

**THE CORPORATION OF THE TOWN OF GEORGINA**

**REPORT NO. SI-2024-0009**

**FOR THE CONSIDERATION OF  
COUNCIL**

May 8, 2024

**SUBJECT: NON-PROFIT ORGANIZATION GRANT PROGRAM – INTAKE 2**

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**1. RECOMMENDATION:**

1. That Council receive Report No. SI-2024-0009 prepared by the Corporate Strategy and Transformation Division, Strategic Initiatives Department dated May 8, 2024 respecting the Non-Profit Organization Grant Program – Intake 2.
2. That Council approve the disbursement of grant funding in the amount of \$50,800 as follows:

Georgina Farmers Market	- \$ 10,000
Ontario Water Centre	- \$ 12,000
Georgina Feral Cat Committee	- \$ 2,500
Georgina Centre for Arts and Culture	- \$ 26,300

3. That staff be directed to notify all grant recipients and finalize the key performance indicators, reporting requirements, and enter into a funding agreement prior to the disbursement of funds, and designate the Deputy Chief Administrative Officer / Treasurer to act as signing authority for these agreements.

**2. PURPOSE:**

This report provides an overview and evaluation of the applications received for Intake 2 of the Non-Profit Organization Grant Program, as well as the applications that did not receive their full funding request in Intake 1. And secondly, requests that Council consider the final allocation of 2024 funding as recommended by the Town's Internal Review Team.

**3. BACKGROUND:**

This is the second intake for 2024 funding. Council approved the allocation of \$298,486 at a Council meeting held on January 24, 2024 to applications received during Intake 1, setting aside \$50,800 for the second intake. Council also directed staff to consider the organizations who did not receive their full funding request, during the second intake.

At the beginning of February 2024, notice of Intake 2 of the Grant Program was posted on the Town's website, posted on social media and past recipients were notified. Applicants were given the opportunity to reach out to staff with any questions about the application process. The intake closed on March 1, 2024. The Town of Georgina received six applications from the following organizations:

1. Georgina Farmers Market - \$10,000
2. Girls Inc. of York Region - \$96,200
3. The Ontario SPCA and Humane Society - \$70,000
4. Our Lady of Smolensk Russian Orthodox Church - \$10,000
5. Ontario Water Centre - \$95,800
6. Sutton Curling Club - \$53,558

A total of \$358,358 in grant funding has been requested in Intake 2.

Applications that did not receive their full funding request in Intake 1 were subsequently considered through this Intake 2 at the request of Council. The following represents the portion of the funding requested by the applicants during Intake 1 that was not approved:

1. Routes - \$22,800
2. Georgina Centre for Arts and Culture - \$30,000
3. Georgina Trades Training Inc. (GTTI) - \$10,000
4. Georgina Feral Cat Committee - \$6,450
5. Georgina Chamber of Commerce - \$9,882

#### **4. ANALYSIS:**

##### **4.1 Evaluation Criteria**

As in Intake 1, Town Staff conducted an initial review of the applications for completeness and provided the Internal Review Team with the applications and the evaluation matrix. The Internal Review Team is comprised of Staff members having a history of working with the organizations, expertise dealing with grant programs/financial reporting and/or involved with the organization or project.

The evaluation process was based on the recommended guidelines prepared by and presented to Council in Report SI-2023-0014, and outlined below:

<b>Criteria</b>	<b>Definition</b>
Organization Eligibility	Eligible organizations must meet the following criteria: <ul style="list-style-type: none"> <li>• Be incorporated as a not-for-profit/charitable organization.</li> <li>• Have offices in Georgina and primarily serve residents and businesses located in Georgina.</li> </ul>
Financial Position of Organization	Organizations must require the funding to deliver the proposed project or service and have the financial stability to carry out the project as described.
Project Eligibility	Projects must contribute to the social, economic, cultural, health or general well-being of the Town of Georgina.
Expense Eligibility	Eligible expense are those that meet the following criteria: <ul style="list-style-type: none"> <li>• Administrative expenses cannot exceed 20 per cent of the total project funding request.</li> </ul>
Community Impact	Community impact is defined as the benefit of the project to the community. Community Impact was assessed based on the alignment to the Towns' priorities in the 2023-2027 Corporate Strategic Plan. Projects were rated on a scale of High, Medium, Low.
Exceptions	There was an understanding that certain organizations would require exceptions to the Guidelines due to their historic reliance on the Town to provide operational funding and that the loss of this operational funding would jeopardize their ability to operate in 2024.

## 4.2 Ineligible Organizations

The following two organizations did not meet the eligibility criteria as they do not have offices in Georgina nor do they primarily serve Georgina residents and businesses:

- Girls Inc. of York Region
- The Ontario SPCA and Humane Society

It is however recognized that these two organizations do great work and support Georgina residents. In this regard, staff will reach out to Girls Inc. of York Region to explore potential partnership opportunities to support programming for the community. The Town is currently working on a project with the Ontario SPCA to place a storage container for pet food on Town property near the Georgina Animal Shelter and will continue this work.

### 4.3 Recommended Funding Allocation by Project

Table 1 summarizes the funding requests received from each eligible organization in Intake 2, and the Internal Review Team's recommended funding by project, based on the criteria above.

Table 1

<b>Intake 2 Eligible Funding Requests</b>				
<b>Organization</b>	<b>Project</b>	<b>Funding Request</b>	<b>Recommended Funding</b>	<b>Rationale</b>
Georgina Farmers Market	9th Annual Georgina Farmers Market	\$10,000	\$10,000	Demonstrated financial need and aligned to strategic plan
Our Lady of Smolensk Russian Orthodox Church	Canopy Shelter Renovation	\$10,000	\$0	Did not demonstrate financial need
Ontario Water Centre	Georgina Farmstand Saturdays	\$25,000	\$12,000	Demonstrated financial need and aligned to strategic plan
Ontario Water Centre	Georgina's Young Innovator Program Development	\$43,800	\$0	Requested funding for program development not delivery; not aligned to project eligibility criteria
Ontario Water Centre	Harvest Health Employment Initiative	\$27,000	\$0	Staff recommend other grant programs for wage subsidies; not aligned to project eligibility criteria
Sutton Curling Club	Ice Plant Replacement	\$53,558	\$0	Did not demonstrate financial need

Table 2 summarizes the remaining eligible requests from Intake 1 with rationale. Staff recommend funding the Georgina Centre for Arts and Culture (GCAC) and Georgina Feral Cat Committee as they are in the greatest financial need. Staff have received notice that the GCAC will not be able to operate until the end of December 2024 without additional funding, and therefore recommend the following allocation to ensure that the approved 2024 budget of \$350,000 for this grant program not be exceeded.

Table 1

<b>Intake 1 Remaining Eligible Requests</b>				
<b>Organization</b>	<b>Project</b>	<b>Remaining Funding Request</b>	<b>Recommended Funding</b>	<b>Rationale</b>
Routes	Free Income Tax Clinics	\$22,800	\$0	GCAC and Georgina Feral Cat Committee presented the greatest financial need
Georgina Centre for Arts and Culture (GCAC)	Administrative funds	\$30,000	\$26,300	
Georgina Trades Training Inc. (GTTI)	Introduction to Welding Program	\$10,000	\$0	
Georgina Feral Cat Committee	Spay/Neuter of Feral Cats and Emergency Vet Care	\$6,450	\$2,500	
Georgina Chamber of Commerce	Distribution of Tourism Information and Ambassador Services	\$9,882	\$0	

#### 4.4. Summary of Recommended Funding Allocation by Organization

Table 3

<b>Organization</b>	<b>Total Recommended Amount (\$)</b>
Georgina Farmers Market	\$10,000
Ontario Water Centre	\$12,000
Georgina Feral Cat Committee	\$2,500
Georgina Centre for Arts and Culture	\$26,300
<b>Total</b>	<b>\$50,800</b>

**5. RELATIONSHIP TO STRATEGIC PLAN:**

**Delivering Service Excellence**

**- Ensure continued financial sustainability and accountability.**

This project delivers on Council's request to conduct a review and implement a streamlined grant application process for non-profit organizations.

