



## STAFF REPORT ACTION REQUIRED

### Investment Funding Programs – 2015 Allocation Recommendations (Community Festivals and Special Events, Pan Am/Parapan Am Games Festivals and Events and Community Recreation)

<b>Date:</b>	March 9, 2015
<b>To:</b>	Community Development and Recreation Committee
<b>From:</b>	Acting Executive Director, Social Development, Finance & Administration
<b>Wards:</b>	All
<b>Reference Number:</b>	AFS # 20363

#### SUMMARY

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This report recommends funding for the following three 2015 Investment Funding programs:

- Community Festivals & Special Events Investment Program;
- Pan Am/Parapan Am Games Festivals and Events - Local Animation Through Collaboration (Pan Am Festivals & Events); and,
- Community Recreation Investment Funding Program (Community Recreation).

Of the 230 applications received for these three programs, 53 are recommended for funding in the amount of \$1,142,000. An additional \$70,000 has been held for appeals for the annual Community Festivals and Community Recreation Investment Funding programs.

Grants help the City of Toronto achieve its social, economic and cultural goals for its residents. The City's goals are better achieved by supporting the work of organizations that are closer to the communities they serve.

Community Investment programs provide time-limited funding to established and emerging not-for-profit groups in the City of Toronto to test new ideas or enhance existing models that lead to meaningful change in organizations and communities.

The Pan Am Festivals & Events funding aims to enhance the experience of the Games while advancing the City's goals for sport development and healthy living, resident engagement and cultural celebration, and economic development and tourism.

## RECOMMENDATIONS

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**The Acting Executive Director, Social Development, Finance and Administration recommends:**

1. City Council approve allocations for the following three Investment Funding programs, as recommended in Appendices A and B, subject to the approval of the 2015 Recommended Operating Budget for Social Development, Finance and Administration:
  - a) A total of \$122,000 to 15 organizations for the 2015 Community Festivals & Special Events Investment Program;
  - b) A total of \$560,000 to 23 organizations for the 2015 Pan Am/Parapan Am Games Festivals and Events - Local Animation Through Collaboration; and,
  - c) A total of \$460,000 to 15 organizations for the Community Recreation Investment Funding Program.
2. An amount of \$70,000 be held for appeals for the annual Community Festivals and Community Recreation Investment Programs.

### **Financial Impact**

The recommendations in this report will have no impact beyond what has already been included in the 2015 Operating Budget for Social Development, Finance and Administration, considered by City Council at its meeting of March 10-11, 2015.

This report recommends allocations for 53 organizations totalling \$1,142,000.00 with an appeal fund of \$70,000 for two of the three grant programs.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

### **DECISION HISTORY**

The City of Toronto provides support to the not-for-profit sector through funding programs under the general authority for making municipal grants provided in Section 83 of the *City of Toronto Act, 2006* (S.O. 2006, c.11)

The 2015 Operating Budget for Social Development, Finance and Administration includes funding for the Community Festivals and Community Recreation Investment programs. The budget amount includes an economic factor increase.

<http://app.toronto.ca/tmmis/viewPublishedReport.do?function=getDecisionDocumentReport&meetingId=9795>

On June 10, 2014, City Council requested the Executive Director, Social Development, Finance and Administration to report to a future meeting of Community Development and Recreation Committee with an analysis of the survey conducted of applicants in 2014. The Council also

requested staff to explore new strategies to incubate and build capacity of new and emerging groups and communities. Staff response to both Council requests is described in the section on "Investment Funding Program Streamlining".

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.CD29.12>

In August 2014, City Council approved the distribution of \$0.560 million for a "Local Animation Through Collaboration" grant stream to support Games-inspired activities and projects in all parts of Toronto.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.EX44.11>

In December 2013, City Council approved delegated authority to Division heads to approve recommendations from Appeals Panels to ensure that appeals funds are expended in a timely manner.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.EX36.12>

## **ISSUE BACKGROUND**

Allocation recommendations for three Investment Funding grant programs for Community Development and Recreation Committee (CDR) approval are provided in this report: Community Festivals & Special Events, 2015 Pan Am/Parapan Am Games Festivals and Events - Local Animation Through Collaboration, and Community Recreation.

