

Date: 2020-09-29

Subject: **Advance Brampton Fund – 2021 Program Framework**

Contact: **Jason Tamming**
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Report Number: Corporate Support Services-2020-209

Recommendations:

1. That the report from Jason Tamming, Director, Strategic Communications, Culture and Events, dated September 29, 2020, to the Committee of Council meeting October 21, 2020 entitled **Advance Brampton Fund - 2021 Program Framework**, be received; and
2. That Council endorse the 2021 Advance Brampton Fund framework as outlined in this report; and
3. That Council allocate \$150,000 from Capital Project #192111 – Community Safety Project to further support Community Safety and well-being projects through the existing Advance Brampton Fund framework; and
4. That the Director, Strategic Communications, Culture and Events, Corporate Support Services, be delegated authority to approve funding recommendations and execute on behalf of the City any required grant agreements and other agreements and documents deemed necessary for implementing approved funding from the 2021 Advance Brampton Fund, on such terms and conditions as may be satisfactory to the Director, Strategic Communications, Culture and Events or designate and in a form satisfactory to the City Solicitor or designate.

Overview:

- As directed by the Council-endorsed Culture Master Plan, in January 2019 staff launched a review of the Community Grant Program for 2020, to explore opportunities for strategic re-alignment with Council priorities, process enhancements, and meeting community need.
- At the October 2, 2019 Committee of Council meeting, staff presented a new Community Grant Program framework, the Advance Brampton Fund, responding to community need and aligning program outcomes with the Term of Council priorities. The framework was approved at the October 16, 2019 Council meeting (CW386-2019).
- Based on the inaugural program year results, the impact of COVID-19 on the non-profit sector and emerging needs of the community, staff recommend the 2021 Advance Brampton Fund framework as presented in Table 2.
- While the Term of Council priorities remain consistent for 2021, Community safety and well-being was identified as an emerging need within the Advance Brampton Fund program (CW217-2020) under Brampton is a Healthy and Safe City. Staff will work with Brampton Fire and Emergency Services to establish goals and objectives for this emerging need, as well as the necessary evaluation criteria.
- This report seeks approval for the Director, Strategic Communications, Culture and Events, Corporate Support Services, to be delegated authority to approve funding recommendations and execute any required agreements and other documents deemed necessary for the 2021 Advance Brampton Fund, and in a form satisfactory to the City Solicitor or designate. This change expedites contracting and payment processes for grantees, who would directly benefit from the streamlined process (cash flow, security of having a signed contract earlier in project planning/execution).
- In order to deliver the Advance Brampton Fund program and address emerging community needs, as outlined in this report, a Full-Time staff resource with subject matter expertise will be recruited using a vacant corporate staff complement. The role will provide leadership, expert guidance and strategic advice on the development and implementation of community grant funding programs, policies, and processes.
- Pending Council endorsement of the recommended framework, the 2021 Advance Brampton Fund will launch upon approval of the 2021 Annual Operating Budget.

- A robust communications plan, information sessions and grant writing workshops will be delivered to ensure that funding priorities and program eligibility is clear and that new and returning applicants feel confident and supported in the process.

Background:

The City of Brampton's Community Grant Program has been in operation since 2015, with the goal of providing funding to eligible unincorporated and incorporated non-profit organizations and charities in Brampton for events, programs and projects that have positive city-wide impact and increase local quality of life.

As directed by the Council-endorsed Culture Master Plan, in January 2019 staff launched a review of the Community Grant Program for 2020, to explore opportunities for strategic re-alignment with Council priorities, process enhancements, and meeting community need.

At the October 16th, 2019 Council meeting, Council approved a framework for a new Community Grant Program, the Advance Brampton Fund (CW386-2019). This framework responds to community need and aligns program outcomes with the Term of Council priorities.

The Advance Brampton Fund is open to Brampton-based unincorporated NFP organizations, incorporated NFP organizations, and registered charities, for strong project proposals that advance Council priorities and take place in Brampton. All applicants are screened to ensure base eligibility is met.

Contributing to a "Well-Run City", the Advance Brampton Fund offers a consistent and transparent structure to provide funding to implement programs, projects and initiatives that support local development and deliver on Term of Council priorities:

- Brampton is a Mosaic
- Brampton is a Green City
- Brampton is a Healthy and Safe City
- Brampton is a City of Opportunities

The Advance Brampton Fund uses a scaled model that is focused on project growth, building grantees towards sustainability and greater capacity to partner, collaborate and lead well-managed work within the NFP sector. Individual projects may receive funding for a maximum of three consecutive granting cycles. Organizations may apply for new project funding in subsequent granting cycles.

2020 Advance Brampton Fund

In November 2019 the Advance Brampton Fund launched, receiving 127 applications for the 2020 program year. 56 projects were approved-in-principle by Council on June 24, 2020 (CW151-2020) however, due to the COVID-19 pandemic the provision of funding was subject to applicants modifying their projects for digital delivery. An October 7th report to Committee of Council titled: *Advance Brampton Fund and COVID-19 Relief Fund – Funding Update* listed the 48 organizations that resubmitted project proposals and received final funding approval for their digital project. Results from the 2020 program are outlined in Table 1.

