

City of Hamilton GRANTS SUB-COMMITTEE AGENDA

20-001
February 10, 2020
11:00 am
Council Chambers, Hamilton City Hall
71 Main Street West

Stephanie Paparella, Legislative Coordinator (905) 546-2424 ext. 3993

- 1. CHANGES TO THE AGENDA
- 2. DECLARATIONS OF INTEREST
- 3. APPROVAL OF MINUTES OF PREVIOUS MEETING
 - 3.1 May 6, 2019
- 4. CONSENT ITEMS
- 5. STAFF PRESENTATIONS
 - 5.1 City Enrichment Fund 2020 Workplan (GRA19005) (City Wide) (Due to lack of quorum, this report was not addressed at the September 23, 2019 meeting)
- 6. DISCUSSION ITEMS
 - 6.1 United Way Update (GRA19003) (City Wide) (Due to lack of quorum, this report was not addressed at the September 23, 2019 meeting)
 - 6.2 2019 City Enrichment Fund Update (GRA20002) (City Wide)

7. MOTIONS

7.1 2020 Budget Enhancement Request for the Concession Street BIA (Due to lack of quorum, this report was not addressed at the September 23, 2019 meeting)

WITHDRAWN FROM THIS AGENDA, AS IT WILL BE ADDRESSED THROUGH THE BUDGET PROCESS.

- 8. NOTICES OF MOTION
- 9. GENERAL INFORMATION / OTHER BUSINESS
- 10. ADJOURNMENT



GRANTS SUB-COMMITTEE MINUTES 19-002

9:30 a.m. May 6, 2019 Council Chambers, Hamilton City Hall

Present: Councillors B. Johnson (Chair), N. Nann (Vice Chair)

L. Ferguson, S. Merulla, A. VanderBeek

Absent: Councillor T. Jackson – Personal

THE FOLLOWING ITEMS WERE REFERRED TO THE AUDIT, FINANCE &

ADMINISTRATION COMMITTEE FOR CONSIDERATION:

1. 2019 City Enrichment Funding Recommendations (GRA19002) (City Wide) (Item 5.1)

(Merulla/VanderBeek)

- (a) That, the 2019 City Enrichment Fund recommended funding allocation, in the amount of **\$6,210,926**, as outlined in Appendix "A" attached to Report GRA19002, **as amended**, be approved;
- (b) That the 2019 City Enrichment Fund Application Summary, attached as Appendix "B" to Report GRA19002, be received;
- (c) That 2019 City Enrichment Fund Payment Plan, attached as Appendix "C" to Report GRA19002, be approved; and,
- (d) That the 2019 City Enrichment Fund grants, as listed in Appendix "D" attached to Report GRA19002, be approved and the funds be released pending the submission of additional information, by July 19, 2019.

Result: MAIN MOTION, AS AMENDED, CARRIED on a vote of 5 to 0, as follows:

YES - Councillor Nrinder Nann

YES - Councillor Sam Merulla

NOT PRESENT - Councillor Tom Jackson

YES - Chair Brenda Johnson

YES - Councillor Arlene VanderBeek

YES - Councillor Lloyd Ferguson

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 1)

The Committee Clerk advised of the following changes to the agenda:

- 1. DISCUSSION ITEMS (Item 6)
 - 6.1 2019 City Enrichment Funding Recommendations (GRA19002) (City Wide)
 - (i) Appendix B pages 96 and 248 have been revised by staff.
 - (ii) Appendix D has been replaced in its entirety.

Additionally, as there is a presentation to go with the report, this matter has been moved to Item 5.1.

(VanderBeek/Merulla)

That the May 6, 2019 agenda for the Grants Sub-Committee be approved, as amended.

Result: Motion CARRIED by a vote of 5 to 0, as follows:

YES - Councillor Nrinder Nann

YES - Councillor Sam Merulla

NOT PRESENT - Councillor Tom Jackson

YES - Chair Brenda Johnson

YES - Councillor Arlene VanderBeek

YES - Councillor Lloyd Ferguson

(b) DECLARATIONS OF INTEREST (Item 2)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 3)

(i) February 12, 2019 (Item 3.1)

(VanderBeek/Ferguson)

That the Minutes of the February 12, 2019 Grants Sub-Committee meeting be approved, as presented.

Result: Motion CARRIED by a vote of 5 to 0, as follows:

YES - Councillor Nrinder Nann YES - Councillor Sam Merulla

NOT PRESENT - Councillor Tom Jackson

YES - Chair Brenda Johnson

YES - Councillor Arlene VanderBeek YES - Councillor Lloyd Ferguson

(d) STAFF PRESENTATIONS (Item 5)

(i) 2019 City Enrichment Funding Recommendations (GRA19002) (City Wide) (Item 5.1)

John Hertel, Director, Strategic Partnerships & Communications, and staff addressed Committee and provided a PowerPoint overview of Report GRA19002, respecting the 2019 City Enrichment Funding Recommendations.

(Nann/Merulla)

That the presentation, respecting Report GRA19002, respecting the 2019 City Enrichment Funding Recommendations, be received.

CARRIED

A copy of the presentation is available on the City's website at www.hamilton.ca or through the Office of the City Clerk.

(Merulla/Ferguson)

That the following amendments to Appendix "A" of Report GRA19002 – 2019 City Enrichment Funding Recommendations, be approved:

(a) YWCA Hamilton – Transitional Living (CS A2)

That the recommended 2019 City Enrichment Fund grant for the YWCA Hamilton – Transitional Living (CS A2), be increased by \$8,000, from \$21,979 to \$29,979, with the \$8,000 to be funded from the Grant Reserve #112230 for 2019.

(b) Sexual Assault Centre (Hamilton and Area) – Abuse Prevention (CS B1)

That the recommended 2019 City Enrichment Fund grant for the Sexual Assault Centre (Hamilton and Area) – Abuse Prevention (CS B1), be increased by \$128, from \$6,565 to \$6,693, with the \$128 to be funded from the Grant Reserve #112230 for 2019.

