



Hamilton

CITY ENRICHMENT FUND

- Communities, Culture & Heritage - INFORMATION SESSION



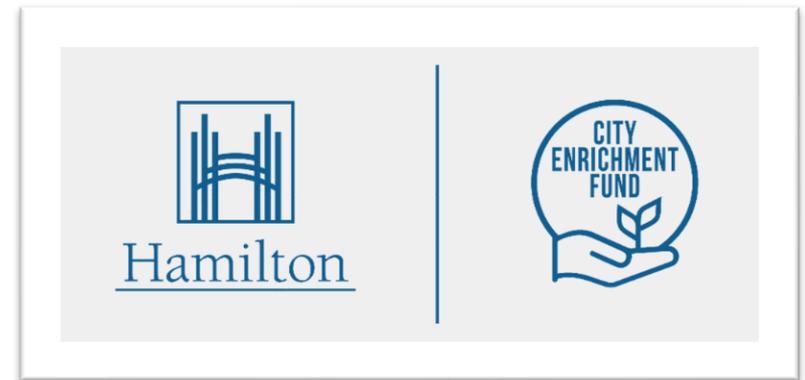
The City Enrichment Fund supports the 25 Year Community Vision “Our Future Hamilton” by providing funds across a range of program areas.

CITY ENRICHMENT FUND

The City of Hamilton invests in the community by providing grants through the City Enrichment Fund.

The City Enrichment Fund (CEF) Program Areas:

1. Agriculture
2. Arts
3. **Communities, Culture & Heritage**
4. Community Services
5. Digital (*New – Pilot)
6. Environment
7. Sport & Active Lifestyles

