

## #20.09 Burnaby MoreSports Society

### 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 \$10,000.00
4. Total cost of the project/event/program etc.: \$108,000.00

### B. 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.: 800217119RR0001

☐ National/International Non-profit operating locally

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

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

☐ Sport or Recreation Organization

☐ Other Specify: \_\_\_\_\_

2. Group/Organization Name: BURNABY MORESPORTS SOCIETY

3. Group/Organization Street Address: 100 - 4460 BERESFORD STREET, BURNABY, BC V5H 0B8

4. Website (if applicable): https://burnabymoresports.ca

#### 5. Grant Application Main Contact Person

Name: GLENN BOYLE

Phone: [REDACTED]

Email: director@burnabymoresports.ca

#### 6. Contact person #2

Name: DALLAS SMITHSON

Phone: [REDACTED]

Email: [REDACTED]

#### 7. Number of Volunteers

Confirmed: 60

Expected: 112

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

1. Name of the Project/Event/Program: BURNABY MORESPORTS OUT-OF-SCHOOL SPORTS PROGRAM

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

BURNABY ELEMENTARY SCHOOLS: ARMSTRONG, CAMERON, KITCHENER, MORLEY, SECOND STREET, STRIDE

3. Project/Event/Program Start Date: 2019-09-03

4. Project/Event/Program End Date: 2020-08-07

### **D. PURPOSE OR BENEFIT**

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

The Burnaby MoreSports program was originally developed in 2007 by our founding partners - City of Burnaby's Parks, Recreation & Cultural Services, Burnaby School District and Burnaby Neighbourhood House - to give more young people the chance to participate in sports activities, enjoy healthier lifestyles and develop a deeper connection with their local community.

The Burnaby MoreSports Society was established in 2011, and since then its mission has been to create sustainable community sport programs, so that all children and youth have an opportunity to develop fundamental life skills and a love of sport. We want to see every child in this city, regardless of social or economic background or special needs, regularly participate in a sport and develop a life-long love of being active.

Today, Burnaby MoreSports Society (BMS) is a registered charity that delivers free sports recreation, mentoring and leadership opportunities for over 500 young people from grades 2-12 in Burnaby each year.

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

BMS programs serve multiple age groups (from ages 6-18) at the same time. Programs create safe, inclusive spaces for children (6-9) to play team sports and develop basic skills, while providing volunteer opportunities for junior coaches (10-11) as program assistants and training for senior coaches (15-18) as program leaders under the supervision of our experienced staff.

Players are instructed in physical literacy (how to move, throw and catch) and develop physical competencies over time, which builds their confidence and motivation to learn and develop skills in each sport. Junior coaches assist program staff and learn how to manage groups, gaining confidence with responsibility. Senior coaches from local high schools receive program orientations, free professional development training (HIGH FIVE) and mentoring from program staff in how to plan and run programs, which develops their leadership skills and increases their potential for future employment after graduation.

Everyone participating in programs and events – from participants to volunteers to staff – are guided by four basic principles of play: Sweat (work hard), Smile (have fun), Safety & Sportsmanship. These principles create a positive and supportive environment from day one, which helps develop everyone's level of engagement and self-esteem over time.

BMS offers multi-sport programming during the school year: Basketball (Fall), handball and floor hockey (Winter) and soccer (Spring). Typically, weekly program sessions run for 8 weeks each term with schools assigned one day per week based on their own activities schedule and the availability of facilities. Outdoor play is always encouraged, if weather and facilities permit. At the end of each term, BMS brings all schools together by hosting a sports festival to showcase what the players and coaches have learned during their time with us.

All participants and coaches receive their own t-shirts to keep and use throughout the year. These help to establish a strong sense of identity, belonging and structure within each program. Healthy snacks (fruits and veggies) are provided at all programs to give everyone access to nutritional food to fuel productive play.

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

Burnaby MoreSports Society (BMS) is a Burnaby-based non-profit society and registered charity providing programs and services for hundreds of local young residents and their families each year. BMS is applying for funding from the City of

Burnaby to support out-of-school programs and events at up to 8 elementary schools in Burnaby in 2019-20. This funding request for \$10,000 comprises less than 10% of the total estimated budget to deliver all program activities during the 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?