(c) Sexual Assault Centre (Hamilton and Area) – Counselling and Advocacy (CS B3)

That the recommended 2019 City Enrichment Fund grant for the Sexual Assault Centre (Hamilton and Area) – Counselling and Advocacy (CS B3), be increased by \$395, from \$20,155 to \$20,550, with the \$395 to be funded from the Grant Reserve #112230 for 2019.

(d) Sexual Assault Centre (Hamilton and Area) – Crisis Support (CS B4)

That the recommended 2019 City Enrichment Fund grant for the Sexual Assault Centre (Hamilton and Area) – Crisis Support (CS B4), be increased by \$299, from \$15,242 to \$15,541, with the \$299 to be funded from the Grant Reserve #112230 for 2019.

(e) Sexual Assault Centre (Hamilton and Area) – Diverse Communities Outreach (CS B5)

That the recommended 2019 City Enrichment Fund grant for the Sexual Assault Centre (Hamilton and Area) – Diverse Communities Outreach (CS B5), be increased by \$235, from \$11,951 to \$12,186, with the \$235 to be funded from the Grant Reserve #112230 for 2019.

(f) Hamilton East Kiwanis Boys and Girls Clubs of Hamilton – Community Outreach (CS C8)

That the recommended 2019 City Enrichment Fund grant for the Hamilton East Kiwanis Boys and Girls Clubs of Hamilton – Community Outreach (CS C8), be increased by \$935, from \$39,065 to \$40,000, with the \$935 to be funded from the Grant Reserve #112230 for 2019.

(g) Dundas Youth Chaplaincy – Routes Youth Centre (CS D4)

That the recommended 2019 City Enrichment Fund grant for the Dundas Youth Chaplaincy – Routes Youth Centre (CS D4), be increased by \$94, from \$10,506 to \$10,600, with the \$94 to be funded from the Grant Reserve #112230 for 2019.

(h) Famee Furlane of Hamilton – Everyone Can Age in Place (CS E20)

That the recommended 2019 City Enrichment Fund grant for the Famee Furlane of Hamilton – Everyone Can Age in Place (CS E20), be increased by \$603, from \$5,719 to \$6,322, with the \$603 to be funded from the Grant Reserve #112230 for 2019.

(i) Rotary Club of Hamilton – Rotary Literacy in Action (CS F11)

That the recommended 2019 City Enrichment Fund grant for the Rotary Club of Hamilton – Rotary Literacy in Action (CS F11), be increased by \$1,000, from \$7,362 to \$8,362, with the \$1,000 to be funded from the Grant Reserve #112230 for 2019.

(j) Cancer Assistance Program – Community Engagement – Code Red (CS H10)

That the recommended 2019 City Enrichment Fund grant for the Cancer Assistance Program – Community Engagement – Code Red (CS H10), be increased by \$2,500, from \$17,500 to \$20,000, with the \$2,500 to be funded from the Grant Reserve #112230 for 2019.

(k) Eva Rothwell Centre – The Literacy Express at the Eva Rothwell Centre (CS H11)

That the recommended 2019 City Enrichment Fund grant for the Eva Rothwell Centre – The Literacy Express at the Eva Rothwell Centre (CS H11), be increased by \$1,785, from \$3,715 to \$5,500, with the \$1,785 to be funded from the Grant Reserve #112230 for 2019.

(I) Food4Kids Hamilton – Weekends without Hunger Waiting List Elimination (CS H14)

That the recommended 2019 City Enrichment Fund grant for the Food4Kids Hamilton – Weekends without Hunger Waiting List Elimination (CS H14), be increased by \$20,458 from \$9,542 to \$30,000, with the \$20,458 to be funded from the Grant Reserve #112230 for 2019.

(m) Canadian National Institute for the Blind – Peer Support for Hamiltonians Living Blind or Partially Sighted (CS H16)

That the recommended 2019 City Enrichment Fund grant for the Canadian National Institute for the Blind – Peer Support for Hamiltonians Living Blind or Partially Sighted (CS H16), be increased by \$5,531 from \$0 to \$5,531, with the \$5,531 to be funded from the Grant Reserve #112230 for 2019.

(n) Hamilton East Kiwanis Boys and Girls Club – McQuesten Boys and Girls Club (CS H17)

That the recommended 2019 City Enrichment Fund grant for the Hamilton East Kiwanis Boys and Girls Club – McQuesten Boys and Girls Club (CS H17), be increased by \$22,500, from \$0 to \$22,500, with the \$22,500 to be funded from the Grant Reserve #112230 for 2019.

(o) Rockton Agricultural Society – Rockton World's Fair (AGR A3)

That the recommended 2019 City Enrichment Fund grant for the Rockton Agricultural Society – Rockton World's Fair (AGR A3), be increased by \$2,861, from \$27,139 to \$30,000, with the \$2,861 to be funded from the Grant Reserve #112230 for 2019.

(p) Immigrant Culture and Art Association – Annual Operations (ART A21)

That the recommended 2019 City Enrichment Fund grant for the Immigrant Culture and Art Association – Annual Operations (ART A21), be increased by \$1,000, from \$18,000 to \$19,000, with the \$1,000 to be funded from the Grant Reserve #112230 for 2019.

(q) Dundas Concert Band – Annual Operations (ART A32)

That the recommended 2019 City Enrichment Fund grant for the Dundas Concert Band – Annual Operations (ART A32), be increased by \$200, from \$2,400 to \$2,600, with the \$200 to be funded from the Grant Reserve #112230 for 2019.

(r) Ancaster Society for the Performing Arts – Music at Fieldcote (ART B8)

That the recommended 2019 City Enrichment Fund grant for the Ancaster Society for the Performing Arts – Music at Fieldcote (ART B8), be increased by \$2,000, from \$13,000 to \$15,000, with the \$2,000 to be funded from the Grant Reserve #112230 for 2019.

(s) Bay Area Restoration Council of Hamilton and Halton Inc. – Educational Programming for Harbour Restoration and Water Sustainability (ENV C3)

That the recommended 2019 City Enrichment Fund grant for the Bay Area Restoration Council of Hamilton and Halton Inc. – Educational Programming for Harbour Restoration and Water Sustainability (ENV C3), be increased by \$4,418, from \$14,382 to \$18,800, with the \$4,418 to be funded from the Grant Reserve #112230 for 2019.

