



## COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	December 7, 2023
<b>SUBJECT:</b>	City Enrichment Fund (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Morgan Stahl Director, Government Relations & Community Engagement City Manager's Office
<b>SIGNATURE:</b>	

This communications update is to share with Council recent outcomes and changes to the City Enrichment Fund (CEF) beginning through the 2024 funding cycle supported by the Grants Sub-Committee.

### Background

The City Enrichment Fund program invests in local charities, non-profit and grassroots organizations across seven sector areas within the city annually. The 2024 application intake period is currently open and is running from November 1, 2023, to December 15, 2023. Application deadline is December 15, 2023 at 4PM.

At the September 14, 2023, Grants Sub-Committee meeting, staff presented a twelve-month engagement plan that included preliminary steps to consult community partners and applicants with a focus on best practices, funding rationale recommendations, evaluation, and efficiencies to the overall program delivery. Through this community listening and engaging exercise, feedback will inform future evolution of the City Enrichment Fund. The results of this consultation are detailed below along with IDEA (Inclusion, Diversity, Equity, Accessibility) statistical tracking, and program changes recently implemented.

### Community Engagement

From September 20, 2023 to October 11, 2023, the public was invited to provide feedback on CEF funding principles through an online survey. Direct communication to

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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.

previous and potential applicants was sent via e-mail to solicit feedback through the survey method. This was also promoted through the City of Hamilton website, social media and the Engage Hamilton promotional tool. 126 respondents participated through the Engage Hamilton platform and answered five (5) questions relating to funding allocations, priorities, and overall expectations of the City Enrichment Fund. Responses and comments to these questions set the foundation and informed discussion at the in-person and virtual consultation(s).

Following the survey, approximately 100 community partners attended in-person and virtual sessions on October 23, 2023, to further prioritize and shape the survey results. Government Relations & Community Engagement staff worked with Kojo Dampthey of 2941 Consulting, to provide arms-length facilitation and a report summarizing attendee feedback with recommendations to inform future direction of the CEF program. This report is published on the CEF Engage Hamilton page with key messages on the CEF webpage (linked here: <https://www.hamilton.ca/people-programs/community-funding-grant-programs/city-enrichment-fund>).

In an effort to deliver an equitable, transparent, and streamlined program, staff have updated the City Enrichment Fund beginning with the 2024 cycle to include:

- 30% funding policy has been updated to only apply to requests above \$15,000. (does not apply to operating streams).
- Funding Principles that support funding to all passing applicants, recognizing returning organizations, and providing access to new applicants and programming.
- 2024 Application in-take timeline to accommodate a new deadline of December 15, 2023.
- Separate online grant portal programs for Agriculture, Digital, Sports and Active Lifestyles areas, providing an easier and more simple process for applicants and creating more efficiencies for staff.
- Translation services for all program material including the application and handbooks.
- In addition to workshops and public information sessions, City Enrichment Fund Program Managers scheduled in-person and virtual drop-in sessions providing applicants with one-on-one staff support for their application.
- Updated the internal financial review process to apply to applications with requests of \$30,000 or greater only.

Key changes that have been implemented for the 2024 CEF Funding Cycle:

- Update to the original “30% Rule”

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- Funding Requests below \$15,000: CEF funding requests cannot be 100% of the proposed program and must demonstrate additional funding and/or revenue sources.
- Funding Requests over \$15,001: Funding requests should not exceed 30% of the total program budget.
- Operating Streams: The 30% funding policy continues to be applied within all operating streams.
- The City Enrichment Fund does not fund 100% of program expenses. Application budgets should include diverse revenue in support of the proposed program.

This change was approved at the September 14, 2023, Grants Sub-Committee meeting.

Impact of policy change:

- Greater capacity for applicant to deliver programs
- Greater support to applicants that do not have access to other funding sources
- Applicants can leverage City support with other funders
- Greater support for equity-deserving organizations
- IDEA (Inclusion, Diversity, Equity, Accessibility) program improvements
- Improved support to one-time projects and new initiatives

How does this benefit organizations and applicants:

- Benefits All CEF Program Areas
- Smaller organizations, Organizations serving equity-deserving groups, New organizations, and Community Organizations (smaller budgets in general)
- City increases the impacts made through our funding contribution

### **IDEA Statistics**

In alignment with the City of Hamilton's IDEA goals CEF began collecting applicant data in 2023 that demonstrates CEF an applicant's Board of Director composition and communities served through programs applying for funding through CEF. The data demonstrated that applicant programs targeted racialized groups at 85%, universal access at 55%, and groups facing economic insecurity at 42%, with several other priority groups served between 20-30%.

CEF continues to survey applicants to learn more about the organizational structure, served populations, and will continue to share this data annually.

If you require any further information, please contact Andrea Carvalho, Advisor, City Enrichment Fund & Community Outreach by e-mail [Andrea.Carvalho@hamilton.ca](mailto:Andrea.Carvalho@hamilton.ca) or 905-546-2424 ext. 6797.