

# Town of Whitby Staff Report

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**Report Title: Community Development Funds – 2020 Annual Report**

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**Report to: Committee of the Whole**

**Date of meeting:** January 18, 2021

**Report Number: CAO 02-21**

**Department(s) Responsible:**

Office of the Chief Administrative Officer

Financial Services Department

**Submitted by:**

Sarah Klein, Director of Strategic Initiatives

Fuwing Wong, Commissioner, Financial Services & Treasurer

**Acknowledged by M. Gaskell, Chief Administrative Officer**

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## 1. Recommendation:

1. That Report CAO 02-21 regarding the 2020 Annual Report for the Mayor's Community Development Fund and the Performing Arts Community Development Fund be received.

## 2. Highlights:

- The Mayor's Community Development Fund (MCDF) is financed by the Mayor's Fundraiser and Mayor's Golf Tournament to support Lead and Community grant requests. The grants support programs for community groups and individuals within Whitby, to help them undertake initiatives that benefit the community.
- In 2020, the two events increased the MCDF by \$204,906:
  - 1) Mayor's Fundraiser in the amount of \$150,610; and
  - 2) Mayor's Golf Tournament in the amount of \$54,296

- The Mayor's Community Development Fund provided \$183,070 in monetary grants and silent auction awards by supporting:
    - four (4) Lead causes totaling \$57,000; and
    - forty-one (41) Community grants totaling \$126,070
- Eighteen (18) of the community grants with a total value of \$73,600 were COVID related funding requests.
- In 2020, the Performing Arts Community Development Fund (PACDF) awarded seven (7) grants for a total value of \$24,650.
  - The balance of funds carried over into 2021 are as follows:
    - \$91,700 for the Mayor's Community Development Fund; and
    - \$162,295 for the Performing Arts Community Development Fund.

### **3. Background:**

The Mayor's Community Development Fund has been in place for many years. In June 2015, Council approved a Mayor's Community Development Fund Policy (Attachment 4) which established the Grants Review Committee. The Grants Review Committee consists of five members of the public appointed by Council, plus the Mayor, and supported by a Staff Advisor. This Committee reviews applications and awards grants based on the criteria and available funds in the Mayor's Community Development Fund and the Performing Arts Community Development Fund.

The MCDF utilizes net revenue from the Mayor's Fundraiser and the Annual Golf Tournament. Up to 50% of the proceeds raised by the Mayor's Fundraiser and the Mayor's Annual Golf Tournament are awarded to Lead causes and the balance is awarded in smaller grants of up to \$5,000 each. Lead cause or charity applications are due March 31 and October 31 of each year and applications for smaller Community grants are due at the end of each month.

In May 2017, Council established the Performing Arts Community Development Fund. The PACDF utilizes net proceeds from the 2008 to 2012 Mayor's Galas and supports Whitby based community organizations for performing arts programs, events, initiatives and projects for up to \$5,000. Funding of up to \$25,000 may be granted for exceptional projects and initiatives. Grant applications are due at the end of each month.

Grant recipients are required to submit a final report at the conclusion of their event/project to the Grants Review Committee. This ensures accountability of funds and allows the Committee to evaluate the success of the projects.

#### 4. Discussion:

In 2020, the need to support organizations through the pandemic was significant and as a result, the highest amount of grant funds ever, were awarded to community organizations from the Mayor's Community Development Fund. The Grants Review Committee approved eighteen (18) COVID related grants totaling \$73,600 which mainly focused on food security and the development of online platforms for serving and providing programming for their clients. In 2020, the Grants Review Committee also streamlined the application process by updating the application forms, questions and webpage.

#### **MCDF Lead Cause Grants (\$57,000)**

In 2020, sixteen (16) Lead cause applications were received and four (4) Lead Cause grants were awarded for a total value of \$57,000.

The Mayor's Fundraiser was scheduled to take place in March 2020, however as a result of the pandemic, the event did not take place. However, due to the generosity of the sponsors who continued to provide their financial support despite the cancellation of the event, a net revenue of \$150,610 was secured for the Mayor's Community Development Fund. The following organizations were selected as the Lead Cause Grant recipients related to the Mayor's Fundraiser and the grants, totaling \$32,000, were awarded at end of 2019:

- Charles H Best Centre was awarded \$10,000 towards their building campaign;
- Lakeridge Health was granted \$12,000 to purchase a reverse osmosis machine for at home dialysis treatment; and
- Whitby Iroquois Soccer Club received \$10,000 for a soccer field expansion project.