(t) Bruce Trail Conservancy (BTC) – 2019 BTC Hamilton Trail Access and Operation Project (ENV C4)

That the recommended 2019 City Enrichment Fund grant for the Bruce Trail Conservancy (BTC) – 2019 BTC Hamilton Trail Access and Operation Project (ENV C4), be increased by \$1,421, from \$5,287 to \$6,708, with the \$1,421 to be funded from the Grant Reserve #112230 for 2019.

(u) Dundas Historical Society Museum – Dundas Museum and Archives Exhibition (CCH A17)

That the recommended 2019 City Enrichment Fund grant for the Dundas Historical Society Museum – Dundas Museum and Archives Exhibition (CCH A17), be increased by \$200, from \$10,200 to \$10,400, with the \$200 to be funded from the Grant Reserve #112230 for 2019.

(v) Sikh Awareness Council of Hamilton –Sikh Heritage Month Celebrations (CCH A27)

That the recommended 2019 City Enrichment Fund grant for the Sikh Awareness Council of Hamilton – Sikh Heritage Month Celebrations (CCH A27), be increased by \$3,000, from \$0 to \$3,000, with the \$3,000 to be funded from the Grant Reserve #112230 for 2019.

(w) Ancaster Heritage Days – Ancaster Heritage Days 2019 (CCH A28)

That the recommended 2019 City Enrichment Fund grant for the Ancaster Heritage Days – Ancaster Heritage Days 2019 (CCH A28), be increased by \$2,160, from \$26,550 to \$28,710, with the \$2,160 to be funded from the Grant Reserve #112230 for 2019.

(x) Concession Street Business Improvement (BIA) – Streetfest 2019 (CHH A30)

That the recommended 2019 City Enrichment Fund grant for the Concession Street Business Improvement (BIA) – Streetfest 2019 (CHH A30), be increased by \$1,550, from \$6,450 to \$8,000, with the \$1,550 to be funded from the Grant Reserve #112230 for 2019.

(y) Comunita Racalmutese Maria SS Del Monte Inc. - Comunita Racalmutese Maria SS Del Monte Festival (CHH A39)

That the recommended 2019 City Enrichment Fund grant for the Comunita Racalmutese Maria SS Del Monte Inc. - Comunita Racalmutese Maria SS Del Monte Festival (CHH A39), be increased by \$3,845, from \$6,000 to \$9,845, with the \$3,845 to be funded from the Grant Reserve #112230 for 2019.

(z) CANUSA Games – CANUSA Game (SAL G1)

That the recommended 2019 City Enrichment Fund grant for the CANUSA Games – CANUSA Game (SAL G-1), be increased by \$7,918, from \$30,284 to \$38,202, with the \$7,918 to be funded from the Grant Reserve #112230 for 2019.

Result: Amendment CARRIED by a vote of 5 to 0, as follows:

YES - Councillor Nrinder Nann YES - Councillor Sam Merulla

NOT PRESENT - Councillor Tom Jackson

YES - Chair Brenda Johnson

YES - Councillor Arlene VanderBeek YES - Councillor Lloyd Ferguson

For further disposition of this matter, please refer to Item 1.

(e) ADJOURNMENT (Item 8)

(Merulla/Ferguson)

That, there being no further business, the Grants Sub-Committee be adjourned at 10:45 a.m.

CARRIED

Respectfully submitted,

Councillor B. Johnson Chair, Grants Sub-Committee

Stephanie Paparella Legislative Coordinator Office of the City Clerk



INFORMATION REPORT

TO:	Chair and Members Grants Sub-Committee						
COMMITTEE DATE:	September 23, 2019						
SUBJECT/REPORT NO:	City Enrichment Fund 2020 Workplan (GRA19005) (City Wide)						
WARD(S) AFFECTED:	City Wide						
PREPARED BY:	Lisa Branston (905) 546-2424 Ext. 4524						
SUBMITTED BY:	John Hertel Director, Strategic Partnerships & Communications City Manager's Office						
JATHER !	·						

INFORMATION

The City of Hamilton has played a significant role in enriching the community through the City Enrichment Fund. As the City of Hamilton continues to grow and evolve, the population and needs within the community have continued to transform.

In May 2016, the Director, Finance, Administration and Revenue Generation was delegated the authority to amend all City Enrichment Fund forms, guidelines and program areas as needed, reporting any and all changes annually to the Grants Sub-Committee. It is under this authority that staff presents the City Enrichment Fund 2020 Workplan which identifies changes for the upcoming funding cycle and an evolved strategic direction for the program.

Evolution of the program has been driven with the applicant experience at the forefront. Staff continue to make revisions to ensure the program is meeting the needs of the community and its continuously changing landscape.

Areas of focus for 2020 include 1) budget and working in a reduced budget environment 2) new IT platform to increase efficiencies 3) integrating an EDI lens to ensure the program is serving all communities 4) a review of CEF program areas to verify alignment with CEF's mandate

SUBJECT: City Enrichment Fund 2020 Workplan (GRA19005) (City Wide) - Page 2 of 2

APPENDICES AND SCHEDULES ATTACHED



CITY ENRICHMENT FUND

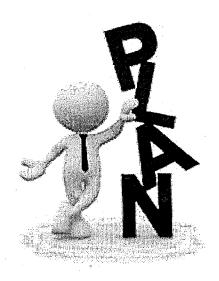
2020 WORKPLAN

September 23, 2019

Strategic Partnerships & Communications
City Manager's Office

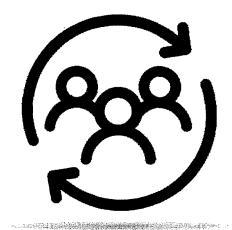
Discussion Agenda

- Introductions & Meeting Process
- 2020 Workplan
 - Administrative Staffing Changes
 - Arts Creation & Presentation Stream
 - IT Upgrade
 - GIGIT
 - 2019 EDI Summary
 - 2020 Budget
 - Funding Phase Out Policy
- Questions/Concerns



