



STAFF REPORT ACTION REQUIRED

2015 Allocations Recommendations: Host City Showcase Programs - Community Legacy Initiative, Game On Toronto!, Identify 'N Impact

Date:	September 30, 2015
To:	Community Development and Recreation Committee
From:	Executive Director, Social Development, Finance and Administration
Wards:	All
Reference Number:	AFS# 20870

SUMMARY

This report recommends funding for the following two Host City Showcase grant programs: Community Legacy Initiative (CLI), and Game On Toronto! (GOT). Toronto's Host City Showcase Programs support the legacy of the Toronto 2015 Pan Am/Parapan Am Games. This report also recommends the allocation of a grant from the 2015 Identify 'N Impact (INI) program.

Community Legacy Initiative: Of the nine applications received from the 12 shortlisted organizations approved by City Council for the second stage of the assessment process, four are recommended for funding of \$885,000. *Game On Toronto!:* Of the 80 eligible applications received, 16 projects were approved in 2014 for a total of \$393,647. This report recommends disbursing the second and final instalment totalling \$106,353 to ten of the 16 groups approved for funding in two instalments. *Identify 'N Impact:* This report recommends a \$50,000 grant to one organization to provide grants directly to youth artists and youth-led arts groups to support the implementation of the Toronto Youth Equity Strategy.

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:

- The Community Legacy Initiative invests in projects which profile and provide longer-term economic and/or social infrastructure benefits for Toronto's Latin American, South American and Caribbean communities.
- Game On Toronto! provides funding to Toronto non-profit community groups, non-profit sports clubs, leagues and associations for sports development projects.
- The Identify 'N' Impact Investment program funds youth-led groups to create meaningful opportunities for community involvement.

RECOMMENDATIONS

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

1. City Council approve the following 2015 Pan/Parapan American Games Host City Showcase Program allocations as recommended in Appendices A, B and C:
 - a. 2015 Community Legacy Initiative program allocations totalling \$885,000 to four organizations;
 - b. 2015 Game On Toronto! program allocations totalling \$106,353 to 10 organizations comprising the second and final grant instalment.
2. City Council approve the implementation of the Toronto Youth Equity Strategy Action 1D through a \$50,000 grant from the 2015 Identify 'N Impact youth program to one organization as recommended in Appendices A and D.

Financial Impact

The 2015 Approved Operating Budget for Social Development, Finance and Administration (SDFA) includes funding of \$0.885 million for the Community Legacy Initiative available for investment as part of the Pan Am Community Projects initiative.

This report recommends allocations for 15 organizations totalling \$1,041,353 through the following three grants programs: Community Legacy Initiative; Game on Toronto!; and 2015 Identity 'N Impact.

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

DECISION HISTORY

In January 29, 2014, City Council approved the 2014 Recommended Capital Budget for Pan/Parapan American Games. The approved budget for Host City Showcase Program includes funding for the Sport Development Fund (renamed Game On Toronto!) grant program for sport development projects. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.EX37.1>

At its meeting in April 1, 2014, City Council approved delegated authority to the Executive Director, Social Development, Finance and Administration to approve Sport Development Fund (renamed Game On Toronto!) allocations up to \$400,000 in 2014. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.CD27.6>

In August 2014, Council authorized the Executive Director of Social Development, Finance and Administration to administer an application process for the Pan Am Community Projects initiative, with \$1.760 million in funding approved through the Host City Showcase Program, of which \$0.885 million will support projects which profile and provide longer-term economic

and/or social infrastructure benefits for Toronto's Latin American, South American and Caribbean communities.

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

On May 5, 2015 City Council approved the slate of 12 shortlisted Letters of Intent for the 2015 Community Legacy Initiative for submission of a full proposal, which includes the Hispanic Canadian Heritage Council, in addition to the 11 described in Appendix A to the report (April 2, 2015). <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.CD3.9>

In 2006, Council approved the Identify 'N Impact Investment Fund for youth-led projects. <http://www.toronto.ca/legdocs/2006/agendas/committees/cms/cms060608/it014.pdf>

On February 19, 2014 City Council approved the implementation of all Toronto Youth Equity Strategy actions identified, and referred all Toronto Youth Equity Strategy actions requiring additional resources to the respective program areas for consideration and potential inclusion in future operating and capital budgets.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.CD26.2>

EQUITY IMPACT STATEMENT

Community Funding supports and sustains the well-being of Toronto's communities by providing funding to community-based organizations for programs that improve social outcomes for racialized communities and equity-seeking groups.

The Community Legacy Initiative was designed to support initiatives that are broad based, address systemic barriers and lead to equitable outcomes for Toronto's Latin, South American and Caribbean Communities.