The Mayor's Golf Tournament held in August 2020, raised \$54,296 for the Mayor's Community Development Fund. Durham Region Hospice - Whitby was selected by the Committee as the Lead Cause Grant recipient related to the Mayor's Golf Tournament. The \$25,000 grant will go towards their capital building campaign to construct a 10-bed residential hospice in Whitby.

#### **MCDF Community Grants (\$126,070)**

As depicted in Attachment 1, the Committee reviewed sixty-two (62) community grant applications in 2020. Community grant applicants have the option of requesting a grant or a silent auction item. The silent auction items include an option of a gift basket from a local retailer or a recreation gift certificate. The following forty-one (41) grants were approved, with a cumulative value of \$126,070:

- thirty-two (32) of these were monetary grants totaling \$123,350; and
- nine (9) were silent auction packages with a value of \$2,720.

Of the monetary community grants, eighteen (18) or 50% were COVID related grant requests totalling a value of \$73,600 resulting in 57% of the approved community grants supporting COVID related applications.

1. All Saints Anglican Church (\$2,500) \*COVID-19
2. Alzheimer's Society of Durham (\$5,000) \*COVID-19
3. Alzheimer's Society of Durham (\$3,000) \*COVID-19
4. Anderson CVI (Silent Auction Package)
5. Art with a Heart (\$1,000)
6. Art with a Heart (\$1,000) \*COVID-19
7. Autism Home Base Durham (\$4,000)
8. Big Brothers Big Sisters of South-West Durham (\$2,500) \*COVID-19
9. Carea Community Health Centre (\$5,000) \*COVID-19
10. Caremongers (\$2,000) \*COVID-19
11. Community Care Durham (\$5,000) \*COVID-19
12. Dogs for Autism (Silent Auction Package)
13. Driftwood Theatre (Silent Auction Package)
14. Durham Children's Aid Society (\$5,000)
15. Durham Christian Homes (Silent Auction Package)
16. Feed the Need (\$5,000) \*COVID-19
17. Footprints 4 Autism (\$500)
18. Girls Inc of Durham (\$5,000)
19. Grandview Children's Centre (\$5,000)
20. Hearth Place Cancer Support Centre (Silent Auction Package)
21. Hispanic Canadian Alliance of Ontario (\$2,000)
22. Kendalwood Food Bank (\$5,000) \*COVID-19
23. Knights of Columbus (Silent Auction Package)
24. Knights of Columbus (\$3,250)
25. Lakeridge Community Support Services (\$3,480) \*COVID-19
26. Luke's Place (\$5,000) \*COVID-19
27. Luke's Place (\$5,000)
28. Nova's Ark (Silent Auction Package)
29. Ontario Shores Foundation for Mental Health (\$3,000)
30. Parkwood Estate and Heritage Garden (Silent Auction Package)
31. Parkwood National Historic Site (Silent Auction Package)
32. Royal Canadian Legion - Brooklin Branch (\$3,000)
33. Royal Canadian Legion - Whitby Branch (\$3,000)
34. Salvation Army (\$5,000) \*COVID-19
35. Salvation Army Food Hampers (\$5,000) \*COVID-19
36. Scientists in School (\$4,120) \*COVID-19
37. Sir William Stephenson Public Art Project (\$5,000)
38. St. Vincent de Paul (\$5,000) \*COVID-19
39. Sunrise Youth Group (\$5,000) \*COVID-19
40. Whitby Village Seniors Program (\$5,000)
41. Windreach Farm (\$5,000) \*COVID-19

**PACDF Grants (\$24,650)**

The Committee reviewed ten (10) and approved seven (7) PACDF grant applications in 2020 totaling \$24,650:

1. Beech Street Theatre Company (\$2,900)
2. Brooklin Poetry Society (\$750)
3. DRIFF (\$5,000)
4. Durham Showcase Festival (\$1,000)
5. Durham Youth Orchestra (\$6,000)
6. Ontario Musicians Cooperative Inc. (\$5,000)
7. Young Singers (\$4,000)

**5. Financial Considerations:**

Following the two events in 2020 and recommendations from the Grants Review Committee, the balance of the Mayor's Community Development Fund at the end of 2020 (to be carried over to 2021) is \$91,700 as shown in Attachment 2 to this report.

