



Corporate Policy Manual

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| Policy Name: Community Grant Program | Policy Number: CP-2019-03 |
| Adopted: February 20, 2019 | Division/Department: Finance |
| Authority: Resolution No. 2019-37, Confirmatory By-law 2019-16 | Supersedes: N/A |
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1. Purpose

This policy is intended to provide a framework for a Community Grant Program (“Program”). The objectives of the program to provide financial assistance to local organizations through an allocation from the Town’s annual operating budget.

The community grants are focused on attempting to enhance and improve the well-being and quality of life in Midland. The financial assistance offered through this program is directed toward non-profit community-based organizations or individuals which provide programs and services across several community-based activities including but not limited to the areas of the arts, culture, heritage, recreation, sports, environment, health, education, social and human services.

Consideration will be given to support community non-profit groups and individuals that align with the Town of Midland’s strategic goals and objectives. The program attempts to encourage and promote self-sufficiency of the applicant groups by discouraging the use of funds for “traditional or routine” operating expenses. The program favours those organizations advancing new initiatives or the expansion or enhancement of existing services for a specific timeframe. There are limitations on the frequency of the grants to encourage broader community participation and a diversity of interests.

2. Scope

- 2.1 This policy applies to Community Grant Program Applicants.
- 2.2 The Program includes financial grants in the form of cash and in-kind services (for use of municipal facilities or transit services, for example).
- 2.3 The value and nature of requests are not limited; however, Applicants must be aware that the requirements differ depending on the value of grants requested and that:
 - a) The application process is competitive;
 - b) There are more grant applications received than available funding;

- c) Past funding commitments should not be interpreted as a guarantee that future requests will be approved. The Town is interested in ensuring that organizations are self-sufficient; that opportunities to leverage additional partnerships through access to the funds can be achieved; and that community groups and individuals are encouraged to seek the opportunities by ensuring a fair and equitable access to the program.
- d) Preference is given to new initiatives, but a promising program/service/event/activity may receive in its infancy a grant for more than one year provided there is evidence that the program/service/event/activity is developing successfully and is sustainable in the future without continued program support. However multi-year funding must occur within the current Council term at the time of application. If an application is received in the last term of Council, then funding would only be eligible within that Council's mandate.
- e) An established program/service/event/activity may receive a grant when it faces a new opportunity for expansion or has encountered an unexpected problem.

3. Definitions

For the purposes of this Policy:

- a) "Applicant" means the non-profit organization or individual who has submitted an application for funding to the Town's Community Grant Program;
- b) "Committee" means a committee established by Council, which will review applications and make recommendations for approval of grant funding to Council;
- c) "Community Grant Program" means a fund established annually by Council through the Town's annual operating budget to provide cash or in-kind financial grants to selected eligible Applicants.
- d) "Council" means the Council of the Corporation of the Town of Midland;
- e) "Intake" means the period of time established during which grant applications are received, reviewed and recommended to Council for distribution of the annual funding amount available through the Town's operating budget.
- f) "Non-Profit Organization" means a non-profit organization (NPO) as described in paragraph 149(1)(l) of the [Income Tax Act](#).
- g) "Town" means the Corporation of the Town of Midland.
- h) "Treasurer" means the Director of Finance/Treasurer for the Corporation of the Town of Midland.

