



Community Support Program and Policy

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Community Support Program and Policy

Purpose

The Town of Bradford West Gwillimbury Community Support Program is intended to provide limited assistance to not-for-profit community groups and organizations within the Town to assist with programs and events. This support is in recognition of the value of these groups to the wellbeing and growth of the community and in helping the Town retain a strong community focus.

Each year, as part of the annual budget process, Council will determine the financial commitment to the Community Support Program. This may be supplemented through Town fundraising activities and events.

This policy establishes eligibility requirements, identifies the types of funding available, and outlines the application process and reporting requirements.

Types of Support

Community Grant Program

The Community Grant Program (CGP) is an annual application and disbursement program for grants of \$400 to \$3,000. The application deadline is October 1 of each year, with grants disbursed in the subsequent calendar year. Grants may be made to support programs or events with a fixed start and end date, or for general operating or capital expenses as long as the specific use can be identified and accounted for. Requests may be approved in full, denied, or approved for a lesser value than requested.

Priority will be given to requests that support programs in the following categories: youth/senior, heritage/civic, arts/culture or leisure/tourism.

Mayor's Discretionary Funding

The Mayor has the discretion to authorize donations less than \$400 at any time during the calendar year either from funds earmarked during the budgeting process. Eligible requests received by the Grants Committee that fall into this category will be forwarded to the Mayor for consideration, and requests may be approved in full, denied, or approved for a lesser value than requested.

Council Community Initiatives Fund

The CCIF was developed to provide grants to community organizations and individuals where the primary purpose is to enhance the quality of life of BWG residents, showcase BWG's diversity and appeal and/or make sure all businesses excel. The fund may support activities related to sports, seniors, youth organizations, special events, arts, culture, heritage, the economy and, more broadly, our community. The funding dollars for the CCIF are raised through the annual Mayor and Council Golf Tournament. Organizations must follow the Community Grant Program application process as outlined in the CSPP. The distribution of funds to recipients under the CCIF are evaluated and approved or denied by the members of the Mayor's Charity Golf Tournament Committee.

In-Kind Contributions

Each Town department has the discretion to make in-kind donations from their own department's resources to a maximum value of \$1,000 – including but not limited to the provision of goods or services as prizes, provision of services or use of Town assets for the benefit of the organization. Applications for in-kind contributions should be made a minimum of two months in advance of the required date. Eligible requests received by the Grants Committee that fall into this category will be forwarded to the appropriate Department Head for consideration, and requests may be approved in full, denied, or approved for a lesser value than requested.

Objective-Based Funding

Requests for more than \$3,000 in funding and/or for multi-year commitments may be considered by either the Mayor and Council or an individual Town department if such funding is in furtherance of an established strategy or objective. These funds must be allocated as part of the budgeting process, separately from the funding allocated for the CGP and Mayor's Discretionary Fund, and therefore requests should be made by no later than August 1 to allow the applicable departments to evaluate the request.

Applications and Eligibility

Eligibility Criteria

1. Grants/donations are not available to groups that have failed to comply with reporting requirements from previous grants.
2. Only one request per organization will be considered per year.
3. Applicants must be not-for-profit community groups/organizations, and requests will not be considered from or on behalf of individuals.*
4. Organizations or groups whose focus is not within the Town shall not be considered for a donation or grant.
5. The grant should not be the primary source of funding for the organization or activity. Grants are intended to be supplementary to main sources of funding.
6. Grants may not be used to contribute to outstanding deficits. In the event that a recommendation is made to provide funding for a program from which the Town is owed funds, the Town has the right to reduce the recommended grant amount by the amount outstanding.
7. Consideration will not be given to requests for sponsorship/subsidies for individuals or groups to participate in a sports event, or to attend conferences, workshops or other forms of training.
8. The granting of financial assistance in any year is not to be regarded as a commitment by the Town to continue such assistance in future years.
9. Retroactive funding will not be considered.
10. The organization must extend its services to the general public in Bradford West Gwillimbury, as per the *Ontario Human Rights Code*.
11. Organizations from which the Town purchases services or with which it has contracts are not eligible.

- * Businesses/individuals that are NOT operating as not-for-profit organizations and that are seeking seed funding, event sponsorship, etc. may contact the Town's Economic Development Office to discuss funding opportunities.

Application Process and Requirements

1. Applications for any type of community support must include a completed and signed Community Support Program application form (Schedule A) describing the organization, the activity to be supported and how the residents of BWG will benefit from the activity. The Grants Committee will not respond to form letters or generic requests.
2. Application deadlines:
 - Mayor’s Discretionary Fund (up to \$400): none – applications accepted and donations made throughout the year based on available funds
 - In-Kind Donations (value up to \$1,000): none – applications accepted and donations made throughout the year based on available resources
 - CGP grants (\$400-3,000): **October 1** of each year
 - Objective-Based Funding (over \$3,000 or multi-year): **August 1** of each year
3. Applications that are incomplete or do not meet the eligibility criteria may be rejected at the discretion of the Grants Committee.
4. The Grants Committee – comprised of the Mayor, Deputy Mayor, Director of Finance/Treasurer, Chief Administrative Officer and Clerk, assisted by a staff resource team – will review all applications based on the criteria outlined in this policy and prepare a recommendation to Council.
5. Depending on the amount of the request, or at the request of Council, the following additional documentation must be attached to the application:

