



Neighbourhood Engagement - People Are The Answer!

The City of Edmonton works with residents, community leaders and other organizations to make Edmonton one of Canada's most livable cities.

The City of Edmonton recognizes that relationships build a neighbourhood. We help bring Edmontonians together at the neighbourhood level, so they can collectively identify the assets in their local area and use those assets to enhance their neighbourhood.

Through the Neighbourhood Engagement process, residents strengthen their skills and connections by working together to undertake initiatives that are desired by the community.

Goals of Neighbourhood Engagement:

- Increase community connections to build a sense of community and community ownership.
- Create opportunities to work with people beyond your circle to create new working relationships and potential partnerships.
- Inspire community volunteers to make their neighbourhoods the place they want them to be.
- Engaging assets already in the community and building community capacity.
- Offering practical applications and valuable lessons for ordinary caring neighbours who want to make a difference.

2016 Neighbourhood Engagement Funding Application

The purpose of the Neighbourhood Engagement funds is to provide one time funding for a specific initiative or idea. A group can apply multiple times for funds provided additional applications will fund a new initiative or idea. The NE process is there to encourage collaborations, partnerships and activities that enhance and build neighbourhoods. Funds will assist groups with implementing initiatives or events that will enhance or enrich their community and engage and involve different people in their neighbourhood(s). Funds may not be approved if the group is already receiving financial support for this initiative from the City of Edmonton.

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Application Process

Step 1: Assess your eligibility.

Eligible

- ✓ You're a group of committed partners from your neighbourhood who share a common vision/goal (e.g., youth, seniors, parents, businesses, faith communities, schools, agencies, community leagues, cultural groups, etc.)
- ✓ Your neighbourhood is within the City of Edmonton boundaries, or if you are community of interest, your initiative is open to the wider public
- ✓ Your group has established community connections around this neighbourhood initiative and they have provided you with feedback, ideas and/or commitment.
- ✓ Your group has established community connections around this neighbourhood initiative and they have provided you with feedback, ideas and/or commitment.
- ✓ You are able to spend the funding within the calendar year by December 31st
- ✓ You have volunteer commitments or matching dollars equal to the amount requested, which are not provided by other City of Edmonton funded initiatives (e.g., Revitalization)
- ✓ You are willing to invest time and energy in sharing your story with others.
- ✓ You have an organization as a partner who is able to receive the money, write cheques and provide a final report within 60 days of the event. If the initiative runs for an extended time period, the report must be submitted within 60 days of the final event.

- ✓ You have connected with your Community Recreation Coordinator or Community Building Social Worker. Call 311 for these contacts
- ✓ You have connected with your neighbourhood [Community Recreation Coordinator](#) or [Community Building Social Worker](#) and they have written a support form for you. Call 311 to meet these contacts!

Ineligible

- ✗ Your neighborhood is part of a revitalization area (see Edmonton.ca/NeighbourhoodRevitalization for funding opportunities specific to these neighborhoods)
- ✗ You qualify for other grants for funds from the City of Edmonton for this initiative
- ✗ If you received Neighborhood Engagement funds in the past for Engagement funds in the past for the same or similar initiative
- ✗ Your application was submitted after December 1st for a request in the same calendar year
- ✗ Your request is for an event that has already occurred.

May be Eligible

- ? Your event/initiative has a cost to participants. (Events with a balance of cost and free activities MAY be eligible.)
- ? Your group received NE funding last year for the same Initiative (enhancement or expansion of a initiative MAY be eligible).

Step 2: Read the **Frequently Asked Questions (Appendix D)** and **NE Toolkit** (http://www.edmonton.ca/for_residents/NeighbourhoodEngagementToolkit.pdf)

Step 3: Contact 311 to find out who the **Community Recreation Coordinator (CRC)** or **Community Building Social Worker (CBSW)** is in your neighbourhood.

Step 4: Complete the application. Please answer all questions. Use the evaluation criteria in Appendix D to ensure you have a complete answer.

Step 5: Gather letters of support and CRC/CBSW support form and submit along with your application

Step 6: Please submit applications to the area CRC/CBSW for review and input.
All applications must be submitted a minimum of 60 days prior to the initiative start date.

Step 7: Once application is approved, confirmation will be sent via email and followed by a hard copy in the mail.

Step 8: Share your story with others. Groups are encouraged to share their stories as determined by the group (e.g., community website, newsletters, etc.).

Step 9: Complete and submit the final report after your event and within 60 days.

Neighbourhood Engagement Funding Application

Part A: Applicant Contact Information

Name of Lead Organization:	
Mailing Address and Postal Code:	
Contact Person Name and Position: (must have signing authority for organization)	
E-Mail Address:	
Phone Number:	

The City of Edmonton cannot issue funds to an individual; therefore, if your organization does not have a bank account, you must partner with an organization with a bank account. This formal organization is called a Fiscal Agent. See Appendix D for more details.

