

SECTION A: APPLICANT INFORMATION

1. ORGANIZATION NAME United Way of the Lower Mainland		
2. ORGANIZATION STREET ADDRESS 4543 Canada Way, Burnaby BC V5G 4T4		
3. WEBSITE (IF APPLICABLE) www.uwlm.ca		
4. GRANT APPLICATION MAIN CONTACT PERSON		
NAME Pamela Egelstad	PHONE (604) 268-1304	EMAIL pame@uwlm.ca
5. ALTERNATIVE CONTACT PERSON		
NAME	PHONE	EMAIL

6. APPLICANT TYPE		
<input type="radio"/> LOCAL REGISTERED NON-PROFIT SOCIETY	SOCIETY NO	DATE OF INCORPORATION
<input checked="" type="radio"/> REGISTERED CHARITY	CHARITABLE NO BC 108160185 RR 0001	
<input type="radio"/> NATIONAL/INTERNATIONAL NON-PROFIT OPERATING LOCALLY	SOCIETY NO	DATE OF INCORPORATION
<input type="radio"/> SPORT OR RECREATION ORGANIZATION		
<input type="radio"/> OTHER	SPECIFY	

SECTION B: GRANT INFORMATION

1. ARE YOU? <input type="radio"/> New Applicant <input checked="" type="radio"/> Returning Applicant	
2. SELECT THE KIND OF COMMUNITY GRANT YOU ARE APPLYING FOR: <input type="radio"/> General Grant (Operating) <input type="radio"/> General Grant (Programming) <input type="radio"/> Recreational Sport Grant <input checked="" type="radio"/> Fee Waiver	
3. AMOUNT YOU ARE REQUESTING: \$ 10,000.00 <input checked="" type="checkbox"/> 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.	



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6. IF YOU ARE APPLYING FOR A GENERAL OPERATING GRANT, DESCRIBE HOW THIS GRANT WILL BE USED TO OFFSET COSTS INCURRED TO OPERATE THE ORGANIZATION. PLEASE DETAIL THE NATURE OF OPERATING EXPENSES (SALARY, LEASE, UTILITIES, ETC.) AND SPECIFY THE TIME PERIOD DURING WHICH THE GRANT WILL BE USED.

7. IF APPLYING FOR AN **OPERATING GRANT**: DESCRIBE HOW THE ORGANIZATION BENEFITS RESIDENTS OF BURNABY AND APPROXIMATELY HOW MANY BURNABY RESIDENTS BENEFIT FROM THE ORGANIZATIONS INITIATIVES ON AN ANNUAL BASIS?

IF APPLYING FOR A **PROGRAM GRANT**: 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 PROGRAM?"

Applicants for **General Operating Grants** are not required to complete sections C, D, and E (marked with an asterisk *)

SECTION 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 2021-10-01	4. PROJECT/EVENT/PROGRAM END DATE 2021-12-31

SECTION D: PURPOSE OF 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 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

4. 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 service agencies, City of Burnaby, Burnaby Board of Education, local businesses

5. 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 our street banners in Burnaby

SECTION 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.



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

SECTION 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?					
SOURCE OF REVENUE	% OF TOTAL REVENUE PREVIOUS YEAR		% OF TOTAL REVENUE CURRENT YEAR		
EARNED REVENUE (ALL TICKET SALES, REGISTRATION FEES, MEMBERSHIPS, ETC...)	1		1		
GRANTS (ALL FEDERAL, PROVINCIAL, MUNICIPAL, FOUNDATION AND GAMING GRANTS)	70		46		
DONATIONS AND SPONSORSHIPS (CASH)	29		53		
DONATIONS AND SPONSORSHIPS (IN-KIND)			0		
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	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00		\$ 10,000.00
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 issues 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)	19,000	46,000
VOLUNTEER HOURS PER YEAR	152,000	368,000
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

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.

SECTION G: INSURANCE AND ACKNOWLEDGEMENT*

1. DOES YOUR ORGANIZATION HAVE GENERAL LIABILITY INSURANCE? <input checked="" type="radio"/> Yes <input type="radio"/> 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? We will acknowledge the City and its employees for their ongoing support to our fundraising campaign in relevant public materials.



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SECTION H: OPERATING BUDGET FOR ORGANIZATION or PROJECT/EVENT/PROGRAM**

1. PLEASE IDENTIFY IF YOU ARE PROVIDING INFORMATION FOR THE ENTIRE ORGANIZATION OR A SPECIFIC PROJECT/EVENT/PROGRAM

☐ Organization ☐ Project/Event/Program

2. FOR THE FISCAL YEAR

Please see the accompanying financial statements for operating budget.

3. 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				
SPONSORSHIP (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	0	0		

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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	0	0	
CURRENT SURPLUS (DEFICIT)	0	0	