### **Community Festivals & Special Events Investment Funding Program**

The Community Festivals & Special Events Investment Program (Community Festivals) is an annual program that provides start-up or early-stage funding for small not-for-profit festivals and community events held in the City of Toronto. These events encourage residents to have fun, participate in their community, connect with each other, and contribute to a community's strength. The investment supports community-based groups to undertake community-building activities that showcase local achievements, heritage, culture, and/or neighbourhoods.

### **2015 Pan Am/Parapan Am Games Festivals and Events - Local Animation Through Collaboration (Pan Am Festivals and Events)**

Pan Am Festivals and Events will provide funding to enhance the experience of the Games for residents and visitors before, during and after the Games. Successful projects are collaborative in nature, engaging local community organizations, residents, and/or businesses. Pan Am Festivals & Events is equitably distributing \$560,000 to support projects in all four Community Council districts. Maximum grant size is \$40,000 for one year only.

### **Community Recreation Investment Funding Program**

Community Recreation is an annual grants program that supports Toronto not-for-profit groups to implement programs that will a) increase participation in recreation, b) engage diverse residents reflective of their neighbourhoods, c) build skills, and d) use recreation as a tool to develop the physical and social health of Toronto's residents.

## COMMENTS

### Investment Funding Program Streamlining

Over the last two years, the Community Funding Unit implemented changes to streamline the grant guidelines and grants administration process to reduce the burden on applicants.

Results from a survey of 2014 applicants indicate a very positive response to these changes:

- 89% rated the changes to the eligibility criteria positively (accepting applications for project enhancements and not restricted to new projects only);
- 86% respondents found the guidelines easier to understand;
- over 90% rated the work-plan and budget forms easier to fill out; and,
- 81% rated as positive the change in timing to an earlier launch of the Community Recreation and Community Festivals to support community organizations' programming that starts in late spring/early summer.

Additional efforts will be undertaken over 2015 and 2016 to explore how the Investment Funding programs can:

- better align with the City's goals and strategies;
- incubate and build capacity of new and emerging groups and communities;
- respond to the changing funding landscape and community sector needs.

### Application Process

Organizations applied for funding through the Corporate Grants Information System, the City's online funding database. The online funding system is part of the City's strategy to manage its funding program requests and grant recipient reporting more efficiently.

Guidelines and on-line registration for the three programs were available on September 16, 2014 with two submission deadlines: November 10, 2014 (Community Recreation) and November 17, 2014 (Community Festivals and Pan Am Festivals & Events).

SDFA staff partnered with Parks, Forestry and Recreation Division staff to promote and organize information sessions held in community recreation centres in North York, Scarborough, and Etobicoke. SDFA staff collaborated with TO2015 to provide targeted information sessions in Downtown and Scarborough to groups from their network of Latin American, South and Central American and Caribbean communities. SDFA staff also presented and promoted the program to Community Health Officers at Toronto Public Health. A total of 188 people representing not-for-profit organizations attended five information sessions.

Staff assisted applicants one-on-one to help them determine the funding programs best suited to the needs and priorities of their communities, talk about their project idea, answer questions about program criteria, or get help with their applications.

## **Application Assessment**

In order to be recommended for funding, applicants must meet eligibility requirements and demonstrate a strong fit with assessment criteria, described in the program guidelines<sup>1</sup>. Core eligibility requirements include: non-profit status, located in the city of Toronto and demonstrated financial accountability. Organizations not incorporated as a not-for-profit must partner with an incorporated trustee organization to provide the financial accountability.

The assessment process includes a review of the following information: project/event description and rationale, work plan, project/event budget, organization's documents (financial statements, budget), report on previously funded activities (for returning applicants), and the applicant's capacity to carry out the proposed project/event.

