

## GETTING STARTED

1. Are you? ☐ New Applicant ☒ Returning Applicant
2. Select the kind of Community Grant you are applying for: ☒ General Grant ☐ Recreational Sport Grant
3. Amount you are requesting \$5,000.00
4. Total cost of the project/event/program etc.: \$10,000.00

## GETTING TO KNOW YOU

### 1. What kind of applicant are you?

☐ Local Registered Non-Profit Society

Society No: \_\_\_\_\_

Date of Incorporation: \_\_\_\_\_

☐ Registered Charity Charitable No.: \_\_\_\_\_

☒ National/International Non-profit operating locally

Society No: 985946-2

Date of Incorporation: 08-08-2016

☐ Sport or Recreation Organization

☐ Other Specify: \_\_\_\_\_

2. Group/Organization Name: parkrun Canada

3. Group/Organization Street Address: 9-243 East 15th Avenue, Vancouver, BC, V5T 2P8

4. Website (if applicable): www.parkrun.ca

### 5. Grant Application Main Contact Person

Name: DEBBY FU

Phone: [REDACTED]

Email: [REDACTED]

### 6. Contact person #2

Name: EUAN BOWMAN

Phone: [REDACTED]

Email: euan.bowman@parkrun.com

### 7. Number of Volunteers

Confirmed: 10

Expected: 25

## **THE PROJECT/EVENT/PROGRAM**

1. Name of the Project/Event/Program: Central Park parkrun - Burnaby

2. Project/Event/Program Location (physical street address or event location):

Central Park, Burnaby, B.C. V5S 3R2

3. Project/Event/Program Start Date: 27 July 2019

4. Project/Event/Program End Date: n/a Ongoing - Saturdays weekly

## **PURPOSE OR BENEFIT**

1. Describe the purpose or goal of the project/event/program.

parkrun is a weekly, free 5-kilometre run which promotes a sense of community and a healthy / active lifestyle. Relying solely on volunteers, the weekly Saturday morning event brings together runners, walkers, young or old from the local community. The goal is to get people outside, active, socialising and feel welcomed doing something together in a safe environment.

2. Describe the project/event/program, and the activities.

parkrun is a free, timed 5-kilometre running event that take place every Saturday morning at over 1,400 locations in twenty-three countries across five continents. The Central Park parkrun will be a new addition to the parkrun family, increasing the number of parkrun events across Canada from 30 to 31. Each parkrun event is run at the same location, every Saturday rain or shine and along a predetermined path. The run is timed, so participants are able to track their times online - especially those competitive types who are looking to improve their times. The Central Park parkrun hopes to attract the local and surrounding communities to the beautiful park. The park is already popular with runners, walkers, young, old and furry but these park users almost never engage with each other. parkrun aims to change this - by bringing park-users (existing and new) together through doing something together. As parkrun is a GLOBAL event, it also attracts tourists from around the world - these parkrun tourists often seek out local events/runs/routes when they're on holiday. The only other parkrun in Metro Vancouver is in Richmond. The actual run itself is straight forward - being open to the public, everyone is welcome to attend (including four-legged friends). All participants need to do is pitch up, run / walk 5km and leave straight after. The route itself is manned by volunteers without any set up of tents etc. required.

3. Describe how the project/event/program fits into the chosen grant category.

a) Burnaby-based non-profit: even though parkrun is a collection of global events, the Central Park parkrun is specific to Burnaby and will only be held at Central Park. All Canadian parkruns are non-profit - we do not, and will never, charge anyone to participate and one of the central points of parkrun globally is that it will be free forever. This means that the initial set up costs (which relate to equipment such as banners, volunteer vests, first aid kits, route signs/arrows, bar coded tokens - used for timing, website set up, insurance etc.) rely on funding from sponsorships/grants. While parkrun Canada may provide up to 50% of these initial set up costs, each individual event is required to come up with funding for the remainder as well as other ongoing costs such as purchasing additional route markers, milestone t-shirts, replacing volunteer vests, insurance renewal and maintaining the website.

b) The basis of any parkrun - a community run free event - is to create a sense of belonging, bringing together local communities while promoting an active and happy lifestyle. These fit perfectly into a number of strategic initiatives and actions plans in the Burnaby Social Sustainability Strategy.

c) The grant will defray a substantial portion of the initial setup costs to get parkrun up and going and will provide the funding for other necessary ongoing expenses. These ongoing expenses are not expected to be high, but may relate to website maintenance, insurance, replacing banners, route markers, timing tokens and equipment required for the volunteers. There is no ongoing source of revenue for these ongoing expenses and any expenses incurred by the volunteers (such as fuel etc.) are not reimbursed.

d) An application to the City for a grant for a parkrun at Deer Lake was turned down in 2017. parkrun Canada has since received an email from the City with the updated rules for the grant, encouraging us to reapply for the grant this year.

