



# ***CITY COUNCIL ADDITIONAL AGENDA***

Monday, June 12, 2017 – Council Chambers, City Hall

Call to Order:	2:30 PM
Recess:	5:00 PM to 6:00 PM
Public Hearing(s):	6:00 PM

## **I. REPORTS**

- I.1. Volunteer Central Community Initiatives Program (CIP) Grant  
(Agenda Pages 1 – 4)



June 5, 2017

## Volunteer Central Community Initiatives Program (CIP) Grant

Community Services Directorate

### **Report Summary & Recommendation:**

---

This report summarizes Volunteer Central's intent to apply for the Community Initiatives Program (CIP) grant, wherein they are requesting that the City of Red Deer match the funds if they are successful in their grant application.

It is recommended that the City of Red Deer match up to \$75,000 if Volunteer Central is successful in their CIP grant application in order to ensure continued operations until September 2019.

### **City Manager Comments:**

---

The province began funding this organization with the objective of it becoming self-sufficient. When this was not achieved, the group applied for additional funding which has neither been approved nor denied. Pending this decision, The City approved prorated bridge funding in the sum of \$109,000 which would allow the organization to continue until March 2018.

The current application is to match a potential funding application of \$75,000 which would fund the organization from March 2018 to September 2019.

I am concerned that this organization will become fully dependent on tax support from The City. In addition, there are many organizations which will be applying for CIP grants and seeking matching funding. Nevertheless, I support this additional funding application to help facilitate the recruitment of volunteers in partnership with the Canada Winter Games.

### **Proposed Resolution**

---

Resolved that Council of The City of Red Deer having considered the report from the Community Services Directorate, dated June 5, 2017 re: Volunteer Central Community Initiatives Program (CIP) Program hereby agrees to match up to \$75,000 to be funded from Operating Reserve – Tax Supported, if Volunteer Central is successful in their CIP grant application in order to ensure continued operations until September 2019.



## Report Details

### **Background:**

---

Volunteer Central Society is an independent charitable organization that partners primarily with not for profit agencies and municipalities to building volunteer capacity.

The City Council approved one time prorated bridge funding of \$109,000 operating funding to Volunteer Central to allow them to continue to operate until March 31, 2018. This funding was provided with a stipulation that if at such a time they received additional funding from the Province, they would return the funding to the City of Red Deer on a prorated basis.

### **Discussion:**

---

Volunteer Central has the opportunity to apply for grant funding from the Community Initiative Program (CIP) whose funds are provided to enrich and enhance communities throughout Alberta. Within this grant, the maximum an agency can apply for is \$75, 000 and funding can be up to for up to two years in length. Operating grants applicants must demonstrate matching funding in the form of cash received from non-Government of Alberta sources in order to qualify. The application deadline for this grant is June 15, 2017 and successful organizations of this funding will be notified by November 2017.

Volunteer Central approached the City of Red Deer in early June, 2017 to determine if we would be willing to match this grant should Volunteer Central be successful.

### **Analysis:**

---

The City has communicated with the Ministry of Culture and Tourism and spoken with our local MLA's to advocate for continued, multi-year funding from the Provincial Government for the continuation of this organization. All requests for Provincial funding have neither been approved or denied at the writing of this report.

With the introduction of this grant opportunity and subsequent approval to match by the City, Volunteer Central's continued operation would be ensured until September 2019.

### **Recommendation:**

---

It is recommended that the City of Red Deer match up to \$75K if Volunteer Central is successful in their CIP grant application.





June 9, 2017

Ms. Sarah Cockerill  
Director of Community Services  
City of Red Deer  
Box 5008  
Red Deer, AB T4N 3T4

Dear Ms. Cockerill:

**RE: City of Red Deer Funding Request**

Volunteer Central (VC) is pleased to have received a commitment of \$100,000 in funding from The City of Red Deer for the period of April 1, 2017 to March 31, 2018 in support of our strong mandate of building community capacity through volunteerism. For 2017, \$72,750 was received toward 9 months of operations, with an additional grant of \$27,750 to be provided for 3 months of operations in 2018 (split was not equalized between funding periods).

VC has been very frugal in its operations with a “bare bones” annual budget requirement of \$150,000 to sustain the organization, which consists of 1.65 FTE staff (\$95,000); operations, bookkeeping and audit expenses of \$30,000; volunteer / training programs of \$25,000. Volunteer Central can raise \$50,000 (33%) through partner memberships and fund raising initiatives, but it requires an additional \$100,000 (67%) in cash to pay for its operating expenses. In simplest terms, VC will require an additional \$8,333 in cash per month beginning on April 1, 2018 to sustain its operations.

VC received Alberta Culture & Tourism funding from 2013 to 2016 of \$90,000 per year; \$81,300 in 2017 with an indication that it was one time only until a review of funding programs were reviewed. Final accounting was submitted March 31, 2017 and, in spite of numerous requests as to the status of additional grant funding and advocacy from the Mayor and local MLA's, no response has been forthcoming.

