



City of
Peterborough

To: Members of the General Committee

From: Sheldon Laidman, Commissioner of Community Services

Meeting Date: March 8, 2021

Subject: Report CSD21-001
2021 Community Investment and Project Grants

Purpose

A report to recommend the award of the Community Project Grants in the amount of \$15,590 and the Community Investment Grants in the amount of \$213,960 to eligible community groups in 2021.

Recommendations

That Council approve the recommendations outlined in Report CSD21-001 dated March 8, 2021, of the Commissioner of Community Services, as follows:

- a) That the 2021 Community Project Grants in the total amount of \$15,590 be allocated to various community groups as outlined in Appendix A - 2021 Proposed Community Project Grant Funding;
- b) That the remaining \$4,460 in the 2021 Community Project Grant budget be allocated to the 2021 Community Investment Grants; and
- c) That the 2021 Community Investment Grants in the total amount of \$209,500 plus the additional \$4,460 from the Project Grants for a total of \$213,960 be allocated to various local charitable and Not-For-Profit organizations (NFP's) as outlined in Appendix B - 2021 Proposed Community Investment Grant Funding.

Budget and Financial Implications

The recommendations can be accommodated within the approved \$20,050 Community Project Grants budget and the approved \$209,500 Community Investment Grants budget. A City Staff Committee has recommended \$15,590 be allocated to 2021 applicants in the Community Project Grant Program. The Investment Grant Advisory Committee has recommended \$213,960 be allocated to 2021 applicants and pre-approved multi-year funding recipients.

Background

Community Grants Application Process

Both the Investment and Project Grant application processes were completed through an online portal on the City's website. Staff regularly updated the website to reflect the process and published on the City's Social Media pages to ensure all potential applicants were aware of the process and the grant opportunity.

2021 Community Project Grants

A Staff committee with expertise and experience in the four major program areas was formed to reflect the approved funding streams: Arts/Culture/ Heritage, Environment, Health and Social Services, and Recreation and Sports.

The Committee met and reviewed the applications and applied the eligibility and evaluation criteria to award funding to successful eligible groups.

The Committee recommends the grant allocations as outlined in Appendix A - 2021 Proposed Community Project Grant Funding. The total allocation for 2021 is \$15,590.

The Community Services Department received twenty-nine applications for Project Grants, including ten new applicants. Of the twenty-nine applications, 5 eligible applicants were not recommended for funding and 4 organizations were deemed ineligible. Staff are aware based on conversations and feedback from eligible organizations and community groups that Covid-19 negatively affected the number of applications submitted for 2021. Groups were not confident that events and programs would be able to be run or operated. This was particularly evident in the Community Project Grant stream which is intended for smaller organizations and smaller programs and events.

The following chart illustrates how the Project Grant program has evolved since 2017.

Year	Number of Applications	Number of New Applications	Number Approved	Total Allocation	Average Allocation
2017	41	20/49%	34/83%	\$21,000	\$618
2018	24	5/20%	22/92%	\$14,950	\$679
2019	41	16/39%	29/73%	\$20,500	\$691
2020	38	19/50%	29/76%	\$20,500	\$707
2021	29	10/34%	20/69%	\$15,590	\$624

Allocation to Successful Applicants by Sector

Year	Arts, Culture & Heritage	Environment	Health & Social Services	Recreation & Sports	Total
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
2019	13/ \$8,500	5/ \$3,300	11 /\$10,050	0/0	29/ \$20,050
2020	12/ \$9,100	2/ \$1,100	12/ \$8,025	3/ 1,825	29/ \$20,050
2021	4/\$3,750	1/\$500	11/\$8,575	4/\$2,765	20/\$15,590

Eligibility Criteria for Community Project Grants

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

- Be new or existing, incorporated or unincorporated Not For Profit, 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.

Community Investment Grants Program

A community-based Grant Advisory Committee was appointed in 2019 for a two-year term (2019/2020) and was approved for a third term through Report CSD20-001 to review all Community Investment Grant applications and to make recommendations for the preparation of this report.

The Grant Advisory Committee met as two sub-committees. One reviewed Social Services, Health, Culture, Heritage, Sport and Environment applications and the other

group reviewed Arts applications. City Staff administered, facilitated, and supported the process.

The respective sub-committees reviewed the applications and applied the eligibility and evaluation criteria. After the ratings were tallied, the sub-committees merged in a final committee meeting, and collectively recommended the grant allocations as outlined in Appendix B -2021 Proposed Community Investment Grant Funding.

2021 Investment Grant Applications

This year, the City received eighteen applications for Investment Grant funding. All eighteen applications received funding. An additional nine organizations were pre-approved as they have existing multiyear funding agreements.

The following chart illustrates how the Investment Grant program has evolved since 2017.

