



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Year	Number of Applications	Number New Applications	Number Approved	Number Denied/ Withdrawn	Total Allocation	Average Allocation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,

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Attachments:
Appendix A – 2018 Community Project Grant Funding Recommendations