Administrative Staffing Changes

- Rosanna Melatti, Grants Coordinator, currently Interim Executive Assistant to City Manager
- Tameem Miri, Financial Coordinator (Grants), was promoted to a position in Corporate Services, July 2019
 - Currently conducting interviews to fulfill divisional obligations
- Lisa Branston, Acting Grants Coordinator, will be going on maternity leave November 2019
- New Acting Grants Coordinator (maternity leave) will start November 1, 2019



Creation & Presentation Program

Background:

- The City Enrichment Fund launched the Creation & Presentation Grants for Arts Professionals stream in 2016.
 Since that time, CEF has been streamlined each year with the goal of administering and delivering the program consistently across each of the six program areas.
- This continuous improvement effort is made with consideration of the applicants all of which are not-for-profit organizations, with one exception. The Creation & Presentation stream remains apart, as it is the only stream that funds artist projects.
- Each year, staff update the CEF program with the goal of implementing a consistent approach for the
 applicant and to the administrative process. The inconsistency in the type of applicant requires a set of
 exceptions within the CEF process.

Next steps:

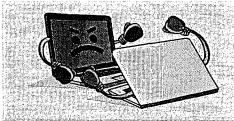
- Staff from the Tourism and Culture division and the City Manager's Office will work together to
 - review the Creation & Presentation stream under CEF
 - survey previous applicants / public
 - provide alternative program delivery, if applicable





IT Upgrade

- A new platform launched in 2017, which was supported by the City of Hamilton's internal IT team. Currently, CEF is the only external facing program still leveraging the current platform.
- Staff will explore options for a new IT platform to increase efficiencies in the application and adjudication process.
- Rational for change as current system
 - is exceptionally manual on the backend. Significant staff time is spent on manual processes instead of improving and moving forward other areas of the CEF program
 - requires additional budget to upgrade the backend and staff have limited confidence that the end result will outweigh dollars spent
 - is outdated compared to similar grant programs and the applicant experience could be improved
- Dollars will come from the existing CEF administrative budget
- Expected timeline: launch for 2022 funding cycle





Sigit

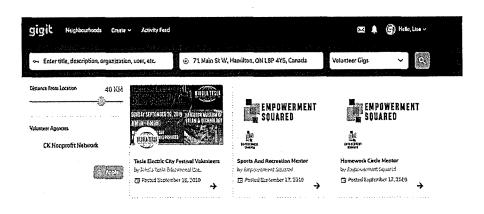
What is GIGIT?

• Gigit is a free social media platform, fundraising tool and relationship management solution for non-profit organizations. It allows for organizations to manage donors, volunteers and fundraising all in one place.

How can GIGIT help CEF organizations?

- Fundraising tool
 - Online ticket sales
 - · Peer to peer fundraising
- Volunteer Management
 - Event and ongoing opportunities
 - Custom application forms
 - Hour tracking
- Donor Management
 - One time or reoccurring
 - Donor engagements
 - Database of donors and donations

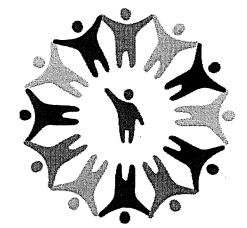
GIGIT will be hosting workshops for CEF applicants in Fall 2019 to provide more information and help onboard interested applicants.





EDI Summary

- At Grants Sub-Committee meeting in May 2019, staff offered to provide a summary of CEF programs applying an Equity, Diversity, Inclusion (EDI) lens.
- The summary is based on the main target audience of the programs as opposed to the organization and
 - 1) identifies what areas are currently being funded
 - 2) helps identify who is currently being underserved by the program
 - 3) provides a foundation for an EDI strategy
- This summary does not include larger Arts organizations who offer programming to areas of inclusion but are not considered their main target audience. These organizations and benefits will be captured as the EDI strategy evolves.





2019 EDI Summary

*main target of program	Primmary by Filters of Inclusion

	Youth at Risk	Survivors of Sexual Violence	Francophone 2	Low Income 40	Geographically underserved 25	Ethnicity.	LGBTQS community 3	Immigrants/Refugees 5	Persons w/disability 14	Filter of Inclusion # of Programs Funded	
\$ 163,313	\$ 57,808	\$ 262,663	\$ 28,810	\$ 925,617	\$ 485,665	\$ 136,598	\$ 42,650	\$ 94,994	\$ 238,134	Total Dollars	



Strategic Partnerships & Communications
City Manager's Office

EDI 2019 Summary

Summary by Program Area

Program Area	# of Programs Funded	% of Total Programs Funded	Total Dollars Allocated	% of Program Area Budget
Community Services	78	82%	\$ 2,015,459	93%
Sport & Active Lifestyle	15	30%	\$ 95,305	34%
Communities, Culture &	21	30%	\$ 162,481	28%
Heritage				
Environment	5	62%	\$ 81,256	55%
Agriculture	2	11%	\$ 29,741	20%
ARTS*	3	3%	\$ 52,010	2%
TOTAL	124	37%	\$2,436,252	40%

^{*}does not include larger organizations who provide programming to areas of inclusion but is not their main target audience



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EDI Summary

Key Takeaways

- 40% of the total CEF budget is allocated to programs serving areas of inclusion
- Currently, CEF does not support any organizations that have a primary target audience of Aboriginal/Indigenous

Next Steps:

- Conduct community engagement to further identify underserved groups and help understand the needs of these communities
- Identify appropriate framework for EDI lens for the City Enrichment Fund
- Identify potential impact on current CEF adjudication & funding processes
- Engage with the Equity, Diversity and Inclusion Steering Committee and align priorities with the City of Hamilton's EDI framework
- Staff will present findings for further discussion at Grants Sub Committee meeting in Spring 2020





2020 Budget

July 12, 2019, Council approved subsection (e) to Item 4 of the General Issue Committee Report 19-013, which reads as follows:

2020 Budget Guidelines, Outlook and Process (FCS19054) (City Wide) (Item 9.2)

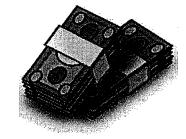
(e) That all other Boards and Agencies including Hamilton Beach Rescue Unit, Royal Botanical Gardens, Farmers' Market and the City Enrichment Fund target a 0% increase and that any increase beyond the guideline be forwarded for consideration with explanation;

What does this mean?

