

Town of Whitby

Staff Report

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Report Title: Community Development Funds – 2024 Annual Report

Report to: Committee of the Whole

Date of meeting: April 14, 2025

Report Number: CAO 08-25

Department(s) Responsible:

Office of the Chief Administrative Officer
Financial Services Department

Submitted by:

Sarah Klein, Deputy CAO
Fuwing Wong, Commissioner, Financial
Services & Treasurer

**Acknowledged by M. Gaskell,
Chief Administrative Officer**

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1. Recommendation:

1. That Report CAO 08-25 regarding the 2024 Annual Report for the Mayor's Community Development Fund and the Performing Arts Community Development Fund be received for information.

2. Highlights:

- The Mayor's Community Development Fund (MCDF) is financed by the Mayor and Council's Golf Tournament and Mayor's Fundraiser to support Lead and Community Grant requests. The grants support programs for community groups and individuals undertaking initiatives that benefit the Whitby community.
- In 2024, the two events increased the MCDF by \$222,258, and the fund provided \$236,045 in monetary grants and silent auction awards by supporting:
 - Five (5) Lead causes totalling \$100,000
 - Fifty (50) Community Grants and silent auction items for a total value of \$136,045
- The Grants Review Committee reviewed a total of 94 grant applications for the Mayor's Community Development Fund, highlighting the significant need within

the community. While more funds were allocated than collected in 2024, the carryover balance from 2023 enabled the Committee to distribute additional funding. The current balance remains healthy at \$103,777, but sustainable allocation practices will be essential moving forward.

- In 2024, the Performing Arts Community Development Fund (PACDF) awarded eleven (11) grants totalling \$42,706.

3. Background:

The Mayor's Community Development Fund has been in place for many years. In 2015, Council approved a Mayor's Community Development Fund Policy which established the Grants Review Committee. The Grants Review Committee consists of four members of the public appointed by Council, plus the Mayor, and is 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 and Council's Golf Tournament and the Mayor's Fundraiser. Up to 50% of the proceeds raised by the Mayor and Council's Golf Tournament and Mayor's Fundraiser are awarded to Lead Grant causes, and the balance is awarded in smaller grants, up to \$5,000 each. Lead cause applications are due March 31 of each year, and applications for smaller Community Grants are due at the end of each month.

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

All 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.

In 2018, Council approved an automatic allocation from the Mayor's Community Development Fund of \$3,000 annually to each Legion (Brooklin Branch 152 and Whitby Branch 112). These funds are for their Remembrance Day, President's Levy, and involvement in community events and are reflected in the Mayor's Community Development Fund and Performing Arts Community Development Fund Policy. In 2022, Council approved a \$1,000 allocation to each Legion to support the replacement costs for banners for the Honour our Veterans Banner Program, which is a privately funded program.

In 2023, Council approved two additional recurring grants, including the Mayor's Medal scholarship and for Lakeridge Health Foundation.

In 2024, Council approved administrative updates to the Policy, clarifying the cadence of Lead Grant applications as well as clarity on the types of organizations and applications that are not eligible for Community Development Funds.

4. Discussion:

The following outlines the grants provided from the Community Development Funds in 2024:

MCDF Lead Cause Grants (\$100,000)

In 2024, twenty-one (21) Lead Grant applications were received, and five (5) Lead Grants were awarded, totalling \$100,000.

The Mayor and Council's Golf Tournament held on August 7, 2024 at Royal Ashburn Golf Club raised \$88,701 for the Mayor's Community Development Fund. Causes from the following organizations were selected as the Lead Grant recipients related to the Mayor and Council's Golf Tournament:

- Alzheimer's Society of Durham Region – \$15,000 to support the expansion of The Social, a half-day social and recreation program for people living with dementia
- Wounded Warriors Canada - \$20,000 to support trauma-informed workplace resiliency training for Whitby's first responders

The Mayor's Fundraiser took place on September 12, 2024, in downtown Whitby, and a net revenue of \$133,557 was secured for the Mayor's Community Development Fund. The following causes were selected as the Lead Grant recipients related to the Mayor's Fundraiser:

- Lakeridge Health Foundation - \$25,000 to support the fundraising for Lakeridge Health's new Hospital in Whitby
- Durham Children's Aid Foundation - \$20,000 towards their "Strengthening Voices" program which ensures that survivors of human trafficking receive the necessary support and resources to rebuild their lives with dignity
- Whitby Professional Fire Fighters' Association - \$20,000 towards the Whitby Fallen Fire Fighter Memorial project

MCDF Community Grants (\$136,045)

As depicted in Attachment 1, the Committee reviewed seventy-three (73) Community Grant applications in 2024. Community Grant applicants have the option of requesting a grant or a silent auction item. The silent auction options include a gift basket from a local retailer or a recreation gift certificate. The following fifty (50) grants were approved with a cumulative value of \$136,045.

