

Community Celebration Support Fund

2026 Program Guidelines



Program Overview

As part of the City of Toronto's FIFA World Cup 26™ hosting efforts and in keeping with Toronto's theme of "the World in a City," the City of Toronto, through Economic Development and Culture, will support local community organizations with eligible costs related to planning, promoting and delivering safe community celebrations in summer 2026 between the FIFA World Cup 26™ tournament dates of June 11th and July 19th, 2026.

The City of Toronto's Community Celebration Support Fund (CCSF) provides one time grant funding for local community organizations, such as Business Improvement Areas (BIAs), other business associations, event producers, and cultural organizations.

The City of Toronto is looking for vibrant and community-driven projects across the city that celebrate the FIFA 2026 Men's World Cup being hosted in Toronto through various artistic and cultural mediums that can draw visitation and play a key role promoting different and diverse areas of the city, making them lively and hubs of activity during the tournament. Applicants are encouraged to innovate and bring unique ideas to life.

Definitions

For this program, a **community driven project** is defined as an event, activity, a collection of arts and cultural activities, that celebrate the unique character of the local community, the city of Toronto, and the FWC26 being hosted in Toronto.

Main street is defined as a commercial street, road, or area where most commercial properties are small businesses and serve a local community, or trade area.

The **public realm** is defined as the publicly owned places and spaces that belong to and are accessible by everyone. These can include municipal lanes, squares, plazas, sidewalks, trails, parks, open spaces, waterfronts, conservation areas, and indoor public locations such as City-owned community centres. For this program, some private property (such as a private parking lot) can be considered as part of the public realm if they are activated by an eligible organization, and the project taking place is free and open to the public, accessible, and otherwise treated as the public realm as defined in the first sentence of this paragraph.

Equity deserving groups include women, racialized groups, people with disabilities, immigrants and refugees, undocumented individuals, 2SLGBTQ+ people, people of low income and other groups the city identifies as historically underrepresented.

Indigenous-led organizations are broadly defined as organizations with a mandate to serve Indigenous communities, operate under Indigenous governance models, have executive and senior management who identify as Indigenous, are primarily staffed by Indigenous community members and/or follow an Indigenous service model.

Cultural programming includes performing arts, visual arts, interdisciplinary arts, craft, design, and expressions of cultural identity.

Community partner is defined as a group or organization that has positive and meaningful ties to the community in which the project serves. Affiliation with these partners enriches the project and provides opportunities for the community to participate in the project activities. A

community partner can be for- or not-for-profit, a community, programming and/or cultural organization.

Accessibility is defined as the practice of making information, activities, and/or environments sensible, meaningful, and usable for as many people as possible. An accessibility policy helps organizations set goals to make themselves more accessible by identifying barriers that prevent people with disabilities from accessing the organization's goods, services, or facilities and to determine how those barriers can be prevented or removed.

Emergency planning refers to the organization's capacity to plan and respond to emergency situations that may occur during their event. Components to the plan include public safety, identifying hazards, mitigating and managing risks, security personnel, roles and responsibility, training, contingency plans, inclusion of the City's emergency services into the plan, communications plan, etc.

A **street event** is an activity that takes place on the road, in the public right of way, and uses a **road closure permit** issued by Transportation Services. The City of Toronto will not be permitting any new road closures or street events for the 2026 season.

Program Structure

The CCSF will provide one-time funding to community driven projects that are a celebration of Toronto as a host city of the FIFA World Cup 26™ and boost engagement with a local area (main street, ward, community). Events must be free to the public and take place between June 11, 2026, and July 19, 2026, exclusively.

Existing events that meet the CCSF criteria are eligible. Existing events should show enhanced cultural programming that advances this program's goals.

Applications to the Community Celebration Fund will be accepted until 5 p.m. on September 17, 2025.

Program Goals

The program goals are to:

1. Create vibrant, main street and community-driven projects that celebrate Toronto and the hosting of the FIFA World Cup 26™, through various artistic and cultural mediums.
2. Drive visitation and economic activity to local neighbourhoods and communities.
3. Celebrate the diversity of Toronto's population and neighbourhoods.