- Staff are limited to recommend funding within the total approved budget.
- For the 2020 funding cycle, CEF has a modest reserve of \$ 17,937
- With no new money coming into the program, it limits the ability to
 - offer incentives for applicants to submit strong applications (80%+ receive 2% increase)
 - recommend funding to new applicants and/or programs

What can we do?

- Encourage committee members to refer considerations to annual budget process if incremental funds are required
- Implement the previously Council approved Funding Phase Out policy (next slide)



11

Funding Phase Out Policy

This Council approved policy outlines the conditions in which staff may recommend that funding to some returning recipients be discontinued or reduced.

- CEF grant represents less than 5% of the program's budget 1 year transition
- CEF grant represents between 5%-15% of the program's budget 2 year transition
- CEF grant represents more than 15% of the program's budget 3 year transition

Staff will review programs to identify applicants who

- successfully achieve sustainable revenues and the proportion of City funding within the overall budget is limited.
- fail to fulfill organizational mandate or showcase financial instability

In early 2020, staff will bring forward recommendations for funding phase out/reduction based on program/financial analysis and consultation with Ward Councillors.







QUESTIONS?

Strategic Partnerships & Communications
City Manager's Office



2020 WORKPLAN

September 23, 2019

Discussion Agenda

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- This continuous improvement effort is made with consideration of the applicants all of which are not-for-profit organizations, with one exception. The Creation & Presentation stream remains apart, as it is the only stream that funds artist projects.
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IT Upgrade

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- Staff will explore options for a new IT platform to increase efficiencies in the application and adjudication process.
- Rational for change as current system
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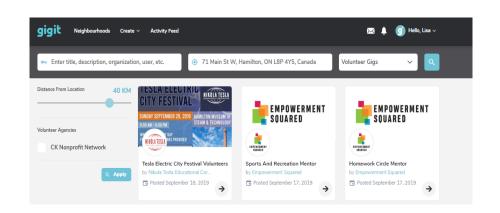
What is GIGIT?

 Gigit is a free social media platform, fundraising tool and relationship management solution for non-profit organizations. It allows for organizations to manage donors, volunteers and fundraising all in one place.

How can GIGIT help CEF organizations?

- Fundraising tool
 - Online ticket sales
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 - Hour tracking
- Donor Management
 - One time or reoccurring
 - Donor engagements
 - Database of donors and donations

GIGIT will be hosting workshops for CEF applicants in Fall 2019 to provide more information and help onboard interested applicants.





EDI Summary

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2019 EDI Summary

Summary by Filters of Inclusion

*main target of program

Filter of Inclusion	# of Programs Funded	Total Dollars
Persons w/disability	14	\$ 238,134
Immigrants/Refugees	5	\$ 94,994
LGBTQS community	3	\$ 42,650
Ethnicity	17	\$ 136,598
Geographically underserved	25	\$ 485,665
Low Income	40	\$ 925,617
Francophone	2	\$ 28,810
Survivors of Sexual Violence	8	\$ 262,663
Youth at Risk	3	\$ 57,808
Seniors at Risk	7	\$ 163,313
TOTAL	124	\$2,436,252



EDI 2019 Summary

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EDI Summary

Key Takeaways

- 40% of the total CEF budget is allocated to programs serving areas of inclusion
- Currently, CEF does not support any organizations that have a primary target audience of Aboriginal/Indigenous

Next Steps:

- Conduct community engagement to further identify underserved groups and help understand the needs of these communities
- Identify appropriate framework for EDI lens for the City Enrichment Fund
- Identify potential impact on current CEF adjudication & funding processes
- Engage with the Equity, Diversity and Inclusion Steering Committee and align priorities with the City of Hamilton's EDI framework
- Staff will present findings for further discussion at Grants Sub Committee meeting in Spring 2020







2020 Budget

July 12, 2019, Council approved subsection (e) to Item 4 of the General Issue Committee Report 19-013, which reads as follows:

2020 Budget Guidelines, Outlook and Process (FCS19054) (City Wide) (Item 9.2)

(e) That all other Boards and Agencies including Hamilton Beach Rescue Unit, Royal Botanical Gardens, Farmers' Market and the City Enrichment Fund target a 0% increase and that any increase beyond the guideline be forwarded for consideration with explanation;

What does this mean?

- Staff are limited to recommend funding within the total approved budget.
- For the 2020 funding cycle, CEF has a modest reserve of \$ 17,937
- With no new money coming into the program, it limits the ability to
 - offer incentives for applicants to submit strong applications (80%+ receive 2% increase)
 - recommend funding to new applicants and/or programs

What can we do?

- Encourage committee members to refer considerations to annual budget process if incremental funds are required
- Implement the previously Council approved Funding Phase Out policy (next slide)





Funding Phase Out Policy

This Council approved policy outlines the conditions in which staff may recommend that funding to some returning recipients be discontinued or reduced.

- CEF grant represents less than 5% of the program's budget 1 year transition
- CEF grant represents between 5%-15% of the program's budget 2 year transition
- CEF grant represents more than 15% of the program's budget 3 year transition

Staff will review programs to identify applicants who

- successfully achieve sustainable revenues and the proportion of City funding within the overall budget is limited.
- fail to fulfill organizational mandate or showcase financial instability

In early 2020, staff will bring forward recommendations for funding phase out/reduction based on program/financial analysis and consultation with Ward Councillors.







QUESTIONS?