The 2020 events raised a total of \$204,906 (or \$204,905.48 rounded) for the Mayor's Community Development Fund. A summary of the revenues, expenditures and net proceeds for each event is provided in Attachment 3 to this report.

Recovery for Town Resources related to the 2020 Mayor's Golf Tournament (\$475.63 shown in Attachment 3) reflects recovery for Public Works staff who assisted with event delivery, set-up and take-down. Due to COVID-19 precautions, these tasks were completed outside of regular working hours. Other resources and staff participation related to these events are summarized below:

- Mayor's Fundraiser Event: approximately 140 staff hours were spent by staff prior to the cancellation of the event;
- Mayor's Golf Tournament: approximately 146 staff hours between the Strategic Initiatives (Special Events, Communications), the Community Services departments and staff in the Mayor's office.

The other resources and staff participation noted above are considered in-kind and not reflected in the financials for the events as provided for in Town policy.

Following the recommendations from the Grants Review Committee, the balance of the Performing Arts Community Development Fund at the end of 2020 (to be carried over to 2021) is \$162,295 as shown in Attachment 2 to this report.

**6. Communication and Public Engagement:**

Opportunities for the Lead and Community grants are advertised throughout the year utilizing the Town of Whitby website, The Whitby Perspective and advertisements in local media and social media channels. Fund recipients are publicized on the Town of Whitby website, through social media and media events, as applicable.

**7. Input from Departments/Sources:**

Departments are consulted as appropriate on relevant applications.

**8. Strategic Priorities:**

The recommendations contained within the Community Development Funds Report are consistent with the Town of Whitby Council 2018 – 2022 Goals of enhancing transparency and accessibility of Town Hall, ensuring effective public consultation and engagement and promoting the importance of affordability to a healthy, balanced community.

The Community Development Funds also align with the Corporate Strategic Plan as they support programs and initiatives that demonstrate care to the community. The funds are managed in a manner that supports a high performing, innovative, effective and efficient organization.

The Community Development Funds support accessibility as there are a number of grants provided each year that promote a more inclusive and accessible community and all of the forms are provided in an accessible format.

Finally, principles of sustainability are imbedded into the Community Development Funds as they promote a number of the pillars of sustainability including supporting health & happiness, equity & local economy and culture & community.

**9. Attachments:**

Attachment 1: [Community Development Funds 2020 Overview](#)

Attachment 2: [Mayor's Community Development Fund and Performing Arts Community Development Fund Continuity Schedule](#)