Eligibility Criteria – Organizations & Activities

Eligible Organizations

To be eligible, applicants must:

- ✓ Be one of the following:
 - An incorporated not-for-profit organization based in the City of Toronto
 - A local band council, a local tribal council or other local Indigenous government (First Nations, Inuit or Métis) or equivalent authority
 - A Toronto Business Improvement Area

- An incorporated not-for-profit community organization partnering with unincorporated individuals or collectives producing a community celebration or activity.
- ✓ Propose a community event or project, which is free to the public, and takes place between June 11, 2026, and July 19, 2026.
- ✓ Have a demonstrated history of delivering successful community programming.

Ineligible Organizations

- City of Toronto Agencies, Boards or Commissions
- Educational institutions (including school boards), sports organizations, and agencies of the provincial government (including hospitals)
- Public libraries
- Unions
- For-Profit commercial or corporate businesses

Please note: Incomplete applications are not eligible.

Eligible Activities/Projects

- Take place in the City of Toronto within the public realm
- Must take place between June 11, 2026, and July 19, 2026, during the FIFA World Cup 26™ tournament dates.
- Demonstrate community engagement and the potential to drive business to local main streets and communities.
- Offer activities, initiatives or programming that is free and accessible to the public and be rooted in community engagement.
- Be open to the public without a requirement for membership in a club or group.
- Are free to the public.

Ineligible Activities/Projects

- Ticketed activities/projects
- Sporting events
- Competitions, contests and/or award shows
- Trade shows, business events, conventions and conferences
- Religious and political events
- Online activities
- Primarily commercial or marketing-driven events
- Any new road closures for street events
- Any activity that would not comply with the [City's anti-harassment and discrimination policies](#)
- Take place outside the City of Toronto (except for projects being delivered by urban off reserve Indigenous-led organizations, which yield direct benefits for the urban Indigenous communities of Toronto)

FIFA World Cup 26 Public Viewing Event

If your project is, or can be interpreted as, a “public viewing” party of FIFA World Cup 26™ matches, you must seek independent approval for a public viewing licence through the [FIFA Public](#)

[Viewing Platform](#). There are a number of obligations and limitations to consider, which are managed by FIFA and not the City of Toronto.

The FIFA Public Viewing Platform is expected to be available in Fall 2025. This platform will outline the process for requesting public viewing licenses for the FIFA World Cup 26™.

In the meantime, if you have any questions or need assistance with your public viewing license requests, contact publicviewing@fifa.org.

Eligibility Criteria – Expenses

Eligible Expenses

Eligible Cash Expenses Include, but are not limited to:

- Artists/entertainment fees (music, art, performance, etc.)
- Production costs related to project
- Technical costs related to projects (AV/Sound Equipment/etc.)
- Marketing and promotional costs
- Development and execution of health & safety and accessibility plans
- Equipment rental and staffing related to operations and logistics
- Security staffing and Emergency Planning materials
- Volunteer Program Development and Training
- Signage and beautification materials
- Permit fees
- Insurance

Ineligible Expenses

Ineligible expenses include, but are not limited to:

- Activities that do not contribute to the project for which the application was submitted.
- Activity costs incurred not relevant to the project for which the application was submitted.
- Capital costs/equipment purchase.
- Volunteer hours or gifts.
- The purchase of alcohol
- Costs and budget line items already covered by other City of Toronto grant programs. If other City grants are part of your project budget, then they should be included as part of your submitted budget, and you should indicate whether the amount listed is confirmed or pending.

Available Funding

Grants are available for up to 50% of eligible expenses to the maximum amount of \$40,000.00. If funding is approved, the Recipient will be advised in writing of the amount of the funding.