Year	Number of Applications	Number of New Applicants	Number of Approved (including organizations in multi-year funding)	Total Allocation	Average Allocation
2017	44	2/5%	42/95%	\$230,000	\$5,476
2018	36	1/3%	33/92%	\$208,766	\$6,326
2019	36	2/5%	34/94%	\$209,500	\$6,162
2020	36	0	32/90%	\$209,500	\$6,547
2021	27	1/4%	27/100%	\$213,960	\$6,385

Allocation of Funding by Sector Including Pre-Approved Multi-Year Funding

Year	Arts, Culture and Heritage	Environment	Health & Social Services	Recreation & Sport	Total
2017	18/ \$122,000	2/ \$5,500	20/ \$94,400	2/ \$8,100	42/\$230,000
2018	19/ \$124,660	2/ \$5,000	10/ \$68,500	2/ \$10,606	33/\$208,766
2019	18/ \$114,000	3/ \$9,000	12/ \$79,000	1/ \$7,500	34/\$209,500
2020	18/ \$117,900	2/ \$12,100	12/ \$79,500	0/ \$0	32/\$209,500
2021	16/\$147,930	3/\$12,530	8/\$53,500	0/\$0	27/\$213,960

2021 Investment Grant Multi-Year Funding

Nine organizations have been allocated funding based on previous year’s approval for multi-year funding. Seven organizations requested multi-year funding in 2020 and 5 are being recommended for multi-year funding.

Eligibility Criteria

Through the formal application process, applicants must meet the following eligibility criteria as approved by Council:

- Be NFP’s that are located, and conduct the majority of their activities within the geographic boundaries of the City of Peterborough
- Have sustained a history of activity over two years prior, normally achieved as past recipient of at least two Community Project Grants
- Have been in existence for five years if requesting multi-year funding
- Have demonstrated sound financial management and good standing with the City of Peterborough and be able to demonstrate that they provide those services and programs in an effective, accessible open and inclusive manner

The following are considered ineligible applicants:

- Organizations receiving Community Project 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-based organizations where services/activities include the promotion and/or required adherence to a faith
- Hospitals, clinic-based services or medical treatment programs
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Review of Community Grant Programs

Staff reviewed the 2020 scoring methods used by the Investment Grant Advisory Committee in 2020 and developed a revised 2021 scoring matrix to assist in the Committee's review. After receiving feedback from the Committee, this process will be used again in 2022 and the application will be updated to reflect the scoring matrix.

Summary

This is the fifteenth year the Community Grant Programs have been operating under the current model to support not for profit organizations in their on-going activities to enrich local quality of life. Following the evaluation criteria approved by Council, this report recommends the disbursement of \$15,590 to qualified applicants in the Community Project Grant Program, and \$213,960 in the Community Investment Grant Program.

Submitted by,

Sheldon Laidman
Commissioner of Community Services

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Appendix A - 2021 Proposed Community Project Grant Funding

Appendix B – 2021 Proposed Community Investment Grant Funding

CSD21-001 - Appendix A

Organization	2020 Funding	Requested 2021	Funding Purpose	Category	Average score	Recommend funding
Activity Haven	\$0	\$1,000	Provide seniors with a recreational opportunity in the new year to address concerns of them being socially isolated and their fears of attending in house programs. The funding will assist with the purchase of an outdoor movie screen.	Recreation	3	\$1,000
Canadian council of the Blind Peterborough Chapter	\$0	\$1,000	To enhance our lending library. We take in donated gently used visual aids and redistribute them to persons with vision loss. The funds are needed to subsidize our library of visual aids. Items are expensive and not always affordable . We have a waiting list of items needed.	Social services	3	\$1,000
Farmcrest Marketplace	\$0	\$1,000	marketing initiatives with Clo Design to extend our reach.	Health	2	\$200
Inspire The Women's Portrait Project	\$0	\$1,000	This funding will be allocated to the production costs of the art installation with QR codes; the portion of the project which will hang in the downtown core at Venture North. Production costs include printing the 91.44cm x 152.4 cm portraits and creation of QR codes.	Culture	2	\$1,000
Kawartha Lakes Lightning Athletics Club Inc	\$0	\$1,000	aid in the creation of a racing series available to everyone, not just clubs. We purpose to create a shared project with Holy Cross in Peterborough to share resources and spending. Our goal is to purchase timing equipment to aid in hosting local competitions.	Sports	3	\$750
ME/FM Association of Peterborough and District	\$750	\$800	The requested funds will supplement our 2021 budget, allowing us to continue proving education, encouragement and understanding to sufferers and family members.	Health	3	\$800
Nogojwanong Indigenous Fringe Festival	\$1,000	\$1,000	Funds used to rent equipment and hire local technical personnel for outdoor performance festival. We anticipate 40 performances by 8 companies over 5 days.	Arts	3	\$1,000
Operation Catnip Peterborough	\$850	\$1,000	OC will again commit \$2500 to subsidize the cost of spay/neuters for low-income caregivers. We pay our participating veterinary clinics a reduced cost of \$130/cat, which includes spay/neuter surgeries, and rabies and FVRCP vaccines. We would appreciate an increase in funding to continue this, as prices have also gone up.	Social services	3	\$1,000
Peterborough BIPOC Growing Collective	\$0	\$850	purchasing plants, seeds, materials needed to protect the crops, tools, materials needed to extend the growing season and amend/mulch the soil, material provisions for COVID-19 protective protocols, promotional materials, and artist fees.	Health	3.33	\$850
Peterborough Free Market	\$0	\$600	Providing a virtual _??Free Market_?? space to adapt to Covid-19. This includes cataloguing inventory, delivering donations, purchasing PPE for sorting materials and disposing of recycling/waste materials unfit for reuse/repairing, promotional materials and fees.	Social services	3.67	\$600
Peterborough Gleans	\$1,000	\$1,000	These funds will be used to cover communication, co-ordination, and transportation.	Social services	3.33	\$1,000