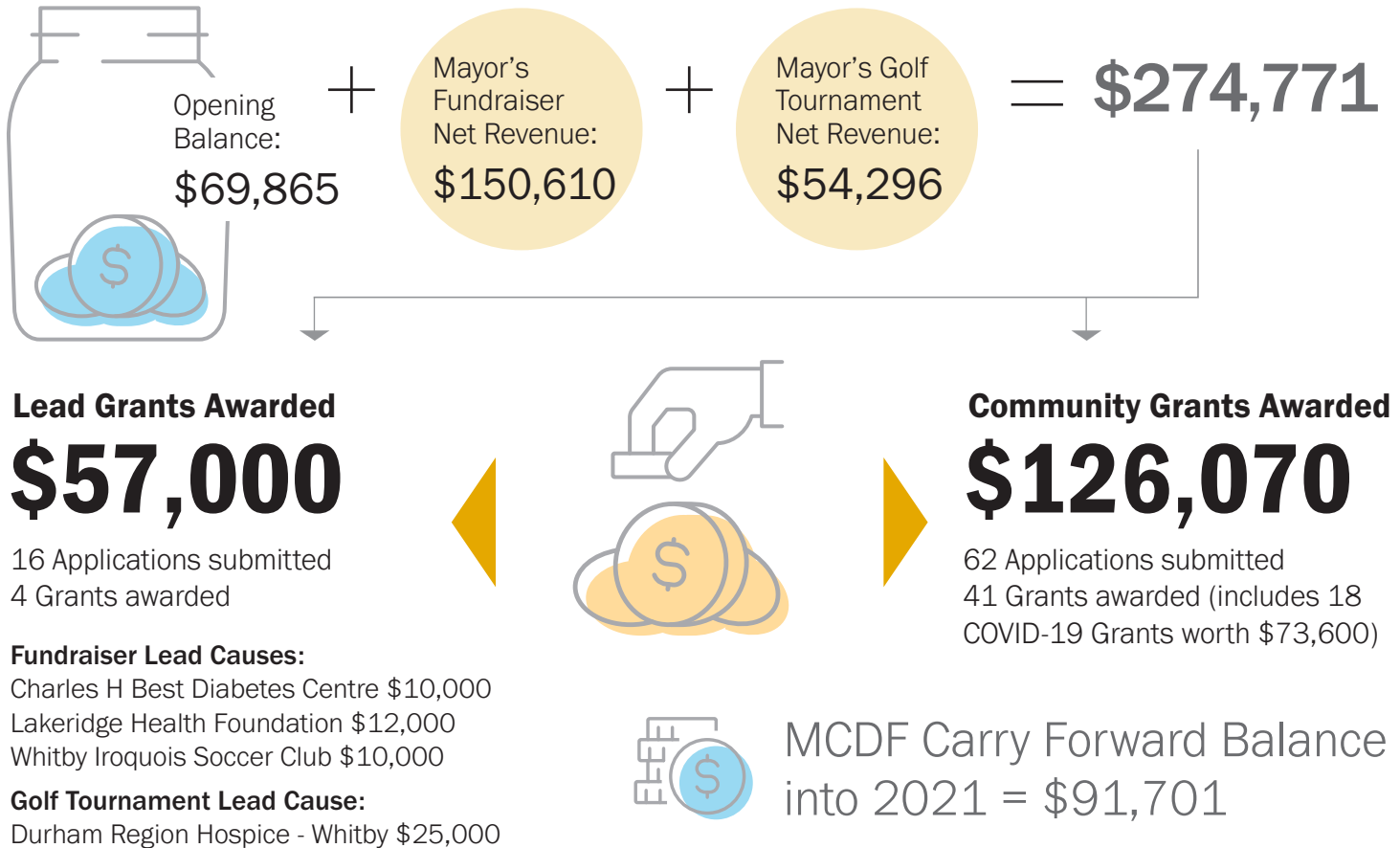
Attachment 3: [2020 Financial Summary of the Mayor's Fundraiser Event and the Mayor's Golf Tournament](#)

Attachment 4: [Mayor's Community Development Fund Policy](#)

# Community Development Funds

## 2020 Snapshot

### Mayor's Community Development Fund (MCDF)



### Performing Arts Community Development Fund (PACDF)

Opening Balance:  
\$186,945  
10 Applications submitted

**7 Grants Awarded**  
**\$24,650**



PACDF Carry Forward Balance into 2021 = \$162,295

### Grants Review Committee

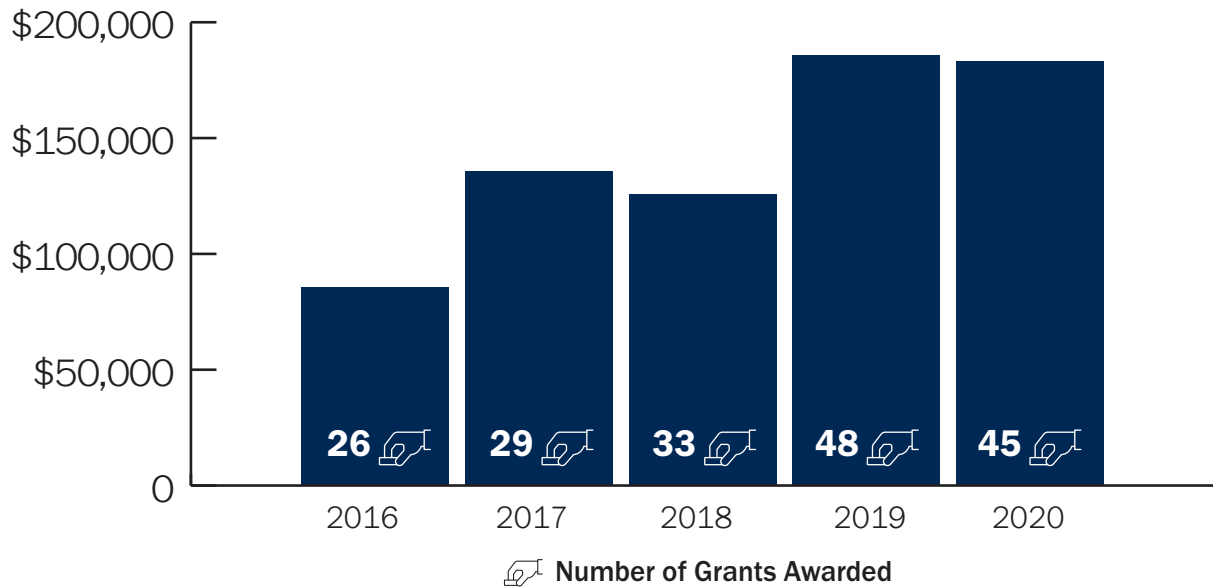
Consists of the Mayor, five members of the public appointed by Council and a Town of Whitby Staff Advisor.