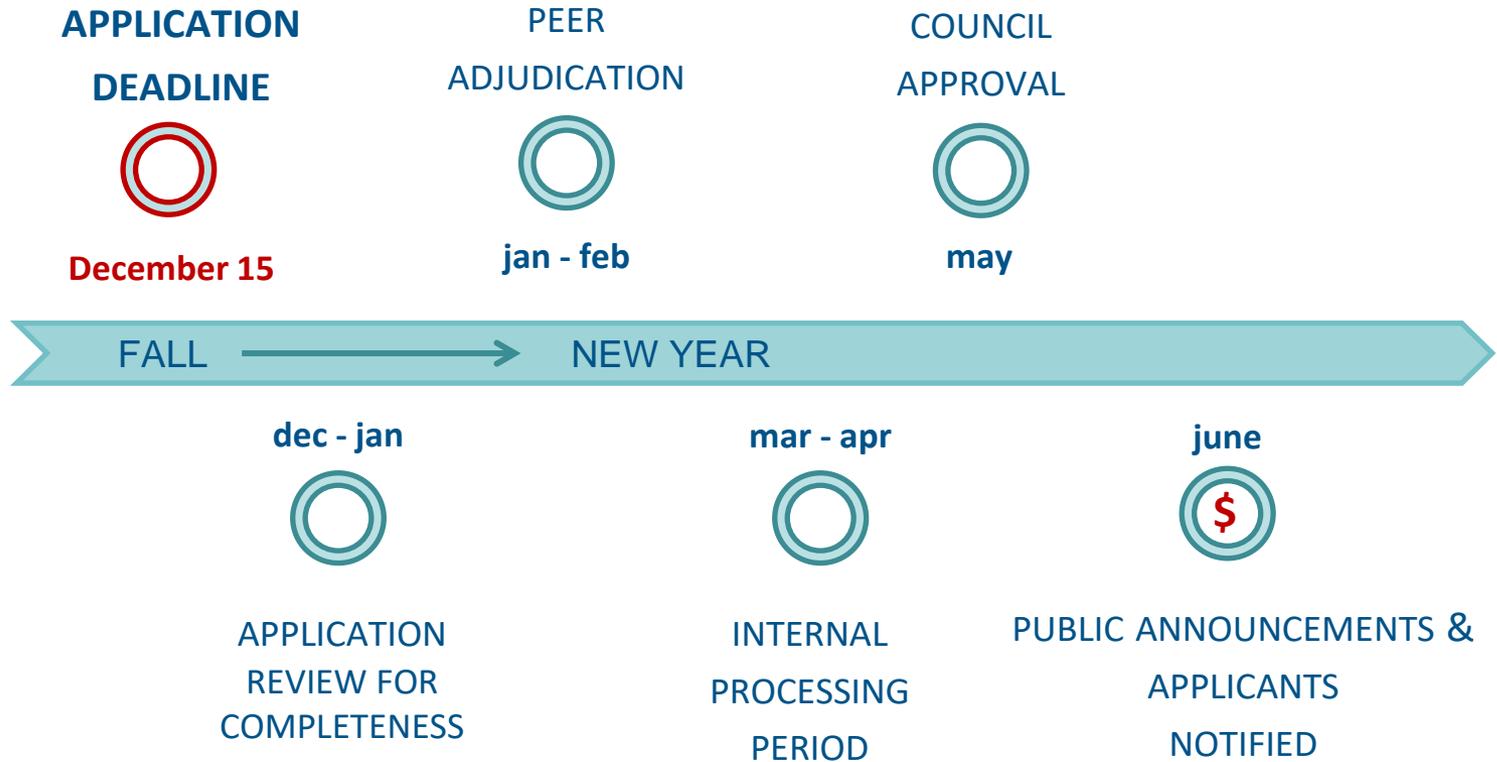


City Enrichment Fund (CEF) Funding Areas

PROGRAM AND STREAM OVERVIEW

AGRICULTURE	ARTS	Communities, Culture & Heritage	COMMUNITY SERVICES	DIGITAL (Pilot)	ENVIRONMENT	SPORTS & ACTIVE LIFESTYLES
Programs and Events	Operating	Events	No one is Hungry or Without Shelter	Digital Equity	Capacity Building	Long Term Development
	Festivals	Projects	Everyone Feels Safe		Projects & Programs	Sports Awareness
	Capacity Building	Capacity Building	Every Child and Family Thrives			Capacity Building
	Creation & Presentation		No Youth is Left Behind			Sport for Development / Inclusion
			Capacity Building			Accessibility
			Everyone Can Age in Place			Active for Life
			Community Capacity Grows			Multi-Sport Hosting

Timeline and Process



GENERAL ELIGIBILITY CRITERIA

- Incorporated, not-for-profit organizations and community associations, unincorporated groups with not-for-profit goals and governance structure
- Programs must be presented within the city
- The organization's head office must be located within Hamilton
- Applications signed by a City of Hamilton employee will not be considered
- **CEF will not fund 100% of a program/project budget and applicants must show diverse revenue streams.**
- **For requests above \$15,001 the total grant request cannot be more than 30% of the total program budget.**
- **For requests under \$15,000 applicants may request a larger percentage from the City**
- **Late submissions will not be accepted**

COMMUNITIES, CULTURE & HERITAGE (CCH)

Objective

To support organization's activities, programming, events, and projects that engage the public in strengthening and celebrating community identity – the people, places and things that make up Hamilton.







SELECTED ELIGIBLE PROGRAMS

- Programs must demonstrate support from the local community
- Event / activity themes must express community identity. Event / activities are encouraged to celebrate the unique people, places and things that honour Hamilton's past, celebrate its present and envision its future *
- Activities must be promoted and open to the general public *
- Projects that will increase public participation in cultural activities

** Does not apply to the Capacity Building stream.*

CCH – Events & Established Activities

Objective

To strengthen the relevance, responsiveness, effectiveness and resilience of Hamilton's cultural organizations.

Description

This stream supports the planning and delivery of a variety of established activities (programs and events) that create opportunities for participation in and the celebration of community identity – the people, places and things that make up Hamilton.

In order to be eligible for funding, activities must have general appeal, a theme of interest, a public profile and public access on a free and / or paid basis. Events & Activities may occur on a reoccurring basis (e.g. annual, seasonally, etc).

Two Categories

- Large request – maximum funding \$100,000 (must demonstrate city-wide appeal)
- Small request – maximum funding \$5,000 (can have impact on a smaller geographic or specific community / cultural group)

CCH – New Projects

Objective

To support new projects from cultural organizations that increase public access to cultural experiences, expressions, and content.

Description

This funding supports activities that are about community identity - the unique people, places and things that make up the city of Hamilton. Project themes can honour Hamilton's past, celebrate its present and / or envision its future.

Themes can be city-wide or focus on a specific geographic or cultural group. Applicants must demonstrate how the public will interact with the project.

Project funding is for new, not previously offered, activities with a defined time frame. The project must occur within a single year. A project may be funded up to three times over multiple years in this category.

- Maximum funding request of \$35,000
- Organizations can apply up to three years or three occurrences for the same project to be considered new

CCH – Capacity Building

Objective

To strengthen the relevance, responsiveness, effectiveness and resilience of Hamilton's cultural organizations.

Description

This funding stream provides project grants to cultural organizations to support capacity building strategies, organizational development projects and professional development initiatives to building administrative and management capacity .