Table 1: 2020 Advance Brampton Fund – Final Program Results

Funding Stream	Number of Approved Projects	Funding Amount
Emerging	19	\$79,212
Developing	22	\$210,038
Amplifying	7	\$146,311
TOTAL	48	\$435,561

Prior to the COVID-19 Pandemic there were 13 applications under consideration for the monthly Micro project stream, however due to ongoing limitations on public gathering – which is a significant component of applications received to the micro program, only one project has been funded to date. The monthly micro stream, which has an annual grant fund of \$60,000, has historically seen a low number of applicants in both the Advance Brampton Fund and the previous City of Brampton Community Grant Program.

Current Situation:

2021 Advance Brampton Fund

Based on the inaugural program year results, the impact of COVID-19 on the non-profit sector and emerging needs of the community, staff recommend the 2021 Advance Brampton Fund framework as presented in table 2.

Table 2: 2021 Advance Brampton Fund Framework (proposed)

Advance Brampton Fund – 2021 Framework
Term of Council Priorities: <ul style="list-style-type: none">• Brampton is a Mosaic• Brampton is a Green City• Brampton is a Healthy and Safe City• Brampton is a City of Opportunities

Emerging Needs: <ul style="list-style-type: none"> Community Safety & Well-being 			
Tiers	Emerging Up to \$5k Up to 50% of eligible expenses	Developing Up to \$12,500k Up to 50% of eligible expenses, including \$5000 in capital expenses.	Amplifying Up to \$25k Up to 50% of eligible expenses, including up to \$5000 in capital expenses.
Project Types	New and emerging projects	Existing projects with potential to grow and develop	Projects with a proven track record of well-managed success
Project Timelines	January 1 – December 31, 2021		
Funding Allocations	\$200,000 40 projects* @ \$5,000	\$200,000 16 projects* @ \$12,500	\$200,000 8 projects* @ \$25,000
	Community Safety & Well-being		
	\$50,000 10 projects* @ \$5,000	\$50,000 4 projects* @ \$12,500	\$50,000 2 projects* @ \$25,000
Eligible Organizations (must be Brampton-based)**	<ul style="list-style-type: none"> Unincorporated Not-For-Profits*** Incorporated Not-For-Profits Registered Charities 	<ul style="list-style-type: none"> Unincorporated Not-For-Profits*** Incorporated Not-For-Profits Registered Charities 	<ul style="list-style-type: none"> Incorporated Not-For-Profits Registered charities
Insurance Requirement	<ul style="list-style-type: none"> All organizations must carry \$2M Commercial General Liability insurance year-round. Proof of this insurance is a requirement to submit an application and if successful, must be kept in full force for the duration of the funding agreement. 		
Intake	Quarterly (dates TBD)	Annual Call for Community Projects with Deadline for Submission (date TBD)	

Evaluation	<ul style="list-style-type: none"> • Applications are evaluated within tiers with other projects of the same scope and scale. • Community safety and well-being projects as defined in the program guidelines, are evaluated as a funding priority. • Evaluated on likelihood of project success and advancement of one or more Council priorities. • Minimum 50% score to be considered for funding. Applications for funding are selected based on the highest scores until budget is exhausted. • Projects must take place in Brampton • Any third-party fundraising efforts must be secondary components of the project and be directed back into the city of Brampton.
Approval Authority	<ul style="list-style-type: none"> • Director, Strategic Communications, Culture and Events, Corporate Support Services to approve funding recommendations and execute any required agreements and other documents deemed necessary for the 2021 Advance Brampton Fund in a form satisfactory to the City Solicitor or designate.
Results	<ul style="list-style-type: none"> • At the end of each intake period applicants are notified of funding decisions and an information report is prepared for Council.

*actual number of approved projects dependent on number of applications received and total funding requested.

**"Brampton-based" as defined by having a permanent organizational address in the city of Brampton.

*** When two or more Brampton residents agree to pursue a common purpose, which is not-for-profit. The organization must be governed by a volunteer Board of Directors, provide evidence of their non-profit purpose and activity (i.e. the organization's by-laws, constitution, terms of reference or charter), and have two authorized Board Members over the age of 19 with permanent residential addresses in Brampton, who will execute grant application and the City's grant agreement both personally and on behalf of the organization.

Program Highlights

- Emerging Needs - As outlined in the October 2, 2019 Report to Committee of Council titled: *City of Brampton Community Grant Program Framework*, the priorities that guide the Community Project Fund (now known as the Advance Brampton Fund) will be updated to align with emerging needs and the strategic direction of each new Term of Council.

While the Term of Council priorities remain consistent for 2021, Community safety and well-being was identified as an emerging need within the Advance Brampton Fund program (CW217-2020) under Brampton is a Healthy and Safe City. Staff will work with Brampton Fire and Emergency Services to establish goals and objectives for this emerging need, as well as the necessary evaluation criteria.