Name of Fiscal Agent Organization:	<input type="checkbox"/> Same as Lead Organization Or:
Mailing Address and Postal Code:	
Contact Person Name and Position: (must have signing authority for organization)	
E-Mail Address:	
Phone Number:	
Website:	

Please check amount requested: ☐ Up to \$500 ☐ \$501 - \$2,500

Exact amount requested \$ _____

Part B: Describe Your Initiative

1. Describe your initiative in detail. Include information that covers the following: what, when, where, and who?

Part C: Describe Your Community

1. Tell us about existing activities going on in your neighbourhood. For example: special events, festivals, barbecues, clean up days offered by different groups.

2. **For applications of up to \$500 funds, this section is optional (proceed to Part D).**

For applications up to \$2,500 please complete this section.

Tell us about the assets (strengths) in your neighbourhood that make it unique and special, for example: organizations, physical characteristics, diversity, people, expertise, etc. We are looking for what makes your community thrive.

Part D: Community Engagement Plan

1. How will this initiative create opportunities to work with people beyond your existing circle of contacts and create new working relationships and partnerships? Describe how neighbourhood connections were made to support this initiative.

2. Identify all partners (group, organization or associations) who have agreed to be an active part of this initiative.

- Up to \$500 - List a minimum of 1 partner. 1 letter of support is required.
- Up to \$2,500 - List a minimum of 4 partners. 3 letters of support required.
- The letter(s) of support should identify key points that include:
 - The individual or group writing it (on their organization letterhead if possible),
 - How they demonstrate support or participation in the initiative,
 - The potential impact of this initiative on the neighborhood.
- Additional letters of support can be attached if desired.
- Please attach all letters to the application.

	Partner Name/Organization	Role of Partner
1		
2		
3		
4		
5		
6		

3. a) **For applications of up to \$500 funds, this section is optional (proceed to 3b).**

For applications up to \$2,500 please complete this section.

Use the template provided to outline your timeline for planning, implementing, and evaluating your initiative. Remember to schedule in completion of the final report which is due within 60 days of your event. Each line should describe a different task.

Task	Details	Who will do the task?	Task deadline
<i>Example: Advertise Family Barbeque</i>	<i>Example: Distribute posters and post on Facebook</i>	<i>Example: Susan from school and Bev from church</i>	<i>Example: March 15, 2016</i>

3. b) Explain your plans for advertising your initiative to the neighbourhood and public.

3. c) Describe your back-up plans in case of poor weather, lack of volunteers, or other possible situations.

Part E: Initiative Budget

Please complete the initiative budget worksheet (Appendix A) and attach it to your application.

Eligible Expenses: purchase of program supplies and equipment that will be used at the event or during the initiative, advertising costs, rental/facility costs, food or non-alcoholic beverage costs, event activities such as balloons, DJs, clowns, etc.

Funds cannot be used to purchase: improvements to facilities within a Community League's licensed area, alcohol, or activities for personal gain/benefit.

Determining the Value of Donated Labour/Services:

- Volunteer time based on \$15.00 per hour for time spent on the initiative. Up to 25% of Volunteer hours can be used towards planning of the initiative. Remaining 75% of hours must be accounted for during the implementation of the initiative.
- Cash donations
- Donated goods and in-kind services at retail value (e.g. donation of paper for posters – get a letter showing the cost if it hadn't been donated).

Part F: Sharing your Story

1. Describe how you would be willing to share your story with other groups after your initiative is complete. Your CRC/CBSW can help you with ideas for outreach.

Note: Please plan to submit 2 – 4 photos from your initiative in your final report. Photos require consent from each person in the photo. Consent form templates will be supplied if your application is approved.

***** All applications must be submitted to your Community Recreation Coordinator or Community Building Social Worker *****

Reminder: Funds must be used by December 31st annually.

Unused funds must be returned to the City of Edmonton.
Please send a cheque made out to the City with your final report to:

Neighbourhoods and Parks (Northwest) Community Services
#110, 11410 -149 Street
Edmonton, AB T5M 1W7
Attention: Neighbourhood Engagement Chairperson

Thank you for your application!

Appendix A: Neighbourhood Engagement Initiative Budget

1. ANTICIPATED EXPENSES: include all expenses even if covered by donations or volunteer time (e.g. if hall donated, show \$ value)		5. Do this section last – put a “V” in this column beside items that NE \$ will be used for – if a portion will be paid by NE, show amount below.
Item	Estimated Cost	
	\$	
Total projected expenses (A)	\$	
2. ANTICIPATED REVENUE: from sources <i>other</i> than NE funding. Include matching funds.		
Other funds/grants:		
Donations:		
In Kind (note: volunteer hours @\$15/hr.)		
Total Revenue: = or > than \$ from NE (B)		
3. “FUNDING GAP” (C) = (A) – (B)		
4. FUNDS REQUESTED: (C), or a maximum of \$2500.		