4. Responsibility

- 4.1 Treasurer or designate:
 - a) Confirm, through Council, the funding allocation that is established for the Program through the annual budget cycle;
 - b) Promote the Program Intake application period to all community groups through a range of communication opportunities employed by the Town;
 - c) Coordinate the collection of and distribution of Program application forms;
 - d) Prepare a report to Council outlining the recommendations of the Committee for the distribution of funds to selected applicants for the Program Intake;
 - e) Communicate to Applicants the status of their application following the review process and final approval by Council;
 - f) Prepare and distribute recommended funding to all approved grant recipients;
 - g) Maintain a tracking mechanism for the Program and report annually to Council on the distribution of funds.
- 4.2 Committee Responsibilities:
 - a) The Committee will be presented with all grant applications for consideration.
 - b) Review all applications to ensure submissions are complete and meet the eligibility conditions of the Program, including any submitted Accountability Forms as outlined in Section 7.3 of this policy;
 - c) The Committee will rank all grant applications using the Applicant Ranking Regime in Appendix A to this policy.
 - d) Based on the rank, the Committee will make recommendations for the distribution of funds, and forward to the Treasurer for a final recommendation to Council.
- 4.3 Council
 - a) Provide final approval of the recommended list of grant recipients.

5. Program Eligibility

- 5.1 The following Eligibility Requirements must be met:
 - a) Only Applicants that support and provide program/service/event/activities in the following areas: arts, culture, heritage, recreation, sports, environment, health, education, social and human services related initiatives;
 - b) Demonstrated ability of the Applicant provide program/service/event/activity in an effective, accessible, open and inclusive manner;

- c) Program/service/event/activity open to/beneficial to the general public (residents of the Town);
- d) For programs/events that are of a broader regional nature which demonstrate a clear benefit beyond Midland residents, the Applicant should demonstrate their efforts in seeking a similar proportionate grant from other jurisdictions;
- e) Only one request per Applicant will be considered in the Program Intake unless there is clear evidence of partnership or co-program delivery.
- f) As identified in Section 2.3 d), multi-year funding applications must be within the current Council term at the time of application.
- g) Applicants are only eligible to receive funding for a maximum of three consecutive years.

5.2 Ineligibility:

The Program will not fund any projects or groups under any of the following circumstances:

- a) The Applicant is a school board, for-profit business, or already municipally funded;
- b) The funding is considered primary or where more than 15% of the grant is allocated to the administration/ongoing day-to-day operating costs related the subject of the grant;
- c) The program/service/event/activity takes place outside of the Town of Midland (unless of broader regional basis per item 5.1 above);
- d) The grant is to fund a deficit or funding shortfall;
- e) The application and component pieces are deemed to be incomplete;
- f) To provide endowment funds;
- g) Any previously granted projects are not fully reconciled and all accountability reports received;
- h) The Applicant does not meet eligibility criteria;
- i) Annual fund drives and fundraising activities for sustaining support.

6. Program Intake and Application Deadline

- 6.1 There will be one Program Intake per budget year.
- 6.2 Application deadlines will be advertised three (3) months prior to the established due dates.
- 6.3 The due date for applications is 12:00pm noon on the established date of the current Program Intake.

6.4 Late submissions will not be considered.

7. Program Application Submission

7.1 Grants up to \$7,500:

a) Submission of a formal Grant Application.

7.2 Submission of a Follow-up Accountability Form. Consideration of any future grant is contingent upon receipt of the Accountability Form.

8. Application Criteria

Applicants must demonstrate:

8.1 Merit of Funding Request

- a) Community need/demand for proposed activity or service;
- b) Community support (funding support or sponsorship from other organizations, local businesses, industry, service clubs; letters of support);
- c) Demonstrate how the funding request achieves the priorities of Council and/services provided by the municipality;
- d) Demonstrate the value to the community for taxpayer support;
- e) Accountability/mechanism in place for evaluation (identification of key performance measures and outcomes).

8.2 Applicant Profile that Supports Community Service

- a) Likelihood of success (the Applicant should demonstrate that it has the ability/capacity to complete the proposed activity or service; how practical is the project given the structure and resources available to the Applicant);
- b) Experience of the Applicant in delivering similar program/service/event/activity;
- c) Ability of the Applicant to leverage other funding support;
- d) Mission of the Applicant and volunteer support.