Funding decisions will be determined by the number of applications received and the funds within the World in a City Community Celebration Support Fund budget. The City of Toronto cannot guarantee funding to all eligible applicants, nor can the City ensure that the total amount

requested will be awarded to successful applicants. The decision to fund all or part of an applicant's request will depend on its alignment with City of Toronto strategic priorities, assessment criteria and overall demand for funds in the program.

Payments of 90% will be issued in the form of direct deposit or cheque by the end of year. The balance will be remitted after the project final report submission in 2026.

All applicants will need a Canada Revenue Agency (CRA) Business Number.

Assessment Process

Applications will be reviewed and scored by an advisory committee comprised of City staff. Eligible applications will be assessed against the General Assessment Criteria outlined below. Funding recommendations will be made by the advisory committee until all available funds have been allocated in a ranked manner. It is possible that projects may be recommended for funding but may not receive funding due to a lack of available funds. Please note that all decisions concerning eligibility and funding amounts are final, and there is no appeal process.

General Assessment Criteria

Applications will be assessed against four program priorities:

- Community vibrancy
- Impact and engagement
- Organizational capacity
- Feasibility

When submitting the application, please be as thorough and concise as possible on how the project meets the following criteria.

Please note that we are taking a city-wide approach to grant assessment with the aim of having at least one successful project in each City Ward.

Project Funding Criteria

Community Vibrancy

- The applicant has a clear, compelling, and meaningful vision for the project. The vision is evident throughout the proposed programming and is reflected in the project and programming description, the community partnerships, and planning.
- The project represents Toronto's diversity, intercultural character, and the project has inclusive policies to support artists from equity deserving communities; the project offers opportunities for emerging artists and/or artist development and exposure to new audiences.
- The contributions of local artists and people employed through the project is clearly articulated, and artists are compensated at, or above industry standard as evidenced by the budget allocated to artist fees and expenses.

Impact and Engagement

- The impact and inclusion of the community is clearly articulated. Community engagement is

demonstrated by the support of local business and community partners. There is a mix of for- and not-for-profit community partner organizations.

- The project drives visitation and economic activity to the local main street or streets
- The community in which it serves is engaged in meaningful and authentic ways.
- There is a method to measure approximate attendance.
- The project enhances community engagement to benefit all Torontonians.
- There are opportunities for engagement and participation by people of all ages, abilities, ethnicities, cultural background, religion, language, socio-economic conditions, sexual orientation, and gender identities?

Organizational Capacity

- The applicant has the financial and human resource capacity to plan and execute the project.
- The organizer has a history of previous successful execution of a similar project.
- The ability of the organizer to successfully plan and execute the project is clearly articulated.

Feasibility

- The applicant's proposed budget is detailed, appropriate based on the project.
- The budget balances. Any excess or deficit are explained.
- The applicant has provided budget notes.
- The applicant has provided a clear plan to execute the project, and it can be completed in the stated timeline.
- The marketing plan is comprehensive and appropriately scaled and budgeted for the size of the project?
- The project has diverse revenue sources and a revenue generation strategy (if applicable)
- Funds are allocated towards health & safety and accessibility measures.

Application Requirements

Applications for the Community Celebration Support Fund must include the following completed documents:

- ✓ Application form provided by City of Toronto Special Projects Unit, Economic Development and Culture
- ✓ Project proposal consisting of an 8-to-15-page slide deck describing the proposed project.
- ✓ An itemized budget using the provided budget template form.
- ✓ Letters of Support from other Funders/Partners (please ensure no personal information included) (if applicable)

Please note that Letters of Support are not mandatory. If you do provide Letters of Support they should be from community and production partners and state their commitment and/or contribution to the project, whether financial or in-kind.

Project Proposal Slide Deck

The deck allows you to pitch your project. Slide decks can be between 8 and 12 pages. There are no specific requirements for the layout and design of the project proposal slide deck, but it should include the following:

Project Vision

- What is the idea for your project?
- What are the proposed positive outcomes of the project?
- How is the project representative of Toronto, or an aspect of, Toronto's character?

