



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:

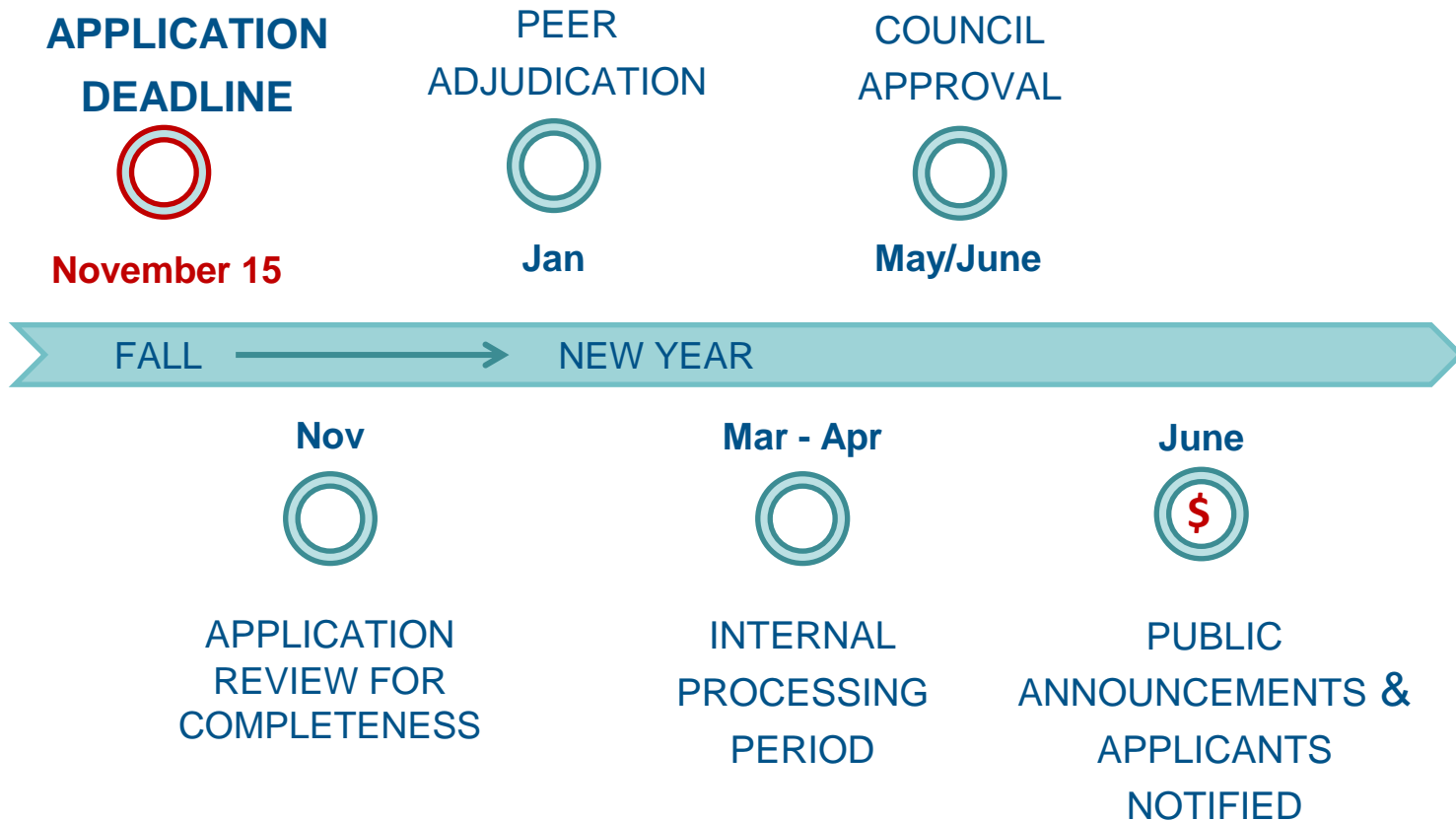
1. Agriculture
2. Arts
3. **Communities, Culture & Heritage**
4. Community Services
5. Digital
6. Environment
7. Sport & Active Lifestyles