In the continuing efforts to decrease the administrative burden on applicants, organizations that were approved by Council for multi-year funding in 2014 were not required to complete a full proposal as required by new applicants. All returning grantees were required to submit a simplified Request for Renewal report that outlines their funded activities over the previous year and their plans for the use of 2015 funding.

Applicants who are not recommended for funding in the annual Investment Funding programs (Community Festivals and Community Recreation) will be provided with an option to appeal the allocations recommendation to an Appeals Panel, either in person or in writing. Appeals on funding recommendations will be held in April 2015.

## **2015 Allocation Recommendations**

For the Community Festivals grant program, the allocations recommendations are based on the extent to which proposed events will help build cohesion and inclusion across a community, encourage new partnerships, strengthen volunteerism, as well as contribute to a community's economic vitality.

For the Pan Am Festivals & Events grant program, an equitable distribution of grants across the four Community District Councils was a determining factor given Council direction.

For the Community Recreation grant program, the recommendations include projects that effectively address a clearly identified recreation service gap or issue using a community development approach. Recreation projects that address some of the key areas identified in the Recreation Service Plan as needing continued focus were also considered, such as youth, Aboriginal, newcomers, people with disabilities and seniors; and, recreation projects for residents living in Neighbourhood Improvement Areas.

15 of the 53 organizations recommended for funding would be considered new or emerging. The groups would benefit from the City's funding support to help build their capacity. Staff support will be provided to monitor performance over the grant term.

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<sup>1</sup> Program guidelines can be found at [Community Festivals/2015 Pan Am Festivals & Events](#) and [Community Recreation](#)

## **Community Festivals:**

Of the 63 applications received, 15 are recommended for funding. The 15 projects recommended for funding requested a total of \$128,974 with an average request of \$8,598. \$122,000 is recommended for funding with the average grant amount of \$8,133. Of the 15 recommended for funding, ten are festivals previously approved for multi-year funding.

The total request for funding was \$869,693. The total available for funding is \$142,000. This is equivalent to an approval rate of 16%. Of the 48 declines, four were assessed as high priority but due to budget constraints, could not be recommended.

## **Pan Am Festivals & Events:**

Of the 83 applications received, 23 are recommended for funding. The 23 projects recommended for funding requested a total of \$850,053 with an average request of \$36,959 and an average grant amount of \$24,348.

The total request for funding was \$2,796,713. The total available for funding is \$560,000. This is equivalent to an approval rate of 20%. Of the 60 declines, 14 were assessed as high priority but due to budget constraints, could not be recommended. Grants to six of the 23 recommended groups leverages funding for the Games received from other levels of government.

Each of the four Community Council Districts have been allocated \$140,000 to ensure funded activity takes place in neighbourhoods across the City of Toronto.

## **Community Recreation:**

Of the 84 applications received for 2015 Community Recreation, 15 are recommended for funding. The 15 projects recommended for funding requested a total of \$504,644 with an average request of \$33,643. \$460,000 is recommended for funding with the average grant amount of \$30,667. Of the 15 recommended for funding, three are projects previously approved for multi-year funding.

The total request for funding was \$2,502,771. The total available for funding is \$510,000. This is equivalent to an approval rate of 20%. Of the 69 declines, 13 were assessed as high priority but due to budget constraints, could not be recommended.

## **Community Impact:**

The following are some of the anticipated benefits of the 53 projects recommended for funding:

1. Of the 53 projects recommended, 38 will take place in Neighbourhood Improvement Areas (many serve multiple NIAs and neighbourhoods).
2. Through Community Recreation grants, nearly 8,000 people from across Toronto, including youth with intellectual disabilities, seniors, women with physical disabilities, families and newcomers will be engaged in diverse, accessible recreational activities.