8.3 Finances

- a) Sound financial management and revenue generation (accurate records, realistic and responsible budget, various sources of income; if deficit then a deficit reduction plan);
- b) Financial need (leveraging of funds, seed money, inability to fund on their own through own resources or alternative revenue generation);
- c) Applicant's commitment to self-sufficiency/sustainability.

8.4 Benefit to the Community

- a) Evidence of community collaboration; partnerships or co-delivery;
- b) Ensuring that another organization is not providing a similar program/service/event/activity and avoiding duplication;
- c) Community benefit or impact based on both measurable and qualitative information.

APPENDIX A

Applicant Ranking Regime:

Step One – Ranking of Applicants

Each application will be ranked by the Committee considering the questions included in the following seven (7) criteria. The ranking will be totaled. The highest score available is 28 points.

Criteria A – Need in relation to Council's strategic goals and objectives

Will this initiative fulfill a need that will further any of Council's strategic goals and objectives? Will taxpayers of the Town of Midland support this initiative?

4 – exceptional alignment with multiple strategic goals and objectives; clear and demonstrated public support

3 – strong link to more than one strategic goal and objectives

2 – link to one strategic goals and objectives

1 – will likely align

Criteria B – Innovation

Does the initiative demonstrate an innovative approach, encourage visioning, or respond to new ideas? Can community demand be demonstrated?

4 – highly original, transformative concept with strong, documented community support

3 – highly innovative; clear and significant community demand

2 – somewhat fresh approach; demand is demonstrated

1 – not new; some community interest

Criteria C - Reach of Program service//Event/Activity

For initiatives of a broader regional nature, has the Applicant demonstrated efforts to secure proportionate grants from other jurisdictions?

4 – confirmed and substantial multi-jurisdictional funding

3 – firm evidence of other funding approvals provided

2 – evidence that other requests for funding have occurred

1 – no evidence of request

Criteria D – Openness of Program/ service/Event/Activity

Is the initiative open and beneficial to the general public and all residents of Midland? Does the Applicant demonstrate that the initiative will be provided in an effective and accessible manner?

4 – fully inclusive and accessible; explicitly designed for community-wide benefit

3 – clear evidence of open delivery and general benefit

2 – some implied restrictions

1 – limited benefit

Criteria E – Ripple Effect

Does the initiative provide added value or enhanced capacity that benefits the Town of Midland? Will a significant improvement occur if this program/ service/event/activity proceeds?

4 – transformative impact with lasting, measurable community benefit

3 – should have a dramatic effect

2 – likely have a noticeable effect

1 – may have some effect

Criteria F – The Program/Service/Event/Activity

Is the proposal feasible? Can the Applicant carry out the proposal? Does the Applicant have the resources to execute their proposal? Does the proposal show evidence of sustainability? Clear evaluation criteria provided?

4 – outstanding proposal; highly feasible with robust resources and evaluation metrics

3 – well-developed proposal with evaluation

2 – defined proposal with some evaluation

1 – poorly defined proposal objective/evaluation

Criteria G – Budget

First-time Applicants - Is it clear how the funding will be spent? Are funds from other sources clearly disclosed? Has any commitment to future self-sustainability been provided?

4 – detailed, transparent budget with confirmed funding sources and strong long-term sustainability plan

3 – good budget definition and disclosure; future self-sustainability demonstrated

2 – adequate budget definition and disclosure; future self-sustainability possible

1 – ill-defined budget definition and disclosure future self-sustainability unlikely

Repeat Applicants – Was a complete Accountability Form submitted as required to provide outcome of previous grant? Is it clear how the current funding will be spent? Are funds from other sources clearly disclosed?

4 – all past requirements met; clear outcomes and financials provided

3 – yes

2 – some outstanding issues

1 – no – the failure to submit required may eliminate the new proposal from future consideration

Step Two – Determination of Funding

Applicants will be considered separately, and funding recommended based on the final score. Funding decision to be yes or no; partial grants will be given if it is determined that a partial grant will not impact the organization's ability to proceed with the initiative.