4. Describe how this project/event/program will benefit residents of Burnaby (who will benefit) How many Burnaby residents will be involved with or benefit from the project.

parkrun welcomes everyone - no matter how fit/unfit, old/young - to participate. Running/walking is universal and excludes no one. Anyone is welcome to participate in parkrun and volunteers will stay until the last person completes the course. Parents with children and strollers are welcome, dog owners are welcome. The volunteers bring plenty of spirit to each event and encourage all participants regardless of if they're walking or running. For the more competitive, parkrun provides a platform where individuals can train and improve their times - they benefit from having a timed 5km planned out route for consistency.

In addition to the parkrun itself, after each parkrun, the participants are encouraged to join the event director and volunteers for a coffee at a local cafe. This further promotes bringing together the local community, making people feel welcomed, open communication/dialog and economic benefits to the local shops/restaurants. Both the run and post-run coffee are a great way to meet people in the community.

5. Describe how the project/event/program aligns with one or more of the following ([Social Sustainability Plan](#), [Environmental Sustainability Plan](#), [Official Community Plan](#)):

parkrun fits perfectly into a number of priority actions in the Burnaby Social Sustainability Strategy. In terms of the approved actions to address in Phase 1 of the Social Sustainability Strategy, the following priority actions are specifically relevant:

Priority Action #23 Health Promotion: Being a timed event where results are tracked and available online, parkrun encourages individuals to commit to a weekly 5km run/walk. parkrun provides free milestone t-shirts to recognise milestone achievements such as 50 runs, 100 runs and 200 runs. I personally have used parkrun as a personal trainer/committing myself to getting out and running at least once a week. Being at the same location on the same route makes it a no-fuss exercise. Participating in the 5km with other like-minded individuals in the community also makes it a lot more fun rather than a tedious exercise ritual. While named parkrun, participants are encouraged to run/walk the 5km at their own pace - the point is not to beat your personal best (but you're welcomed to) but rather to be outdoors for the 30 min - 1 hour at least once a week. It's not a race and participants are both young (in strollers) and old.

Priority Action #44: Promotion of Burnaby Events: Central Park parkrun, Burnaby is named as such - a Burnaby parkrun and the name of the parkrun not only promotes Burnaby but specifically the beautiful Central Park. While many know of Central Park, it is highly underrated and not many have used it or are aware of its other features and events.

Priority Action #57 Non-profit volunteer support: parkrun (globally) is free and is run based on the help of volunteers from the community. Each week, community members (often family members of runners/walkers) will volunteer to marshal the run route or to assist in timing and finish tokens. parkrun is a non-profit and the biggest "cost" element is the time provided by volunteers every Saturday morning. Volunteers are also recognised for their contribution to parkrun and are also given milestone t-shirts. Volunteering for parkrun is fun and we hope that the positive experience for these volunteers will encourage them to volunteer for other community events.

Enhancing neighbourhoods - priority action #93 Community gatherings. Central Park has received some negative press in the recent years in terms of safety. While the park is frequented during daylight, not many people seem to use the park after sunset. As parkrun is a organised event with a number of attendees, it provides a safe environment for participants which should help attract people to the park and the surrounding area itself. The parkrun community is known to have created friendships that last outside of parkruns.

Other phase 1 actions #100 Sustainable transportation planning and #104 Pedestrian environment - on the parkrun webpage, participants are encouraged to use public transport or walk to the event (rather than driving). The directions using public transport are provided on the website and the location of the parkrun (at Central Park, starting just outside the Patterson skytrain station) encourages people to use the skytrain rather than drive.

6. Identify your community partners or stakeholders – you may also include letters of support for your project/event/program from these groups as part of the application.