Under \$400	\$400-1,000	Over \$1,000	Required documentation
✓	✓	✓	A statement of the organization’s purpose and outline of the services provided to the community. Brochures and other literature may be used to satisfy this requirement.
	✓	✓	A budget for the program/service/project, including expenditures and revenues, and a list of all other grants and/or donations. For a recurring activity, an actual budget from the previous year or occurrence is required.
		✓	Financial statements (not audited) from the immediately preceding fiscal year including: <ul style="list-style-type: none"> • Statement of Financial Position – signed by 2 directors • Statement of Revenue and Expenditures
		✓	Listing of the current Board of Directors, including addresses and phone numbers.
		✓	Report on impact of any previous Town grants, if applicable.

6. In making grants, the Town may impose such conditions as it deems fit, including requesting further documentation if required.
7. In-person deputations are not required to support grant applications unless requested by Council.
8. Once all applications have been reviewed and funding decisions made, award notification letters will be sent to successful applicants and funds will be dispersed as per the Administration and Accounting section of this policy.

Assessment Criteria

Complete and eligible applications will be reviewed by the Grants Committee using, but not limited to, the following assessment criteria:

1. **Effectiveness** – Applicants should demonstrate the expected benefits to the community that will result from the work the grant is to support, and that the work is consistent with the organization’s overall goals.

At minimum, the application must show that the organization:

- has a clearly stated mandate, mission and objectives and that the program/service/event to be funded is consistent with these;
- conducts regular reviews of its programs and services to ensure continuing relevance to the community;
- maintains data on the scope of impact/participation by the community, and volunteer involvement;
- is operating in a cost-effective manner;
- is able to deliver programs on a self-sufficient basis.

2. **Accountability** – The group making the application must exhibit sound financial and management practices and respond to the changing needs of the community.

At minimum, the application must show that the organization:

- follows democratic governance practices and is answerable to membership and public;
- assures that its members do not stand to personally benefit financially or materially from the program or event;
- has a positive impact on the community and is able to generate financial support from the community;
- provides full disclosure of reserve funds and assets, and how funds – including a municipal grant – are/will be spent;

- operates within an established business plan and/or budget process;
- actively pursues other sources of funding;
- provides financial statements if requested;
- has defined a clear process for measuring program/service/project results specifically with regards to the requested funds.

3. Objectives – Each applicant seeking a CGP grant should clearly indicate how its proposed program/service/event relates to existing services and/or provides new services to the community. The application should demonstrate how the grants will be used to enhance the quality of life for the residents of Bradford West Gwillimbury, and that it does not duplicate existing government or volunteer services.

Administration and Accounting

Distribution of Funds

Distribution of funds will be made as per the following:

- The term of a grant shall be for one year only unless otherwise specified.
- Renewal is not automatic, nor is any annual increase in funds.
- Recipients will be notified in writing of the grant/donation amount approved.
- Grants/donations may be awarded with certain terms and conditions. The letter of award will state what, if any, particular restrictions apply to the grant.

Recipient Obligations

Successful applicants receiving grants/donations of \$400 or more must provide a report on the funded activity no later than 90 days following completion, or by the end of the fiscal year for ongoing activities.

The report must certify that funds were spent on the activities described in the application and must also include:

- A description of the outcome of the activity and an evaluation of its success;
- Copies of any printed materials and/or publicity generated by the activity; and
- For grants/donations of \$400 or more, or upon Council's request, a complete and accurate financial accounting of the activity, authorized by a representative with legal or financial signing authority.

Default of Grant

The grant recipient shall repay the whole or any part of the grant, as determined by the Town of Bradford West Gwillimbury, if the grant recipient:

- a) Ceases operating prior to completion of the project/work/event for which the grant was made;
- b) Ceases to operate as a not-for-profit organization;
- c) Merges or amalgamates with any other party;
- d) Has knowingly provided false information in its grant application;
- e) Uses grant funds for purposes not approved by Council;
- f) Breaches any of the terms or conditions outlined in this policy; or
- g) Breaches any of the provisions of the Ontario Human Rights Code in its operations.

Unused Funds

Any unused portion of a grant remains the property of the Town of Bradford West Gwillimbury. If an unused portion of the grant has already been paid to the grant recipient, it shall be repaid by the recipient on request. It is recognized that organizations that receive grant funding may have different year-end periods than the Town of Bradford West Gwillimbury and that the funding use will be assessed against the recipient's year end period.

Use of Town Logo

Grant/donation recipients wishing to use the Town of Bradford West Gwillimbury's official logo to acknowledge the Town's financial support must receive the written permission of the Town's Communications Officer, and must abide by the terms and conditions of the Town's Logo Use Policy. The policy and logo-use application form are available on our website at www.townofbwg.com or can be requested by e-mail to communications@townofbwg.com. Once the application is approved, a copy of the logo will be supplied in the required format; copies of the Town logo obtained through other means may not be used for any purpose.

Contact Information for Correspondence

Town of BWG Grants Committee

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P.O. Box 100

Bradford, ON

L3Z 2A7

905-775-5366

info@townofbwg.com