



# Town of Whitby Procedure

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<b>Procedure Title:</b>	Mayor's Community Development Fund and Performing Arts Community Development Fund
<b>Procedure Number:</b>	F 070-001
<b>Reference:</b>	Mayor's Community Development Fund and Performing Arts Community Development Fund Policy F 070
<b>Date Approved:</b>	May 24, 2017
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<b>Approval:</b>	Chief Administrative Officer
<b>Point of Contact:</b>	Director of Strategic Initiatives

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## Purpose

To outline the eligibility criteria, as determined by Council, for grant funding opportunities through the Mayor's Community Development Fund (MCDF) and Performing Arts Community Development Fund (PACDF) and to define the process for accepting applications.

## Scope

This procedure applies to all organizations and individuals seeking funding from the Mayor's Community Development Fund and Performing Arts Community Development Fund.

## Index

1	Definitions	2
2	Responsibilities	2
3	Procedures	2

## 1 Definitions

- 1.1 **Annual Report** means a report submitted to Council on an annual basis identifying the use of the funds, the number of applicants, who receive funding in any one year and the benefit to the community from the grants. It will also identify any suggestions for changes in the process that Council should consider.
- 1.2 **Application Process** means an application based process managed and reviewed by the Grants Review Committee to determine recommendations for grant funding.
- 1.3 **Criteria** is used to evaluate grant applications and make recommendations for grant eligibility based on how the project will benefit the community (scale, inclusivity, direct and indirect benefits), soundness of business plan (including resources, own funds and fundraising), the importance of the Town's contribution, and how the success of the project will be determined.
- 1.4 **Grant Application** means an application required to be completed and submitted prior to consideration of any grant funding.
- 1.5 **Grants Review Committee** means an independent committee of Council, operating and appointed in accordance with its Council approved Terms of Reference, and delegated authority to review and award Grants in accordance with this policy.
- 1.6 **Methods of Communication** are methods used by the Town to communicate to the public, including but not limited to: the Town's website, social media, newspaper and press releases.

## 2 Responsibilities

- 2.1 A Staff Liaison shall participate on the Grants Review Committee in an advisory/administrative role and promote the use of the Mayor's Community Development Fund and Performing Arts Community Development Fund through appropriate methods of communication.

## 3 Procedures

- 3.1 Review of Applications by the Grants Review Committee
  - a) The Grants Review Committee shall meet in accordance with the Grants Review Committee Terms of Reference.
  - b) Grant applications submitted will be reviewed and considered by the Grants Review Committee within two months of receipt for eligibility based on the grant criteria and available funds.

- c) Grants recommended for funding will be forwarded to the Corporate Services Department for payment.

### **3.2 Grant Application Process**

- a) An application is required to be completed and submitted to the Staff Liaison prior to consideration of any grant funding.
- b) The application and submission dates shall be available on the Town's website.
- c) The Grants Review Committee will review and evaluate each application based on the merit/criteria outlined below. All decisions of the Grants Review Committee are final.
- d) Applicants will be notified of the results of the evaluation within two months of their application.

### **3.3 Grant Application and Criteria**

The application will consist of:

- a) An explanation of the program, event, project or initiative - what the goal of the program, event, project or initiative is, and /or what they are trying to achieve.
- b) The community impact of the program, event, project or initiative, how it supports inclusiveness and how it makes a difference to the residents of the Town of Whitby.
- c) Funding efforts including how is the program, event, initiative or project funded beyond what the Town may provide, other fundraising efforts, the importance of the Town's grant to the program, event, initiative or project and the impact if funding is not provided.
- d) The measure of success for the program, event, initiative or project, and a general explanation of what it means to have the Town participate in the initiative or project.

Grants shall be evaluated using the following criteria:

- a) How the project will benefit the community (scale, inclusivity, direct and indirect benefits);
- b) Soundness of business plan (including resources, own funds and fundraising);
- c) The importance of the Town's contribution; and,
- d) How the success of the project will be determined.

The following Evaluation Guidelines assist with prioritizing submissions and balancing available funds with requests:

- a) High priority is given to community focused projects, activities and events with a strong local presence;
- b) High priority is given to projects that promote social inclusion and civic engagement within the Whitby community;
- c) One time events that promote the Whitby community are supported;
- d) Capital expenditures may be provided for an established charity that has direct benefit to the Whitby community;
- e) The purchasing of tables at award ceremonies, galas or fundraising events are given low priority;
- f) Providing funding for ongoing operating costs of an organization or charity are given low priority;
- g) Submissions seeking support for a charitable event for another charity are given low priority;
- h) Initiatives being supported through other sources and programs are given low priority; and,
- i) The precedent that is set through the support of an application must be considered to ensure equitable funding is sustainable.

Applications are evaluated based on their relative merit and funding in one year does not guarantee funding for a similar initiative or event in the following year.

Periodically, special consideration for an individual or group within Whitby may be required and the Committee has the ability to consider those based on the above criteria.

### **3.4 Communication**

- a) The Town will promote the Grant and the application process through various communication methods, including the web, social media, print materials, and other communication methods as appropriate. Timelines for application would be communicated and published on the Town's website.
- b) Opportunities for Community and Lead Grants will be advertised in January and September of each year using appropriate channels, as well as promoted on the Town's website throughout the year.

## **Appendices**

**Appendix 1**      Application Form - MCDF

**Appendix 2**      Application Form - PACDF

Original Approved and Signed.

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Matthew Gaskell, Chief Administrative Officer, x2211

May 24, 2017

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Date