

**A. 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 \$8,500.00
4. Total cost of the project/event/program etc.: \$28,500.00

**B. GETTING TO KNOW YOU**

## 1. What kind of applicant are you?

☒ Local Registered Non-Profit SocietySociety No: S0071867Date of Incorporation: 26-August-2019☐ Registered Charity Charitable No.: \_\_\_\_\_☐ National/International Non-profit operating locally

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

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

☐ Sport or Recreation Organization☐ Other Specify: \_\_\_\_\_2. Group/Organization Name: (EachBurn) Edmonds Association for Community Health in Burnaby3. Group/Organization Street Address: No Office (Registered Address at 7434 Kingsway Suite #708, V3N 3B7)

4. Website (if applicable): \_\_\_\_\_

## 5. Grant Application Main Contact Person

Name: Elie LubendoPhone: [REDACTED]Email: contact@eachburn.ca / [REDACTED]

## 6. Contact person #2

Name: Noreen BoudreauPhone: [REDACTED]Email: [REDACTED]

## 7. Number of Volunteers

Confirmed: 7Expected: 25+

## **C. THE PROJECT/EVENT/PROGRAM**

1. Name of the Project/Event/Program: Edmonds 25

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

Edmonds Town Centre

3. Project/Event/Program Start Date: 26-September-2019

4. Project/Event/Program End Date: 26-September-2020

## **D. PURPOSE OR BENEFIT**

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

The purpose of the "Edmonds 25" project, in the spirit of the 25th anniversary of the Edmonds Town Centre Plan adopted by Council on September 26 1994, is to launch a new neighbourhood association for the Edmonds Town Centre; to document the history and culture of the Edmonds neighbourhood; to review the 1994 Edmonds Town Centre plan and the 2011 Social Sustainability Strategy in regards to its application in Edmonds; to consult residents on current changes and lived experiences in Edmonds; to engage residents in neighbourhood renewal public consultations; and to participate in and promote community events in Edmonds.

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

The activities of the "Edmonds 25" project include:

- Official launch of the campaign that includes branding, website, and social media launch
- Participation at major Edmonds community events with table, branded tent, and branded banners (e.g. Edmonds Festival of Light, Canada Day at Edmonds, Edmonds City Fair)
- Establishment of a community newsletter for residents regarding current events, ongoing changes in the neighbourhood, local news
- Community polling campaigns and online surveys to gather a core group of residents that are willing to be reached a couple time a years to gather opinion and feedback on events and policies in Edmonds
- Production of video series regarding issues in the neighbourhood (e.g. history and culture of Edmonds, New New Twin Ice Rink, traffic and sidewalk changes on Kingsway over the summer, effects of new Housing Task Force recommendations for the community, etc.)
- Public consultation and community review of the 1994 Edmonds Town Centre Plan and what residents think about current changes in the neighbourhood, and how it aligns with other policies set by the city (e.g. Social Sustainability Plan)

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

The "Edmonds 25" project fits into the general grants category because the Edmonds Association for Community Health in Burnaby (EachBurn) is a Burnaby-based nonprofit society align with the City's strategic priorities (as outlined below). Additionally, this project is looking to fill a gap in public engagement in the Edmonds Town Centre and doing work that is currently lacking within that community, and has for years. Financially, EachBurn has not received past grants from the city and the cost of the project has high return on investment for the City as it directly supports ongoing and future City initiatives while largely incurring one-time costs (website set-up, equipment, canvassing supplies, banners, etc.) for the founding of the project and other activities, while increasing future engagement with Edmonds residents for both EachBurn and the City of Burnaby. Furthermore, receiving this grant would greatly aid EachBurn in applying with grants with other sources (e.g. Vancouver Foundation's Systems Change grant) to balance out costs for the project's activities.

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?

Over the span of the 1-year project, we expect the project to benefit all residents of the Edmonds Town Centre (25,000+ residents). We also plan to directly engage with over 2,500+ residents through participation at major community events, public consultations (online and door-to-door), and through multi-media content creation and social media interaction.

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

The "Edmonds 25" project holds the following five strategic priorities of the Social Sustainability Plan to be the core pillars

for its programming:

#58: Researching emergent thinking on how to foster robust community engagement within the Edmonds Town Centre.

#59: To assist the city in promoting local history, culture, art, food, and the natural assets of the Edmonds Town Centre to solidify its identity within the Burnaby community.

#84: Encouraging and monitoring progress toward the Official Community Plan goal of creating "complete communities" within the Edmonds Town Centre.

#92: Developing a comprehensive Neighbourhood Strategy for the Edmonds Town Centre by reviewing the 1994 Edmonds Town Centre Plan and engaging residents on how it could be updated to better align with current circumstances of the neighbourhood and to city policies.

#94: Promoting the development and sustainability of neighbourhood associations within the Edmonds Town Centre as establishing the Edmonds Association for Community Health in Burnaby (EachBurn for short) as the new neighbourhood association for the Edmonds quadrant, while exploring the strengths and challenges of past neighbourhood associations in Edmonds (e.g. Edmonds People in Community, Edmonds Business Improvement Association).