Burnaby MoreSports has provided services for thousands of young people in the local community of Burnaby since 2007. Each year, BMS programs, events and camps serve more than 400 children and 100 youth coaches and their families. By bringing multiple age groups from local elementary and high schools together, BMS programs foster peer-to-peer and youth-to-mentor relationships that build new links in a more connected and caring 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):

The Burnaby MoreSports program fits well into the City of Burnaby's strategic plans. We promote healthy, active lifestyles for all young people and their families. We create a safe environment for young people of different ages to learn and grow together by working hard, having fun and playing fairly. We facilitate connections between people and places. We create a sense of identity and belonging, with inclusive programs especially for those who are most at-risk or vulnerable as a result of their diverse abilities, backgrounds or circumstances. We develop employment skills and opportunities for youth coaches to find work, with youth volunteer coaches coming back to work as paid staff. Our work helps individuals become leaders, who can contribute back to a thriving local community.

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.

Our community partners continue to be all of our founding partners - the City of Burnaby Parks, Recreation & Cultural Services, Burnaby School District and Burnaby Neighbourhood House. In addition, over the last three years, BMS has been in partnership with the local chapter of Social Venture Partners (SVP) to build the internal capacity that will enable us to scale up program growth to reach more young people in need.

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?

We trust the City of Burnaby will recognize that our involvement in the positive development of hundreds of children and youth in this city every year is something that is worthy of their support and involvement. BMS will continue with new fund development activities to ensure financial viability and multiple sources of funding in the future.

## **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)

A main strategic objective for BMS over the last three years has been to expand the number of programs being offered.

In 2018-19, BMS expanded programs and camps to serve 8 Burnaby schools in 2018-19 (up by 60% over the previous two years).

BMS has been actively monitoring the numbers of program sessions delivered, the numbers and genders of players and coaches participating, and the numbers of at-risk participants, to make sure we are reaching our target audience.

BMS works with school staff and meets throughout the year to review program performance and targets at each school.

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

BMS monitors program performance by:

1. Maintaining program statistics for number of programs, gender of participants and coaches, program attendance, volunteer hours, and number of contacts with adults
2. Senior staff perform regular QUEST 2 (HIGH FIVE) evaluations of programs each term
3. BMS circulates parent feedback surveys at events
4. Planning and developing social impact evaluation surveys (with SVP)
5. Evaluates program performance and outcomes in meetings with external community stakeholders

BMS sports festivals at the end of term are a showcase for players and coaches to demonstrate what they have learned.

At these events, when we survey parents to ask how our programs are impacting their children, we hear some wonderful stories, such as this one:

"What I like most about Burnaby MoreSports is the way it allows the kids to grow and experience different sports in a supportive environment. It fosters a camaraderie amongst the kids that helps them build stronger relationships and leadership skills.

It is a huge benefit to have this program available in my son's school. It gives us access to a variety of sports at no cost with amazing coaches.

I have seen a huge change in my son over the years he's attended. His confidence and comfort in trying new things and the enjoyment he gets from participating is priceless. The coaches truly care about the kids and it shows."

- Program Parent

In addition, BMS hosts regular meetings with school staff during the school year to receive feedback on how programs are performing. This is what one of the senior staff said at the last meeting:

"MoreSports is setting the standard for after-school programs. To have MoreSports in our school has become one of our first priorities in planning after-school programming."

- Community School Coordinator

The long-term benefits of the program are best demonstrated by volunteer coaches who complete their high school education and return to BMS as paid program staff to teach the next generation of local children and youth from their own community. Over the last two years, six program graduates have worked as BMS program staff!

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?

<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...)	3.3	2.8
Grants (All federal, provincial, municipal, foundation and gaming grants)	75.4	76.4
Donations and Sponsorships (Cash)	21.3	20.8
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.

Over the last three years, Burnaby MoreSports Society has developed more grant funding revenues and has partnered with local businesses for third-party events. The number of revenue streams has doubled since 2016, with corporate, event and individual giving growing over time. The budget in 2019-20 has increased by more than 50% in two years to support program growth.

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	\$10000.00
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	\$15000.00	\$0.00	\$15000.00	\$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.

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

Goal 1:

Strengthen fundraising and development activities.

