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**DEPARTMENT:** ALL TOWN DEPARTMENTS

**TITLE:** **COMMUNITY SUPPORT GRANTS POLICY**

Minutes reference date: 23 September 2013 27 October 2014 21 May 2015 25 June 2018 24 September 2018

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**POLICY STATEMENT:**

1. Amherst Town Council directs the operation of the Town through its approved policies. Every year the Town receives more grant requests than it can fund. The purpose of this policy is to establish equitable guidelines for the distribution of limited amounts of funds to non-profit and charitable organizations in the community in a manner approved by Council. It is not the intent of this policy to fund activities of organizations that are clearly within the mandate of the Government of Nova Scotia or the Government of Canada (e.g. health, social services, housing).
2. This program does not govern the following, which are separately administered:
  - \* Tax Exemption for Non-Profit Organizations (full and partial tax exemption by-laws);
  - \* Residential Property Tax Rebates (low-income homeowners).

**AUTHORITY**

3. Authority is provided under Section 65, *Municipal Government Act*, as amended.

**APPLICATIONS FOR ASSISTANCE**

4. All grant applications shall normally be submitted on the form provided by the Town. The Town of Amherst will not consider requests received as part of general (mass) mailing or telemarketing campaigns. Applications will be considered from groups that have had satisfied conditions and obligations from previous grants awarded to them and provided sufficient proof of their non-profit status. Funding applications will not be considered from the following:
  - ✓ Businesses
  - ✓ Hospitals, medical programs, treatment services or social services programs.
  - ✓ School Boards or quasi government organizations
  - ✓ Non-profit organizations for the purpose of funding accumulated deficits.
  - ✓ Any organization for the purpose of fund raising to distribute to other organizations/individuals
  - ✓ Organizations with political affiliations

Funding will not normally be provided to religious organizations where services include the promotion or required adherence to a particular belief.

Funding will also not normally be provided to fund raising campaigns of national charitable organizations.

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Applicants are encouraged to submit applications to the Town of Amherst by March 1<sup>st</sup> in order to address the schedule under the Towns budget process.

**SPECIAL CONSIDERATION**

5. The current level of financial support to the Amherst Food Assistance Network, Cumberland Early Intervention Program, Sexual Health Centre for Cumberland County and Cumberland County Transition House (Autumn House), Senior's Safety Advisory Committee and Cumberland County Museum will be continued. Further applications requesting financial assistance in this category will not be considered. All organizations receiving financial assistance must annually file financial statements with the Town. Failure to do so will result in future funding being suspended.

**POLICY COMPONENTS**

6. A) **"A" Fresh Start**

See Appendix A – Maximum annual allocation \$17,500

B) **Recreation and Physical Activity Grants and Assistance**

(1) **Direct Recreation Programming Support**

Amounts may be appropriated under this program only when the organization provides an organized recreational opportunity through an organization recognized and registered with its relevant provincial umbrella organization. Support currently provided to the following organizations will be continued:

- Fundy Youth Soccer Association (Payment of Property Taxes)
- The current funding for Amherst Little League will continue and be included in our operations budget each year under Program Youth.
- The current funding for Amherst T-ball will continue and be included in our operations budget each year under Program Youth.

(2) **Financial Assistance to Teams Traveling to Provincial, National and International Competition**

Amounts may be appropriated under this program only when the team or individual applying meets the following applicable criteria:

- The team/individual has been successful at a regional qualifying competition recognized by its relevant provincial or national umbrella organization (e.g. Hockey Nova Scotia or Skate Canada).

- The team is located in the Town of Amherst and is considered by the provincial or national umbrella organization to be the home for the team.
- Individuals playing for an Amherst Team do not qualify for funding support. Only the team qualifies to apply for funding.
- The individual is competing as an individual and has their principal residence in the Town of Amherst.

***Maximum funding considered under this component will be \$500.00 for a team and \$250 for an Individual.***

(3) Financial Assistance for hosting Invitational, Provincial and National Tournaments.

An organization or team hosting an Invitational Tournament in the Town of Amherst qualify for funding support under this policy.

***Maximum funding considered will be \$250.00 for the host team or organization.***

Organizations who have successfully applied to host a Provincial or National Tournament in the Town of Amherst qualify for funding under this policy.

***Maximum funding considered will be \$500.00 for the host organization.***

C) Festivals and Events Grants

1. The Town of Amherst recognizes that local festivals and events are an integral part of life in Amherst. The Town wants to encourage and support organizations that successfully organize and facilitate these events. It is recognized that there are many requirements to be successful, ranging from the financial capacity of the organizing body to facility requirements. Through this policy, the Town of Amherst will provide support to organizing bodies who demonstrate that their event or festival garners broad community support, significant participation up to 1000 people, and provides a unique experience not duplicated by other ongoing events, festivals or activities. The Town of Amherst will consider requests for financial assistance submitted.

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***Maximum funding considered under this component will be \$500.00***

2. Major events and festivals in the community are designed to stimulate public participation and enhance the quality of life for our residents, while serving as an economic generator for the Town. These events will draw spectators from the Maritimes, nationally or internationally and increases the profile of our community. These events must be a minimum of three days in length and must be affiliated with a local community non-profit organization.

***Maximum funding considered under this component will be determined by council upon reviewing the proposal and recommendations from staff.***

### **EVALUATION CRITERIA for Festivals and Events Grants**

Applications being considered for funding will be evaluated on the following criteria.