Additionally, the "Edmonds 25" project is set to directly impact, by exploring, discussing, and/or promoting, various strategic priorities laid out in the Social Sustainability Plan, such as, but not limited to:

#38: Encouraging inter-generational participation between seniors & school-aged children in the Edmonds Town Centre.

#39: Researching niche access needs in the Edmonds Town Centre.

#42: Analyzing the efficacy and reach of services at multi-service hubs (e.g. Edmonds Community Centre).

#48: Promoting usage and exploring alternative uses of the public plaza at Edmonds Park for community events.

#51: Assisting the city in promoting public consultations for projects and policy planning in the Edmonds Town Centre.

#52: Engaging residents and volunteers in environmental stewardship through #trashtag local projects, picking up litter on vacant properties.

#53: Consulting residents on ways to increase voter participation and setting campaigns to drive voter turnout.

#62: Engaging local business in the Edmonds Town Centre in social sustainability.

#83: Exploring the history of the Edmonds Skytrain Station and how future plans to expand it could encourage commercial outlets that facilitate social interactions.

#86: Promoting examples of urban design with character in the Edmonds Town Centre.

#95: Encouraging existing neighbourhood-building initiatives and exploring the launch of new initiatives.

#96: Exploring sustainable urban design in the Edmonds Town Centre and promoting Phase 2 of the city's Transportation Plan update.

#106: Reviewing the 2010 Edmonds Town Centre accessibility audit.

#118: Exploring Crime Prevention Through Environmental Design principles and its application within the Edmonds Town Centre.

#124: In conjunction with #52, exploring solutions to maintaining private and public vacant lands in the Edmonds Town Centre to ensure that these lands do not become dumping grounds or locations for potential criminal activity.

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 community partners and stakeholders that we aim to engage with for the "Edmonds 25" project include, but are not limited to, the South Burnaby Neighbourhood House, the Edmonds-Burnaby Constituency Association, the New Westminter-Burnaby Constituency Association, the Tommy Douglas Public Library, the New Vista Society, the Edmonds Lions Club, Edmonds Community School, and various local businesses at Highgate and on Edmonds street.

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?

EachBurn greatly values the support of the City of Burnaby. Should we not receive the full amount requested, we plan to apply for grants with other groups, such as the Vancouver Foundation Systems Change grant, and altering the ask accordingly. The difference would also be made through other means of community fundraising at local events (e.g. raffle ticket sales). The other grants, however, have more specific guidelines for what funding is allowed; thus, the less we receive from the original ask with the City of Burnaby reduces our flexibility in terms of spreading project costs. Additionally, many of the residents we will be engaging with are low-income and people with disabilities, and having to charge them at public events would both strain our reach and the ability of residents with financial barriers to be involved in our activities.

## **E. 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)

Given that the project has specific operational goals regarding launch, some of the goals will be measured by completion. This includes website launch, purchasing of banners, etc.

As for measuring success in regards to public engagement, we will calculate that by keeping track of the number of residents interacted with at community events and public consultations. We will also keep track of memberships gained through the project's activities. In regards to social media reach, we will measure that through online engagement, likes, followers, and views on our content.

Last, but not least, our activities have policy implications, and goal attainment will be measured by the successful publication of policy recommendations to the city, in regards to the 1994 Edmonds Town Centre Plan and the Social Sustainability Strategy (where applicable).

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

Throughout the duration of the project, we will allow residents and members to directly report to us their thoughts on events and projects going around the community. We will also be looking at social media feedback and the results of our community polling campaigns.

Applicants for **Recreational Sport Grants** are not required to complete sections **F**, **G**, and **H** (marked by an asterisk \*).

## **F. 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?

<u>Source of Revenue</u>	<u>% of Total Revenue Previous Year</u>	<u>% of Total Revenue Current Year</u>
Earned Revenue (All ticket sales, registration fees, memberships, etc...)		5
Grants (All federal, provincial, municipal, foundation and gaming grants)		50
Donations and Sponsorships (Cash)		7.5
Donations and Sponsorships (In-kind)		2.5
All donations (cash/in-kind) provided by the City of Burnaby		35

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.

Outside of seeking the support of the City of Burnaby, with the public consultations goal of the "Edmonds 25" project, we

are seeking to join the Systems Change grant program of the Vancouver Foundation. The grant specifically pertains to identifying and solving ongoing social, environmental, and cultural issues in communities in B.C. We believe that there is a lot of work to be done in those regards in Edmonds.

We are looking at receiving \$20,000 in the upcoming year for the Develop stage of the grant. After the Develop stage, the grant includes a Test stage that covers up to \$100,000 per year for three years and a Scale stage for \$100,000 per year for three years). By focusing on public consultations in the community that translate into policy recommendations to solve issues in Edmonds, we believe that this program would largely help sustain ongoing activities.

