



Hamilton

## CITY ENRICHMENT FUND

# - Communities, Culture & Heritage - INFORMATION SESSION



The City Enrichment Fund supports the **25 Year Community Vision** “Our Future Hamilton” by providing funds across a range of program areas.

# CITY ENRICHMENT FUND

The City of Hamilton invests in the community by providing grants through the City Enrichment Fund.

## The City Enrichment Fund (CEF) Program Areas:

1. Agriculture
2. Arts
3. **Communities, Culture & Heritage**
4. Community Services
5. Digital (\*New – Pilot)
6. Environment
7. Sport & Active Lifestyles

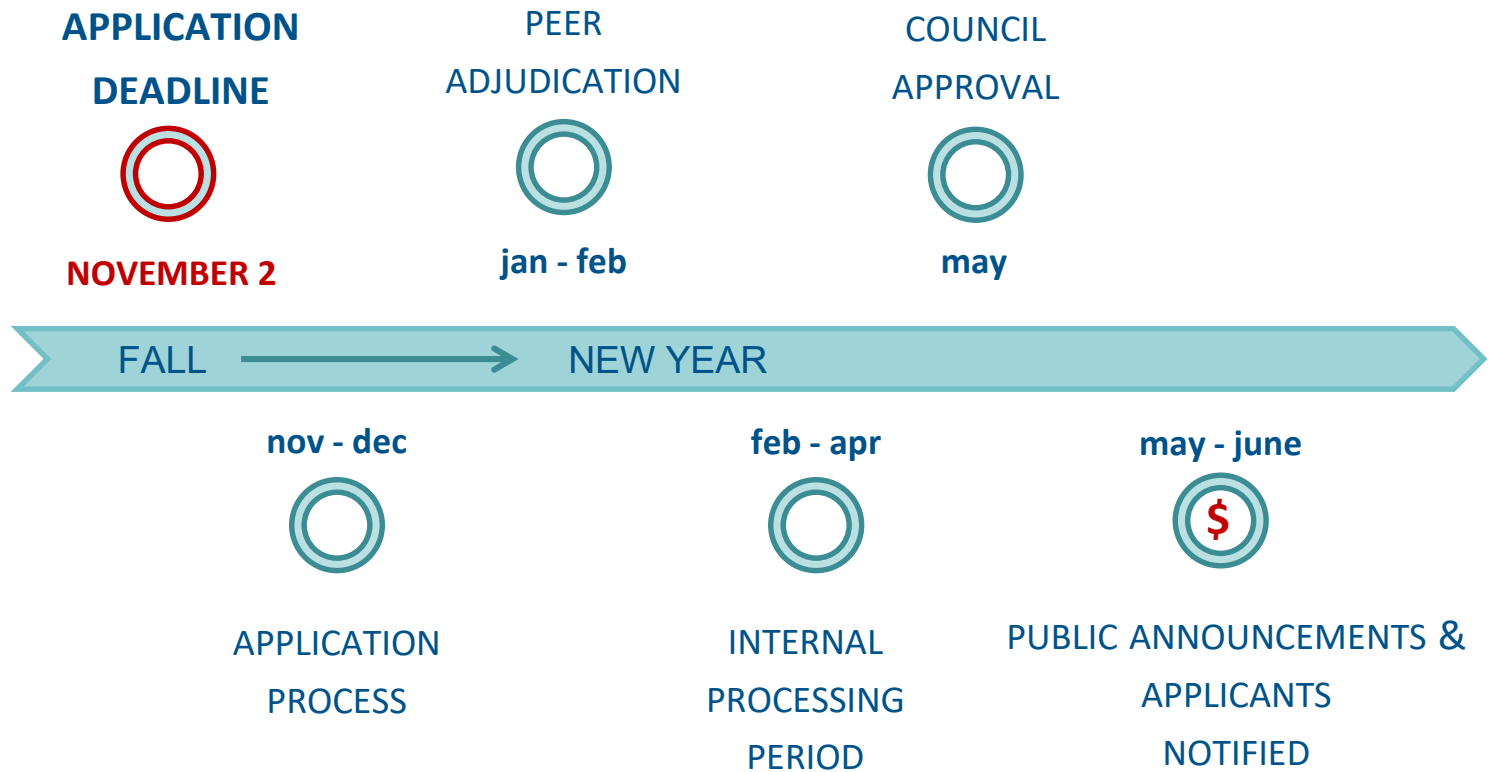


# City Enrichment Fund (CEF) Funding Areas

Program and Stream Overview

AGRICULTURE Tyson McMann x5780	ARTS Andrea Carvalho x1947	COMMUNITIES, CULTURE & HERITAGE Andrea Carvalho x1947	COMMUNITY SERVICES Carmen Bian x2187	DIGITAL (New – Pilot) Kelly Austen X2733	ENVIRONMENTAL Whitney Slattery X5089	SPORTS & ACTIVE LIFESTYLES Deborah Mawdsley x4143
1. Programs and Events	1. Arts Operating	1. Events & Established Activities	1.No one is Hungry or Without Shelter	1. Digital Equity	1 Capacity Building	1. Long Term Athlete Development
	2. Arts Festivals	2. New Projects	2. Everyone Feels Safe		2. Projects & Programs	2. Sport Awareness
	3. Capacity Building	3. Capacity Building for Cultural Organizations	3. Every Child and Family Thrives			3. Capacity Building
	4. Creation & Presentation		4. No Youth Is Left Behind			4 Sport Development/ Inclusion
			5. Everyone Can Age In Place			5. Accessibility
			6. Community Capacity Grows			6. Active for Life
			7. Everyone Has Someone to Talk To			7 Multi-Sport Hosting
			8. Emerging Needs & Program Innovation			

# Timeline and Process



# GENERAL ELIGIBILITY CRITERIA

- Incorporated, not-for-profit organizations and community associations, unincorporated groups with not-for-profit goals and governance structure
- Programs must be presented within the city
- The organization's head office must be located within Hamilton
- Applications signed by a City of Hamilton employee will not be considered
- **The total grant request cannot be more than 30% of total program/project's operating costs**
- **Late submissions will not be accepted**

# COMMUNITIES, CULTURE & HERITAGE (CCH)

## **Objective**

To support organization's activities, programming, events, and projects that engage the public in strengthening and celebrating community identity – the people, places and things that make up Hamilton.

*It's Your Festival,  
2016*



*Winona Peach Festival, 2016*







# SELECTED ELIGIBLE PROGRAMS

- Programs must demonstrate support from the local community
- Event / activity themes must express community identity. Event / activities are encouraged to celebrate the unique people, places and things that honour Hamilton's past, celebrate its present and envision its future \*
- Activities must be promoted and open to the general public \*
- Projects that will increase public participation in cultural activities

*\* Does not apply to the Capacity Building stream.*

# CCH – Events & Established Activities

## Objective

To strengthen the relevance, responsiveness, effectiveness and resilience of Hamilton's cultural organizations.

## Description

This stream supports the planning and delivery of a variety of established activities (programs and events) that create opportunities for participation in and the celebration of community identity – the people, places and things that make up Hamilton.