Description:

Create diverse, resilient revenues to create financial sustainability by:

1. Access new funding to reduce reliability on limited existing sources
2. Maintain partnerships and build new funding relationships
3. Increase grant funding

Goal 2:

Develop people and programs.

Description:

Stronger programs lead to better outcomes through:

1. Succession management and development of program staff
2. Increased engagement and retention of youth coaches
3. Monitoring and evaluating program performance

Goal 3:

Build community profile.

Description:

Generate greater community awareness and wider support of programs by:

1. Promoting unique programs to community stakeholders
2. Better online communications capacity
3. Improved social media presence

6. Please complete the following:

	Previous Year	Current Year
Number of volunteers (including Board)	110	112
Volunteer hours per year	1,550	1,650
Number of voting members	15	23

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)

BMS programs have been developed to serve at-risk children and youth in particular. BMS staff work proactively with elementary and high school staff to ensure program participants and coaches are selected based on demonstrated need. Programs engage with underserved and marginalized groups, including girls, those from low-income families, refugees and immigrants, and those experiencing social and cultural isolation. Last year, 51% of volunteer youth coaches were female, 59% of program participants were from immigrant/refugee families, individual schools reported that 37-47% of children in programs were from vulnerable categories, and 4% of children were known to have developmental and/or behavioural challenges.

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

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

2. If yes, what coverage?

Currently \$2 million, increasing to \$5 million in May (before our soccer festival at Burnaby Lake West in June).

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

All significant contributions to Burnaby MoreSports Society are recognized primarily by external communications to the community through our website, social media, media releases, promotional materials (brochures, forms, letters) and at events (sports festivals and AGM).

## H. FINANCIAL INFORMATION\*

CITY OF BURNABY COMMUNITY GRANT PROGRAM	
OPERATING BUDGET FOR ORGANIZATION OR PROGRAM	
Name of Organization:	BURNABY MORESPORTS SOCIETY
For the Fiscal Year:	2019-20
Month Fiscal Year Begins:	SEPTEMBER 1, 2019
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:	\$0.00

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. CANADA SUMMER JOBS	5469	8750	N	SEASONAL CAMPS, JUNE-AUGUST 2020
2.				
3.				
Provincial Government (Specify)				
1. COMMUNITY GAMING GRANT	25000	30000	N	ANNUAL PROGRAM GRANT 2019-20
2.				
3.				
Local Government (Specify)				
1. CITY OF BURNABY	15000	10000	N	CURRENT GRANT APPLICATION 2019-20
2.				
3.				
Sponsorships (Specify)				
1. CORPORATE GIVING	13830	15000	N	SPONSORSHIPS, MATCHING GIFTS
2.				
3.				
Earned Revenue				
1. EVENTS	16642	15000	N	THIRD PARTY EVENTS
2. CAMP FEES	5000	5000	N	TO SUBSIDIZE CAMP COSTS
3.				
Fundraising (Net Revenue)	71170	89000	N	GRANTS & FOUNDATIONS
Individual Donations	2545	7500	N	COMMUNITY GIFTS
In Kind Sources	0	0		
Investment Income	0	0		
Other Sources (Specify)	0	0		
1.				
2.				
3.				
Total Revenue	154656	180250		



Expenditures	Prior Year Actual	Current Year Budget	Brief Descriptions/ Comments (type of grant and funding period)
Total Compensation Expense	122313	143250	
Office Supplies & Expenses	615	625	
Program & Event Supplies	9156	10850	
Advertising & Promotion	1135	1750	
Travel & Vehicles Expenses	887	925	
Interest and Bank Charges	0	0	
Licences, Memberships, & Dues	3872	5000	
Occupancy Costs	0	0	
Professional & Consulting Fees	1365	4350	
Capital Purchases & Improvements	0	650	
Amortization of Capitalized Assets	0	0	
Donation, Grants, & Scholarship Expense as part of Charitable Activities	123	500	
Education and Training for Staff & Volunteers	4016	4400	
City Services Expenses	0	0	
1.			
2.			
3.			
Other Expenses	0	0	
1. CELL PHONES	437	450	
2.			
3.			
4.			
5.			
Total EXPENDITURES	143919	172750	
Current surplus (deficit)	10737	7500	