of the applications, applied the eligibility and evaluation criteria.

2 applicants are not recommended for funding on the basis of the quality of the application and their lack of fundraising efforts. The Committee hereby recommends the grant allocations as outlined in Appendix A. The total allocation for 2018 is \$14,950. This is reflective of a reduced number of applicants and quality of the applications received.

Changes to Grant Application Timetable

City staff has found that the late winter/ early spring is an increasingly challenging time to review the grant applications. In consultation with the Committee, Staff moved the process to the fall and winter. Grant application forms were made available in October of 2017, with a submission date of December 1, 2017. The review process took place in January and February. This timeline will allocate the funding to organizations earlier in the calendar year.

Number of Clients Served

During the review process, the committee expressed concerns over the criteria used to identify the number of clients served, and the interpretation of who is considered a client. Staff will update the application to better define who the client is and acceptable means of quantification to avoid inaccurate and inflated numbers.

Canada Revenue Agency (CRA) new rules for Charities

The City's Grant Review Committees have expressed concern about the relative lack of fund-raising and seemingly extensive fund-raising expenditure for some not-for-profit organizations. They have decided to use the CRA's guidelines to determine the appropriateness of fundraising ratios when evaluating an organization's financial health and needs.

The CRA has implemented new rules concerning fundraising activities of charities and not for profit groups. The CRA will consider the ratio of fundraising cost to fundraising expenditures as follows: Under 35%, no questions or concerns; 35% + - CRA will review trends; the higher the ratio the more likely the questions. At 70% and up, the numbers are unlikely to be accepted without reasonable explanation.

City Recognition

In the Investment Grant and Project Grant application, organizations were asked how they would recognize the City as a sponsor, should they be successful in obtaining funding. Many indicated they would use the City Coat of Arms on their websites, flyers, and posters. Staff is requesting that permission to use the City Coat of Arms be extended to organizations to acknowledge City support. The City Coat of Arms will be provided to all successful applicants electronically once approval is confirmed.

Applicant Feedback

City staff encourages organizations denied funding or receiving reduced funding to contact the Community Services Department administration office for feedback.

Program History and Eligibility Criteria

As a result of Reports CSD07-003 and CSD07-004 presented in the spring of 2007, Council approved the creation of a new Community Project Program of up to \$20,000 to provide seed money (from \$200 to \$1,000) for informal or new NFP's for specific projects and special events.

Through the formal application process, community groups were required to meet the eligibility criteria as approved by Council:

- Be new or existing, incorporated or unincorporated NFP's, or Neighbourhood Associations
- Be located and conduct the majority of activities within the geographic boundaries of the City of Peterborough

The following are considered ineligible:

- Organizations receiving Community Investment Grants or Community Service Grants
- Individuals
- For-profit businesses
- Organizations with political affiliation
- Organizations serving as funding sources for others, e.g. Service Clubs
- Faith organizations where services/activities include the promotion and/or required adherence to a faith
- Hospitals, clinic-based services or medical treatment programs
- Fund-raising events
- School boards, primary and secondary schools, post secondary institutions
- Programs within legislated mandates of other government or City departments
- Provincial/national organizations unless a local chapter exists to service the residents of Peterborough
- Organizations receiving 80% or more of funding from senior levels of government
- Organizations that conduct the majority of their activities outside of the City
- Costs for major capital equipment/renovations and minor renovations; and financing of deficits

Through the application process, community groups must demonstrate:

- One or more City priorities and participant priorities within target sectors
- Community need for proposed activity or service
- Community support (funding support or sponsorship from other organizations, local businesses, industry, service clubs)
- Community benefit/impact
- Financial need (operating surpluses or reserve accounts should not exceed 25% of total operating without acceptable explanation, e.g., capital campaign)
- Sound financial management and revenue generation (accurate records, responsible budget, various sources of income; if deficit, then reduction plan)
- Accountability/mechanism for evaluation (identification of key performance measures and outcomes)
- Feasibility (organization's ability to complete the proposed activity or service)
- Evidence of community collaboration, partnerships
- Impact of previous year's funding support

Summary

This is the twelfth year for the revised Community Project Grant program. Following the evaluation criteria approved by Council, the Staff Committee recommends the disbursement of \$14,950 to qualified applicants as the City's investment in their ongoing activities to enrich local quality of life.