Should Council wish to provide additional funding, specific to Community Safety and well-being projects, consideration could be given to the allocation of \$150,000 from Capital Project #192111 – Community Safety Project.

- Tiers - Based on minimal applicants to the Micro Projects stream and the significant number of applicants to the Emerging Projects stream, it is recommended that the 2 streams (Micro and Emerging) be combined to best meet community need and maximize available resources.
- Intake - The emerging projects stream moves from annual to quarterly intake, allowing for multiple opportunities for organizations to apply for city support for new and emerging projects. Developing and Amplifying streams would remain consistent with last year and open for annual intake upon Council approval of the 2021 budget.
- Evaluation - All Advance Brampton Fund applications will be reviewed by City staff for completeness and eligibility. All complete and eligible applications will then be provided to an Evaluation Panel(s) for evaluation. All Advance Brampton Fund funding streams will be assessed by an Evaluation Panel(s) comprised of City staff and/or external community stakeholders possessing subject matter expertise.
- Funding Allocation - Funding is allocated to highest scoring project within each stream and priority until available funding is depleted. Community safety and well-being projects, as defined in the program guidelines, will be evaluated as a funding priority. Once allocation is complete, funding recommendations are prepared for Director's approval.
- Approval - That the Director, Strategic Communications, Culture and Events, Corporate Support Services, be delegated authority to approve funding recommendations and execute on behalf of the City any required grant agreements and other agreements and documents deemed necessary for implementing approved funding from the 2021 Advance Brampton Fund, on such terms and conditions as may be satisfactory to the Director, Strategic Communications, Culture and Events or designate and in a form satisfactory to the City Solicitor or designate. This change expedites contracting and payment processes for grantees, who would directly from benefit from the streamlined process (cash flow, security of having a signed contract earlier in project planning/execution).

Required Resources

Program Administration

There are no dedicated staff positions allocated to the administration and delivery of the Advance Brampton Fund. In 2019 Council approved a draw of \$160,000 from the Community Grant Reserve #16 to support the administration of the 2020 program, however this is not a sustainable source of funding or reflective of best practice. In order to deliver the Advance Brampton Fund program and address emerging community needs, as outlined in this report, a Full-Time staff resource with subject

matter expertise will be recruited using a vacant corporate staff compliment. The role will provide leadership, expert guidance and strategic advice on the development and implementation of community grant funding programs, policies, and processes.

Not-For Profit (NFP) Sector Development

It is further recognized that in order to enhance the effectiveness of the Advance Brampton Fund program in meeting Council's objectives, the City must invest in strengthening and building the capacity of the Brampton NFP sector.

A series of workshops was offered to the Brampton NFP sector throughout 2020 on topics such as grant writing, sponsorship, and other foundational subjects. While this learning series is a good first step, there is future opportunity for the City to demonstrate municipal leadership and innovation in developing this sector, including consideration of additional resources to establish a NFP incubator to deliver the Advance Brampton Fund and the provision of dedicated advisory services.

Next Steps

- Pending endorsement of the framework, the 2021 program will be finalized for launch and will open for applications once the 2021 annual operating budget is approved by Council.
- a Full-Time staff resource with subject matter expertise will be recruited using a vacant corporate staff compliment; and
- a robust communications plan, information sessions and grant writing workshops will be delivered to ensure that funding priorities and program eligibility is clear and that new and returning applicants feel confident and supported in the process.

Corporate Implications:

Financial Implications:

The 2021 Advance Brampton Fund Program includes a requested operating budget of \$691,850. This amount is unchanged from the 2020 operating budget, and is subject to Council Approval.

Sufficient funding is available for the additional \$150,000 required for Community Safety and well-being initiatives:

Project	Budget Available	Amount Required
192111-001	\$160,563	\$150,000

Other Implications:

Brampton Fire and Emergency Services

A healthy and safe city has been identified as a 2018-2022 Term of Council Priority, which is facilitated by strong community partnerships in order to improve community well-being and the inherent perceptions of community safety.

Staff support the recommendation that Council allocate \$150,000 from Capital Project #192111 – Community Safety Project to fund approved Community Safety and well-being projects through the existing Advance Brampton Fund framework, as outlined in this report.

Legal

Legal Services will review and approve as to form all grant and other agreements required for the Advance Brampton Fund.

Term of Council Priorities:

- This recommendation aligns with the Term of Council Priorities. Responsible program administration supports a *Well Run City*, while the Advance Brampton Fund directly contribute to furthering Brampton as a *Green City*, a *Mosaic*, a *City of Opportunities*, and a *Healthy and Safe City*, by providing grant funds within administrative limits to the non-profit organizations that deliver programs and projects in these service areas.

Conclusion:

This report outlines the proposed framework for 2021 Advance Brampton Fund. Pending endorsement of the framework, the 2021 program will be finalized for launch and will open for applications once the 2021 annual operating budget is approved by Council.

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