# Community Development Funds

## Year to Year Comparison

### Value of MCDF Grants Awarded

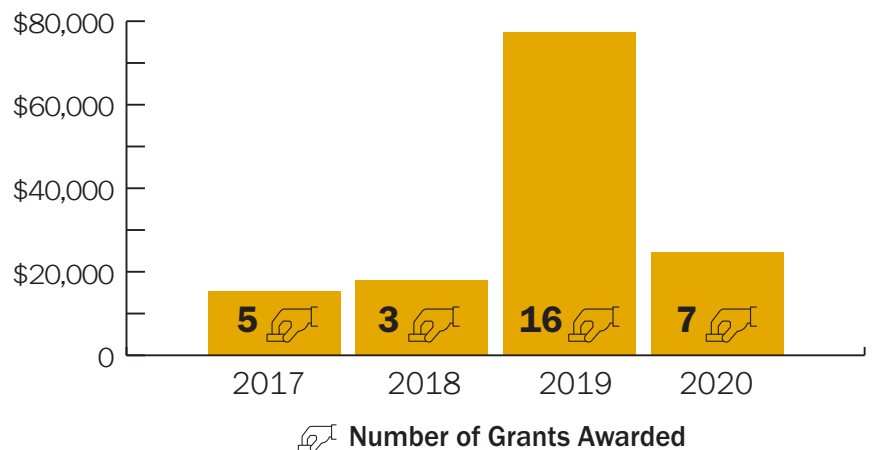


In 2020, 45 Mayor's Community Development Fund (MCDF) Grants were awarded. A total of \$183,070 was awarded through Lead Grants and Community Grants.

### Value of PACDF Grants Awarded

The Performing Arts Community Development Fund (PACDF) uses net revenues from the 2008 to 2012 Mayor's Galas.

The carry forward balance into 2021 is \$162,295.





**TOWN OF WHITBY  
MAYOR'S COMMUNITY DEVELOPMENT FUND (MCDF)  
CONTINUITY SCHEDULE**

<b>January 1, 2020 Opening MCDF Balance (per accounting general ledger)</b>	<b>\$37,865.16</b>
Adjustments for 2020 Lead Cause Grants issued in 2019 (see Note 1)	<u>\$32,000.00</u>
<b>Adjusted Opening Balance</b>	<b><u>\$69,865.16</u></b>
<b>Net Proceeds from 2020 Events (see Attachment 3 for details)</b>	\$204,905.48
<b>2020 Grants Recommended by the Grants Review Committee (Note 1)</b>	-\$183,069.66
<b>December 31, 2020 - Ending MCDF Balance (per accounting general ledger)</b>	<b><u><u>\$91,700.98</u></u></b>

Note 1: Lead Cause Grants to Charles H Best Diabetes Centre, Lakeridge Health Foundation, and Whitby Iroquois Soccer Club, totaling \$32,000 were provided to the organizations in 2019 as approved by the Grants Review Committee. Public announcement of these Lead Cause Grants was reported in 2020.