ISSUE BACKGROUND

2015 Pan/Parapan Host City Showcase Programs

At its meeting on July 16, 2013, City Council endorsed an investment of up to \$20 million in a 2015 Pan/Parapan American Games Host City Showcase Program ("Showcase Program"). The purpose of the Showcase Program was to enhance the experience of the TORONTO 2015 Games for participants and residents, and to advance the City's economic development and tourism, sport development and healthy living, and resident engagement and cultural celebration goals.

Community Legacy Initiative

As part of the Showcase Program, City Council earmarked \$1.76 million in one-time funding for a *Pan Am Community Projects* initiative to support community based Games related or inspired activations and projects.

The Community Legacy Initiative (CLI) is one of the grant streams comprising the initiative. The CLI grant stream provides \$885,000 in one-time funding. It involves a multi-stage process to

support projects which profile and provide longer-term economic and/or social infrastructure benefits for Toronto's Latin American, South American and Caribbean communities.

In fall 2014, representatives from ten organizations from Toronto's Latin American, South American and Caribbean communities attended a consultation to provide input on the grant program goals and criteria. A further 50 organizations and institutions were invited to complete an on-line survey on the program's design. Members of the former Mayor's Pan / Parapan Reference Group were also invited to complete the survey.

From this process, the Community Legacy Initiative (CLI) was developed. In the program model, each funded collaborative/organization were to be awarded one-time funding of approximately \$150,000 to \$250,000. Successful initiatives will be broad based, build capacity and contribute to longer-term economic and/or social benefits of Toronto's Latin American, South American and Caribbean communities.

Launched in January 2015, over 80 Letters of Intent (LOI) were received at the February 4, 2015 deadline. A slate of 12 shortlisted projects were approved by Council on May 5, 2015 to proceed to the second stage of the assessment process.

Game On Toronto!

Game On Toronto! provides short-term, one-time funding of \$500,000 to Toronto non-profit community groups, non-profit sports clubs, leagues and associations for sports development projects that animate Game On Toronto! projects before, during and after the 2015 Pan American & Parapan American Games. Program goals include:

- Encouraging people from diverse backgrounds to learn and play sports together
- Re-energizing existing sport programs
- Introducing or establishing new sport
- Building sport volunteerism through skills development and training.

In February, 2014 SDFA consulted sport and recreation sector leaders and funders to inform the Game On Toronto! grant program development and promotion. To encourage emerging and new non-profit community groups, non-profit community sport clubs, leagues and associations to apply, the application form was simplified and the assessment process revised. Applicants pitched their sports projects to Toronto residents and a community judging panel through a short video (up to 95 seconds long) and a brief written application.

The City's Live Green Awards model was used to crowd-source. 80 eligible videos were posted on Game On Toronto! website for voting by the public. Torontonians cast a total of 32,749 votes over a two-week period. Resident voting was combined with a judging panel's scores to recommend which projects get funding.

On December 5, 2014 the Executive Director, Social Development and Finance approved the recommended 16 Game On Toronto! projects for \$393,647 through delegated authority authorized by City Council.

This report recommends \$106,353 of the second and final instalment of the Game On Toronto! grants to 10 of the 16 projects approved for multi-instalment funding.

COMMENTS

Application Process & Support

Community Legacy Initiative

The Council approved shortlisted applicants were given a two-month period to submit a full proposal for one-time funding for the July 15th deadline.

On June 17, all 12 shortlisted organizations and its projects partners were invited to attend a full-day Community Legacy Initiative Application Clinic designed to provide them with the chance to clarify application questions, intent, terminology and program criteria with an Agency Review Officer. Of the 12 groups shortlisted, nine submitted full applications for consideration by the deadline date.

Groups that submitted the original Letter of Intent and that did not demonstrate a strong fit with the goals and criteria of CLI but have a promising initiative were encouraged and supported to submit applications to other relevant City grant programs.

Game On Toronto!

The grant program was launched on August 12, 2014 with a deadline date of October 5, 2014. Grant guidelines, tips for applicants, and tips for voters were released.

SDFA staff employed diverse outreach methods to communicate the funding opportunity to a new audience of not-for-profit sport leagues, clubs and associations, and to our network of community agency partners. Staff partnered internally with the City's Pan Am Office, Community Engagement Unit, Youth Development Unit, Tower Renewal Office, and Parks, Forestry and Recreation Division, and externally with TO2015 and Toronto Sport Council to leverage their social media presence and networks. 49 tweets with #GameOnToronto were broadcast after the program launch. 5,000 posters and postcards were produced and distributed at special events and included in mailings to community agencies.

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. A total of 188 people representing not-for-profit organizations attended five information sessions. SDFA staff also presented and promoted the program to Community Health Officers at Toronto Public Health.