- Thirty-two (32) of these were monetary grants totalling \$132,385; and
- Eighteen (18) were silent auction packages with a total value of \$3,660.

1. 413th Whitby Scout Group (\$5,000)
2. Abilities Centre (Silent Auction Item)
3. Achieving Beyond Brain Injury Charitable Foundation (Silent Auction Item)
4. Autism Home Base Durham Inc. (Silent Auction Item)
5. Bibliotherapy Durham - Literacy Network of Durham Region (\$2,500)
6. Big Brothers Big Sisters of South-West Durham and Northumberland (\$5,000)
7. BMK Event & Promotions Inc (\$5,000)
8. Boys & Girls Club Durham (Silent Auction Item)
9. Canada's Muslim Golf Association (Silent Auction Item)
10. Catholic Family Services of Durham (\$2,500)
11. Christian Faith Outreach Centre (\$5,000)
12. Coco's Cocoa for Kids (Silent Auction Item)
13. Community Care Durham (\$5,000)
14. Downtown Whitby Business Improvement Area (\$5,000)
15. Driftwood Theatre Group (Silent Auction Item)
16. Durham Catholic Children's Foundation (Silent Auction Item)
17. Durham Family Advisory Board Association (Silent Auction Item)
18. Durham Jazz (Silent Auction Item)
19. Durham Region Non-Profit Housing Corporation (\$2,500)
20. FOOTPRINTS 4 Autism (\$5,000)
21. Hearth Place Cancer Support Centre (Silent Auction Item)
22. Hearth Place Cancer Support Centre (\$4,400)
23. King Street Cooperative Community Garden (\$2,700)
24. Knights Of Columbus Council (Silent Auction Item)
25. Luke's Place Support & Resource Centre for Women & Children (Silent Auction Item)
26. MADD Canada (\$4,000)
27. Mayor's Medal Scholarship Recipients (\$4,500)
28. Oshawa Durham Rape Crisis (\$5,000)
29. Oshawa-Durham Rape Crisis Centre (Silent Auction Item)
30. PARA Marine Search and Rescue (\$4,160)
31. Parkwood National Historic Site (Silent Auction Item)
32. Probus Club of Whitby Brooklin (\$1,125)
33. Royal Canadian Legion - Brooklin (\$4,000)
34. Royal Canadian Legion - Whitby (\$4,000)
35. Royal Canadian Legion – Brooklin (\$5,000)
36. Scientists in School (\$5,000)
37. Spay Neuter Initiatives Association (\$5,000)
38. St Mark the Evangelist Catholic School (Silent Auction Item)
39. St. Andrew's Community Foodbank (\$5,000)
40. St. Mark's United Church (\$2,500)
41. Sunrise Developmental Support Services (\$5,000)
42. The Charles H. Best Diabetes Centre (\$5,000)
43. The Denise House (\$5,000)
44. The Salvation Army (\$2,500)
45. Trafalgar Castle School (Silent Auction Item)

46. We Grow Food 9286071 Canada Association (\$5,000)
47. We Grow Food 9286071 Canada Association (\$5,000)
48. Whitby Baptist Church (\$2,500)
49. Whitby Lawn Bowling Club (\$3,500)
50. WindReach Farm Foundation (Silent Auction Item)

PACDF Grants (\$42,706)

The Committee reviewed sixteen (16) PACDF grant applications in 2024 and the following eleven (11) grants were approved, totalling \$42,706:

1. Beech Street Theatre Company (\$1,500)
2. Community Concert Band of Whitby (\$1,850)
3. Downtown Whitby Business Improvement Area (\$5,000)
4. Downtown Whitby Business Improvement Area + Whitby Public Library (\$5,000)
5. Durham Jazz (\$8,000)
6. Durham Showcase Festival (\$2,000)
7. Durham Youth Orchestra (\$4,000)
8. Durham Youth Orchestra (\$4,000)
9. Henry Street High School (\$2,000)
10. Ormiston Public School (\$4,356)
11. Rotary Club of Whitby Sunrise (\$5,000)

5. Financial Considerations:

Mayor's Community Development Fund:

Following the two events in 2024 and with recommendations from the Grants Review Committee, the balance of the Mayor's Community Development Fund at the end of 2024 (to be carried over to 2025) is \$103,776.97, as shown in Attachment 2.

The 2024 events raised a total of \$222,257.95 for the Mayor's Community Development Fund (\$88,701.02 from the Mayor and Council's Golf Tournament and \$133,556.93 from the Mayor's Fundraiser Event). A summary of the revenues, expenditures, and net proceeds for each event is provided in Attachment 3.

