

A. GETTING STARTED

1. Are you? ☐ New Applicant ☒ Returning Applicant
2. Select the kind of Community Grant you are applying for: ☐ General Grant (Operating) ☐ General Grant (Programming)
☐ Recreational Sport Grant ☒ Fee Waiver
3. Amount you are requesting: \$10,000.00 ☒ In-Kind (check if applicable)
4. Total cost of the project/event/program etc.: \$10,000.00
5. If you are a returning applicant and are requesting an increase over your last year grant amount awarded, please provide a rationale for the increase.

Requesting same amount as last year. Unsure if there have been any costs increases for this year for the labour to install and remove street banners.

6. If you are applying for a General Operating Grant, please describe how this grant will be used to offset costs incurred to operate the organization.

This grant will offset costs by covering the labour to install and remove our Street Banners that we would run during our United Way Campaign.

B. GETTING TO KNOW YOU

1. Applicant Type:

☐ Local Registered Non-Profit Society

Society No: _____

Date of Incorporation: _____

☒ Registered Charity Charitable No: BN 108160185 RR0001

☐ National/International Non-profit operating locally

Society No: _____

Date of Incorporation: _____

☐ Sport or Recreation Organization

☐ Other Specify: _____

2. Organization Name: United Way of the Lower Mainland

3. Organization Street Address: 4543 Canada Way, Burnaby BC

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

5. Grant Application Main Contact Person:

Name: Pamela Egelstad

Phone: 604.268.1304

Email: pame@uwlm.ca

6. Alternative Contact person:

Name: _____

Phone: _____

Email: _____

C. THE PROJECT/EVENT/PROGRAM*

1. Name of the Project/Event/Program: United Way Street Banners

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

Kingsway corridor between Boundary Road and Royal Oak Avenue

3. Project/Event/Program Start Date: November 1, 2020

4. Project/Event/Program End Date: December 31, 2020

D. PURPOSE OR BENEFIT*

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

Public awareness for United Way's annual fundraising campaign and United Way's focus on Local Love in Action

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

Workplace campaigns, public community events

3. 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?

Requesting in-kind grant for labour costs associated with banner installation and removal

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

Social Sustainability Plan

5. 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.

Local non-profit social services agencies, City of Burnaby, Burnaby Board of Education, local businesses

6. 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 will not be able to display street banners in Burnaby

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)

The goal of United Way's Street Banner program is to raise awareness about the annual workplace fundraising Campaign for local programs. We will reach our goals if we raise sufficient funds in Burnaby workplaces to support critical local programming.

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

We monitor dollars raised by community and conduct public awareness surveys to track results. We use a metrics dashboard approach to monitor our operations, programs and services.

Applicants for **Recreational Sport Grants** are not required to complete sections **F**, and **H** (marked by two asterisks **).

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...) | 2 | 1 |
| Grants (All federal, provincial, municipal, foundation and gaming grants) | 28 | 70 |
| Donations and Sponsorships (Cash) | 70 | 29 |
| Donations and Sponsorships (In-kind) | | |
| All donations (cash/in-kind) provided by the City of Burnaby | | |

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.

N/A for this particular in-kind request - no other funding being pursued for Street Banner program in Burnaby

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 | | | | | |
| Grant - In-kind | \$15000.00 | \$10000.00 | \$10000.00 | | \$10000.00 |
| Permissive Tax Exemption | | | | | |
| Lease Grant | | | | | |
| Other | | | | | |

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

Goal 1:

Inspire and mobilize Local Love in communities

Description:

Helping people express citizenship by engaging meaningfully with the communities they call home and taking action on issue they care about

Goal 2:

Raise funds for community investment

Description:

Continuing to offer the proven, impactful community investment options for which United Way has been trusted for decades

Goal 3:

Expand our work to include a provincial scope - while continuing to focus on how that takes root in local communities

Description:

5. Please complete the following:

| | Previous Year | Current Year |
|--|---------------|--------------|
| Number of volunteers (including Board) | 15,000 | 19,000 |
| Volunteer hours per year | 120,000 | 152,000 |
| Number of voting members | 4,000 | 4,000 |

6. 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)

Our values include respect and diversity, and we work to ensure that our workplace, our funded programs and our community activities are accessible and inclusive.

G. INSURANCE AND ACKNOWLEDGEMENT

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

2. If yes, what coverage?

\$5 million commercial general

3. If awarded a grant, how will your organization acknowledge the contribution from the City of Burnaby?
(maximum 500 characters)

We will acknowledge the City and its employees for their ongoing support to our fundraising campaign in relevant public materials.

H. OPERATING BUDGET FOR ORGANIZATION or PROJECT/EVENT/PROGRAM**

| | |
|--|---|
| Please identify if you are providing information for the entire organization or a specific project/event/program | <input type="radio"/> Organization <input type="radio"/> Project/Event/Program |
| For the Fiscal Year: | Please see attached financial statements for operating budget. |
| Month Fiscal Year Begins: | |

| 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. | | | | |
| 2. | | | | |
| 3. | | | | |
| Provincial Government (Specify) | | | | |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| Local Government (Specify) | | | | |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| Sponsorships (Specify) | | | | |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| Earned Revenue | | | | |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| Fundraising (Net Revenue) | | | | |
| Individual Donations | | | | |
| In Kind Sources | | | | |
| Investment Income | | | | |
| Other Sources (Specify) | | | | |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| Total Revenue | | | | |

| Expenditures | Prior Year Actual | Current Year Budget | Brief Descriptions/ Comments (type of grant and funding period) |
|--|--------------------------|----------------------------|--|
| Total Compensation Expense | | | |
| Office Supplies & Expenses | | | |
| Program & Event Supplies | | | |
| Advertising & Promotion | | | |
| Travel & Vehicles Expenses | | | |
| Interest and Bank Charges | | | |
| Licences, Memberships, & Dues | | | |
| Occupancy Costs | | | |
| Professional & Consulting Fees | | | |
| Capital Purchases & Improvements | | | |
| Amortization of Capitalized Assets | | | |
| Donation, Grants, & Scholarship Expense as part of Charitable Activities | | | |
| Education and Training for Staff & Volunteers | | | |
| City Services Expenses (Specify) | | | |
| 1. | | | |
| 2. | | | |
| 3. | | | |
| Other Expenses (Specify) | | | |
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |
| Total Expenditures | | | |
| CURRENT SURPLUS (DEFICIT) | | | |