Appendix B:
Neighbourhood Engagement Funding Application
Community Recreation Coordinator/ Community Building Social Worker Support Form

This form must be completed by the CRC/CBSW and reviewed with the District Representative before being submitted to the Neighbourhood Engagement Committee.

When completing the support form, please consider the following:

☐ Yes ☐ No The initiative meets the Neighbourhood Engagement Goals?

☐ Yes ☐ No You have a working relationship with the group which would enable you to support them

☐ Yes ☐ No The application is complete with all information about key activities, programs and events in the neighbourhood

☐ Yes ☐ No The applicant has at least 4 different partners (1 for \$500 application)

☐ Yes ☐ No There are other connections or potential connections for the group to pursue

☐ Yes ☐ No The initiative is in line with the City of Edmonton strategic plans and/or Neighbourhoods Portfolio mandate

☐ Yes ☐ No The initiative is eligible for other City funding

☐ Yes ☐ No There are important issues happening that could hinder the initiative going forward.

Please explain:

CRC / CBSW Name:

Do you support this funding application? ☐ Yes ☐ No

Comments:

Signature: _____

Date: _____

Appendix C: Frequently Asked Questions

Neighbourhood Engagement aims to inspire staff and community volunteers to make their neighbourhood the place they want it to be. This is accomplished by identifying as many assets as possible in their neighbourhoods and engaging those connections to create a sense of community.

The following is a list of frequently asked questions and answers that may assist when applying for Neighbourhood Engagement funding.

1. What is Neighbourhood Engagement?

Neighbourhood engagement is a grassroots approach. It encourages people to use local resources and assets to engage with others in their neighbourhood to provide positive and inclusive initiatives. It answers the question, “how is my community different as a result of our initiative?”

2. What is an asset?

An asset could be any one or more of the following:

Local residents – their skills, experiences, passions, capacities and willingness to contribute to the initiative. Special attention is paid to residents who are isolated or marginalized.

Local voluntary associations, clubs, and networks – e.g., all of the athletic, cultural, social, faith-based, etc. groups powered by volunteer members, which might contribute to the initiative.

Local institutions - e.g., public institutions such as schools, libraries, recreation centres, police stations, etc., along with local businesses and non-profits that might contribute to the initiative.

Physical assets – e.g., the parks, buildings, natural habitat, transportation routes, etc. which might contribute to the initiative.

3. Why do we need partnerships from different groups or organizations?

Representation from a variety of groups increases the chances of a successful initiative. It shows that you have looked at your neighbourhood from a variety of viewpoints.

4. What is a fiscal agent? What are the responsibilities of a fiscal agent?

The word fiscal means ‘of or relating to financial matters.’ Since the City of Edmonton cannot issue funds to individual residents for a successful grant application, all Neighbourhood Engagement funding must be issued to an organization with an official bank account. If your initiative or group does not have a bank account, seek a partnership with another organization who would be willing to accept the funds from the City and distribute them to you.

The fiscal agent is ultimately responsible for ensuring that all reporting requirements of the Neighbourhood Engagement funding are complete. They will receive the award letter, the cheque from the City of Edmonton, the reporting documents, and will be contacted to submit all funding documentation within 60 days of the event.

5. Can my group of partners apply for more than one initiative in the same year?

The same group cannot apply for funding for the same or similar initiative. However, a neighbourhood can apply for funding for more than one initiative, providing it is different and there are additional/new partners involved. For more information discuss this with your Community Recreation Coordinator or Community Building Social Worker.

6. Can the same initiative be funded more than once?

Yes, as long as the applicant can demonstrate that new elements have been introduced such as new assets, engagement with new and different groups/organizations or partnerships with new

neighbourhoods. You can also apply for a new phase of your initiative provided you can show how it is “bigger and better.”

7. Can my neighbourhood or group/organization apply for NE funding if we are in a Revitalization Neighbourhood?

No. Revitalization zones have their own funding resources dedicated to those neighbourhoods. There are applications online. Go to edmonton.ca/Neighbourhood-Revitalization to find out if your neighbourhood is in a revitalization zone and review applications.

8. How do I contact my neighbourhood [Community Recreation Coordinator \(CRC\)](#) or [Community Building Social Worker \(CBSW\)](#)?

Call 311 and tell the operator the name of the neighbourhood or address of your initiative. They will transfer you to the appropriate CRC or CBSW.

9. Do I need a permit for my initiative?

Permits are required if your initiative is on City parkland and has more than 50 people attending. You also need a permit if you will be placing a portable toilet on the site, will be erecting a tent or canopy larger than 10' x 10' or will have a stage. Contact your neighbourhood CRC to obtain a permit for any of the above.