City Enrichment Fund (CEF) Funding Areas

AGRICULTURE 	ARTS 	COMMUNITIES, CULTURE & HERITAGE 	COMMUNITY SERVICES 	DIGITAL 	ENVIRONMENT 	SPORT & ACTIVE LIFESTYLES 
Programs and Events	Operating	Events & Established Activities	No one is Hungry or Without Shelter	Digital Equity	Capacity Building	Long Term Development
	Festivals	New 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
			Everyone can Age in Place			Accessibility
			Community Capacity Grows			Active for Life
			Everyone has Someone to Talk To			Multi-Sport Hosting
			Emerging Needs & Program Innovation			

Timeline and Process



GENERAL ELIGIBILITY CRITERIA

- Incorporated, not-for-profit organizations, and 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) 1 application maximum per organization
- Small request – maximum funding \$15,000 (can have impact on a smaller geographic or specific community / cultural group)
- **2025 – intake year for the Multi-Year Funding (MYF) pilot. Successful returning applicants, who qualify for MYF will receive a 3-year funding commitment.**

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 \$15,000
- 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 Project 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

MULTI-YEAR FUNDING (MYF)

MYF is currently a 3-year pilot program beginning with the 2025 CEF cycle. Multi-Year Funding was identified during the initial build of the CEF program and again during the 2023 community consultation as a long-term strategy to provide sustained equitable funding. It is part of CEF's overall objectives to:

- Increase community impact – strategic and equitable
- To be more consistent with best practices
- Flexible to address the needs of the community

The MYF pilot offers qualifying grantees a commitment of funding over 3 years. Providing organizations with predictable and sustained funding through 15/27 funding streams.

MULTI-YEAR FUNDING (MYF)

3 Year Multi-Year Funding Pilot	Applicant	COH Staff
Year 1 (2024 Nov)	Application	Receive and review application
Year 1 (2025 May)	Agreement	Offer year 1 funding to qualifying A rated organizations
Year 2 (2026 Feb)	Interim Report	Review and approve year 2 funding
Year 3 (2027 Feb)	Interim Report	Review and approve year 3 funding
Year 3 (2028 Feb)	Final Report	Review and close multi-year funding period
Next Multi-Year Funding Period	Applicant	COH Staff
Year 1 (2027 Nov)	Application	Receive and review application

MULTI-YEAR FUNDING (MYF)

MYF Eligibility:

- **Returning Applicants** to CEF
- In order to be considered for MYF you must receive an **“A” rating** during the 2025 adjudication period.
- Additional criteria apply including:
 - Applying in a **Program Area and Stream that is eligible** for MYF
 - Events & Established Activities
 - **Opting into MYF consideration** on the application form.
 - Submitting a **3-year Program Plan**. (*Templates for these are within the MYF Form in the Portal, download, complete, and re-upload*).
 - Organizations must be in a **healthy financial position** according to the CEF Financial Review, and, if applicable, providing either a deficit reduction plan or a surplus justification.
 - **Committing to providing the program** or services described in your application over the 3-year MYF period.

MULTI-YEAR FUNDING (MYF)

- **MYF FAQ** is available on the City Enrichment Fund Website and the **CEF General Guidelines**.
- This is a **Pilot Program for 3-year funding**. If successful and approved as permanent, the next intake will be in fall 2027.
- MYF grantees are required to submit a **report each year**, providing updated financial statements, but are not required to reapply for funding until the next MYF intake.
- MYF provides **consistent funding** over the 3-year pilot period. Changes to the overall budget may result in minor increases or reductions.

HOW TO APPLY

- Review the CEF General Guidelines and the program specific CCH Handbook (available online by stream)
- Attend an Information Session or Drop-in Q&A session
- Contact your Program Manager with any questions and/or to discuss your program
- If returning to CEF, contact your Program Manager to receive the application feedback from the previous year's adjudication
- Complete the application, budget, support material in the CEF SMA Grant Portal
- Submit application by the **November 15, 4pm**

WHAT DO YOU NEED TO SUBMIT?