The people in the Burnaby and surrounding cities are our stakeholders. Our stakeholders are not corporates or a specific group of people, there are no shareholders or running clubs that we promote. parkrun simply aims to bring the local community together. There have been numerous articles that have been written about the benefits of parkrun, I have included links to some of these articles which I hope you get to read to give you a sense of what parkrun is about:

<http://theconversation.com/four-reasons-to-get-involved-in-the-parkrun-movement-92196>

<https://blog.parkrun.com/ie/2018/06/14/a-great-feeling/>

<https://www.redbull.com/gb-en/positive-effects-of-parkrun>

<https://www.bbc.com/news/uk-45756572>

7. If the amount requested from the City of Burnaby is not fully granted, what would you do to make up the difference and/or how would you proceed differently?

parkrun Canada is sponsored by Saucony and parkrun Global has their sponsors - the initial bare minimum equipment requirements may be covered by parkrun Canada but the additional grant funding will greatly reduce the stress of finding sponsors to cover the rest of the startup costs and to provide additional equipment.

## **EVENT OUTCOMES**

1. How will you know if your project/event/program reached its goals? (for example, a goal of engaging youth in environmental activities might include reaching a set target of youth participants)

We have the ability of tracking the number of participants weekly. For example - on the Richmond Olympic website (<https://www.parkrun.ca/richmondolympic/results/eventhistory/>).

Our goal is to get as many people outdoors to the parkrun every Saturday morning and we aim to grow the weekly attendance through promoting the events on social media and through local outlets such as notice boards (libraries, coffee shops, recreational centers etc.) and local news websites or papers.

Every one person attending a parkrun each week means one more person being outdoors, being active and meeting others.

2. What data and feedback do you collect from your audience/participants? How do you evaluate your programs and services?

Each participant registers on the parkrun website (free) for their individual run ID - these barcodes are scanned at each run and their times are tracked and available online on their personal pages. We evaluate the success of each parkrun by the number of attendees and our social media will have weekly features of runners achieving milestones, blog posts of individuals success stories among others.

## **LONG TERM VIABILITY**

**ATTENTION:** *The grant program is intended to support new organizations and encourage organizational self-sufficiency, while creating a framework of financial sustainability rather than using City resources as an indefinite funding source. It is requested that your organization develop a diverse funding income base and seek alternative methods for self-sufficiency to ensure your organization's long-term operational sustainability.*

1. What are your sources of revenue? What percentage of total revenue do they each represent?

<b>Source of Revenue</b>	<b>% of Total Revenue Previous Year</b>	<b>% of Total Revenue Current Year</b>
Earned Revenue (All ticket sales, registration fees, memberships, etc...)	0	0
Grants (All federal, provincial, municipal, foundation and gaming grants)	25	45
Donations and Sponsorships (Cash)	75	55
Donations and Sponsorships (In-kind)	0	0
All donations (cash/in-kind) provided by the City of Burnaby	0	0

2. What other sources of funding are you currently pursuing? Does the organization have a plan for diversification and increase of revenue over the longer term? If yes, please provide a copy of the plan or describe the primary objectives and strategies.

Ongoing costs are expected to be low. The grant will be used towards funding a portion of the set up costs with the remainder to be used for replacement of any equipment for the run or for volunteers.

3. Please identify the cash value (\$) of all City of Burnaby contributions your organization/program/event has received from the City of Burnaby over the past three (3) years. Additionally, please indicate any other City of Burnaby grant opportunities you will be pursuing in the current year. Failure to identify City of Burnaby contributions may affect your eligibility for grants in the present year and in the future.

	3 years ago	2 years ago	1 year ago	Current Year	
				Awarded	Requested
Grant - Cash	\$0.00	\$0.00	\$0.00	\$0.00	\$5000.00
Grant - In-kind	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Permissive Tax Exemption	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lease Grant	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

4. If you are a returning applicant and are requesting an increase over your last year grant amount awarded, please provide a rational for the increase.

Returning applicant, but no increase from the previous request.

5. Describe the top 3 goals for the organization in the current year.

Goal 1:

Successfully launch Central Park parkrun, Burnaby

Description:

Launch date for inaugural run is set as July 27, 2019. Prior to the inaugural run, social media and other marketing formats will be used to promote the run. The aim is to have a successful first run to kick off the event.

Goal 2:

Increase awareness of parkrun Canada.



Description:

Promote parkrun across the Metro Vancouver area using word of mouth, social media and other marketing methods and to promote the benefits of parkrun in the communities - ultimately growing the number of runners each week and getting as many people excited and participating as possible

Goal 3:

Build up a volunteer base from the community.

