



Town of Whitby Staff Report

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Report Title: Community Development Funds – 2019 Annual Report

Report to: Committee of the Whole

Date of meeting: January 27, 2020

Report Number: CAO 02-20

Department(s) Responsible:

Office of the Chief Administrative Officer

Submitted by:

Sarah Klein, Director of Strategic Initiatives

Acknowledged by M. Gaskell, Chief Administrative Officer

For additional information, contact:

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1. Recommendation:

1. That Report CAO 02-20 regarding the 2019 Annual Report for the Mayor's Community Development Fund and the Performing Arts Community Development Fund be received.

2. Highlights:

- The Mayor's Community Development Fund (MCDF) is financed by the Mayor's Fundraiser and Mayor's Golf Tournament to support Lead and Community grant requests. The grants support programs for community groups and individuals within Whitby, to help them undertake initiatives that benefit the community.
- In 2019, the Mayor's Community Development Fund supported four (4) Lead causes and forty-four (44) Community grants for a total value of \$185,810.
- In 2019, the Performing Arts Community Development Fund (PACDF) awarded sixteen (16) grants for a total value of \$77,412.

3. Background:

The Mayor's Community Development Fund has been in place for many years. In June 2015, Council approved a [Mayor's Community Development Fund Policy](#)

which established the Grants Review Committee. The Grants Review Committee consists of five members of the public appointed by Council, plus the Mayor, and supported by a Staff Advisor. This Committee reviews applications and awards grants based on the criteria and available funds in the Mayor's Community Development Fund and the Performing Arts Community Development Fund.

The MCDF utilizes net revenue from the Mayor's Fundraiser and the Annual Golf Tournament. Up to 50% of the proceeds raised by the Mayor's Fundraiser and the Mayor's Annual Golf Tournament are awarded to Lead causes and the balance is awarded in smaller grants up to \$5,000. Lead cause or charity applications are due March 31 and October 31 of each year and applications for smaller Community grants are due at the end of each month.

In May 2017, Council established the Performing Arts Community Development Fund. The PACDF utilizes net proceeds from the 2008 to 2012 Mayor's Galas and supports Whitby based community organizations for performing arts programs, events, initiatives and projects for up to \$5,000. Funding of up to \$25,000 may be granted for exceptional projects and initiatives. Grant applications are due at the end of each month.

Grant recipients are required to submit a final report at the conclusion of their event/project to the Grants Review Committee. This ensures accountability of funds and allows the Committee to evaluate the success of the projects.

4. Discussion:

MCDF Lead Cause Grants

In 2019, ten (10) Lead cause applications were received and four (4) Lead Cause grants were awarded for a total value of \$95,000.

The Mayor's Fundraiser held in April 2019, raised net revenue of \$105,102 for the Mayor's Community Development Fund. Durham Region Challenger Baseball and Durham Region Hospice were selected as the Mayor's Fundraiser Lead causes. A grant of \$20,000 was provided to Durham Challenger Baseball to support their Field of Dreams project to provide an accessible baseball diamond at Willow Park. Durham Region Hospice was provided a grant of \$25,000 for their Comfort, Care, Compassion Capital Campaign to support the construction of a 10-bed residential hospice centre in Whitby.

The Mayor's Golf Tournament held in August 2019, raised \$58,239 for the Mayor's Community Development Fund. Catholic Family Services of Durham was awarded a grant of \$25,000 for The Hope Centre of Durham that brings together the services of Luke's Place, DRIVEN, Rose of Durham and Catholic Family Services of Durham to provide a community hub for clinical counselling services. Feed the Need in Durham was also awarded a grant of \$25,000 for their food collection and distribution program to hunger relief organizations.

MCDF Community Grants

As depicted in Attachment 1, the Committee reviewed fifty-eight (58) Community grant applications in 2019 totaling a value \$163,496. Community grant applicants have the option of requesting a grant or a silent auction item. The silent auction items include an option of a gift basket from a local retailer, a recreation gift certificate or lunch with the Mayor. The following forty-four (44) grants were approved, with a cumulative value of \$90,810; twenty-six (26) of these were for monetary grants with a value of \$86,160 and eighteen (18) were for silent auction packages with a value of \$4,650.