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**TOWN OF WHITBY  
PERFORMING ARTS COMMUNITY DEVELOPMENT FUND (PACDF)  
CONTINUITY SCHEDULE**

<b>January 1, 2020 Opening PACDF Balance (per accounting general ledger)</b>	<b>\$186,945.02</b>
<b>2020 Grants Recommended by the Grants Review Committee</b>	-\$24,650.00
<b>December 31, 2020 - Ending PACDF Balance (per accounting general ledger)</b>	<b><u><u>\$162,295.02</u></u></b>

**TOWN OF WHITBY  
2020 FINANCIAL SUMMARY OF THE  
MAYOR'S FUNDRAISER EVENT AND THE MAYOR'S GOLF TOURNAMENT**

	<u>2020 Budget</u>	<u>2020 Actuals</u>
<b>Mayor's Fundraiser Event</b>		
<b>Revenues</b>		
Ticket Sales		\$3,577.92
Corporate Sponsorship		\$155,680.00
<b>Total Revenues</b>	<b>\$100,000</b>	<b>\$159,257.92</b>
<b>Expenditures (prior to cancellation of event)</b>		
Event Costs		\$6,858.82
Signage/Communications		\$1,729.92
Other Costs		\$59.45
<b>Total Expenditures</b>	<b>\$50,000</b>	<b>\$8,648.19</b>
<b>Net Proceeds of the 2020 Mayor's Fundraiser Event</b>	<b><u>\$50,000</u></b>	<b><u>\$150,609.73</u></b>
<b>Mayor's Golf Tournament</b>		
<b>Revenues*</b>	<b>\$100,000</b>	<b>\$100,800.00</b>
<b>Expenditures</b>		
Facility Rental		\$41,304.57
Event Costs		\$3,062.04
Signage/Communications		\$1,662.01
Recovery of Town Resources		\$475.63
<b>Total Expenditures</b>	<b>\$40,000</b>	<b>\$46,504.25</b>
<b>Net Proceeds of the 2020 Mayor's Golf Tournament</b>	<b><u>\$60,000</u></b>	<b><u>\$54,295.75</u></b>
<b>Grand Total - Contribution to MCDF</b>	<b><u>\$110,000</u></b>	<b><u>\$204,905.48</u></b>

\*-Note: As at the time of writing this report, \$3,000 of reported revenues has yet to be collected. Should the amount be uncollectible, an adjustment will be made to the Mayor's Community Development Fund (i.e. a \$3,000 reduction ) in 2021



# Town of Whitby Policy

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<b>Policy Title:</b>	Mayor's Fundraiser Events Annual Reporting
<b>Policy Number:</b>	F 260
<b>Reference:</b>	Council Resolution # 213-17
<b>Date Approved:</b>	April 10, 2017
<b>Date Revised:</b>	Not applicable
<b>Approval:</b>	Council
<b>Point of Contact:</b>	Commissioner of Corporate Services/Treasurer

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## Policy Statement

That an annual report be submitted to Council identifying the revenues, expenses and net proceeds, including staff support and Town resources, for the Mayor's fundraiser events held during the fiscal year.

## Purpose

The Town's Mayor's Fundraiser Events Annual Reporting Policy is recommended to be updated to ensure, among other items, that the Mayor's fundraiser events are accounted for in a transparent manner with full disclosure for the use of all corporate resources and funds.

## Scope

This policy applies to the Mayor's fundraiser events such as the golf tournament and/or any other fundraising event that staff may undertake to raise funds for the Mayor's Community Development Fund.

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## **1 Responsibilities**

- 1.1** Designated Mayor's Fundraiser Events including the management and budgetary control are carried out under the leadership of Town staff. Participation at these events is open to residents, visitors and businesses.
- 1.2** The staff lead on the committee managing the special event, in consultation with the Treasurer, shall submit an annual report to Council for each special event.
- 1.3** Town staff person(s) or a duly Council appointed person has primary responsibility for leading the activities of event planning, including on site management.

## **2 Requirements**

- 2.1** The annual report shall include, but not be limited to, the allocated budget for revenues and expenses, actual revenues and expenses compared to budget, and the net proceeds that are transferred to the Mayor's Community Development Fund Reserve.
- 2.2** Any additional staffing costs incurred to operate an event shall be borne by the event budget.
- 2.3** Any other Town resources or staff participation that are provided at no cost shall be included in the annual report. Staff participation shall be estimated and based on a FTE hours or days.
- 2.4** All events and the budget for the event will be approved annually by Council through the annual operating budget and approval process.

**This Policy is hereby approved by Council Resolution # 213-17 on this 10<sup>th</sup> day of April, 2017.**