3. Through Community Festivals and Pan Am Festivals & Events grants, approximately 400,000 people are expected to attend festivals and events held across Toronto in 2015. Events will celebrate the Pan Am/Parapan Am Games, build bridges between cultures and neighbours, showcase local talent, encourage civic engagement, and animate public spaces such as local parks and neighbourhood streets.
4. The City's investment of \$1,142,000 across these three programs will leverage an additional \$1,227,360 in in-kind support from project partners.
5. The funded groups will directly employ people for a total of over 39,000 hours who will support a total of nearly 3,800 volunteers to implement events and projects across Toronto.

Detailed summaries of all recommended projects along with brief summaries of declined applications are provided in Appendix B.

## **CONTACT**

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## **SIGNATURE**

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Denise Andrea Campbell  
Executive Director (Acting)  
Social Development, Finance & Administration

## **ATTACHMENTS**

- Appendix A: 2015 Community Festivals & Special Events Program Allocation Recommendations  
2015 Pan Am Festivals & Events - Local Animation Through Collaboration Allocation Recommendations  
2015 Community Recreation Investment Funding Program Allocation Recommendations
- Appendix B: 2015 Allocation Recommendations: Community Festivals and Special Events Pan Am/Parapan Am Games Festivals and Events, Community Recreation Program Project Summary Sheets and Summary of Declined Applications

## Appendix A

### 2015 Community Festivals & Special Events Program Allocation Recommendations

	<u>Applicant Group</u>	<u>Ward**</u>	<u>2014 Approved Allocation</u>	<u>2015 Amount Requested</u>	<u>2015 Amount Recommended</u>
1	Bathurst Finch Network	10		10,000.00	8,000.00
2	Centre for Spanish-Speaking Peoples	09	9,000.00	8,000.00	9,000.00
3	Eglinton East-Kennedy Park Youth Service Providers Network	36	4,800.00	7,000.00	7,000.00
4	FCJ Refugee Centre	17		10,000.00	9,000.00
5	Firgrove Learning & Innovation Community Centre	07	7,500.00	8,000.00	8,000.00
6	Flemingdon Urban Fair Committee	26		10,000.00	9,000.00
7	Just BGRPHIC Inc	07	8,500.00	7,000.00	7,000.00
8	Neighbourhood Festival Group	11	6,800.00	7,000.00	7,000.00
9	Neighbourhood Information Post	28		10,000.00	9,000.00
10	Rexdale Women's Centre	01	8,500.00	8,500.00	8,500.00
11	SPUR Action for Change	26		10,000.00	9,000.00
12	Steeles L'Amoreaux Youth Empowerment	39		9,973.58	9,000.00
13	Sunshine Centres for Seniors	27	7,600.00	8,000.00	8,000.00
14	Tibetan Canadian Cultural Centre	05		8,000.00	8,000.00
15	Warden Woods	35	4,900.00	6,500.00	6,500.00
	<b>Grand Total:</b>			<b>\$128,973.58</b>	<b>\$122,000.00</b>
	<b>Appeals Fund:</b>				<b>\$ 20,000.00</b>
	<b>2015 Budget:</b>				<b>\$142,000.00</b>

\*\*Wards represent the mailing address of the applicant group. Project service locations vary considerably.



**2015 Pan Am Festivals & Events - Local Animation Through Collaboration  
Allocation Recommendations**

<u>Applicant Group</u>	<u>Ward**</u>	<u>2015 Amount Requested</u>	<u>2015 Amount Recommended</u>	
<b>Etobicoke York District</b>				
1	Etobicoke Historical Society	04	16,450.00	16,000.00
2	Jane Finch Panam Host Committee	11	40,000.00	38,000.00
3	Just BGRAPHIC Inc	07	40,000.00	37,000.00
4	Lakeshore Village Action Group	06	30,650.00	27,000.00
5	Rotary Club of Etobicoke	05	32,900.00	22,000.00
		<b>Sub-total</b>	<b>\$160,000.00</b>	<b>\$140,000.00</b>
<b>North York District</b>				
6	Belka Enrichment Centre	08	67,000.00	10,000.00
7	Harriet Tubman Community Organization	33	40,000.00	20,000.00
8	Jane/Finch Community and Family Centre	08	40,000.00	30,000.00
9	San Lorenzo Latin American Community Centre	15	40,000.00	35,000.00
10	Valley Park Go Green Cricket Field Project	26	40,000.00	15,000.00
11	York-Eglinton Business Improvement Area	15	38,750.00	30,000.00
		<b>Sub-total</b>	<b>\$265,750.00</b>	<b>\$140,000.00</b>
<b>Scarborough District</b>				
12	3T Program	42	6,000.00	6,000.00
13	Birchmount Bluffs Neighbourhood Centre	36	40,000.00	26,000.00
14	Chinese Cultural Centre of Greater Toronto	42	40,000.00	28,000.00
15	East Scarborough Storefront-Tides	43	38,888.00	35,000.00