Recovery for Town Resources related to the 2024 Mayor's Golf Tournament (\$1,223.72 shown in Attachment 3) reflects recovery for Operations staff who assisted with the event delivery, set-up, and take-down. Other resources and staff participation related to these events are summarized below:

- Mayor and Council's Golf Tournament: approximately 151 staff hours between the Strategic Initiatives, Communications and Creative Services, and Community Services departments, as well as staff in the Mayor's office.
- Mayor's Fundraiser Event: approximately 112 staff hours were spent by staff for the event.

The other resources and staff participation noted above are considered in-kind and not reflected in the financials for the events, as provided for in Town policy.

Performing Arts Community Development Fund:

Following the recommendations from the Grants Review Committee, the balance of the Performing Arts Community Development Fund at the end of 2024 (to be carried over to 2025) is \$22,638.87, as shown in Attachment 2. The Performing Arts Community Development Fund uses net revenues from the 2008-2012 Mayor's Galas and the account is almost depleted, which means this funding stream will soon be coming to an end.

6. Communication and Public Engagement:

Opportunities for the Lead and Community Grants are advertised throughout the year utilizing the Town of Whitby website, The Whitby Perspective, 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 Community Development Funds align with a number of actions identified in the Community Strategic Plan, including Action 1.3.1 as the funds support collaboration with non-profit organizations to deliver services and programs to the community, and Action 4.1.2 as the funds strengthen existing and build new partnerships. The Community Development Funds also support accessibility as there are a number of grants provided each year promoting a more inclusive and accessible community, and all of the forms are provided in an accessible format. Finally, principles of sustainability are embedded 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 2024 Overview

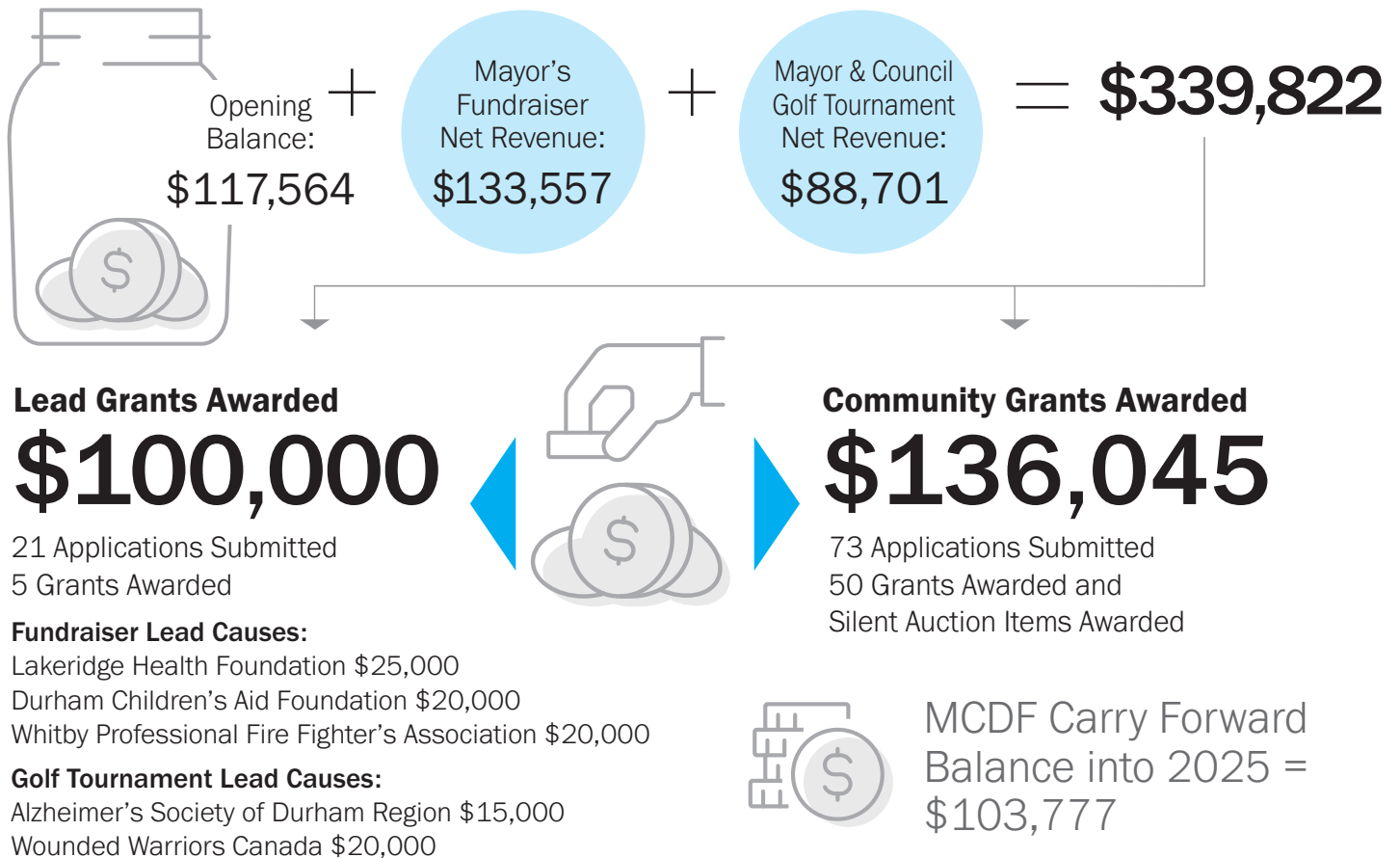
Attachment 2: Mayor's Community Development Fund and Performing Arts Community Development Fund Continuity Schedule