- Maximum funding request of \$25,000
- Organizations are encouraged to collaborate on a capacity building project when facing similar organizational challenges
- Organizations may only receive funding once every two years

CCH – Capacity Building

Notes

- Opportunity for training, research, development
- To undergo internal organization project (not public programming)

Eligible Projects (examples)

- Retaining external expertise to work with the applicant on a specific capacity building initiative
- Organizational and human resource assessment, change management
- Board development and improved governance practices
- Professional development, training, mentorship, coaching and job shadowing
- Development of plans and strategies

HOW TO APPLY

- Review the CEF General Guidelines and the program specific CCH Handbook (available online by stream)
- Create an account or login if you already have one. We recommend (use an organization email before a personal email)
- Contact your Program Manager with any questions and / or to discuss your program
- Gather the application, budget, support material
- Submit before the **December 15 4:00 pm, 2023 deadline**

WHAT DO YOU NEED TO SUBMIT?

- Application
Organization mandate/history, program description, plan etc.
- Program Budget *NEW*
Budgets should be realistic, balanced, and represent diverse revenue streams
Funding Requests over \$15,001 should not exceed 30% of the total program budget.
Funding Requests Below \$15,000 cannot be 100% of the proposed program budget.
- Financial Statements
Audited Financial statements are required for requests above \$30,000
- Board of Directors and Staff List
- Marketing Example
- Program Specific Material
i.e. Most recent annual report, additional marketing material, images, program statistics and date

THE APPLICATION – PROGRAM OUTCOMES

Describe the 3 outcomes of your program

Consider: What are the impacts and goals? Can they be measured?

Consider: What is your goal? What are you trying to achieve with this project?

Unclear Outcome	Strong Outcome	Measure
Social Media	Increased social media presence	<ul style="list-style-type: none"> • 100% increase in Facebook ‘likes’ (total of 400 likes). • 5 Facebook ‘shares’ per event / program. • An increase in social media activity will expand our audience reach and increase direct communication.
Membership	Increase annual membership by 5%	<ul style="list-style-type: none"> • 100% renewal rate for 2022 membership (300). • Enroll 15 new members (5%) <p>Our membership has remained at approx. 300 for the past 2 years. With the increased social media presence and focus on membership benefits we hope to attract new members.</p>
Satisfied Sponsors	Maintain 2022 sponsorship levels.	<ul style="list-style-type: none"> • After losing 2 significant sponsors in 2022, the organization is focusing on maintaining our 9 longtime sponsors. <p>By evaluating the mutual benefits of each sponsor relationship, the organization hopes to enhance the value to current and future sponsors.</p>

THE BUDGET

Using the CEF Budget form online enter the projected (anticipated, planned) budget for your project.

- **Revenue**
- **Expenses**
- **In-kind**
- **Budget Notes – point form**

The budget notes are extremely helpful in explaining how well the program is planned, if there is confirmed / pending funds, breaking down expense fees, and providing additional information for the adjudication team.

ADJUCATION PROCESS

Applications are reviewed by a panel of three assessors using the following assessment criteria. All applicants must be able to demonstrate good use of public funds. Applications are assessed separately by stream and category.

30% Organizational Capacity

40% Program Merit

30% Community Impact



ADJUDICATOR PERSPECTIVE

The 3 person adjudication team is made up of experienced city staff, with backgrounds in community programming, event planning, and not-for-profit organizing.

- Be sure to include information that relates and supports the *Assessment Criteria*
- Be very clear, using simple, direct language
- Provide as much detail as possible
- Share information on the program itself and the plan to execute it –
 - Program themes, audience, impetus, objectives
 - Timelines, schedule, staff/volunteers
- Consider a realistic plan and budget that is achievable and sustainable

EQUITY DIVERSITY INCLUSION – New QUESTIONS

The City Enrichment Fund has included two new questions to gather data on the applicants and the programs serving the community.

These questions are not scored and do not impact the outcome of your application.

1. In an effort to ensure City Enrichment funds are better serving local community needs, please identify the target population for the specific program for this application. Please check all that apply.

Mandatory

2. In an effort to better understand the Cities local community, do any Board members within your organization publicly self-identify as the following? Please check all that apply.

Mandatory

APPLY ONLINE

The application portal can be found on the City Enrichment Fund webpage

SUBMIT APPLICATION

Step 1 Develop a grant proposal that explains how you plan to use the funds. Applicant estimate that includes how much funding you need and how the money will be spent.

Step 2 Complete the online application demonstrating that you meet the eligibility criteria.

Please be advised there are specific items which are deemed eligible and ineligible in handbooks. Please review this closely as the ineligible items will be removed.

[Complete the CEF Application](#) →

This short video will help you get started.

How to Apply (Demo)



Additional Support:

[Watch the Demonstration Video](#)

[Review the CEF General Guidelines and CCH Handbooks](#)

[Events & Established Activities](#)

[New Projects](#)

[Capacity Building](#)

Call or email Kristina Durka with any questions and / or to discuss your application.

TRANSLATION SERVICE

To better serve the community,
City Enrichment Fund applications can now be
translated into your language of choice.

Request a translated copy by contacting
Kristina Durka.