- Alzheimer Society (\$5,000)
- Art with a Heart (\$1,500)
- Autism Home Base Durham (\$4,000)
- Boys and Girls Club of Durham (\$5,000)
- Brooklin Heritage Society (\$2,000)
- Canadian Mental Health Association (Silent Auction Package)
- CAREA Pride Prom (Silent Auction Package)
- Coldwell Banker (Silent Auction Package)
- Community Care Durham (\$500)
- Denise House (\$2,500)
- Dogs for Autism (Silent Auction Package)
- Driftwood Theatre (Silent Auction Package)
- Durham Christian Homes (Silent Auction Package)
- Durham Integrated Growers (\$1,500)
- Durham Rape Crisis Centre (Silent Auction Package)
- Durham Region Association of Realtors (Silent Auction Package)
- Durham Regional Crime Stoppers (\$2,600)
- Enactus Durham College (\$3,000)
- Epilepsy Durham Region (\$5,000)
- Footprints for Autism (\$500)
- For the Love of Art Gala (Silent Auction Package)

- Girls Inc. of Durham (\$5,000)
- Hearth Place Cancer Support Centre (Silent Auction Package)
- Knights of Columbus (Silent Auction Package)
- Ladies Auxiliary Royal Canadian Legion (Silent Auction Package)
- Lady Blue Knights Lacrosse (\$3,000)
- Literacy Council of Durham Region (\$5,000)
- MADD Durham Region (Silent Auction Package)
- Ontario Philharmonic (Silent Auction Package)
- Parkwood National Historic Site (Silent Auction Package)
- Rose of Durham (\$3,500)
- Royal Canadian Legion Branch Brooklin (\$3,000)
- Royal Canadian Legion Branch Whitby (\$3,000)
- Scientists in School (\$4,460)
- Simcoe Hall Settlement House (\$1,600)
- Social Solutionz (Silent Auction Package)
- Sunrise Youth Group (\$5,000)
- Victim Services of Durham Region Program 1 (\$5,000)
- Victim Services of Durham Region Program 2 (\$5,000)
- We Grow Food (\$5,000)
- Whitby Lawn Bowling Club (\$3,500)
- Whitby Ringette (Silent Auction Package)
- Whitby Village Seniors Program (\$1,000)
- YWCA Durham (Silent Auction Package)

PACDF Grants

The Committee reviewed and approved sixteen (16) PACDF grant applications in 2019 totaling \$77,412.

- All Saints Catholic Secondary School (\$7,000)
- Beech Street Theatre Company (\$1,475)
- Brooklin High School (\$3,000)
- Carea Community Health Centre (\$5,000)
- Col JE Farewell Public School (\$2,600)
- Driftwood Theatre (\$1,000)
- Durham Association for Family Resources and Support (\$2,000)
- Durham Community Choir (\$1,000)
- Durham Region International Film Festival Corporation (\$5,000)
- Durham School of Ballet and Contemporary Dance (\$2,337)
- Ontario Philharmonic (\$16,000)
- POR AMOR (\$1,000)
- Sinclair Secondary School Drama Department (\$2,000)
- The Wild Nellies (\$1,800)
- West Lynde Public School (\$1,200)
- Whitby Courthouse Theatre (\$25,000)

5. Financial Considerations:

The opening balance of the Mayor's Community Development Fund as of January 1, 2019 was \$95,687. The net contribution raised from the 2019 Mayor's Fundraiser was \$105,102 and from the Mayor's Golf Tournament was \$58,239. The total amount of grants provided in 2019 was \$185,810 resulting in a year end balance of \$73,218 which will be carried over to 2020. From 2015-2019, the Mayor's Community Development Fund has provided \$594,645 in grants to the community.

The opening balance of the Performing Arts Community Development Fund as of January 1, 2019 was \$264,357. A total of \$77,412 has been awarded to community groups resulting in a year end balance of \$186,945, which will be carried over to 2020.

6. Communication and Public Engagement:

Opportunities for the Lead and Community grants will be advertised throughout the year utilizing the Town of Whitby website, The Whitby Perspective and advertisements in local media and social media channels. Fund recipients are publicized on the Town of Whitby website, through social media and media events, as applicable.

7. Input from Departments/Sources:

Departments are consulted as appropriate on relevant applications.

8. Strategic Priorities:

The recommendations contained within the Community Development Funds Report are consistent with the Town of Whitby Council 2018 – 2022 Goals of enhancing transparency and accessibility of Town Hall, ensuring effective public consultation and engagement and promoting the importance of affordability to a healthy, balanced community.

The Community Development Funds also align with the Corporate Strategic Plan as they support programs and initiatives that demonstrate care to the community. The funds are managed in a manner that supports a high performing, innovative, effective and efficient organization.

The Community Development Funds support accessibility as there are a number of grants provided each year that promote a more inclusive and accessible community and all of the forms are provided in an accessible format.

