

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. SI-2024-0023

**FOR THE CONSIDERATION OF
COUNCIL**

November 20, 2024

SUBJECT: 2025 NON-PROFIT ORGANIZATION GRANT PROGRAM INTAKE

1. RECOMMENDATION:

1. That Council receive Report No. SI-2024-0023 prepared by the Corporate Strategy and Transformation Division, Strategic Initiatives Department dated November 20, 2024 respecting the 2025 Non-Profit Organization Grant Program Intake.
2. That Council allocate \$140,000 to the Georgina Centre for Arts and Culture for the 2025 program year, which was allocated in principle by Council in Resolution No. C-2024-0270.
3. That Council allocate the remaining \$215,250 for the 2025 program year as follows:

Georgina Chamber of Commerce	- \$ 67,460
Routes Connecting Communities Inc.	- \$ 35,000
Learning Centre for Georgina	- \$ 10,000
Ontario Water Centre (ClearWater Farm)	- \$ 20,000
Georgina Military Museum	- \$ 29,500
Georgina Feral Cat Committee	- \$ 8,000
Georgina Farmers Market	- \$ 10,000
Undisbursed amount	- \$ 35,290
4. That Council direct staff to set aside the undisbursed amount of \$35,290 for the Skills Training Centre until the provincial funding decision is made, and if the provincial funding application is successful, that \$35,290 be dispersed to the Skills Training Centre after review and approval by the Deputy CAO/Treasurer of their updated budget and financials.
5. That the above allocations be contingent on the overall budget of \$355,250 in grant expenditures being approved through the 2025 Budget process.
6. That staff be directed to notify all grant recipients and finalize the funding agreements prior to the disbursement of funds and designate the Deputy CAO/Treasurer to act as signing authority for these agreements.

2. PURPOSE:

This report provides an overview and evaluation of the applications received for the 2025 Non-Profit Organization Grant Program for funding allocation.

3. BACKGROUND:

This is the second year of launching the formal Non-Profit Organization Grant Program. The program's purpose is to support non-profits in Georgina in delivering projects and programs that benefit the community, and as part of the continuous improvement nature of the program, the 2025 intake made adjustments to the program guidelines to better streamline the process and serve the local community. These guidelines were brought to Council and approved at the September 11th, 2024 Council meeting:

- Applicants can request \$5,000 - \$80,000
- Applicants must have offices in Georgina and primarily serve residents and businesses located in Georgina
- The project must be to deliver a program or service for the community, with community benefits realized in the program year
- The project must not be to deliver a capital project. A maximum of \$5,000 may be requested in capital items if directly related to the delivery of the program or service

The grant program budget for 2025 is \$355,250, an increase from \$350,000 in 2024. The increase is based on a 2.5% increase on \$210,000 to account for inflation. \$210,000 was the remaining budget with the removal of the \$140,000 re-allocated in principle to the Georgina Centre for Arts and Culture in Resolution No. C-2024-0270.

The 2025 application period launched on September 13th, 2024 and closed on October 18th, 2024. Notice of the intake was posted on the Town's website, social media, past recipients were notified, and applicants were given the opportunity to reach out to staff with any questions about the application process.

The Town received two inquiries from non-profit organizations who were not based in Georgina, but who delivered programs in the community – York Region Food Network and Big Brothers Big Sisters of Peel / York. While their organizations were ineligible to apply due to the requirement of having offices in Georgina, staff directed them to other Town and community resources to support their programs and services.

The Town of Georgina received ten (10) applications requesting a total of \$489,648 from the following organizations:

1. GTTI - Skills Training Centre - \$80,000
2. Georgina Chamber of Commerce - \$70,706
3. Routes Connecting Communities Inc. - \$80,000

4. Learning Centre for Georgina - \$60,000
5. Ontario Water Centre (ClearWater Farm) - \$80,000
6. Georgina Military Museum - \$31,000
7. Georgina Feral Cat Committee - \$17,000
8. Hospice Georgina - \$70,942
9. Georgina Farmers Market - \$10,000
10. The Georgina Centre for Arts and Culture - \$165,000

The specific projects that the organizations requested funding for are described in Appendix 1.

4. ANALYSIS:

4.1 Evaluation Criteria

As in the 2024 program, 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 was comprised of staff members having a history of working with the organizations and/or expertise dealing with grant programs and financial reporting.

The evaluation criteria was posted on the program webpage for transparency to applicants:

Criteria	Definition
Organization Eligibility	Eligible organizations must: <ul style="list-style-type: none"> • Be incorporated as a not-for-profit/charitable organization. • Have offices in Georgina and primarily serve residents and businesses located in Georgina.
Financial Position	Eligible organizations must: <ul style="list-style-type: none"> • Require the requested funding to deliver the program. • Have financial stability to carry out the project as described.
Project Eligibility	Eligible projects must: <ul style="list-style-type: none"> • Deliver a program or service for the community, with community benefits realized in the program year. • Not solely deliver a capital project.

Criteria	Definition
Expense Eligibility	<p>Eligible expenses are as follows:</p> <ul style="list-style-type: none"> • Materials and supplies • Communications (e.g. Printing, distribution, ads, etc.) • Equipment (up to \$5,000) • Consultant/contractor fees (e.g. web design translation, etc.) • Administration costs (up to 20 per cent of the grant request, can include salary costs for administration)
Community Impact	<p>Projects must:</p> <ul style="list-style-type: none"> • Contribute to the social, economic, cultural, health or general well-being of the Town of Georgina. • Align to the Town's priorities in the 2023-2027 Corporate Strategic Plan.