- a) Financial Need (20%)
  - a. Need for direct financial assistance from the Town is identified.
  - b. Other fund raising efforts identified and sources confirmed.
- b) Economic Impact (15%)
  - a. The event or activity promotes economic activity in the community
  - b. The event or activity positions the town to be destination for visitors.
  - c. Direct economic impact identified. (revenues generated by event; hotel rooms sold; local vendors utilized; volunteers mobilized; local purchased made; etc.
- c) Value of Event or Activity (50%)
  - a. Uniqueness of the experience to the community and is not a duplication of other activities.
  - b. Potential of audience numbers and participation levels (planned success levels)
  - c. Potential of event to become an annual marquis event.
  - d. Ability for the event or activity to become self-sufficient with little or no financial assistance from the Town.
- d) Organizational Strength (15%)
  - a. Strong and committed leadership with a clear focus
  - b. Proposals, budgets and action plans are clear, organize and well developed

*Only applications scoring in excess of 60% will be considered for funding.*

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**Authority of the Chief Administrative Officer**

The Chief Administrative Officer (CAO) may approve applications submitted under this sections 6 B (1, 2 & 3 ) and 6 C (1) of this policy that are \$500 and less, provided such applications qualify in accordance with this policy and fall within the thresholds established. Council will be notified by email upon approval of each application and a media release will be issued to communicate the support provided by the town under the application. A list of applications approved will be provided to Council quarterly. (March, June, September and December)

**GENERAL CONDITIONS**

8. a) Applications received after the March 1<sup>st</sup> deadline are considered late. Late applications are reviewed only after the regular review. Each year the Town receives more applications than it can fund, so it is important for applications to be on time and contain the correct information.
- b) Awards are announced after the Town's budget has been approved (usually in May).
- c) Successful proponents shall agree for the Town to arrange a presentation of the community support grant with the media present and for the Town to use any photo images, videos or stories related to the community support grant in other forms of media as the Town deems fit.
- d) **An applicant must be a registered non-profit organization or charitable society. Part of the review process includes confirmation of registration by municipal staff.**
- e) Only one application per organization may be submitted in each funding year.
- f) Grants are not awarded for salary/wages of staff positions or board honoraria.
- g) Grant applications should be able to demonstrate active fundraising efforts to support the continuation of a program, project or service.
- h) Grants may be awarded with certain terms and conditions. The letter of award will state if any particular restrictions apply to the grant. Funding may be revoked for failure to comply with terms and conditions.
- i) Awards may be issued in full (the usual practice) or can be paid in instalments. The letter of award will state if a holdback applies to the grant.
- j) In rare circumstances, an applicant's eligibility may be suspended for a specified time period for misappropriation of funds, failure to report, or misrepresentation.
- k) At the end of a project or the organization's year-end, grant recipients **must** submit a report and/or financial statement to the Town

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Appendix A – “A” FRESH START – Maximum Annual Allocation \$35,000

This money would be granted in a program called “A” Fresh Start- Community Initiative. This program would be twice per year, with up to \$17,500 available each time. The process would be administered, and events convened, by the Amherst Recreation Department.

(1) Applications

- (a) Organizations may apply; up to twice per year.
- (b) Organizations may only be chosen once a year
- (c) Application Deadlines
  - (i) April 1st for first public voting- in June
  - (ii) August 1st for second public voting- in October.

(2) Qualifying applications

- (a) In order to qualify the presentation, idea, or use of the money must be for creative, new events or initiatives or that enhance current programs. For example: a new cultural play, new event, festival, fundraising event with funds going back into Amherst and area, or new enhancement to an existing service or event.
- (b) Normal ongoing operations of an organization do not qualify.

(3) Selection Process

- (a) All qualifying applicants, are eligible to be one of 5 FINALISTS reviewed by a staff committee and approved by Council at both the May and the September council meetings.
- (b) The 5 selected are required to present at the public event in June and October.

(4) Presentations

- (a) The public meeting would be for 1 ½ hours from 7pm- 8:30 pm- June and October at the Community Credit Union Business Innovation Centre.
- (b) All presenters and public are welcomed to attend.
- (c) Those persons 16 years of age and over will be charged a \$2.00 fee at the door and will receive a ballot to vote.
- (d) The door proceeds will be donated to a local charity
- (e) Selected applicants are required to make presentations of 10 minutes each.

(5) Decision making

- (a) After all presentations are complete, members of the public who have paid for a ballot at the door will vote to rank the quality of the presentation.
- (b) Council will review the applications immediately following the public event, taking into consideration the results of the presentation vote and other factors, and determine by vote final decision on funding to be allocated to the final 5.
- (c) Awards
  - (i) Up to \$17,500.00 to be awarded, but all 5 chosen get an award- the money at the door is donated to charity.

- (ii) Public vote on top 5– council then votes on final ranking of all 5.
- (6) Other
  - (a) Where applicable While voting is going on- previous winner makes a presentation on how they spent the money for their cause.
- (7) Transition – As 2018/19 is the initial year of the program there will only be a fall event in the 2018/19 fiscal year.
- (8) Those receiving grants will receive 80% of the funding granted in advance of their event with the remaining 20% issued after completion of a final report that must be presented to the Town following the completion of the event.

Date: \_\_\_\_\_

**REQUEST FOR FINANCIAL SUPPORT**

**1. ORGANIZATION INFORMATION:**

Name of Organization: \_\_\_\_\_

Full Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

**2. AMOUNT OF FUNDING ASSISTANCE BEING REQUESTED** \$ \_\_\_\_\_

**3. What is the purpose for the funding requested? (Community Event; Tournament - Provincial / National / Invitational; Festival, etc.)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**4. Please attach a budget for the tournament, event or activity; include sources of revenue and ALL costs. **Please attach all documents that support the funding request.****

**5. What are the expected benefits to the community? (event participation numbers; local, regional, provincial or national attraction; time span; community assets being used; support from business community)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**6. Please list all funding sources and/or other community partners for this event:**

NAME	FUNDING IF ANY

**7. How many volunteers contribute to this event or festival:** \_\_\_\_\_