CSD21-001 - Appendix B

Organization	Requested 2021	1 or 3 years	Stream	Funding Purpose	Category	Actual Funding	Years
Camp Kawartha	\$6,000	1	program	To be invested in our award-winning environmental and stewardship education programming directed towards school.	Environmental	\$6,000	1
Peterborough Theatre Users Group	\$15,000	1	operating	Operational costs - there is wide-spread need; these programs are extremely competitive. COVID physical distancing restrictions limit our audience to approximately 15. Increasing ticket prices to make up for the shortfall would be prohibitive in our under waged community.	Arts	\$13,500	1
The Peterborough Academy of Circus Arts	\$15,000	1	operating	aim would be to offer this programming twice a week as opposed to once,	Arts	\$13,500	1
Peterborough Symphony Orchestra	\$15,000	3	operating	Concerts, community events, new project called tune-Up	Arts	\$13,000	3
Creating Space Community Arts Studio	\$3,630	1	operating	Operation costs - cover rent (which, by extension, will support the Peterborough Artisan's Centre), and a portion of our paid facilitator fees (which, by extension, supports local artists)	Arts	\$3,630	1
New Stages Peterborough	\$7,000	1	operating	Operating costs for 2021-2022 season	Arts	\$7,000	1
Telecare Distress Centre of Peterborough Inc	\$7,000	3	operating	Operational costs - be used to guarantee and maintain our current service.	Social Services	\$7,000	3
The Peterborough Singers	\$7,000	3	operating	We would like to request a \$500 raise in our grant amount in order to begin to come into line with other local arts groups. The cost of items such as music purchases, office rent, rehearsal rent, printing, staffing, office supplies and venue rental have all risen significantly though our grant amount has remained the same for many years.	Arts	\$5,500	3

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Organization	Requested 2021	1 or 3 years	Stream	Funding Purpose	Category	Actual Funding	Years
Bedford House / Greenwood United	\$15,000	3	program	Bridges Peterborough, engage consultants, coach new trained Catalyst-Facilitators, increase online engagement	Social Services	\$7,000	3
PARD Therapeutic Riding	\$5,000	3	operating	Used to support our operational expenses, primarily the care and maintenance of the horses, which are our most important therapy aids.	Social Services	\$3,500	3
P. R. Community & Student Association (Sadleir House Facility)	\$15,000	1	operating	Used to support our Operating budget and the day-today 'costs associated with running a community facility such as Sadleir House. We have not been open to the public since March 2020, so these funds would really help us in working towards opening the building to the public in a safe way.	Culture	\$7,500	1
Trent Radio	\$15,000	3	project	Our Programmers develop and offer ongoing and special programming dealing with health, heritage, culture and matters of social significance. Regular radio introductory training sessions to the general public. A one-time project management required to complete the IT and archive collections management work	Culture	\$7,500	1
Heads Up for Inclusion	\$8,000	3	operating	Organization's overall operations, and more specifically, to support our ambitious plans for further virtual programming development	Social Services	\$5,500	1
Peterborough Children's Chorus	\$5,000	1	operating	Operational costs, bursaries, in person say work shops	Arts	\$3,300	1
The Art School of Peterborough	\$8,250	1	program	The requested funds for 2021 will aid us in continuing our online pottery efforts to reach our community Members.	Arts	\$4,000	1

CSD21-001 - Appendix B

Organization	Requested 2021	1 or 3 years	Stream	Funding Purpose	Category	Actual Funding	Years
Artisans Centre Peterborough	\$15,000	1	operating	Ongoing fixed costs may not be totally covered by our reduced income from classes and fund raising efforts, so part of this funding may be used to cover shortfalls. (\$3,500) A portion of this funding will be for hiring a part-time administrator. (\$8,000) support Creative Hands-On Festival (\$3,500)	Arts	\$5,000	1
Transition Town Peterborough	\$3,000	1	program	10th Annual Purple Onion Festival with its co-event the 6th Annual 'Electric City Electric Vehicle Meet. Making changes to the structure, production and 'roll out of the day in anticipation of having to comply with distancing and other 'Covid-19 restrictions adding to our overhead costs and promotion.	Environmental	\$1,530	1
Junior Achievement of Northern and Eastern Ontario	\$15,000	3	program	Used for our newly transitioned World of Choices, Digital JA Days and delivery of digital JA programs.	Social Services	\$1,000	1
Total	\$179,880					\$114,960	
Total multi year funding previously allocated	\$99,000						
Total allocated for 2021	\$213,960						