- Application
Program description. Please review the handbook for a copy of the questions.
- Program Budget
Budgets should be realistic, balanced, and represent diverse revenue streams.
Funding Requests over \$15,001 should not exceed 30% of the total 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
- Attachments:
 - Board of Directors and Staff List
 - Marketing Example
 - Program Specific Material
i.e. Most recent annual report, additional marketing material, images, program statistics and data.

Please note, applicants must be in good standing with CEF and must have completed all previous Final Reports before future grant recommendations can be received.

THE APPLICATION – PROGRAM OUTCOMES

Describe the 3 outcomes of your program

Consider: What are the impacts and goals? Can they be measured? What are you trying to achieve with this project?

Unclear Outcome	Strong Outcome	Measure	Impact
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 2024 membership (300).• Enroll 15 new members (5%)	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.
Satisfied Sponsors	Maintain 2024 sponsorship levels.	<ul style="list-style-type: none">• After losing 2 significant sponsors in 2023, the organization is focusing on maintaining our 9 longtime sponsors.	By evaluating the mutual benefits of each sponsor relationship, the organization hopes to enhance the value to current and future sponsors.

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 brief description column is 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 assessed by stream and category using the criteria shared within the handbook.

A: 100-80, B: 79-70, C: 69-60, D: 59-0. Applications which score a D are not recommended for funding.

Evaluation Criteria	E&EA Large and Small	New Projects	Capacity Building
Organizational Capacity	30%	40%	50%
Program Merit	40%	40%	40%
Community Impact	30%	20%	10%



ADJUDICATOR PERSPECTIVE

Adjudication teams are composed of three reviewers made up of experienced City staff and external cultural workers with backgrounds in community programming, event planning, and not-for-profit organizing.

Adjudicator team members shift every year to invite new voices to participate in the application review process.

- 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, objectives, timelines, schedule, staff/volunteers
- Consider a realistic plan and budget that is achievable and sustainable

IDEA (Inclusion, Diversity, Equity & Accessibility)

Included within the application is a form collecting information about the IDEA groups supported through City Enrichment Funds. Applicants are asked to specify the target population(s) of their programs, and equity designated groups represented within their organization's governance structure.

Applications are not evaluated based on this form, which serves only for data collection

1. In an effort to help us understand how IDEA (Inclusion, Diversity, Equity & Accessibility) groups are currently supported through City Enrichment Funds, please identify the target population for the specific program you are apply to for this application. Please check all that apply. *Mandatory*
2. In alignment with the City's IDEA goals, please indicate whether any members of your organization's governance structure (i.e. Board of Directors, Administrative Board, or Board of Trustees self-identify with any of the following groups by checking all that may apply, understanding that a member may represent more than one of these groups. *Mandatory*

APPLY ONLINE

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



Additional Support:

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.

APPLY ONLINE



Welcome to the City of Hamilton grant and event review portal. Please review the programs below and select the correct area to learn more and/or begin your application.

City Enrichment Fund

October 1 – November 15, 4pm

2025 CEF - Agriculture

Accepting applications from 1 Oct 2024 09:00 AM (EDT) to 15 Nov 2024 04:00 PM (EST)

2025 Application Intake now open. This application is for the Agriculture program area of the City Enrichment Fund.

Organizations and individual applicants can apply.

[MORE >](#)

2025 CEF - Communities, Culture & Herit...

Accepting applications from 1 Oct 2024 09:00 AM (EDT) to 15 Nov 2024 04:00 PM (EST)

2025 Application Intake now open. This application is for the Communities, Culture & Heritage program area of the City Enrichment Fund.

Organizations and individual applicants can apply.

[5 Applications](#)

[MORE >](#)

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 or CEF Grant Coordinator.

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 past work) that demonstrate your organization's activities well and if possible, support the project you are proposing
- Get feedback from your colleagues, review your application before submitting

CONTACT US

Kristina Durka

Communities, Culture & Heritage Program Manager

Kristina.Durka@hamilton.ca

(905) 979-8026

Rebecca Frerotte

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

Grant.Coordinator@hamilton.ca

Andrea Carvalho

Advisor, City Enrichment Fund & Community Outreach

Andrea.Carvalho@hamilton.ca



Hamilton

THANK YOU