<u>Applicant Group</u>	<u>Ward**</u>	<u>2015 Amount Requested</u>	<u>2015 Amount Recommended</u>
16 Malvern Family Resource Centre	42	40,000.00	25,000.00
17 Trinidad and Tobago 50 Plus and Seniors	37	37,115.00	20,000.00
	<b>Sub-total</b>	<b>\$202,003.00</b>	<b>\$140,000.00</b>
<b>Toronto and East York District</b>			
18 Arts for Children and Youth (AFCY)	20	40,000.00	28,000.00
19 Danforth Village BIA	29	40,000.00	27,000.00
20 La Passerelle Integration et Developpement Economiques	27	40,000.00	20,000.00
21 Native Canadian Centre of Toronto	20	28,500.00	18,000.00
22 Sherbourne Health Centre	28	33,850.00	22,000.00
23 Toronto Park People	20	39,950.00	25,000.00
	<b>Sub-total</b>	<b>\$222,300.00</b>	<b>\$140,000.00</b>
	<b>Grand Total:</b>	<b>\$850,053.00</b>	<b>\$560,000.00</b>
	<b>2015 Approved Budget:</b>	<b>\$560,000.00</b>	<b>\$560,000.00</b>

## 2015 Community Recreation Investment Funding Program Allocation Recommendations

	<u>Applicant Group</u>	<u>Ward**</u>	<u>2014 Approved Allocation</u>	<u>2015 Amount Requested</u>	<u>2015 Amount Recommended</u>
1	Arts for Children and Youth	9	35,000.00	\$ 35,000.00	\$ 35,000.00
2	Asian Community AIDS Services (ACAS)	31		\$ 30,000.00	\$ 27,000.00
3	Centre for Spanish Speaking	28	25,000.00	\$ 25,000.00	\$ 25,000.00
4	East Scarborough Storefront-Tides	35		\$ 39,444.00	\$ 36,500.00
5	Everdale - Black Creek Community Farm	40		\$ 18,082.40	\$ 16,500.00
6	FCJ Refugee Centre	38		\$ 28,000.00	\$ 25,000.00
7	Flemingdon Health Centre	36		\$ 39,944.00	\$ 36,000.00
8	GreenHere	8		\$ 45,000.00	\$ 38,000.00
9	LEAF - Local Enhancement & Appreciation of Forests	42		\$ 37,142.00	\$ 34,500.00
10	Malvern Family Resource Centre	11		\$ 50,000.00	\$ 43,000.00
11	Rexdale Women's Centre	16		\$ 40,000.00	\$ 36,500.00
12	Riverdale Immigrant Women's Centre	16		\$ 38,475.00	\$ 35,000.00
13	Scarborough Women's Centre	38		\$ 40,000.00	\$ 36,000.00
14	Thorncliffe Neighbourhood Office	36	18,000.00	\$ 18,000.00	\$ 18,000.00
15	YouthLink	27		\$ 20,557.00	\$ 18,000.00
<b>Grand Total:</b>				<b>\$504,644.40</b>	<b>\$460,000.00</b>
<b>Appeals Fund:</b>					<b>\$ 50,000.00</b>
<b>2015 Budget:</b>					<b>\$510,000.00</b>

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