**In order to be eligible for funding, activities must have general appeal, a theme of interest, a public profile and public access on a free and / or paid basis. Events & Activities may occur on a reoccurring basis (e.g. annual, seasonally, etc).**

### Two Categories

- Large request – maximum funding \$100,000 (must demonstrate city-wide appeal)
- Small request – maximum funding \$5,000 (can have impact on a smaller geographic or specific community / cultural group)

# CCH – New Projects

## Objective

To support new projects from cultural organizations that increase public access to cultural experiences, expressions, and content.

## Description

This funding supports activities that are about community identity - the unique people, places and things that make up the city of Hamilton. Project themes can honour Hamilton's past, celebrate its present and / or envision its future.

Themes can be city-wide or focus on a specific geographic or cultural group. Applicants must demonstrate how the public will interact with the project.

**Project funding is for new, not previously offered, activities with a defined time frame. The project must occur within a single year. A project may be funded up to three times over multiple years in this category.**

- Maximum funding \$35,000
- Organizations can apply up to three years or three occurrences for the same project to be considered new

# CCH – Capacity Building

## **Objective**

To strengthen the relevance, responsiveness, effectiveness and resilience of Hamilton's cultural organizations.

## **Description**

**This funding stream provides project grants to cultural organizations to support capacity building strategies, organizational development projects and professional development initiatives to building administrative and management capacity .**

- \$25,000 or up to 30% of project
- Organizations are encouraged to collaborate on a capacity building project when facing similar organizational challenges
- Organizations may only receive funding once every two years

# CCH – Capacity Building

## **Notes**

- Opportunity for training, research, development
- To undergo internal organization project (not public programming)

## **Eligible Projects (examples)**

- Retaining external expertise to work with the applicant on a specific capacity building initiative
- Organizational and human resource assessment, change management
- Board development and improved governance practices
- Professional development, training, mentorship, coaching and job shadowing
- Development of plans and strategies

# HOW TO APPLY

- Review the CEF General Guidelines and the program specific CCH Handbook (available online by stream)
- Create an account or login if you already have one. We recommend (use an organization email before a personal email)
- Contact your Program Manager with any questions and / or to discuss your program
- Gather the application, budget, support material
- Submit before the **November 2<sup>nd</sup> 4:30 pm, 2022 deadline**

# WHAT DO YOU NEED TO SUBMIT?

- **Application**  
Organization mandate/history, program description, plan etc.
- **Program Budget**  
Budgets should be realistic, balanced, with the CEF grant representing no more than 30% of the budget overall
- **Financial Statements**  
Audited Financial statements are required for requests above \$30,000
- **Board of Directors and Staff List**
- **Marketing Example**
- **Program Specific Material**  
i.e. Most recent annual report, additional marketing material, images, program statistics and date



# THE APPLICATION – PROGRAM OUTCOMES

## Describe the 3 outcomes of your program

Consider: What are the impacts and goals? Can they be measured?

