

Type of Decision									
Meeting Date	Friday, February 18, 2011				Report Date	Thursday, February 10, 2011			
Decision Required	X	Yes		No	Priority	X	High		Low
Direction	X	Information Only			Type of Meeting	X	Open		Closed
REPORT TITLE									
Fundraising & Donation Policy Report #18/02/11/1202									

Subject: Options for fundraising and grant opportunities to complete improvements to recreation facilities and purchase additional outdoor furniture and equipment.

RECOMMENDATION: That Council approve the proposed funding and grant applications for 2011 as well as encourage fundraising.

WHEREAS the Council of the United Townships of Head, Clara & Maria wishes to continue with improvements to its recreation facilities and parks;

AND WHEREAS there are opportunities for funding that do not include increased taxation but instead focus on donations and fundraising in addition to grant applications;

THEREFORE BE IT RESOLVED THAT the Council of the United Townships of Head, Clara & Maria does hereby authorize staff to initiate a fundraising campaign, including direct requests for donations from ratepayers and local businesses in addition to application to grant funding programs such as Farm Credit Canada's AgriSpirit Fund.

AND FURTHER THAT a recognition program is also initiated acknowledging contributions at certain levels, with plaques and/or signage depending on value with details to be determined.

BACKGROUND/EXECUTIVE SUMMARY: The current budget, considering the reduction in OMP Funds and a slight increase in tax rate, will barely meet normal operating expenses let alone improvements to recreation facilities (new flooring) or increased outdoor furniture and equipment for Old Mackey Park as was proposed in 2010 application to the Trillium Fund.

Certain government grant initiatives (Farm Credit Canada's AgriSpirit Fund for one) requires the applicant to also participate in fundraising activities.

It is staff recommendation that in order to be eligible for grants such as the AgriSpirit Fund we participate in fundraising activities and a direct donation request campaign. This campaign could include an insert with tax bills (second instalment mailed in May/June), mention in our newsletter, posters and links from our website.

The Veseys Bulb program could be ongoing, with distribution in the newsletter each spring and fall. Other options could be considered from time to time.

A direct donation campaign would give those who are financially able the opportunity to contribute. It would avoid increased taxation for improvements to recreation facilities, which could be argued, are not used by all ratepayers.

The campaign would include requests of local businesses and corporate entities as well. OPG have a community program, Wal-Mart and Home Depot routinely have corporate programs. TransCanada runs through our entire municipality and has a community program.

Recognition could be promised through acknowledgment via plaque on the bench/table etc. Or a large plaque/sign for smaller contributors at the Township Hall. A webpage could be dedicated to this program including recognition. We have a number of HCM pins which could be mailed with receipts at little or no cost. The options are endless. The details are to be worked out with costs to be deducted from donations.

As we are a non-profit organization, we are authorized to provide tax receipts to individuals/businesses for their donations for income tax purposes.

Financial Considerations/Budget Impact: There is no financial impact for the municipality other than costs of mailings and creation of tax receipts. Donations would provide income that could be leveraged through other funding opportunities to provide for "extras" for recreation purposes.

Policy Impact: None

Approved and Recommended by the Clerk

Melinda Reith,

Municipal Clerk

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