[Road closures](#) also require a permit. Contact 311 to be directed to Transportation Operations regarding a road closure permit. Please allow time to get your permit and note that some permits have a cost!

10. What are considered matching dollars or in-kind donations?

Matching dollars can be cash, services and/or products and can be matched dollar for dollar. However, you cannot match to City dollars. Volunteer time is considered but only 25% of those hours can be designated to planning. The remaining 75% of hours must be accounted for during the implementation of the initiative. Please see the application for instructions on calculating volunteer time.

11. Can I apply for NE funding if I am with a “community of interest” instead of a neighbourhood group (eg. youth, seniors, cultural or art group)?

Yes. However, the initiative must be connected or grounded in a specific neighbourhood and the neighbourhood must be engaged and enhanced in some way as a result of the initiative. Your initiative must be open to the public.

12. After I receive the NE funding, what are the expectations for me to report back?

- Complete and submit the NE Final Report within 60 days of the initiative.
- Attach and submit copies of receipts documenting your purchases. Ensure all receipts are labeled.
- Share your story with your community, neighbourhood, and partners.

13. Can we purchase equipment for our Initiative?

Yes. Equipment purchased with NE funding must be maintained by the group and remain available to the community. It cannot be used for any commercial use or be rented out.

14. Can I apply if I am a for-profit organization or business?

Yes. However, you must demonstrate that you are engaging the community and the initiative is grounded/connected into a neighbourhood with all benefits going directly to that neighbourhood.

15. Can the NE funding be used towards fundraising events?

Yes, as long as the fundraising event engages the community and this is demonstrated in the application. Proceeds from the fundraising event must go towards enhance the neighbourhood in some way.

Appendix D Evaluation Criteria for the Application

Part B: Describe Your Initiative

1. Describe your initiative in detail and include the following: What, when, where, and who. (max. points: 5).

Looking for: Details as described above.

Part C: Describe Your Community

1. Tell us about existing activities going on in your neighbourhood (e.g., special events, festivals, barbecues, clean up days) offered by different groups (max. points: 10).

Looking for: The group is able to show knowledge of the variety (or the need for) events or special events that occur on a regular basis in the neighbourhood.

A list of community BBQs, festivals, outdoor movies, etc. that are offered by multiple groups in the neighbourhood or the neighbourhood where the event or initiative will take place.

2. Tell us about the assets (strengths) in your neighbourhood that make it unique and special (i.e., organizations, physical characteristics, diversity, people, expertise, etc.). (max.15)

Looking for: Looking for how well the applicant presents a clear image of the strengths or assets of their neighbourhood and identifies what makes it unique?

Assets: could be: schools, businesses, community league, agencies, park spaces, sports facilities, wading pool or spray deck, ravine or other river valley amenity.

Uniqueness: could be: the size of the neighbourhood, the connections within the neighbourhood, murals, farmer markets, historic sites, diversity of cultures, individual expertise.

Part D: Engagement Plan

1. How will this initiative create opportunities to work with people beyond your existing circle and create new working relationships and partnerships? Describe how neighbourhood connections were made to support this initiative? (max points: 20).

Looking for:

Ways in which you have connected with people outside of your group, i.e. outside community league or community league members. Reaching out to other groups such as school, not for profit agencies and getting them involved with the process.

2. Identify all partners (group, organization or associations) who have agreed to be an active part of this initiative. (max. points: 10)

Looking for: In the body of the letters;

- Names of individuals/organizations and what will they be doing to help the initiative be successful.
- Does the list of names reflect connections to the possible assets or uniqueness named in question # C2?
- How will the initiative improve the neighbourhood?

3. a) Use the template provided to outline your timeline for planning, implementing, and evaluating your initiative. Remember to schedule in the completion of the final report (for 3 a., b., and c. – max. points: 15).

Looking for: Level of readiness – tasks and details of plan, implementation & evaluation of the initiative are clear and timelines are realistic.

3. b) Explain your plans for advertising your event/initiative.

Looking for: Advertising that reflects the target audience for the initiative.

3. c) What is your back up plan (in case of bad weather, etc)?

Looking for: If the initiative is an outdoor event, how will the plans change if you have inclement weather?

Part E: Initiative Budget

1. Please complete and attach the Initiative Budget Worksheet (Appendix A and B) (max. points: 15).

Looking for: Budget is complete and clearly identifies what income will be used to match NE funding received, and which expenses will be applied to NE funding.

Part F: Sharing your story

1. Give a detailed description of how you would be willing to share your story with other groups after your initiative is complete (max. points: 10).

Looking for: A plan that includes showcasing the process (steps) taken to complete the initiative, what was gained from this initiative and what was learned (e.g., what would be done differently in the future)? Is the plan creative and achievable?