Consider: What is your goal? What are you trying to achieve with this project?

Unclear Outcome	Strong Outcome	Measure
Social Media	Increased social media presence	<ul style="list-style-type: none"> <li>• 100% increase in Facebook ‘likes’ (total of 400 likes).</li> <li>• 5 Facebook ‘shares’ per event / program.</li> <li>• An increase in social media activity will expand our audience reach and increase direct communication.</li> </ul>
Membership	Increase annual membership by 5%	<ul style="list-style-type: none"> <li>• 100% renewal rate for 2018 membership (300).</li> <li>• Enroll 15 new members (5%)</li> </ul> <p>Our membership has remained at approx. 300 for the past 2 years. With the increased social media presence and focus on membership benefits we hope to attract new members.</p>
Satisfied Sponsors	Maintain 2021 sponsorship levels.	<ul style="list-style-type: none"> <li>• After losing 2 significant sponsors in 2021, the organization is focusing on maintaining our 9 longtime sponsors.</li> </ul> <p>By evaluating the mutual benefits of each sponsor relationship, the organization hopes to enhance the value to current and future sponsors.</p>

# THE BUDGET

Using the CEF Budget form online enter the projected (anticipated, planned) budget for your project.

- **Revenue**
- **Expenses**
- **In-kind**
- **Budget Notes – point form**

*The budget notes are extremely helpful in explaining how well the program is planned, if there is confirmed / pending funds, breaking down expense fees, and providing additional information for the adjudication team.*

# ADJUCATION PROCESS

Applications are reviewed by a panel of three assessors using the following assessment criteria. All applicants must be able to demonstrate good use of public funds. Applications are assessed separately by stream and category.

**30% Organizational Capacity**

**40% Program Merit**

**30% Community Impact**



# ADJUDICATOR PERSPECTIVE

*The 3 person adjudication team is made up of experienced city staff, with backgrounds in community programming, event planning, and not-for-profit organizing.*

- Be sure to include information that relates and supports the *Assessment Criteria*
- Be very clear, using simple, direct language
- Provide as much detail as possible
- Share information on the program itself and the plan to execute it –
  - Program themes, audience, impetus, objectives
  - Timelines, schedule, staff/volunteers
- Consider a realistic plan and budget that is achievable and sustainable

# EQUITY DIVERSITY INCLUSION – New QUESTIONS

The City Enrichment Fund has included two new questions to gather data on the applicants and the programs serving the community.

These questions are not scored and do not impact the outcome of your application.

1. In an effort to better understand the Cities local community, do any Board members within your organization publicly self-identify as the following?  
Please check all that apply.

*Optional*

2. In an effort to ensure City Enrichment funds are better serving local community needs, please identify the target population for the specific program for this application. Please check all that apply.

*Mandatory*

# APPLY ONLINE

The application portal can be found on the City Enrichment Fund webpage

## SUBMIT APPLICATION

**Step 1** Develop a grant proposal that explains how you plan to use the funds. Applicant estimate that includes how much funding you need and how the money will be spent.

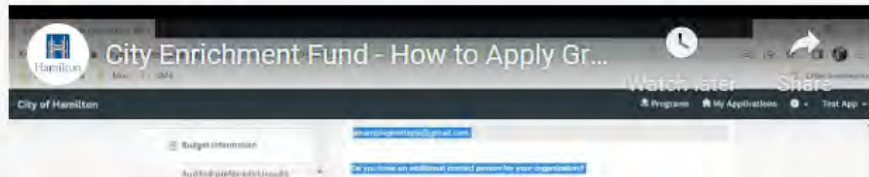
**Step 2** Complete the online application demonstrating that you meet the eligibility criteria.

**Please be advised there are specific items which are deemed eligible and ineligible in handbooks.** Please review this closely as the ineligible items will be removed.

[Complete the CEF Application](#) ↗

This short video will help you get started.

## How to Apply (Demo)



## Additional Support:

Watch the Demonstration Video

Application Translation \*new\*  
*Request a translated copy of the application into your language of choice. Contact Andrea*

Call or email Andrea or the Grant Coordinator

# APPLICATION TIPS

- Read the grant program and guidelines carefully
- Contact the program manager to discuss your project
- Draft, save, and edit your writing in a separate document – give yourself enough time
- Use clear and direct language
- Prepare a well-researched budget, ensure it reflects the program you are proposing
- Submit Support Material (examples of your work) that demonstrate your practice well and if possible, support the project you are proposing
- Get feedback from your colleagues, review your application before submitting







# CONTACT US

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