

## Summary the City Enrichment Fund Digital Pilot Program

### Communication and Applicant Support

The Digital Pilot Program was promoted as a new opportunity within the overall communications of the CEF program, through print and digital marketing. In year 2, all CEF Program Managers promoted the Digital Pilot Program directly to new and returning applicants via email and through public facing information sessions.

In support of applicants, the Digital Program Manager hosted 4 public information sessions that provided the public with an in-depth overview of the Digital objectives, assessment criteria, online portal, and application process. To further support applicants, staff hosted drop-in sessions and met with potential applicants 1 on 1.

### Digital Program Application Summary

Measure	2023	2024	Increase
Total Number of Applicants	5	13	160%
Total Number of Successful Applicants	4	9	125%
New Applicants	5	10	100%
Returning Applicants	0	3	300%
Total Funding Request	\$50,078	\$174,850	249%
Total CEF Funding	\$33,809	\$70,290	108%
Foundation Funding	\$22,500	Pending assessment	N/A

The following tables provide a summary of applicant programs supported over the Digital Pilot Program:

#### 2023

Organization and Program Name:	Program Description and Target Audience:	Target Audience	CEF Funding	Foundation
Mathstronauts <i>STEAM Engine Program</i>	Mathstronauts delivers high quality inclusive, STEM programs to students in grades 4 to 12 in priority communities in Hamilton.	Grades 4-12	\$ 11,250	\$ 11,500
Glanbrook Community Services	To provide training, assisted and supportive internet connectivity for home bound or isolated	Seniors	\$ 4,725	declined

<b>Organization and Program Name:</b>	<b>Program Description and Target Audience:</b>	<b>Target Audience</b>	<b>CEF Funding</b>	<b>Foundation</b>
<i>Digital Program</i>	seniors and other marginalized individuals.			
Theatre Aquarius  <i>Digital Workshops</i>	Theatre Aquarius will run two 5-day Virtual Reality Storytelling workshops in spring and fall 2023 for Hamilton-based artists who want to learn new digital skills in this artistic medium. This workshop will be offered free to those participating.	Creative Industry	\$ 11,250	\$ 11,250
Dundas Valley School of Art (DVSA)  <i>Digital Content Production for Charities and Not-for-Profits</i>	DVSA' Digital Art Studio will provide quality instruction on content development and production for local charities and not-for-profits especially those who work closely with marginalized communities.	Not-For-Profit Community	\$ 6584	n/a

**2023**

<b>Rating and Group</b>	<b>Recommendations</b>	<b>Total Number of Applications</b>	<b>Total Funding Request</b>	<b>Total Payment</b>
A	75% of request	4	\$45,078	\$33,809
B	61% of request	0	0	0
C	No funding recommended	1	\$5,000	0
<b>Total</b>		<b>5</b>	<b>\$50,078</b>	<b>\$33,809</b>

## 2024

Organization and Program Name:	Program Description and Target Audience:	Target Audience	CEF 2024 Grant
North End Breezes  <i>Social Media</i>	Expand presence of community newspaper to promote connectivity, share community news and promote mutual support by engaging North End neighbourhood community through social media channels and advanced technology.	Businesses and Organizations in the North End	\$2,350
Glanbrook Community Services  <i>TechConnect for Seniors</i>	Empower senior citizens with proficiency in using technology, enabling them to navigate digital devices, applications and online platforms confidently. In addition, provide workshops, one on one training sessions, tech supports to young volunteers aged 16+.  *Returning Applicant	Seniors and 16+	\$4,867
Immigrants Working Centre  <i>Digital Literacy for Senior Newcomer Women</i>	The program focuses on empowering racialized senior immigrant women through digital skills training. In addition to enhancing internet literacy and digital tool usage, the program includes training in content creation and online business development, such as YouTube, e-commerce, and blogging. Tailored to individual interests and goals, this initiative bridges the digital divide, fostering social inclusion, economic empowerment, and access to online opportunities.	Senior immigrant newcomer women aged 55 and above	\$8,260
Centre Francophone Hamilton  <i>Generation Franco-Influencers</i>	Offer digital training course that aims to equip French-speaking Hamilton youth to develop tech skills and provide tools they need to create digital content in French.	French-speaking youth aged 12-25	\$8,288
Steel Town Athletic Club (STAC) Hamilton	STAC's Digital Arts program aims to empower underserved youth with essential digital skills and access to technology. Youth will be provided with resources like cameras and training to	Youth	\$8,400

<b>Organization and Program Name:</b>	<b>Program Description and Target Audience:</b>	<b>Target Audience</b>	<b>CEF 2024 Grant</b>
<i>Digital Arts Program</i>	develop in-demand sports media skills such as video editing and photography.		
Immigrant Culture and Art Association (ICAA)  <i>Newcomer Artists Digital Branding</i>	The funding will help establish a new program based on the Train the Trainer Module to support immigrant and (low-income) artists to develop their artistic blogs or websites for future marketing and selling their artwork online through a four-day workshop facilitated by professionals in the field.	Immigrant and low-income artists	\$5,550
Theatre Aquarius  <i>Digital Workshops</i>	Theatre Aquarius will run two 5-day Virtual Reality Storytelling workshops in spring and fall 2024 for Hamilton-based artists who want to learn new digital skills in this artistic medium. This will address skills gap in Virtual Reality knowledge and content creation for Hamilton-based artists.  *Returning Applicant	Creative Industry	\$ 11,588
St. Matthew's House  <i>412-Barton Connecting Neighbours Together</i>	Implement digital infrastructure and develop digital skills for participants of 412 Barton and community members who gather in the common area for programs and services. Provide internet access (Wi-Fi) and equipment and devices, networking capabilities, hardware and software to the residents.	Black and Indigenous older adults 55+	\$9,400
<i>Mathstronauts STEAM Engine Program</i>	Empowering underrepresented youth to gain digital technology skills through Mathstronauts' STEAM Engine Program.  *Returning Applicant	Grades 4-12	\$ 11,588

**2024**

<b>Rating and Group</b>	<b>Recommendations</b>	<b>Total Number of Applications</b>	<b>Total Funding Request</b>	<b>Total Payment</b>
A Returning	2023 funding level + 3%	3	\$41,300	\$28,042
B Returning	2023 funding level	0	\$0	0
C Returning	2023 funding level	0	\$0	0
D Returning	No funding recommended	0	\$0	0
A New	56% of request	3	\$44,550	\$24,948
B New	47% of request	2	\$25,000	\$11,750
C New	37% of request	1	\$15,000	\$5,550
D New	No funding recommended	4	\$49,000	0
<b>Total</b>			<b>\$174,850</b>	<b>\$70,290</b>