Attachment 3: 2024 Financial Summary of the Mayor's Fundraiser Event and the Mayor and Council's Golf Tournament

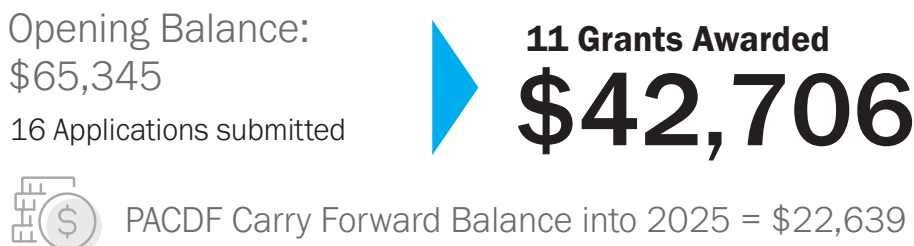
Community Development Funds

2024 Snapshot

Mayor's Community Development Fund (MCDF)



Performing Arts Community Development Fund (PACDF)



Grants Review Committee

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

**TOWN OF WHITBY
2024 MAYOR'S COMMUNITY DEVELOPMENT FUND (MCDF)
CONTINUITY SCHEDULE**

January 1, 2024 Opening MCDF Balance (per previous report)	\$115,068.53
Adjustment related to 2023 (see Note 1)	<u>\$2,495.00</u>
Adjusted Opening Balance	\$117,563.53
 Net Proceeds from 2024 Events (see Attachment 3 for details)	 \$222,257.95
 2024 Lead Cause Grants	 -\$100,000.00
2024 Community Grants	-\$132,385.41
2024 Silent Auction Packages provided to Community Grant Applicants	-\$3,659.10
 December 31, 2024 - Ending MCDF Balance	 <u>\$103,776.97</u>

Note 1: Silent Auction Revenue, in the amount of \$2,495, was processed after the 2023 reporting. A 2024 reversal of an Elexicon invoice, booked twice in 2023, is offset by additional Sponsorship revenue from Dorsay Management Corporation that was processed after the 2023 reporting.

**TOWN OF WHITBY
2024 PERFORMING ARTS COMMUNITY DEVELOPMENT FUND (PACDF)
CONTINUITY SCHEDULE**

January 1, 2024 Opening PACDF Balance	\$65,345.02
 2024 Grants Recommended by the Grants Review Committee	 -\$42,706.15
 December 31, 2024 - Ending PACDF Balance	 <u>\$22,638.87</u>

TOWN OF WHITBY
2024 FINANCIAL SUMMARY OF THE MAYOR'S FUNDRAISER EVENT
AND THE MAYOR AND COUNCIL'S GOLF TOURNAMENT

	<u>2024 Budget</u>	<u>2024 Actuals</u>
Mayor's Fundraiser Event		
Revenues		
Event Revenues		\$283,000.00
Total Revenues	\$100,000	\$283,000.00
Expenditures		
Facility Rental		\$34,643.60
Event Costs		\$111,375.25
Signage/Communications		\$3,424.22
Total Expenditures	\$50,000	\$149,443.07
Net Proceeds of the Mayor's Fundraiser Event	\$50,000	\$133,556.93
 Mayor and Council's Golf Tournament		
Revenues (including Silent Auction)	\$100,000	\$153,835.01
Expenditures		
Facility Rental		\$51,879.11
Event Costs		\$10,899.33
Signage/Communications		\$1,131.83
Recovery of Town Resources		\$1,223.72
Total Expenditures	\$40,000	\$65,133.99
Net Proceeds of the Mayor and Council's Golf Tournament	\$60,000	\$88,701.02
Total Proceeds - Contribution to MCDF	\$110,000	\$222,257.95