CITY OF HAMILTON CITY MANAGER'S OFFICE

Strategic Partnerships and Communications Division

TO:	Grants Sub-Committee
COMMITTEE DATE:	September 23, 2019
SUBJECT/REPORT NO:	United Way Update (GRA19003) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Lisa Branston (905) 546-2424 Ext. 4524
SUBMITTED BY: SIGNATURE:	John Hertel Director, Strategic Partnerships & Communications City Manager's Office

COUNCIL DIRECTION:

Audit, Finance & Administration at its meeting of September 24, 2018, passed the following motion:

"Staff look at the feasibility of donating to the City of Hamilton's City Enrichment Fund – Community Services program area"

The purpose of this report is to provide the results of a staff review and to provide an update on United Way Halton & Hamilton activities.

RECOMMENDATION(S)

- (a) The City of Hamilton continue to support the United Way Halton & Hamilton via employee donation campaign
- (b) The City of Hamilton continue to evolve and strengthen their relationship with the United Way Halton & Hamilton to increase positive community impacts

EXECUTIVE SUMMARY

In recent years, fundraising for the United Way has been challenging across the country. In 2016, United Way reserves in Hamilton were depleted in order to cover the shortfalls in funds raised in the city wide campaign. In 2017, the United Way of

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Hamilton Burlington amalgamated with the balance of Halton Region to form United Way Halton & Hamilton (UWHH). Fundraising in the year of amalgamation again fell short, but with reserves already depleted and a new strategic focus by the organization, a number of organizations in Hamilton had their funds reduced or eliminated. The City of Hamilton, through the City Enrichment Fund (CEF), allocated approximately \$140,000 as a one time support to six of the organizations that were current participants in the City Enrichment Fund. That unplanned support, drained the funds reserves.

In 2018, there were positive signs of growth in the Hamilton & Halton campaign with improved campaign fundraising numbers achieved, that enabled the organization to maintain their financial support for those approved the previous year. The 2019 campaign goal is again a growth target. A Hamilton CEO is this year's campaign Chair, City staff have continued to work closely with the agency, meeting regularly with the Executive, participating in the Cabinet, and working collaboratively on longer term strategies to optimize support and positive impacts in our community.

At the request of the Grant Sub Committee, staff have investigated the logistics related to the possibility of leveraging CEF staff and relationships as an alternative for City employees to channel their donations to organizations of their choice, instead of deeming the United Way as the City's charity of choice.

After reviewing the required processes relating to the City of Hamilton executing a replacement for the City employee equivalent to the United Way employee program, staff identified various issues and concerns if the employee program was managed internally

- The City of Hamilton is unable to provide donation receipts because the donated funds are being re-directed to external organizations, and not being used directly by the City of Hamilton.
- Internalizing the employee campaign would require additional staffing resources to complete the tasks that are currently managed, at no cost to the City, by UWHH.
- Anecdotal feedback indicated that a significant portion of employee donors would continue to donate through United Way to make the best use of their donation in areas of need rather than earmark specific recipient organizations through the City.
- Relevant departments are not currently resourced to manage this internally, and the cost of staff time would outweigh the donation totals.

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 Many of the programs and agencies currently funded by CEF are also funded by UWHH. This strategy allows UWHH and the City to share risk by diversifying the income stream and permits the agencies to be compliant with the CEF's restriction of funding up to 30% of a program's budget.

Conclusion: The City of Hamilton and UWHH are working more collaboratively together, and together can better leverage efforts to support social services in the city. With recent provincial budget cuts and uncertainty about municipal roles and responsibilities, any decision to internalize the UWHH campaign could impact well beyond the dollars in question. Many agency partners are vulnerable and destabilizing the system by removing a large piece of funding, could cause a ripple effect through the sector.

City staff are committed to strengthening the relationship with UWHH to maximize community impact. The City of Hamilton United Way committee is being re-established with a mandate to revitalize employee interest and to educate and increase awareness about the United Way in Hamilton. UWHH is now in year two of amalgamation and has stabilized funding, developed a clear strategic plan for the next 3-5 years, and is investing in programs and strategic initiatives that are having a positive multiplier effect in the community beyond the dollars invested in the program.

Alternatives for Consideration – Not Applicable

FINANCIAL - STAFFING - LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

The City of Hamilton and UWHH have a longstanding partnership spanning several decades where the two organization work in partnership to address local pressing issues. UWHH offers services ranging from youth leadership development to domestic violence support to job skills training. They offer a wide array of care to neighbours regardless of gender, race, sexual orientation, religion and creed. In April 2017, as a result of the changing landscape within the sector and to better leverage their resources, United Way Halton & Hamilton (UWHH) amalgamated four local United

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Ways to create one organization. This positioned the organization to realize economies of scale and greater efficiencies with a goal to raise and invest more in all of these communities. Through amalgamation, UWHH faced funding challenges in the 2018 cycle as a result of numerous factors which contributed to a reduction or elimination of funding to a number of longstanding United Way agencies in Hamilton. In order to ensure the financial viability of programs through CEF, Council approved emergency one-time funding (\$140,936) for 6 organizations to offset UWHH funding reductions.

UWHH currently invests into 28 agencies that deliver a total of 44 programs throughout Hamilton. This year, more than 100,000 people will receive a wide range of services ranging from early years to seniors and everything in between. The 2018 campaign raised a total of \$10,875,000 dollars, a solid increase over the \$10,000,000 raised the previous year. The dollars were directed towards three major issues impacting the Hamilton community; education inequality, hunger and mental illness.

As a result of the amalgamation, a new UWHH Cabinet has been established, comprising of several prominent Hamilton based personnel, including a high-profile Hamiltonian as Campaign Chair for 2019. In addition, there has been a refocus on the market, with Hamilton receiving more visibility than in the past. UWHH is hosting more events in Hamilton including the 2019 Campaign kick-off at the Hamilton Airport.

The City holds an annual fundraising campaign raising 150k-170k per year, mostly through employee giving. In 2018, COH raised \$152,000 via two employee events and the employee payroll deduction program. Currently, 580 employees are signed up for the payroll deduction program.

RELEVANT CONSULTATION

City Enrichment Fund staff met with the United Way Halton & Hamilton.

City Enrichment Fund staff met with staff from Audit & Finance Administration to understand the details of the payroll deduction program and how they would be impacted if this program was delivered by City staff.