4.2 Recommended Funding Allocation

Attachment 1 summarizes the funding requests received from each organization by project, and the Internal Review Team's recommended funding for each project based on the criteria above.

The table below summarizes the recommended funding allocation by organization for 2025 and compares it to the funding allocation in 2024. Any increases in funding for organizations are towards an expansion of programs and services.

Organization	2025 Recommended Funding Amount	2024 Funding Received
Skills Training Centre (GTTI)	\$0*	\$50,000
Georgina Chamber of Commerce	\$67,460	\$64,000
Routes Connecting Communities Inc	\$35,000	\$44,200
Learning Centre for Georgina	\$10,000	n/a
Ontario Water Centre (ClearWater Farm)	\$20,000	\$12,000
Georgina Military Museum	\$29,500	\$25,000
Georgina Feral Cat Committee	\$8,000	\$8,500
Hospice Georgina	\$0	\$0
Georgina Farmers Market	\$10,000	\$10,000
Georgina Centre for Arts and Culture	\$140,000	\$136,300
<i>Undispersed amount*</i>	<i>\$35,290</i>	<i>n/a</i>
Total	\$355,250	\$350,000

**Staff recommend that the undispersed amount of \$35,290 be set aside for the Skills Training Centre until the provincial funding decision is made, expected in early 2025. If the provincial funding application is successful, \$35,290 would then be dispersed to the Skills Training Centre after review and approval by the Deputy CAO/Treasurer of an updated budget and financial submission.*

As directed by Council, in Q1 or Q2 of 2025, staff will present a report to Council with the analysis of in-house vs. external service delivery for the Georgina Centre for Arts and Culture, the analysis of moving the funding allocation to a separate budget line item, and details of a five-year service-level agreement and longer-term lease agreement. In Q1 or Q2 of 2025 staff will also bring separate reports for the proposed longer-term funding arrangement for the Georgina Military Museum and service agreement with the Georgina Chamber of Commerce.

4.3 Section 6 of the Funding Agreement

Council directed staff to share the clause from the funding agreement regarding disparaging remarks. Section 6 of the funding agreement reads as follows:

6. PUBLIC STATEMENTS

- 6.1. The Recipient and its personnel, volunteers and/or Board Members shall not make or provide disparaging remarks about the Town in person or on any media, including, without limitation, any social media channels, as representatives of the Recipient.*
- 6.2. It is not the intent of this Section 6 to restrict the ability of the Recipient's personnel, volunteers and/or Board Members to express a personal opinion on matters of general interest. In such cases, such personnel, volunteers and/or Board Members must make it clear that their comments are being made in their capacity as private citizens, and not as representatives of the Recipient.*

This clause was introduced based on consultant recommendations regarding provisions in the funding agreements, and with the purpose of promoting respectful relationships between the Town and the grant recipients. The clause was reviewed by the Town Solicitor / Director of Legislative Services.

5. RELATIONSHIP TO STRATEGIC PLAN:

The initiative supports the 2023-2027 Corporate Strategic Plan:

Pillar	Delivering Service Excellence
Goal	Ensure continued financial sustainability and accountability

Initiative	Conduct a review and implement a streamlined Municipal Funding Program for Community Agencies
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6. FINANCIAL AND BUDGETARY IMPACT:

Staff are recommending that \$140,000 from the original \$350,000 budget for the Non-Profit Organization Grant Program be allocated to the Georgina Centre for Arts and Culture for 2025.

Staff are recommending that \$215,250 be allocated through the Non-Profit Organization Grant Program; this amount has been proposed in the 2025 Budget and calculated at \$210,000 plus a 2.5% increase based on inflation (Source: York Region's Fiscal Planning Unit's Monthly Inflation Monitor Report, July 2024).

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

There is no statutory requirement to provide notice of this report. However, all organizations that applied to the Non-Profit Organization Grant Program were provided with a copy of the report.

8. CONCLUSION:

Council has provided funding to support programs and services that benefit the community for the past 10+ years as part of the annual budget process. This is the second year that the Non-Profit Organization Grant Program has been responsible for allocating those funds through a formal grant funding program. The number of funding requests exceeded allocated budget, with eligible requests totaling \$489,648.

Staff recommend that \$352,250 be allocated to the non-profit organizations 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 have the approved funding dispersed.

Staff will continue to work with these organizations on an ongoing basis to provide additional resources and support for their programs and services.

As directed by Council, in Q1 or Q2 of 2025, staff will present a report to Council with the analysis of in-house vs. external service delivery for the Georgina Centre for Arts and Culture, the analysis of moving the funding allocation to a separate budget line item, and details of a five-year service-level agreement and longer-term lease agreement. Staff will bring separate reports for the proposed longer-term funding arrangement for the Georgina Military Museum and service agreement with the Chamber of Commerce in Q1 or Q2 of 2025.

APPROVALS

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Recommended By: Shawn Nastke
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Approved By: Ryan Cronsberry
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Attachments:

Attachment 1: Summary of Funding Allocations