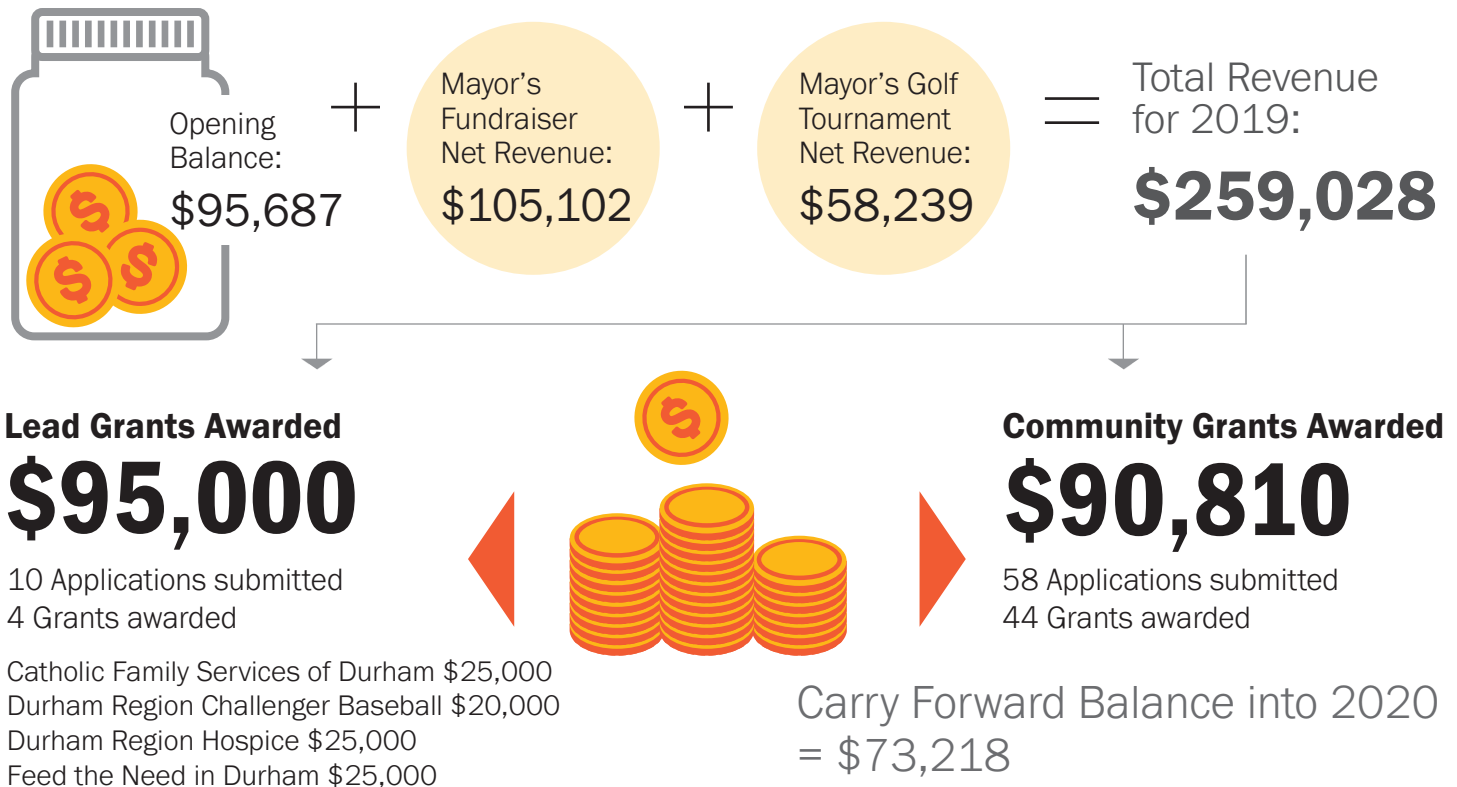
Finally, principles of sustainability are imbedded into the Community Development Funds as they promote a number of the pillars of sustainability including supporting health & happiness, equity & local economy and culture & community.

9. Attachments:

Attachment 1: Community Development Funds 2019 Overview

Community Development Funds 2019 Snapshot

Mayor's Community Development Fund (MCDF)



Performing Arts Community Development Fund (PACDF)

Opening Balance: \$264,357
16 Applications submitted
16 Grants Awarded
\$77,412

 Carry Forward Balance into 2020 = \$186,945

Grants Review Committee

Consists of the Mayor, five members of the public appointed by Council and a Town of Whitby Staff Advisor.



Questions?

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whitby.ca/communityfunds