

Town of Whitby Staff Report

whitby.ca/CouncilCalendar



Report Title: Community Development Funds – 2022 Annual Report

Report to: Committee of the Whole

Date of meeting: February 27, 2023

Report Number: CAO 06-23

Department(s) Responsible:

Office of the Chief Administrative Officer
Financial Services Department

Submitted by:

Sarah Klein, Director of Strategic
Initiatives

Fuwing Wong, Commissioner, Financial
Services & Treasurer

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

For additional information, contact:

Sarah Klein, x4338

Fuwing Wong, x4314

1. Recommendation:

1. That Report CAO 06-23 regarding the 2022 Annual Report for the Mayor's Community Development Fund and the Performing Arts Community Development Fund be received for information;
2. That Council approve the updated Mayor's Community Development Fund and Performing Arts Community Development Fund Policy as shown in Attachment 4.

2. Highlights:

- The Mayor's Community Development Fund (MCDF) is financed by the Mayor's Fundraiser and 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 2022, the two events increased the MCDF by \$122,556, and the MCDF provided \$121,756 in monetary grants and silent auction awards by supporting:
 - five (5) Lead causes totaling \$52,700; and

- twenty-five (25) Community Grants for a total value of \$69,056
- In 2022, the Performing Arts Community Development Fund (PACDF) awarded four (4) grants for a total value of \$7,750.
- Recommended edits to the Mayor's Community Development Fund and Performing Arts Community Development Fund include the following:
 - Renaming of the Mayor's Golf Tournament to the Mayor and Council's Golf Tournament
 - Updating the eligibility criteria to remove the provision of grants to individuals and indicating that low priority is given to sports organizations and funding for operating expenses
 - Establishing annual funding for the Mayor's Medal scholarship recipients and Lakeridge Health Capital Campaign

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 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'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.

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.

4. Discussion:

A number of updates have been recommended to F 070 – Mayor’s Community Development Fund and Performing Arts Community Development Fund Policy. These include administrative changes and a recommendation to include two recurring grants: Mayor’s Medal scholarship recipients and Lakeridge Health Capital Campaign. The administrative changes are related to the renaming of the Mayor’s Golf Tournament to the Mayor and Council’s Golf Tournament, indicating that funding to operating expenses and sports groups/organizations are given low priority, as well as removing the reference to the funding of individuals.

Mayor’s Medal Scholarship Recipients

A Town of Whitby Mayor’s Medal has been awarded to one graduating student from each Whitby High school since 1967. The recipient is selected by the school and is awarded to the Grade 12 graduate who has demonstrated outstanding leadership, academics, and citizenship qualities. To date, the recipients have received a medal and certificate. It is recommended that a monetary scholarship be provided to the Mayor’s Medal recipients from the Mayor’s Community Development Fund. The amount would be agreed upon by the Grants Review Committee annually, and for 2023, an amount of \$500 per Mayor’s Medal recipient has been recommended. There are currently nine schools in Whitby that provide the Mayor’s Medal resulting in an annual commitment of \$4,500, based on the current recommendation of \$500 per recipient. Future publicly funded Whitby secondary schools would also be provided the opportunity to select a Mayor’s Medal recipient and receive the associated funding.

Lakeridge Health Capital Campaign

The Grants Review Committee is recommending establishing a Lead Grant annually to Lakeridge Health for their Capital Campaign. The amount would be determined annually by the Grants Review Committee, and for 2023, an amount of \$25,000 has been recommended as one of the Lead Grant recipients for the Mayor’s Fundraiser.

MCDF Lead Cause Grants (\$52,700)

In 2022, thirteen (13) Lead Cause applications were received, and five (5) Lead Cause grants were awarded for a total value of \$52,700.

The Mayor’s Fundraiser took place on June 25, 2022 at Trafalgar Castle, and a net revenue of \$85,152.88 was secured for the Mayor’s Community Development

Fund. The following organizations were selected as the Lead Cause Grant recipients related to the Mayor's Fundraiser:

- Boys and Girls Club – \$7,700 to support their Youth Leadership Programming
- Victim Services of Durham Region - \$15,000 to support their anti-human trafficking educational pilot program

The Mayor's Golf Tournament held on August 10, 2022 at Royal Ashburn Golf Club raised \$37,402.89 for the Mayor's Community Development Fund. The following organizations were selected as the Lead Cause Grant recipients related to the Mayor's Fundraiser:

- Community Care Durham – \$10,000 to support their Community Food Box program
- Durham Deaf Services – \$10,000 to support their laptops to support their American Sign Language literacy program
- Durham Rape Crisis Centre – \$10,000 to support their 24-7 crisis line program

MCDF Community Grants (\$69,056)

As depicted in Attachment 1, the Committee reviewed thirty-eight (38) community grant applications in 2022. 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 or a recreation gift certificate. The following twenty-five (25) grants were approved with a cumulative value of \$69,056:

- Sixteen (16) of these were monetary grants totaling \$67,206.35; and
 - Nine (9) were silent auction packages with a value of \$1,850. Of the silent auction items, \$600 were purchased in 2021 and awarded in 2022.
1. Alzheimer's Society of Durham (\$3,500)
 2. Autism Home Base – 2022 Program (\$3,000)
 3. Autism Home Base – 2023 Program (\$3,000)
 4. Big Brothers Big Sisters of South-West Durham (\$5,000)
 5. Durham Catholic Children's Foundation (Silent Auction Package)
 6. Durham Children's Aid Foundation (\$5,000)
 7. Driftwood Theatre Group (Silent Auction Package)
 8. Girls Inc. of Durham (\$5,000)
 9. Girls Inc. of Durham (Silent Auction Package)
 10. Hearth Place Cancer Support Center (Silent Auction Package)
 11. Ignite Durham Learning Foundation (Silent Auction Package)
 12. Lake Ridge Community Support Services (Silent Auction Package)
 13. PARA Marine Search and Rescue (\$3,836.35)
 14. Parkwood National Historic Site (Silent Auction Package)
 15. Royal Canadian Legion - Brooklin Branch (\$4,000)

16. Royal Canadian Legion - Whitby Branch (\$4,000)
17. Scientists in School (\$4,000)
18. St. Vincent Pallotti Kitchen - Durham Outlook for the Needy (\$5,000)
19. Sunrise Youth Group (\$5,000)
20. The Salvation Army - Whitby March 2022 (\$5,000)
21. The Salvation Army – Whitby November 2022 (\$5,000)
22. Whitby Lawn Bowling Club (\$5,000)
23. WindReach Farm Foundation (Silent Auction Package)
24. Whitby Sports Hall of Fame (\$1,870)
25. Whitby Sports Hall of Fame (Silent Auction Package)

PACDF Grants (\$7,750)

The Committee reviewed six (6) and approved four (4) PACDF grant applications in 2022 totaling \$7,750:

1. Beech Street Community Theatre (\$1,750)
2. County Town Singers (\$2,500)
3. Durham Showcase Festival (\$1,000)
4. The Community Concert Band of Whitby (\$2,500)

5. Financial Considerations:

Mayor's Community Development Fund:

Following the two events in 2022 and with recommendations from the Grants Review Committee, the balance of the Mayor's Community Development Fund at the end of 2022 (to be carried over to 2023) is \$94,146.72 as shown in Attachment 2 to this report.

The 2022 events raised a total of \$122,555.77 for the Mayor's Community Development Fund (\$85,152.88 from the Mayor's Fundraiser Event and \$37,402.89 from the Mayor's Golf Tournament). A summary of the revenues, expenditures and net proceeds for each event is provided in Attachment 3 to this report.

Recovery for Town Resources related to the 2022 Mayor's Golf Tournament (\$603.64 shown in Attachment 3) reflects recovery for Public Works staff who assisted with event delivery, set-up, and take-down. Other resources and staff participation related to these events are summarized below:

- Mayor's Fundraiser Event: approximately 82 staff hours were spent by staff for the event;
- Mayor's Golf Tournament: approximately 131 staff hours between the Strategic Initiatives, Communications and Creative Services, and Community Services departments, as well as staff in the Mayor's office.

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 2022 (to be carried over to 2023) is \$111,545.02, as shown in Attachment 2 to this report.

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 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 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 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: CAO 06-23 - Staff Report - Community Development Funds 2022 Overview

Attachment 2: CAO 06-23 - Staff Report - Mayor's Community Development Fund and Performing Arts Community Development Fund Continuity Schedule

Attachment 3: CAO 06-23 - Staff Report - 2022 Financial Summary of the Mayor's Fundraiser Event and the Mayor's Golf Tournament

Attachment 4: CAO 06-23 - Staff Report - Policy F 070 - Mayor's Community Development Fund and Performing Arts Community Development Fund