ANALYSIS AND RATIONALE FOR RECOMMENDATION(S)

City Enrichment Fund Processes

Staff did a thorough review of the City of Hamilton United Way employee campaign processes and have identified the following as rationale to maintain the UWHH as the City of Hamilton employee's charity:

Charitable Status

- While the City of Hamilton does have charitable status, the Canadian Revenue Agency confirmed that the City of Hamilton cannot issue charitable receipts for funds that are being re-directed to external, third party organizations.
- o If CEF was to become the City of Hamilton's charity, employees would not be able to receive a charitable receipt for their donation.
- Optics for the City of Hamilton
 - The City of Hamilton would be the only municipality in Canada to not support the United Way
 - This creates unnecessary negative storylines within the community
- Diversifying Risk
 - Many of the programs and agencies currently funded by CEF are the same that are funded by UWHH. This strategy allows UWHH and the City to share risk in diversifying the income stream of the agencies and permits them to be a compliant with the CEF requirement of funding up to 30% of a program's total budget.
 - The City would shoulder the entire risk of supporting current campaign levels associated with the City of Hamilton and would risk many of the additional impacts

Economies of Scale

 UWHH is able to leverage the regional scale of recent amalgamations, grant revenues, regional wide collaboration and natural resources to the benefit of the community that supplement and go beyond the current level of grants allocated to agencies

Resourcing

- The City of Hamilton does not currently have staff dedicated solely to the United Way campaign. By having a similar campaign run internally, it would require additional compliments to execute the program as CEF, Finance and Human Resources do not have sufficient resources to manage an internal program.
- The following administrative tasks would need to be done internally, which are currently being done by the UWHH:
 - UWHH hosts all giving transaction through it secure digital E-Pledge tool. It is expected that it would require approx. 120-140 hours in development time to build a similar tool

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- An additional 300+ hours is required in the development of materials, marketing collateral and donor stewardship
- Time and resources required to launch and manage the online tool throughout the campaign (approx. 60 hours each year)
- Upon completion of the campaign, additional processing tasks required (approx. 27 hours)

Direction of Funds

 Currently, employees can choose what organization their money is directed to via UWHH. The same option would be difficult to implement within the CEF program as it would require an adjustment of the funding formula and create inconsistencies throughout the program.

Financial Impact

- Considering the amount of additional staff time that would be required to manage the program internally, the financial increase from donations would not outweigh the cost of doing the work
- The City would be inheriting costs that are currently completed by the UWHH, at no cost
- o It would cost the City additional dollars to create a customized e-platform

Loss of Donors

 Significant risk of losing current donors by mandating them to re-direct their donations to an internal program

United Way Halton & Hamilton - Beyond What You Think Of

UWHH provides support directly in Hamilton beyond what is typically thought of. In addition to direct support for agencies through traditional grant funding, UWHH provides support in capacity building, research and evaluations, product drives and advocacy through its role as active participants in such initiatives as the:

- o Financial Empowerment Problem Solving (FEPS) Initiative
 - Supports more than 75,000 economically vulnerable people in Hamilton by providing access to financial knowledge, make informed financial decisions, and improve financial security.
 - To date, FEPS has filed 1,727 returns that have provided 3.3 million in benefits to the people within Hamilton
- Hamilton Roundtable for Poverty Reduction
 - Aims to improve local lives and reduce hunger by catalyzing change through community collaboration
- ConnectED & Community Design Labs
 - o Provides low cost training workshops to any non-profit organizations

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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 Connect community partners to expertise, capacity building opportunities and funding to test new ideas that have the potential to create exponential impact on priority issues

Product Drives

 Due to the large network of workplaces and volunteers, UWHH has been able to leverage over \$50,000 value in products that were directed to agency partners in 2018

In addition to strategic initiatives, UWHH has a regular presence in the community and connect volunteers with the causes they care about through events such as:

- Day of Caring: UWHH Day of Caring program aligns corporate volunteers with community agencies. These events highlight the impact of donations to UWHH corporate groups while also providing free volunteer work for agency partners. In 2018, 261 volunteers volunteered nearly 800 hours of time at the following agencies: Eva Rothwell Centre, Living Rock, Kiwanis Boys & Girls Club, St. Matthew's House, Wesley Urban Ministries, SPRC Taste Buds and Big Brothers Big Sisters.
- equity initiative in partnership with Labour Community Services. The inaugural Period Promise included a large product drive during the month of May, as well as a film screening of "Period, End of Sentence" at Playhouse Cinema in downtown Hamilton. The screening included a panel discussion on the impact of period poverty in the community, which included City of Hamilton's Ward 3 Councillor. The drive cumulated on May 28th, at Gore Park, where more than 30,000 menstrual hygiene products were collected for members of the community who can't afford them otherwise. The Period Promise will continue throughout the year with workplace partners interested in running product drives for menstrual hygiene products.
- o Gore Park Summer Promenade: UWHH hosted three Community Days of Caring in Gore Park to raise awareness of local issues and support local agencies; including a book drive and bookmark art activity in support of Eva Rothwell Centre; craft kits for Kiwanis Boys & Girls Club; and a community engagement interactive art activity around unignorable issues in the community.

Strengthening the UWHH & City of Hamilton Relationship

Staff are committed to establishing a stronger working relationship with UWHH to ensure the impacts and benefits are felt by the community. Pending receipt of Committee and Council approval, the City of Hamilton United Way committee is being

SUBJECT: United Way Update (GRA19003) (City Wide) - Page 8 of 8

re-established for the 2019 United Way campaign. The committee will be responsible for the planning, promotion and execution and will be led by a Campaign Chair and have the full support of the Senior Leadership team.

The committee will strive to increase the annual campaign target by introducing several new initiatives. Over the last two years, City of Hamilton has lost over \$20,000 in payroll deductions through retirements. In partnership with UWHH, City staff will implement a retiree campaign to allow for donations to continue once staff retire. In addition, City staff will work to integrate information related to the United Way campaign into new employee orientation to showcase the commitment to UWHH.