Upon researching other potential sources of operating funding, VC has an opportunity to apply for a Community Initiatives Program (CIP) operating grant through the Alberta Government Lottery Funding once in every three year period. It is a 50/50 matching grant program with the maximum request from CIP being \$75,000. VC is requesting the assistance of The City to provide the matching operating funding in the form of a grant of \$75,000. Should VC be successful in its application (deadline June 15, 2017), notification of approval/denial would be received in November, 2017. This funding could be utilized for up to 24 months from the date of the cheque.

With only one opportunity in a three year time period, VC would like to apply for the maximum amount of CIP funding of \$75,000. This could be matched with a combination of cash and volunteer hours @ \$15/hour. However, Board volunteer hours of approximately 400 hours/year (equivalency of \$6,000) are not valued as part of the annual budget, so their inclusion would not reduce the additional monthly cash requirement for operations of \$8,333/month.

Should The City support VC with a \$75,000 matching grant, and should the CIP grant yield \$75,000, VC would be sustained for a period of 18 months. Should the AB Lottery cheque be received by January 1, 2018, accounting would be due after December 31, 2019.

Three possible scenarios have been summarized as follows:

1. Maintain the status quo with The City grant as part of the 2017 budget approval with funding allocated until March 31, 2018. The City provides \$75,000 in matching funding and CIP Grant provides \$75,000 (total \$150,000). VC could be sustained an additional 18 months from April 1, 2018 until September 30, 2019. However, if the







June 9, 2017

maximum CIP grant of \$75,000 is not attained, the number of months VC could be sustained would be reduced accordingly.

- CIP Grant Request           \$75,000
- City Matching               \$75,000
- Funding Total               \$150,000
- Commences                 April 1, 2018 for 18 months to September 30, 2019

2. Include the approved January 1 – March 31, 2018 grant amount of \$27,250 as part of the \$75,000 City matching funding. The City would approve \$47,750 (\$75,000 less \$27,250) in new funding, but provide the same confirmation of \$75,000 City matching to AB Lotteries. If VC were to receive a CIP Grant of \$75,000, it could be sustained an additional 15 months from April 1, 2018 until June 30, 2019. However, if the maximum CIP grant of \$75,000 is not attained, the number of months VC could be sustained would be reduced accordingly.

- CIP Grant Request           \$75,000
- City Matching
  - Already Approved   \$27,250
  - New Money           \$47,750
- Funding Total               \$150,000
- Commences                 April 1, 2018 for 15 months to June 30, 2019

3. If VC does not receive any funding from CIP, we request funding from The City in the amount of \$8,333 per month for the period of April 1 to December 31, 2018 (\$75,000) as part of the 2018 City of Red Deer Operating Budget, since VC has already been approved for a grant for the period of January 1 to March 31, 2018.

- City Budget Funds
  - Already Approved   \$27,500 (unequal split of funds between 2017 and 2018)
  - 2018 Request         \$75,000
  - Funding Total       \$150,000
  - Commences          April 1, 2018 for 9 months to December 31, 2018

Volunteers are central to our community and the over 100 non-profit agencies who rely on VC for their recruitment and training needs. Without the men, women and young people who give so generously of their time to volunteer, Red Deer would not be as strong, successful and resilient as it is today. Red Deer is known for its volunteerism, a key factor in winning the bid to host the 2019 Canada Winter Games. VC looks forward to its active support of the Host Society's recruitment, training and post-Games retention of 5,000 volunteers to meet community volunteerism needs now and into the future.

Volunteer Central seeks a favourable response to its request for \$75,000 in City matching funding to leverage Alberta Lotteries dollars through its CIP Grant Program due for submission on June 15, 2017; or, should the CIP Grant be denied, a request to The City 2018 budget for \$75,000 in grant funding. Should you require additional information, please visit our website at [www.volunteercentral.ca](http://www.volunteercentral.ca) or contact me directly at 403-396-1713.

Sincerely yours,

Kay Kenny, Board Chair

[Kay.a.kenny@outlook.com](mailto:Kay.a.kenny@outlook.com)





**Council Decision:** June 12, 2017

**DATE:** June 15, 2017  
**TO:** Sara Cockerill, Director of Community Services  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Volunteer Central – Community Initiatives Program Grant

---

**Reference Report:**

Community Services Directorate dated June 5, 2017.

**Resolution:**

At the Monday, June 12, 2017 Regular Council Meeting, Council passed the following resolution:

Resolved that Council of The City of Red Deer having considered the report from the Community Services Directorate, dated June 5, 2017 re: Volunteer Central Community Initiatives Program (CIP) Program hereby agrees to match up to \$75,000 to be funded from Operating Reserve – Tax Supported, if Volunteer Central is successful in their CIP grant application in order to ensure continued operations until September 2019.

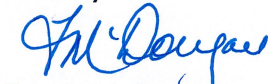
**Report back to Council:**

No.

**Comments/Further Action:**

None.

Thank you,



Frieda McDougall  
Manager

c. Chief Financial Officer