Submitted by,

Ken Doherty
Director of Community Services

Jennifer Guerin
Admin. Assistant to Director of
Community Services

Contact Name:
Ken Doherty, Director of Community Services
Phone: 705-742-7777 Ext. 1823
Toll Free: 1-855-738-3755
Fax: 705-748-8824
E-Mail: kdoherly@peterborough.ca

Attachments:
Appendix A – 2018 Community Project Grant Funding Recommendations

2018 Community Project Grants Recommended Funding

Organization	2017 Funding	2018 Request	Purpose	Recommend	Stream
Artisans Centre Peterborough	n/a	\$1,000	To support the Aspire Program at the John Howard Society through providing students in the program with exposure to artisan skills in pottery, woodturning, weaving, spinning and gourd arts over a period of eight weeks.	\$250	Arts
Bedford House Community Ministry	\$200	\$951	We will spend some of the money on Getting Ahead workbooks for the Bridging Team mentors. In 2018 we will train at least 30 more mentors. Our pilot Bridging Team is currently underway and the short term evaluation results are promising. With the support of our partners, we will continue to bring together small groups of people interested in bridging the poverty gap, in a collaboration to support the life plans of people living on low incomes.	\$500	Social S.
Bonaccord Community Garden	\$900	\$1,000	Funds will be used for the creation of an orchard and a culinary herb garden, to create bee habitat and host workshops at the garden for members and the public about the importance of creating welcoming environments for bees and other pollinators.	\$500	Enviro

2018 Community Project Grants Recommended Funding

Organization	2017 Funding	2018 Request	Purpose	Recommend	Stream
Canadian Council of the Blind Peterborough	\$400	\$1,000	Funds will be used to host monthly social afternoons for people with vision loss in the Peterborough area. Given the barriers that people with vision loss face, something as simple as an afternoon social can have a tremendous and empowering effect on the community. Each afternoon will include a theme and a special guest will give a talk on the subject and provide awareness and resources to our group.	\$500	Social s.
Friends in Music	\$800	\$1,000	To cover the cost of subsidizing students to recognize that music is important in their lives, and should not depend on their ability to pay membership fees. The purpose of funding is to cover the purchase of new sheet music, Transposing music for other instruments and the purchase of a keyboard.	\$1,000	Arts
Junior Achievement of Peterborough, Lakeland, Muskoka	\$900	\$1,000	The funds will be used for a variety of operational costs surrounding the World of Choices event. They will be directly applied to renting sound and lighting equipment, supplying the food and beverages for our participants throughout the day, social media and print material in marketing campaigns. Funding will also be used to provide financial support to key mentors who cannot afford the financial investment.	\$500	Social S.

2018 Community Project Grants Recommended Funding

Organization	2017 Funding	2018 Request	Purpose	Recommend	Stream
Kawartha Artists' Gallery and Studio	\$0	\$500	The grant would be used to defray some of the costs incurred for the Best of High School Art Show, an annual juried event that exhibits the work of senior students from local public and catholic high schools. The costs include publicity, juror, hospitality, maintenance, lost gallery revenue, and equipment rental. Students are awarded prizes based on work entered in the exhibition and also scholarships which are awarded based on a portfolio of art, plus a written essay.	\$500	Arts
Kawartha Potter's Guild	\$900	\$1,000	Our request will be used to begin a more sophisticated web and social media presence to extend beyond direct members to support the organization. The key starting point is a new website redesigned and implemented to harness social media that can be used to build our presence while minimizing duplicated content.	\$1,000	Arts
Kirk Community Garden	\$600	\$500	The funds will be used for compost and mulch, yard waste bags, seeds and vegetable plants. Funds will also pay for work in the garden - building plant supports, preparing the garden in spring and closing the garden in the fall and new tools as needed.	\$350	Health

2018 Community Project Grants Recommended Funding

Organization	2017 Funding	2018 Request	Purpose	Recommend	Stream
Leta Brownscombe Co-Operative Homes, Inc.	\$1,000	\$1,000	The grant would provide money for the supplied needed to continue constructing the food garden area. The money will be used to build garden beds, fill them with soil and screening. A tool shed will be built using new and recycled supplies to help cut costs. A large water container will be purchased and placed safely on a platform to ensure access to all members. Any remaining money will be used to provide free workshops with free supplies to members covering subjects that may teach important skills such as growing food and seasoning at home.	\$1,000	Social S.
ME/FM Association of Peterborough & District	\$600	\$700	The requested funds will be used to support the ME/FM Association of Peterborough & District's ongoing efforts to maintain a network of resources, community support, and educational opportunities for those living with Myalgic Encephalomyelitis (ME), Fibromyalgia (FM) and Multiple Chemical Sensitivities (MCS)	\$550	Health

2018 Community Project Grants Recommended Funding

Organization	2017 Funding	2018 Request	Purpose	Recommend	Stream
Operation Catnip Peterborough	\$900	\$1,000	Operation Catnip would like to continue to subsidize the cost of spay/neuter for low-income caregivers. We have negotiated an agreement with participating veterinarians to pay a reduced cost of \$100 plus HST for a total of \$113 per spay/neuter. It has been our practice to seek a donation from potential caregivers for the total cost. Operation Catnip will again commit \$2500 in 2018 and is asking for \$1000 from the City's Community Project Grant to enhance our subsidization program. This will allow us to spay./neuter up to 30 cats being cared for by those living in poverty.	\$1,000	Health
Peterborough Chinese Community Organization	\$0		We will use the fund for the Chinese community to celebrate the Chinese Middle Autumn Festival and use the fund for a women's workshop.	\$250	Social S.
Peterborough Gleans	\$700	\$1,000	The funds would be used to cover communication and coordination. Based on estimates we expect to spend \$800 on communications and \$200 on coordination.	\$1,000	Health