Staff note that to ensure the greatest return on the Town's investment, applications are evaluated against the goals and objectives of the 2023-27 Corporate Strategic Plan.

**6. FINANCIAL AND BUDGETARY IMPACT:**

A total budget of \$350,000 was approved in the 2024 budget for the operation of the Non-Profit Organization Grant Program.

As noted in Staff Report SI-2023-0001 and the consultant's report, formalizing this Non-Profit Organization Grant Program improves the Town's ability to ensure community impact and financial accountability from grant recipients together with improving the overall management of this grant program.

**7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:**

There is no statutory requirement to provide notice of this report. However, all organizations that have submitted an application to the new Non-Profit Organization Grant Program have been provided a copy of the Staff Report in advance of the May 8, 2024 Council meeting.

**8. CONCLUSION:**

Council has provided funding to many of the applicants to support services that benefit the community for the past 10+ years as part of the annual budget process. 2024 was the first year for the recently approved Non-Profit Organization Grant Program with two intakes provided. The number of funding requests greatly exceeded the budget approved for this grant program, with eligible requests totaling \$563,246.

Based on the feedback received from both applicants and the Internal Review Team during the two intakes and Council's feedback, Staff will prepare recommendations to further streamline and enhance the 2025 program for Council's consideration in the coming months. Some preliminary findings and recommendations are as follows:

- Two intakes meant that money had to be set aside for the second intake due to expressions of interest without knowing the exact amount/nature of the requests, therefore staff recommend one intake so that all applications can be evaluated at the same time.

- Staff will provide further comments on how best to consider applications for funding that are necessary to maintain business operations (i.e. Georgina Centre for Arts and Culture and Georgina Military Museum). In this recommendation, staff will be exploring further the sustainability strategy for these two organizations.
- Staff are considering how to include the Georgina Community Food Pantry in this grant program in consideration of Council's direction to bring forward a 2025 business case for more permanent funding for the organization.
- Some organizations or projects did not align with the original intent of the grant program and/or requested funding in excess of the available funding. Staff will provide recommendations to Council on the following changes to the guidelines:
  - That the Town will only fund the delivery of programs and/or services and not capital projects or program development
  - That the maximum funding amount of \$100,000 per organization is too high considering the funds available for the grant program and the desire to assist additional projects.
  - That all organizations be required to meet with staff briefly to discuss their projects and applications prior to submission.

As was the case after Intake 1, staff will continue to work with all organizations to explore collaborations, partnerships and opportunities to seek additional support to ensure that these organizations can continue to provide services and programs to the community.

In conclusion, staff recommend that \$50,800 be allocated in this second intake as noted in the Recommendations of this staff report. Upon consideration of Council, the Town's Program Manager will meet with the organizations to review the details of the partnership agreement and will work with Finance Staff to have the approved funding dispersed. In addition to those staff members listed below this report has been reviewed by the Manager of Financial Strategy and Planning and Deputy Treasurer, Manager of Client and Cultural Services, Manager of Economic Development and Tourism, Manager of Recreation Services, Manager of Facilities and the Manager of Municipal Law Enforcement/CLEMO.

**APPROVALS**

Prepared By: Simone Weinstein,  
Program Manager

Reviewed By: Olga Lawton  
Manager, Corporate Strategy and Transformation

Recommended By: Shawn Nastke  
Director, Strategic Initiatives

Rob Wheeler  
Deputy CAO/Treasurer

Approved By: Ryan Cronsberry  
Chief Administrative Officer