



Town of Whitby Policy

Policy Title:	Mayor's Community Development Fund and Performing Arts Community Development Fund
Policy Number:	F 070
Reference:	Council Resolution #336-15 and #69-16 and #37-22
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Approval:	Council
Point of Contact:	Director Strategic Initiatives

Policy Statement

The Mayor's Community Development Fund and Performing Arts Community Development Fund provide financial assistance for community groups within Whitby to help them undertake initiatives that will benefit the community.

Purpose

To ensure the proceeds from the Mayor's Community Development Fund and Performing Arts Community Development Fund are allocated in a fair and transparent manner to community based organizations.

Scope

This policy applies to organizations applying for community grants from the Mayor's Community Development Fund and Performing Arts Community Development Fund.

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1 Definitions

- 1.1 Annual Report** means an annual report submitted to Council 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 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.
- 1.3 MCDF Lead Grants** are causes or organizations identified as the primary beneficiary of the Mayor and Council's Golf Tournament and Mayor's Fundraiser through grant funding of up to 50% of the funds raised to support a major community initiative (capital or program) benefiting the community.
- 1.4 MCDF Community Grants** are eligible grants of up to \$5,000 to support community groups for specific initiatives that promote inclusiveness and a broad community benefit through:
- Capital initiatives benefiting the community;
 - Community special events; and,
 - Funding for initiatives or programs.

An applicant may apply more than once for a grant.

- 1.5 PACDF Community Grants** are eligible grants of up to \$5,000 to support performing arts in Whitby. Grants can be provided to performing arts groups, organizations for programs, events, initiatives and projects, including capital projects. An applicant may apply more than once for a grant. On special circumstances a grant may be provided up to \$25,000.
- 1.6 Grants Review Committee** is 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.
- 1.7 Mayor's Community Development Fund** is a reserve established from the net proceeds raised from the Mayor and Council's Golf Tournament, Mayor's Fundraiser or other external revenue sources.

- 1.8 Performing Arts Community Development Fund** is a Town reserve consisting of the net proceeds from the 2008-2012 Mayor's Galas to support performing arts programs, events, initiatives, and projects in Whitby. Additional funds may be allocated towards the Performing Arts Community Development Fund at Council's direction.

2 Responsibilities

- 2.1** Council shall approve members of the Grants Review Committee and consider recommendations for changes to the grant process as submitted by the Grants Review Committee.
- 2.2** Strategic Initiatives Division to promote Grant opportunities in coordination with the Communications and Creative Services Division.
- 2.3** The Grants Review Committee will review applications and award grants based on the grant criteria and available funds in the Mayor's Community Development Fund and Performing Arts Community Development Fund. All decisions of the Grants Review Committee will be final. The Grants Review Committee shall submit an annual report to Council.

3 Policy Requirements

- 3.1 Mayor's Community Development Fund Grants**
- a) The Mayor's Community Development Fund utilizes funding from the net proceeds from the Mayor and Council's Golf Tournament and Mayor's Fundraiser.
 - b) The Mayor's Community Development Fund supports lead causes or charities plus provides funding for initiatives benefiting the Whitby community, capital projects, and community events.
 - c) The Mayor's Community Development Fund provides an ongoing annual grant of \$4,000 to the Brooklin Royal Canadian Legion Branch 152 and \$4,000 to the Whitby Royal Canadian Legion Branch 112 to support community events in the amount of \$3,000 including their New Year's Levies and Remembrance Day Ceremonies as approved through Council resolution #16-18 and \$1,000 for the replacement of banners through the Honour our Veterans Banner Program.
 - d) The Mayor's Community Development Fund provides annual funding to the Mayor's Medal scholarship recipients in an amount to be agreed upon by the Grants Review Committee.

- e) Lead Grants provide an opportunity for community agencies that require substantial funding for an initiative providing broad community benefit to Whitby and/or providing a benefit that may extend beyond the borders of Whitby.
- f) A minimum of two Lead Grants will be selected annually. One Lead Grant will be eligible for up to 50% of the funds raised by the Mayor and Council's Golf Tournament and the other Lead Grant will be eligible for up to 50% of the funds raised by the Mayor's Fundraiser. An annual Lead Grant will be provided to Lakeridge Health for their capital campaign with the amount to be determined annually by the Grants Review Committee. Additional Lead Grants may be selected at the discretion of the Grants Review Committee based on eligible funds available.
- g) Lead Grant Applications will be received twice a year and will be communicated through Town of Whitby channels.
- h) The Lead Grants will be communicated as part of the Mayor and Council's Golf Tournament and Mayor's Fundraiser so that the public and participants understand what organizations benefit from a significant portion of the funds raised during the events.
- i) The remaining funds will be used to provide Community Grants of up to \$5,000 to eligible applicants as determined by the Grants Review Committee.

3.2 Performing Arts Community Development Fund Grants

- a) The Mayor will be excluded from discussions related to PACDF Community Grants.
- b) The Performing Arts Community Development Fund utilizes net proceeds from the 2008 – 2012 Mayor's Galas.
- c) The Performing Arts Community Development Fund supports Whitby based community groups, organizations with a presence in Whitby and residents for performing arts programs, events, initiatives and projects.
- d) Funding up to \$5,000 will be available to eligible applicants as determined by the Grants Review Committee.
- e) Funding may be available for exceptional performing arts programs, events, projects or initiatives, including capital, up to \$25,000 to eligible applicants as determined by the Grants Review Committee.

- f) Once the available funds in the Performing Arts Community Development Fund are fully dispersed, grant applications will no longer be received.

3.3 Eligible Grant Recipients

- a) Whitby based community groups and not for profit organizations with a presence in Whitby.
- b) Organizations already receiving funding from the Town of Whitby for a specific purpose may be eligible for community grant funding for the same purpose, but given low priority.
- c) Groups receiving funding from the Town of Whitby can qualify to access Grants for other initiatives not already funded by the Town based on the relative merit of the initiative.
- d) Funding towards operating expenses of a community organization or charity are given low priority.
- e) Funding for sports groups or organizations are given low priority.

3.4 Applications

- a) The Mayor's Community Development Fund and Performing Arts Community Development Fund support innovative projects and initiatives that provide direct and indirect benefit to Whitby residents.
- b) Organizations seeking financial assistance must submit an application to the Town of Whitby as outlined in the Mayor's Community Development Fund and Performing Arts Community Development Fund Procedure.
- c) The Grant application process and evaluating criteria shall be followed in accordance with the Mayor's Community Development Fund and Performing Arts Community Development Fund Procedure.

3.5 Reporting and Transparency

- a) The annual report submitted by the Grants Review Committee shall include the number and nature of applicants, the distribution of funds, who received funding in any one year and the purpose of the grant.
- b) It will also identify any suggestions for changes in the process that Council should consider. Any changes would require Council approval.
- c) The annual report will be published on the Town's website each year.

- d) Unused amounts in the Mayor's Community Development Fund and the Performing Arts Community Development Fund at the end of each year will be carried over to the next year.

This Policy is hereby approved by Council Resolution #336-15 and 69-16 on this 8th day of February, 2016 and Council Resolution #37-22 on this 31st day of January, 2022.