A key learning from the 2018 funding reductions was better understanding the importance of communication and being able to proactively identify potential issues that could impact other funding stakeholders and agencies in the community. City staff have spearheaded a working committee consisting of staff from the largest grant/financial supporters in the Hamilton community. Representatives from CEF, UWHH and the Hamilton Community Foundation are meeting to open the communication lines and create dialogue to understand how the organizations can work better together to deepen their impact on the community.

ALIGNMENT TO THE 2016 - 2025 STRATEGIC PLAN

Community Engagement and Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Healthy and Safe Communities

Hamilton is a safe and supportive City where people are active, healthy, and have a high quality of life.

Our People and Performance

Hamiltonians have a high level of trust and confidence in their City government.



CITY OF HAMILTON

6.2

City Manager's Office Strategic Partnerships and Communications

TO:	Chair and Members Grants Sub-Committee
COMMITTEE DATE:	February 10, 2020
SUBJECT/REPORT NO:	2019 City Enrichment Fund Update (GRA20002) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Monique Garwood 905-546-2424 ext.3991
SUBMITTED BY: SIGNATURE:	John Hertel Director, Strategic Partnerships & Communications City Manager's Office

RECOMMENDATION

That the overall 2019 City Enrichment Fund surplus (attached as Appendix "A" to Report GRA20002), in the amount of \$82,047 be transferred to the City Enrichment Fund Reserve # 112230

EXECUTIVE SUMMARY

The total budget for the 2019 City Enrichment Fund program is \$6,115,890. During the year, additional amounts totalling \$108,714 was approved for one-time funding from the City Enrichment Fund Reserve # 112230, making total funds available for distribution of \$6,224,604. As at the 2019 year-end, the City Enrichment Fund shows an unspent balance of \$82,047.

The City Enrichment Fund Reserve # 112230 had an opening balance of \$126,651. During the year, Council approved transfers of \$108,714, resulting in a closing reserve balance of \$17,937.

Alternatives for Consideration – See Page 2

FINANCIAL - STAFFING - LEGAL IMPLICATIONS (for recommendation(s) only)

Financial: The overall surplus in the City Enrichment Fund is \$82,047. If transferred to the City Enrichment Fund Reserve, the balance in this reserve will be \$99,984.

Staffing: N/A Legal: N/A

HISTORICAL BACKGROUND (Chronology of events)

Prior to the final year-end closing entries, staff prepare a final draft of the City Enrichment Fund actual costs, inorder to provide the Grants Sub-Committee and Council a review of any unclaimed or unallocated Grant Funds. This report will outline all the grants paid, due or allocated for the year ending December 31, 2019. This is consistent with the practice of previous years.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

N/A

ANALYSIS AND RATIONALE FOR RECOMMENDATION (Include Performance Measurement/Benchmarking Data if applicable)

The unallocated balance for the City Enrichment Fund is \$82,047. The summary of funding is below:

2019 Approved Budget	\$6,115,890
Approved Reserve Funding	\$ 108,714
Total Funds Available	\$6,224,604

Grants Issued per Category:

Balance/Surplus

Community Services	\$2	,239,169
Agriculture	\$	133,197
Environment	\$	85,764
Sport & Active Lifestyle	\$	315,400
Arts	\$2	,768,742
Communities, Culture & Heritage (CCH)	\$	590,473
Administration Costs	\$	9,812
Total Payments	\$6,	,142,557
•		

Details of funding and surplus are outlined in the attached Appendix "B" to report GRA20002.

82.047

ALTERNATIVES FOR CONSIDERATION

(Include Financial, Staffing, Legal and Policy Implications and Pros and Cons for each alternative)

The Grants Sub-Committee could choose not to transfer the surplus to the City Enrichment Fund Reserve # 112230. The surplus would form part of the City's overall surplus/deficit for 2019.

ALIGNMENT TO THE 2016 - 2025 STRATEGIC PLAN

SUBJECT: 2019 City Enrichment Fund Update (GRA20002) (City Wide) - Page 3 of

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Healthy and Safe Communities

Hamilton is a safe and supportive city where people are active, healthy, and have a high quality of life.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" to GRA20002 – 2019 City Enrichment Fund Summary

Appendix "B" to GRA20002 – 2019 City Enrichment Fund Unallocated Balances

2019 City Enrichment Fund SUMMARY

Category	No. of Apps	2019 Total Funds Available		2019 Total Payments			Variance
Community Services Total	95	\$	2,164,360	\$	2,239,169	-\$	74,809
Agriculture Total	18	\$	143,361	\$	133,197	\$	10,164
Environment Total	8	\$	146,390	\$	85,764	\$	60,626
Sport and Active Lifestyles Total	50	\$	276,265	\$	315,400	-\$	39,135
Arts Total	88	\$	2,770,542	\$	2,768,742	\$	1,800
CCH Total	69	\$	564,972	\$	592,173	-\$	27,201
Total Traditional Grant Requests	328	\$	6,065,890	\$	6,134,445	-\$	68,555
CEF Administration		\$	50,000	\$	9,812	\$	40,188
CEF - One time Reserve Funding		!	108,714			\$	108,714
2018 Returned Grants		\$	-	-\$	1,700	\$	1,700
Total City Enrichment Fund	328	\$	6,224,604	\$	6,142,557	\$	82,047

2019 City Enrichment Fund Unallocated Balances

REF#	Organization	Program Name	2019 Approved	2019 Payment	Variance	
	Wentworth Niagara					
AGR A15	Guernsey Club	Fairs, Picnic and Tours	159	-	159	
ENV C7	Stewards of Cootes Watershed	Stewards of Cootes and Red Hill Watershed Clean Ups	35,000	_	35,000	
ART D10	The Take Up (Rose Hopkins)	Emerging Artist Project	5,000		5,000	
Total 2019 Uncollected Grants			40,159	0	40,159	
ССН	Hamilton Santa Clause Parade Committee	2018 Grant funds returned	_	-1,700	1,700	
Total Return	ned Grants		0	-1,700	1,700	
Total CEF A	dministration Costs		50,000	9,812	40,188	
Total Unall	ocated Balance		90,159	8,112	82,047	