

Town of Whitby

Staff Report

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Report Title: Community Development Funds – 2023 Annual Report

Report to: Committee of the Whole

Date of meeting: March 4, 2024

Report Number: CAO 06-24

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 06-24 regarding the 2023 Annual Report for the Mayor's Community Development Fund and the Performing Arts Community Development Fund be received for information; and,
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 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 within Whitby, to help them undertake initiatives that benefit the community.
- In 2023, the two events increased the MCDF by \$206,502, and the MCDF provided \$189,624 in monetary grants and silent auction awards by supporting:

- four (4) Lead causes totaling \$70,000; and
 - forty-five (45) Community Grants for a total value of \$119,624
- In 2023, the Performing Arts Community Development Fund (PACDF) awarded thirteen (13) grants for a total value of \$46,200.
- Recommended edits to the Mayor's Community Development Fund and Performing Arts Community Development Fund include administrative updates clarifying the cadence of lead cause applications as well as clarity on the types of organizations and applications that are not eligible for Community Development Funds.

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 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 causes, and the balance is awarded in smaller grants up to \$5,000. Lead cause 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. In 2023, Council approved two additional recurring grants including Mayor's Medal scholarship recipients and Lakeridge Health Foundation.

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 updates to the policy regarding the timing and review of lead grant applications. Since the Mayor and Council Golf Tournament occurs in August and the Mayor’s Fundraiser takes place in September, lead grant applications are recommended to be received once a year by March 31. In addition, clarity around the types of organizations and applications the Community Funds will not support have been outlined in the Policy to provide clarity and transparency.

MCDF Lead Cause Grants (\$70,000)

In 2023, eighteen (18) Lead Cause applications were received, and four (4) Lead Cause grants were awarded for a total value of \$70,000.

The Mayor and Council’s Golf Tournament held on August 9, 2023 at Royal Ashburn Golf Club raised \$83,991 for the Mayor’s Community Development Fund. The following organizations were selected as the Lead Cause Grant recipients related to the Mayor and Council’s Golf Tournament:

- Feed the Need – \$15,000 to support a Whitby Market Food Bank with equipment and supplies
- Victim Services of Durham Region - \$15,000 to support their Teen “In Real Life” program which provides pro-active education to youth regarding victimization through an engaging and interactive program at the Safety Village

The Mayor’s Fundraiser took place on September 9, 2023 at Whitby’s waterfront, and a net revenue of \$122,511 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:

- Lakeridge Health Foundation - \$25,000 to support the fundraising for Lakeridge Health’s new Hospital in Whitby or towards health care initiatives that benefit Whitby residents.
- Melly’s Place - \$15,000 to support their “A Part of Life” program, which provides adults who have an intellectual or developmental disability, with individualized training and skill building to help reach their goals

MCDF Community Grants (\$119,624)

As depicted in Attachment 1, the Committee reviewed seventy (70) community grant applications in 2023. 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 forty-five (45) grants were approved with a cumulative value of \$119,624:

- Thirty (30) of these were monetary grants totaling \$116,474; and
- Fifteen (15) were silent auction packages with a value of \$3,150. Of the silent auction items, \$544.04 were purchased in 2022 and awarded in 2023.

1. Abilities Centre (Silent Auction Item)
2. Alzheimer Society of Durham Region (\$5,000)
3. Art With A Heart (\$2,200)
4. Autism Home Base Durham (\$5,000)
5. Brooklin Whitby Girls Softball Association (Silent Auction Item)
6. Coco's Cocoa for Kids (Silent Auction Item)
7. Columbus Community Playgroup Co-operative Inc. (Silent Auction Item)
8. Community Living Ajax Pickering and Whitby (\$2,500)
9. Community Living Ajax Pickering and Whitby (Silent Auction Item)
10. Durham Region 2023 Ontario Parasport Games (\$5,000)
11. Footprints 4 Autism (\$5,000)
12. Gather For Good (\$2,500)
13. GraceWins Peer Support (\$1,000)
14. Hearth Place Cancer Centre (Silent Auction Item)
15. Hockey Helps the Homeless – 2023 Event (Silent Auction Item)
16. Hockey Helps the Homeless – 2024 Event (Silent Auction Item)
17. King Street Cooperative Community Garden (\$5,000)
18. Knights of Columbus – Event (Silent Auction Item)
19. Knights of Columbus – Fundraiser (Silent Auction Item)
20. Lake Ridge Community Support Services (\$2,500)
21. Mayor's Medal Scholarship Recipients (\$4,500)
22. Mothers Against Drunk Driving (\$4,000)
23. PARA Marine Search and Rescue (\$5,000)
24. Parkwood National Historic Site (Silent Auction Item)
25. Pride Durham (\$3,000)
26. Royal Canadian Legion - Brooklin (\$4,000)
27. Royal Canadian Legion - Whitby (\$4,000)
28. Royal Canadian Legion – Whitby (equipment) (\$5,000)
29. Scientist in School (\$5,000)
30. St Mark's United Church (\$5,000)
31. Sunrise Youth Group (\$5,000)
32. The Driftwood Theatre Group (Silent Auction Item)
33. The Salvation Army (\$5,000)
34. The Shoebox Project (\$2,500)
35. Their Opportunity (\$1,500)
36. Therapeutic Paws of Canada (\$2,500)
37. Vikings Rugby Club (Silent Auction Item)
38. VON Durham (\$2,500)
39. We Grow Food – Marigold Place (\$5,000)
40. We Grow Food – Garrard Heights (\$5,000)
41. Whitby Lawn Bowling Club (\$2,625)
42. Whitby Professional Firefighters Association (\$5,000)
43. Whitby Synchronized Skating Teams (Silent Auction Item)
44. Whitby Wolves (Silent Auction Item)
45. WindReach Farm Foundation (\$4,649)

PACDF Grants (\$46,200)

The Committee reviewed and approved thirteen (13) PACDF grant applications in 2023 totaling \$46,200:

1. Beech Street Theatre Company (\$1,500)
2. Community Concert Band of Whitby (\$1,400)
3. Durham Girls' Choir (\$2,800)
4. Durham Region International Film Festival 2023 (\$5,000)
5. Durham Region International Film Festival 2024 (\$5,000)
6. Durham Showcase Festival (\$1,500)
7. Durham Youth Orchestra (\$5,000)
8. Henry Street High School Drama (\$2,000)
9. Ormiston Public School - Musical (\$3,000)
10. St John the Evangelist - Play (\$4,000)
11. Station Gallery – Equipment (\$5,000)
12. Station Gallery – Program (\$5,000)
13. Station Gallery – Live Art Demonstration (\$5,000)

5. Financial Considerations:**Mayor's Community Development Fund:**

Following the two events in 2023 and with recommendations from the Grants Review Committee, the balance of the Mayor's Community Development Fund at the end of 2023 (to be carried over to 2024) is \$115,068.53 as shown in Attachment 2 to this report.

The 2023 events raised a total of \$206,501.77 for the Mayor's Community Development Fund (\$83,991.30 from the Mayor and Council's Golf Tournament and \$122,510.47 Mayor's Fundraiser Event). 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 2023 Mayor's Golf Tournament (\$888.13 shown in Attachment 3) reflects recovery for Operations staff who assisted with 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 144 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 106 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 2023 (to be carried over to 2024) is \$65,345.02, 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 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 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: Community Development Funds 2023 Overview

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

Attachment 3: 2023 Financial Summary of the Mayor's Fundraiser Event and the Mayor's Golf Tournament

Attachment 4: Draft Policy F 070 - Mayor's Community Development Fund and Performing Arts Community Development Fund