For other costs and programs, we will look for further support from the City of Burnaby, within the limits set by the City. Additionally, we will be looking at social enterprise opportunities to increase revenues. With public engagement with the community, we are looking to find practical business problems that could be solved locally (e.g. shopping needs of seniors and people with disabilities, community subscription box, etc.). Once we have our video series launched, we are also looking at monetizing the views (depending on growth) and obtaining paid sponsors for video advertisements. Another potential avenue for revenues, would be to use our community polling to do sell market research and public opinion polls to solicitors.

EachBurn is also looking to gain charity status in the future. By being able to take donations and benefit from the charity status, we believe that we significantly bolster our ability to be financially sustainable.

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					\$8500.00
Grant - In-kind					
Permissive Tax Exemption					
Lease Grant					
Other					

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.

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

Goal 1:

A Successful Launch

Description:

Launching a website and social media profiles, complete organization branding, and the purchasing of canvassing (e.g. clipboards, pamphlets) and event participation items (e.g. banners).

Goal 2:

Impactful Public Engagement: Community Presence and Memberships

Description:

Attending and tabling at all major events within the Edmonds Town Centre and engaging in door-knocking campaigns to inform residence of our organizations, while finding members. Producing multimedia content to raise



awareness regarding ongoing issues and events in the community and to also foster identity and social cohesion for the neighbourhood.

Goal 3:

Impactful Public Engagement: Policy Consultations

Description:

Establishing a core group of residents/members to routinely answer community survey/polling to get a sense of public opinion on projects. To engage the community in the review of the 1994 Edmonds Town Centre Plan and to explore what improvements can be made to the community.

6. Please complete the following:

	Previous Year	Current Year
Number of volunteers (including Board)		25
Volunteer hours per year		750
Number of voting members		3

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)

We do not have examples or success stories of inclusivity and diversity, as we are just getting started. To note, the organization is led by an African ex-refugee and our Board is conscious of the need to be diverse and inclusive in all our activities, especially given the diversity of the Edmonds Town Centre. We also recognize that many of the residents we aim to engage with may have financial difficulties, and as such, are seeking as much funding as possible to eliminate the need to charge residents for memberships.

## **G. INSURANCE AND ACKNOWLEDGEMENT\***

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

2. If yes, what coverage?

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

We will acknowledge the City of Burnaby's sponsorship and contribution in the following ways:

- On our website as a sponsor.
- At membership events, meetings, AGM, and public activities.
- In all our 'Edmonds 25' videos as a major sponsor.
- On our campaigns and public consultations, and door-to-door activities.

We appreciate support from the City and will not shy or avoid mentioning it, as we believe it is a strong partner to have and gives our mission for Edmonds credibility.

**H. FINANCIAL INFORMATION\***

CITY OF BURNABY COMMUNITY GRANT PROGRAM	
OPERATING BUDGET FOR ORGANIZATION OR PROGRAM	
Name of Organization:	EachBurn (Edmonds Association for Community Health In Burnaby)
For the Fiscal Year:	2019-2020
Month Fiscal Year Begins:	September
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			
2.				
3.				
Provincial Government (Specify)				
1.	N/A			
2.				
3.				
Local Government (Specify)				
1. Community General Grant	N/A	8500	N	
2.				
3.				
Sponsorships (Specify)				
1. Video Series Sponsors and Ads	N/A	1500	N	
2.				
3.				
Earned Revenue				
1. Raffle tickets, event sales	N/A	1000	N	
2.				
3.				
Fundraising (Net Revenue)	N/A			
Individual Donations	N/A			
In Kind Sources	N/A	500	N	100/500 confirmed
Investment Income	N/A			
Other Sources (Specify)				
1. Systems Change Grant - Develop		17000	N	
2.				
3.				
Total Revenue	0	28500		

Expenditures	Prior Year Actual	Current Year Budget	Brief Descriptions/ Comments (type of grant and funding period)
Total Compensation Expense	N/A	2500	Paid for coordination and planning of events/consultations
Office Supplies & Expenses	N/A	1500	
Program & Event Supplies	N/A	12500	Total cost of the public consultations, printing, rentals, etc.
Advertising & Promotion	N/A	750	Newspaper ads, online ads, etc.
Travel & Vehicles Expenses	N/A	500	
Interest and Bank Charges	N/A	500	
Licences, Memberships, & Dues	N/A		
Occupancy Costs	N/A		
Professional & Consulting Fees	N/A		
Capital Purchases & Improvements	N/A	5000	1-time video/electronic equipment purchase for video series
Amortization of Capitalized Assets	N/A		
Donation, Grants, & Scholarship Expense as part of Charitable Activities	N/A		
Education and Training for Staff & Volunteers	N/A		
City Services Expenses	N/A		
1.			
2.			
3.			
Other Expenses	N/A		
1. UPS Mailbox		250	
2. Software and Internet Services		1500	Mailchimp, Adobe, etc.
3. Branding and Website Set-up		3500	
4.			
5.			
Total EXPENDITURES	0	28500	
Current surplus (deficit)	0	0	