2015 Allocation Recommendations

In order to be recommended for funding, applicants must meet eligibility requirements and demonstrate a strong fit with program assessment criteria. 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.

Community Legacy Initiative

The nine full proposals underwent a thorough assessment of their initiatives for one-time funding, with a particular attention paid to the strength of the collaborative partnership, intended project outcomes and implementation plan, and the likelihood of project sustainability and lasting impact.

Each submission was assessed by staff according to the following criteria:

- Strong and diverse collaborative partnerships
- Demonstrated readiness to address systemic barriers
- Degree to which the proposal will work to improve the socio-economic outcomes for the Latin American, South American and/or Caribbean communities in Toronto.
- Potential for project sustainability.

Nine applications requested a total of \$2,128,507. The total available for funding is \$885,000. Four applications are recommended for one-time funding. The four projects recommended for funding requested a total of \$933,494 with an average request of \$233,374. A total of \$885,000 in one-time funding is recommended with the average grant amount of \$221,250. The following are some of the anticipated benefits of the four projects recommended for funding:

- 2,296 participants including Caribbean youth, Spanish and Portuguese speaking parents of elementary school children, undocumented students from the Caribbean and Latin American communities, and residents from the diverse Latin American communities from across Toronto will directly benefit from activities held over one to three years;
- Project impacts include increased entrepreneurship opportunities, reduced barriers to attend university, stronger parental involvement in the elementary school system, and a stronger Latin American identity;
- The City's investment of \$885,000 in Community Legacy Initiative funding will leverage an additional \$462,875 in in-kind support from project lead and project partners;
- A total of 236 volunteers will support the work of a projected 10.5 staff to implement the projects across Toronto.
- Diverse partnerships will be leveraged with a strong representation from educational institutions, community organizations, businesses and government agencies.

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

Game On Toronto!

Staff screened the online video and short written applications for basic eligibility. Groups applied for up to \$15,000 for small scale projects (Level 1), or up to \$50,000 for larger ones that also strengthens the group for the long-term (Level 2).

Six Level 1 and 10 Level 2 projects totalling \$500,000 were recommended for funding by a judging panel representing the sport, sport funding, disability, and youth sectors. The 10 approved grants in Level 2 range from \$26,760 to \$46,500, with an average grant size of \$42,541, to be disbursed in two instalments.

City Council provided delegated authority to the Executive Director, Social Development, Finance and Administration to approve Game On Toronto! grants totalling up to \$400,000. In December, 2014, \$393,647 in grants was approved and disbursed, including the first instalment of Level 2 grants.

This report is recommending the disbursement of the second and final instalment of funding totalling \$106,353 to the 10 projects approved for funding. Staff assessed the funding renewal reports for the second grant instalment from the 10 groups that included work plans next year's activities and budget for the final instalment.

The following are some of the anticipated benefits of the 10 projects in year two:

- Over 4,000 people from across Toronto, including children and youth from high needs neighbourhoods, seniors, newcomers, and individuals living with disabilities, will be engaged in accessible sports activities.
- A diversity of indoor and outdoor sports activities will be implemented in all four seasons including established sports such as wheelchair basketball, skating, swimming, and squash. Torontonians will also participate in unique sports opportunities such as futsal, netball and ringette.

Brief summaries of the 10 projects approved for funding in two instalments are provided in Appendix C.

Identify 'N' Impact

The Identify 'N' Impact (INI) Investment program funds youth-led groups to create meaningful opportunities for community involvement. INI funded projects help to promote healthy youth development and broader community safety in the City of Toronto. By investing in youth-led projects, the program creates opportunities for participants to develop skills and to increase the impact of their initiatives.

The Toronto Youth Equity Strategy (TYES) was unanimously adopted by City Council on February 19, 2014. TYES seeks to support youth who are most vulnerable to involvement in serious violence and crime both by taking steps to better coordinate youth service delivery in Toronto, and by identifying specific service enhancements directed at those youth. The Strategy identifies 28 key issues and corresponding 110 recommended actions.

Within current resources, the INI grant program was identified to support the implementation of the Council approved TYES Action 1D.

- TYES Action 1D: The City of Toronto will invest in youth artists and arts groups to develop youth sensitive and appropriate communication materials (posters, videos, songs, stories, etc.) that will promote key city programs that serve youth needs (at all levels of vulnerability) and also promote best practices in youth-led collaboration initiatives.

Goals of TYES Action ID include:

- Increased skills and capacity of young arts entrepreneurs to successfully complete RFPs (Requests for Proposals) and be awarded grants
- Increase awareness of City services available to youth who are most vulnerable to involvement in serious violence and crime
- Improved communications materials promoting City programs and services relevant to youth who are most vulnerable to involvement in serious violence and crime
- Improved connections to youth who are most vulnerable to involvement in serious violence and crime
- Increased professional development and work experience of youth arts entrepreneurs.