The Impact and Engagement

- How does the project increase community or main street vibrancy?
- How does the project drive people to main streets?
- Is the project representative of the character or a unique aspect of the character of Toronto?
- Are local artists or entertainers being engaged in the project in a meaningful way?
- Does the project advance equity and inclusion?
- What are the challenges and how will the project address them?

Project Details

- Description of the proposed project
- Outline the project details, including phases, tasks, and timing.
- Identify the parties involved and their roles (consultants, vendors, other partners, etc.)
- Describe the project deliverable(s).
- How will the success of the project be measured or evaluated?

Feasibility

- Provide a strategic plan to execute the project.
 - What work is involved?
 - What staffing resources are needed?
 - What financial resources are required?
 - What strategic partnerships are in place?
 - Are permits/licenses, etc. needed?
 - What are the benchmarks and contingencies for the project?
- Provide realistic project timelines and the ability to meet deadlines.
- What is the profile of your organization?
 - What other projects and events has your organization produced?
 - What is your track record of partnerships (if applicable)?

Project Budget

Applicants must use the budget provided. If you have an existing budget, please adapt and use your budget as a reference to fill out the budget provided.

[Download Project Budget](#)

Recipient Obligations

If an application is successful, the recipient organization will be required to:

- Receive, sign, and return the 'Letter of Understanding' issued by the Manager, Special Projects.
- The Letter of Understanding will affirm that the recipient understands that the project cannot imply any official FIFA partnership or association and/or use likeness and/or official branding of the FIFA World Cup 2026™ in proposed activities/operations.
- Sign the City of Toronto Declaration of Non-Discrimination Policy Form
- Carry appropriate liability insurance.
- Obtain prior written consent from grant staff for any change to the project once funding is approved.
- Comply with all federal, provincial, and municipal laws and regulations.
- Provide prewritten social media posts and photos of completed projects.
- A minimum of two public communications posts that acknowledge the support of the City of Toronto, tagging the City of Toronto, and using any hashtag deemed appropriate by the Project Manager, Special Projects, Economic Development and Culture
- Post project recipient must complete the final survey form that provides an overview of the completed project including results, any key metrics and data requested by the City of Toronto (e.g., number of jobs created, number of visitors, community feedback etc.).

Reporting Guidelines

All funding recipients are required to complete a final report four months after the completion of the project. The final report will be in the form of a survey.

Acknowledgement of Support

If you receive funding, you are required to acknowledge the support of the City on any materials, reports, events, signage, or publicity using the City of Toronto wordmark.

Application Deadline

The deadline for applications is **Wednesday September 17, 2025, at 5 pm (17:00) Eastern Time**. Any applications received after that time will not be considered.

How to Apply

We strongly recommend that all applicants attend an **Information Webinar** (details may be found on the program webpage). We will be providing critical information and answering common questions.

Please visit the [City's Community Celebration Support Fund website to register](#) for the Information Webinar or watch the recording.

Applicants must use the budget provided. If you have an existing budget, please adapt and use your budget as a reference to fill out the budget provided.

Download Budget

Please visit the City's [Community Celebration Support Fund](#) website to begin your application process.

For **technical** questions related to the online application, please send an email to ccsf@toronto.ca using an email that is affiliated with your organization.

For **program** questions related to the World in a City Community Celebration Support Fund please email program staff at ccsf@toronto.ca using an email that is affiliated with your organization.

Please note that email is not a secure means to transmit personal information. The City of Toronto is responsible for ensuring that we use secure channels when collecting personal information, but we cannot ensure the security of personal information when it is transmitted through email servers outside the City's computer system.

Applications to the Community Celebration Fund will be accepted until **5 p.m. on September 17, 2025.**

Summary & Checklist

- ✓ Review this entire guideline document and ensure that your project meets the minimum requirements to apply.
- ✓ Complete the application.
- ✓ Complete and submit the CCSF Budget
- ✓ Create and submit the slide deck.
- ✓ Submit the application by the deadline.
- ✓ Check for an acknowledgement from CCSF@toronto.ca that your application was submitted.