Description:

parkrun cannot happen without the help of volunteers. While promoting the benefits of the run/walk itself, we aim to make volunteering FUN and for everyone. We hope that by volunteering for parkrun, individuals will experience the personal benefits / achievements of volunteering and assist/volunteer in other community/non-profit events across the city.

6. Please complete the following:

	Previous Year	Current Year
Number of volunteers (including Board)	3	10
Volunteer hours per year	0	960
Number of voting members	1	1

7. How does your organization work to ensure that programs and services are accessible and inclusive for anyone who has an interest regardless of age, ability, orientation, ethnic/cultural background, socio-economic status? Please share examples and success stories of inclusivity and diversity within your organization and programming. (750 Characters Max)

<https://runningmagazine.ca/sections/runs-races/parkrun-phenomenon-growing-across-canada/>

<https://www.theguardian.com/sport/blog/2018/oct/01/parkrun-five-million-runners>

<https://blog.parkrun.com/uk/2018/12/10/gp-stories/>

A better, and very inspiring article, is:

<https://www.theguardian.com/commentisfree/2018/aug/29/forget-profit-love-fun-innovation-parkrun>

## **INSURANCE AND ACKNOWLEDGEMENT**

1. Does your organization have general liability insurance?    ☒ Yes    ☐ No

2. If yes, what coverage?

Sports and fitness policy covering - Bodily injury liability, property damage, personal and advertising injury, medical payments, tenants legal liability.

3. How will your organization, if granted funds, acknowledge the contribution from the City of Burnaby? (maximum 500 characters)

Acknowledgment on the parkrun website and social media pages (Facebook, Instagram) with the approved City of Burnaby logos. Acknowledgment at each event (announced by the Event Director). We welcome the City of Burnaby to provide their banners to be put up at the starting line of the route (in Central Park) each week. These banners will be next to the parkrun banners/flags. Any other marketing materials (posters, news articles etc.) will include the City of Burnaby logo & acknowledgment.

CITY OF BURNABY COMMUNITY GRANT PROGRAM	
OPERATING BUDGET FOR ORGANIZATION OR PROGRAM	
Name of Organization:	parkrun Canada
For the Fiscal year:	2019
Month Fiscal Year Begins:	
Please check the appropriate box if you have received a Permissive Tax Exemption and indicate amount:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Amount:	

REVENUES	Prior Year Actual	Current Year Budget	Current Year Confirmed? Y/N	Brief Descriptions/ Comments (type of grant and funding period)
Federal Government (Specify)				
1. n/a	0	0		
2.				
3.				
PROVINCIAL Government (Specify)				
1. n/a	0	0		
2.				
3				
LOCAL Government (Specify)				
1.	0			
2.				
3.				
Sponsorships (Specify)				
1.Saucony		1500	Y	3 year deal as part of national network
2.parkrun Global		800	Y	parkrun Global support parkrun Canada
3.				
Earned Revenue				
1. n/a				
2.				
3.				
Fundraising (Net Revenue)		5000		either local sponsors or grants
Individual Donations				
In Kind Sources		2700		
Investment Income				
Other sources (specify)				
1.				
2.				
3.				
Total Revenue	0	10000		



<b>Expenditures</b>	<b>Prior Year Actual</b>	<b>Current Year Budget</b>	<b>Brief Descriptions/ Comments (type of grant and funding period)</b>
Total Compensation Expense	0		
Office Supplies & Expenses	0	1500	Admin - annual filing, NFP audit, incorporation fees
Program & Event Supplies	0	2300	Timers, stopwatch, course markers, barcode tokens, flags, signs.
Advertising & Promotion	0	1500	Website set up
Travel & Vehicles Expenses	0	200	
Interest and Bank Charges	0		
Licences, Memberships, & Dues	0		
Occupancy Costs	0		
Professional & Consulting Fees	0		
Capital Purchases & Improvements	0		
Amortization of Capitalized Assets	0		
Donation, Grants, & Scholarship Expense as part of Charitable Activities	0		
Education and Training for Staff & Volunteers	0	2000	Incl training for registration system, equipment and support.
City Services Expenses	0		
1.			
2.			
3.			
Other Expenses	0		
1. Public Liability Insurance		1000	
2. Results processing system		1500	Set up and support of online results and volunteer management.
3.			
4.			
5.			
<b>Total EXPENDITURES</b>	0	10000	
<b>Current surplus (deficit)</b>	0	0	