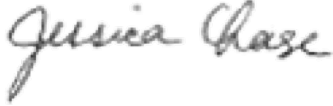




## COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	September 27, 2024
<b>SUBJECT:</b>	City Enrichment Fund 2025 Enhancements and Intake (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Jessica Chase Acting Director, Government Relations & Community Engagement
<b>SIGNATURE:</b>	

This Communication Update is to share with Council information on the 2025 City Enrichment Fund launch and recent changes to the program supported by the Grants Sub-Committee.

### Background

The City Enrichment Fund (CEF) program annually invests in local charities, non-profit and grassroots organizations across seven sector areas that deliver programs and services to citizens in Hamilton. At the July 3, 2024, Grants-Sub Committee meeting, staff presented CEF program enhancements that focused on best practices, administrative efficiencies, and improved user experience.

### 2025 CEF Program Enhancements

The following updates are in response to community feedback, provide greater access to the City's funding program and support the work of staff in designing and delivering a program that is accessible and responsive to our changing community needs.

To deliver an equitable and streamlined program, staff have made the follow enhancements to CEF beginning with the 2025 cycle:

- Annual Intake Period moved to October 1<sup>st</sup> to November 15<sup>th</sup>. Community feedback supported a mid-Fall intake period.

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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.

- Sector based funding that better addresses the challenges and trends impacting each community sector.
- Webpage updates that include CEF Program Area specific pages for increased access to information.
- Enhanced CEF visual identifiers, including Program Area specific icons.
- Minor changes to stream specific funding maximums to better meet applicant needs.

Following a successful 2024 pilot, 7 new sections within the CEF grant portal have been designed and developed to provide more direct applicant support and application clarity. The CEF grant portal has been updated to include:

- 7 separate Program Area online applications, which streamlines the process; provides sector specific language, and increases efficiencies.
- Clearer application language and flow; and,
- Consistent budget tools across the application and reporting document.

Staff continue to support applicants through information sessions, translation of all CEF documents and applications as requested, and one-on-one consultation.

### **Multi-Year Funding Pilot**

Multi-year funding (MYF) has been identified through community consultation as a long-term strategy to provide sustained, equitable funding that increases community impact, and is consistent with best practices. The 3-year pilot period begins with the 2025 CEF cycle, with qualifying MYF grantees receiving a commitment of funding for years 2 and 3. Qualifying applicants must be providing recurring programs and services, maintain good financial operations and receive an A rating in 2025.

In 2025, multi-year funding will be available within 15 of the 27 CEF funding streams and is designed to benefit qualifying applicants by:

- Providing predictable and sustained funding;
- Reducing the overall administrative requirements on qualifying applicants; and,
- Developing positive community relationship.

Annual interim reports will continue to provide staff with an overall program assessment and ability to monitor the organization's financial position.

To inform future improvements, the City Enrichment Fund process continues to survey applicants through Inclusion, Diversity, Equity and Accessibility (IDEA) data collection and general user feedback. Previous and potential applicants will receive the 2025 intake period information by direct email. The CEF application process will also be

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communicated through City of Hamilton social media, Hamilton Spectator and LinkedIn marketing, and City recreation facilities and arenas, and throughout the Hamilton Public Library branches.

The 2025 CEF intake period will open on October 1, 2024, with applications due by November 15, 2024, at 4:00 pm.

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

**APPENDICES AND SCHEDULES ATTACHED**

N/A