2018 Community Project Grants Recommended Funding

Organization	2017 Funding	2018 Request	Purpose	Recommend	Stream
Peterborough Live Music Festival		\$1,000	Funds will support LIVE's outreach and promotion to indigenous communities, newcomers, families with young children, low income, at risk and marginalized community members, and persons with special needs to increase the participation of members of these communities as organizers, performers, workshop leaders, sponsors, volunteers and patrons at the LIVE Festival. LIVE will use a portion of the project grant to seek input from these communities to identify why participation rates are low, implement strategies to increase and assess their effectiveness.	\$750	Arts
Peterborough Poetry Slam Collective	\$1,000	\$1,000	Funding will be used to increase the participation of Peterborough residents and in particular local area youth in the larger Peterborough Spoken Word and Slam Community. Funding will support and expand existing, annual Spoken Word programming to include an increased educational component as the first phase in a multi-year plan to establish a stable, youth-driven poetry and spoken word program.	\$1,000	Arts

2018 Community Project Grants Recommended Funding

Organization	2017 Funding	2018 Request	Purpose	Recommend	Stream
Peterborough Theatre Guild	\$700		Funding is requested to purchase two additional wireless headsets to be utilized for all musical productions. We have four headsets now and we require a total of 12 headsets eventually. This will be a wonderful addition to allow more cast members to use and improve the quality of musical productions.	\$0	Arts
Peterborough VegFest	\$200	\$1,000	To assist in an effort to grow the festival and impact significantly in 2018. The community response in 2017 was overwhelming and Peterborough Veg Fest has become a major event. In 2018, aim to offer much more in terms of exhibitors, programming, and music, making the festival bigger and better. A grant from the City would assist in covering initial costs and give a head start to continue to build an impactful event for our community.	\$1,000	Health
Peterborough Youth Empowerment			Our funding will go towards booking spaces for our quarterly volunteer fairs. Additionally, funding will be used for a professional website plan through SquareSpace. Funds for promotional material such as brochures, business cards and event posters will also be provided through this application.	\$400	Recreation

2018 Community Project Grants Recommended Funding

Organization	2017 Funding	2018 Request	Purpose	Recommend	Stream
Quilts for Cancer Peterborough County	\$1,000	\$1,000	Funds will be used to purchase fabric, quilt batting and flannel backing for the making of 100% cotton quilts. The quilts are given as a gift to the patient. Volunteers hold monthly workshops to put together the quilts and also they do assembly and quilting at home. During treatment patients find that they are often cold and the quilts provide them with comfort and knowledge that people care.	\$500	Social S.
Seedy Sunday	\$200	\$800	Funds would be used to host Peterborough's 14th Annual Seed Exchange in March 2019. Funds would be used to ensure that the event continues to be FREE to all attendees. This is critical to accessibility of the event, and to getting lots of people through the doors to ensure successful sales for the vendors and a vibrant seed exchange area. Funding will also be directed to provide hands-on interactive seed saving and gardening workshops, knowledge and resources to help community members grow their own food and save their own seeds.	\$0	Enviro
Seniors Luncheon Club	\$400	\$525	The funding will help to keep the cost per person lower. The meals come from Trent University and the funding allows to pay other expenses.	\$400	Health

2018 Community Project Grants Recommended Funding

Organization	2017 Funding	2018 Request	Purpose	Recommend	Stream
The Abraham Festival	\$900	\$1,000	The requested funds will help to support the 2018 Abraham Festival, the 15th annual event.: That We May Know One Another. This is a unique event, and to our knowledge, there is nothing like it in any other community. With that in mind, this year the event will have a local focus, celebrating the wealth of expertise, and diverse perspectives in interfaith collaboration of our Peterborough Community. Funds will be used to host the event, rent equipment and supplies, insurance, marketing outreach and the travel and honoraria for our panelists and First Nation Elder.	\$1,000	Social S.
The Endeavour Centre	\$800	\$1,000	All funds received in 2018 will be put towards a new Tool Skills program series. This series will be aimed at library and non-library members. The program is a direct result of community feedback. Many people in the community have expressed that they would love to borrow more tools from the library to be able to repair their homes or work on a specific building or art project but do not have the knowledge to use specific tools. This program would help people in the community learn how to safely use the most commonly borrowed tools in the library.	\$1,000	Enviro
2018 Community Project Grants Total				\$14,950	