The implementation of the Toronto Youth Equity Strategy Action 1D can be supported through the allocation of \$50,000 from the 2015 Identify 'N Impact program to support youth artists and youth-led arts groups to develop youth sensitive and appropriate communications materials through a competitive grants process.

It is recommended that Council approve a \$50,000 2015 INI grant to ArtReach Toronto so that the organization can disburse the full amount directly to youth artists and arts groups working with youth most vulnerable to involvement in serious violence and crime to successfully implement Action 1D.

This enables the City to leverage its partnership with ArtReach Toronto and its expertise while enhancing services to youth. ArtReach Toronto is designed to support arts initiatives that engage youth who have experienced exclusion in under-served areas of Toronto, especially working directly with multi-barriered youth. ArtReach was created to build the capacity of youth artists and youth led arts groups and provide funding opportunities to groups who experienced significant barriers accessing funding through traditional grant programs. The organization also has 10 years' experience providing capacity building supports to youth artists and in assessing, allocating and monitoring grants to individual artists and youth-led arts groups.

Brief summary of the grant deliverables for ArtReach Toronto is provided in Appendix D.

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SIGNATURE

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ATTACHMENTS

- Appendix A: 2015 Allocation Recommendations – Community Legacy Initiative, Game On Toronto!, Identify 'N Impact
- Appendix B: 2015 Summary Sheets of Recommended Applications and Summary of Declined Applications – Community Legacy Initiative
- Appendix C: 2015 Summary Sheets of Approved Applications for Final Grant Instalment – Game On Toronto!
- Appendix D: 2015 Summary Sheet of Identify 'N Impact Grant Recommendation to Implement Toronto Youth Equity Strategy (TYES)

Appendix A

2015 Allocation Recommendations

**Community Legacy Initiative
Game On Toronto!
Identify 'N Impact**

Host City Showcase Program - Community Legacy Initiative

2015 Allocation Recommendations

	<u>Group</u>	<u>Ward*</u>	<u>2015 Amount Requested</u>	<u>2015 Amount Recommended</u>
1	Black Business Professional Association (BBPA)	20	250,000.00	240,000.00
2	FCJ Refugee Centre	17	235,685.00	230,000.00
3	The Hispanic Canadian Heritage Council (HCHC)	08	198,809.00	175,000.00
4	Working Women Community Centre	18	249,000.00	240,000.00
			\$ 933,494.00	\$ 885,000.00
	Total Community Legacy Initiative Budget			\$ 885,000.00

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

Host City Showcase Program – Game On Toronto!

2015 Allocation Recommendations for Final Grant Instalment

Group	Ward**	Total Amount Requested	Total Amount Recommended	First Instalment Approved for 2014	Final Instalment Recommended for 2015
1. Access Alliance Multicultural Health and Community Services	35	49,560.00	46,000.00	34,500.00	11,500.00
2. Ascot Co-op	2	50,000.00	46,500.00	34,875.00	11,625.00
3. Community Head Injury Resource Services of Toronto (CHIRS)	23	44,578.92	41,350.00	31,013.00	10,337.50
4. Grassroots Canada Basketball	8	46,300.00	42,950.00	32,213.00	10,738.00
5. Hope House Youth Charities	16	50,000.00	46,500.00	34,875.00	11,625.00
6. Silent Voice Canada	22	39,008.00	36,250.00	27,186.00	9,062.50
7. Toronto Lords Community Association/Basketball Assoc	19	29,000.00	26,760.00	20,070.00	6,690.00
8. Urban Squash Toronto	9	50,000.00	46,500.00	34,875.00	11,625.00
9. Welcome House	10	49,593.00	46,100.00	34,575.00	11,525.00
10. West Scarborough Aquatics - WSNCC	35	50,000.00	46,500.00	34,875.00	11,625.00
Totals		\$532,630.92	\$500,000.00	\$393,647.00	\$106,353.00
Total Game On Toronto Budget			\$500,000.00		
Total Disbursed				\$393,647.00	
Total Recommended Final Instalment					\$106,353.00

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

**Identify 'N Impact
Grant Recommendation to Implement Toronto Youth Equity Strategy (TYES)**

2015 Allocation Recommendation

<u>Group</u>	<u>Trustee</u>	<u>Ward*</u>	<u>2015 Amount Recommended</u>
1 ArtReach Toronto	Tides Canada Initiatives Society	20	50,000.00
		Total	\$ 50,000.00
	Identify 'N Impact Budget Balance Remaining To Disburse in 2015		\$ 50,000.00

* Ward represents the mailing address of the group. Funded youth artists and youth-led art groups will be from across the City of Toronto.