DATA TRANSFER OPTION

Reuse data



You have previously completed this task. Would you like to reuse the data you provided?

Previous instances

28 Nov 2021 10:00 AM (EST) (Groovy Girls Established) ▼

Overwrite any data I have already added to this task

CANCEL

ADD DATA

If you completed an application through our online system last year, you have the option to import and reuse last year's information.

To do so – select **ADD DATA**.

If you do not want to reuse last year's data, hit cancel. This will be an option for every section except the General Information Form. Note – you can edit the data you reuse.

You can also use the *Reuse* tab on any page to change your mind and add last year's data.

NEW PROGRAM STREAM – Digital

Agriculture

- Programs & Events

Arts

- Arts Operating
- Arts Festivals
- Capacity Building
- Creation and Presentation Grants for Arts Professionals

Communities, Culture & Heritage

- Events & Established Activities
- New Projects
- Capacity Building for Cultural Organizations

Community Services

Digital - New Pilot Program

- Digital Equity

Environment

- Capacity Building
- Projects & Programs

Sports & Active Lifestyles

- Long Term Athlete Development Planing & Implementation
- Sports Awareness
- Capacity Building
- Sport Development / Inclusion
- Accessibility
- Active for Life
- Multi-Sport Housing

Objective To support organizations, events and activities that support efforts to achieve digital equity, promote digital inclusion, digital literacy and spur greater adoption of broadband among underserved populations.

Contact jasleen.arora@hamilton.ca 905 546 2424 ext. 2733

DIGITAL – DIGITAL EQUITY FOCUS

- Supports the planning, delivery and administration of a variety of initiatives that bridge the digital gap and ensures residents have access to the resources, opportunities and skills needed to thrive in a digital world.
- Invests in partners who will deliver impactful programs that:
 - Build Digital Literacy skills
 - Facilitating access to internet service, technological devices and digital programming
- Maximum funding of \$20,000.
- Groups of two or more organizations with similar vision ideas may collaborate on projects/applications.

Digital Literacy Programs:

- Developing digital skills
- Developing and implementing training programs and digital inclusion activities for underserved populations that cover basic, advanced, and applied skills

Digital Infrastructure:

- Expanding free publicly accessible Wi-Fi
- Provide low cost or free equipment and devices

Community Leadership:

- Policy advocacy
- Research

BACK FOR YEAR 2! DIGITAL EQUITY STREAM

- Supports the planning, delivery and administration of a variety of initiatives that bridge the digital gap.
 - Digital Gap: (a) disparities in access to broadband/internet in rural and remote Hamilton (b) Lack of affordable internet access, access to devices and digital literacy to use them.
- Ensures all City of Hamilton residents have access to the resources, opportunities and skills needed to thrive in a digital world.
- Invests in partners who will deliver impactful programs that:
 - build digital literacy skills,
 - facilitating access to internet service, technological devices and digital programming.

INFORMATION SESSIONS & DROP INS

For specific questions, you can also join the Drop In Sessions:

[Monday, November 20, 1 to 2pm Online](#)

Meeting ID: 226 489 063 944

Passcode: rCn5sR

Or Call in (Audio Only):

+1 647-749-1649 Phone Conference ID: 421 543 60#

[Monday, December 4, 1 to 2pm Online](#)

Meeting ID: 277 164 187 644

Passcode: W5Dk3v

Or Call in (Audio only)

+1 647-749-1649 Phone Conference ID: 735 294 38#

APPLICATION TIPS

- Read the grant program and guidelines carefully
- Contact the program manager to discuss your project
- Draft, save, and edit your writing in a separate document – give yourself enough time
- Use clear and direct language
- Prepare a well-researched budget, ensure it reflects the program you are proposing
- Submit Support Material (examples of your work) that demonstrate your practice well and if possible, support the project you are proposing
- Get feedback from your colleagues, review your application before submitting





CONTACT US

Drop in / Q&A Appointments

Virtual Sessions

(Please register by emailing Kristina.Durka@hamilton.ca. First come, first served)

Monday November 20th, 1-4pm

Tuesday November 21st, 1-4pm

Thursday November 23rd, 1-4pm

In Person

(No Registration Required. First come, first served.)

Wednesday November 22nd, 2-4pm

Friday November 24th, 1-4pm

In-Person drop-in sessions will be held at Tourism Hamilton Visitor Information Centre (28 James Street N, Hamilton ON L8R 2K1, Canada).

CONTACT US

Arts and Communities Culture & Heritage Program Manager

Kristina Durka Kristina.Durka@hamilton.ca

C: (905) 979-8026

O: (905)546-2424 ext. 1947

For general information on the City Enrichment Fund, contact
Rebecca Frerotte *Grant Coordinator*

Grant.Coordinator@hamilton.ca

O: (905)546-2424, ext. 4524