

APPENDIX A

2012 Celebrate Markham Grant Application



101 Town Centre Boulevard
Markham, Ontario
L3R 9W3
www.markham.ca

The Council of the Town of Markham recognizes the contribution of community groups and organizations in their attempt to enhance and promote the Town, and is committed to building the community by celebrating the artistic and cultural uniqueness of Markham. Celebrate Markham provides funding support for not-for-profit festivals and events that promote and recognize Markham as a great place to work, live and play.

APPLICATION PREPARATION:

Be sure to review the Markham Grants and Sponsorship Guidelines before completing your application.

APPLICATION SUBMISSION PROCESS:

The completed application must be sent to the Clerks Department either via e-mail to MaryLou Papa mpapa@markham.ca or alternatively mailed to 101 Town Centre Boulevard, Markham, Ontario, L3R 9W3. Completed applications and attachments may also be hand delivered to the Clerks Counter located on the Main Floor of the Civic Centre.

Section A - APPLICATION OVERVIEW

<p>Is your festival or celebration:</p> <ol style="list-style-type: none">1. operating on a not-for-profit basis and governed by volunteers?2. based and active in Markham3. how many years has the event been run? <p>If you answered "No" to questions 1 and 2, please contact the Clerks Department to discuss your eligibility for this Grant Program</p> <p>4. Incorporated as a not-for-profit organization in the province of Ontario? (If not incorporated as not-for-profit, organizations must meet federal / provincial requirements)</p> <p>Business Number: _____</p> <p>Registered Charitable Status Number: _____</p>		<p>Yes _____ No _____</p> <p>Yes _____ No _____</p> <p>_____</p> <p>Yes _____ No _____</p>	
Name of festival or celebration:			
Date of festival or celebration:			
Where will the event take place?			
Organizational name that cheque should be made payable to: (Please note that cheques will be mailed to the mailing address of the festival or celebrations.)			
Briefly describe what grant funding will be used for:			
Grant request	\$	Total operating budget	% of operating budget
Previous grant received from the Town of Markham	\$	Year received	

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Section B – OBJECTIVES, DESCRIPTION, ORGANIZATIONAL PROFILE

Please review the Grant and Sponsorship Guidelines. Answer the following questions using points form of full sentences.

B1. Mandate

State the organization's mandate at the date of its founding, and detail any significant changes since that time. State its current mission and/or vision and the date that this mission or vision was adopted by your governing body.

B2. History

Give a brief history of the organization. Include the year it was founded and the reason it was created. Provide a brief list of the organization's most significant events, with dates. Name the key leaders who have contributed to the organization's profile and describe their contributions.

B3. Organizational Structure and Leadership

Briefly describe the composition of your governing body (board and committee structure). Describe the committee/staff/volunteer structures that support your organization's vision and activities.

B4. Organizational Effectiveness

Discuss in terms of the following:

Financial Accountability

What were your organization's ongoing and new activities in its most recent/current fiscal year? Did everything occur as planned, or were there unanticipated changes? Please provide a critical self-assessment of these activities.

Self Assessment

How do you measure the impact and effectiveness of your program in achieving your vision/mission, and in serving the community? Please provide specific measures from your most recent season (e.g. surveys, focus groups, other feedbacks).

B5. Community Impact: How is your festival or celebration beneficial to the Markham community?

Be specific about how your festival or celebration contributes to the social and cultural development of Markham, partnerships that you have developed, support of local cultural practitioners, demonstrated economic benefits and increased economic activity in the town, extent of community support and volunteer opportunities. What is the impact on tourism at Markham? Please detail any proactive measure you are taking to engage communities in your programming and/or in your organization.

B6. Need for Funding from the Town of Markham

Explain why you need funding for this project from the Town of Markham, and how this funding will further your goals and add value to your organization/project. Did you explore alternative/ increased funding support from other sources? What will happen if funds are not approved?

B7. What are you doing at the event to promote zero waste?

Please provide your waste management plan including how you will handle recyclables to adhere to the Town's zero waste policy, in particular the banning of polystyrene (foam) food containers.

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Section C – BUDGET AND FINANCIAL STATEMENT

This section is used to describe your organization's financial situation, any major changes that have affected your organization's financial stability, and how programming and organizational goals are being hampered or furthered by your financial situation.

Complete the Operating Budget Form (Section C, 3 pages) included in the Application Form. Make sure that your budget reflects the text of your application. For example, if your application states that you will hire staff to implement your project, make sure that staff salaries are included in your budget.

Festival/Celebration Title:						
Organization:						
** Indicate the amount of your request in the appropriate shaded areas						
REVENUE	Last Year Actual (fiscal) 2010	Original Budget (fiscal) 2010	Projected Actual Year Ended (fiscal) 2011	Budget (fiscal) 2011	** Grant Request	Budget (fiscal) 2012
EARNED REVENUE						
1 Admission fees						
2 Membership fees						
3 Instructional fees						
4 Concessions/merchandising						
5 Advertising income						
6 Rental fees (booth/display)						
7 Other earned revenue (please specify)						
8 TOTAL EARNED REVENUE						
PUBLIC SECTOR SUPPORT						
<i>Please list all Federal, Provincial, Regional and Municipal public sectors support on Chart 2 below</i>						
9 Dept of Canadian Heritage						
10 Other Federal (please specify)						
11 Ontario Arts Council						
12 Ontario Ministry of Culture						
13 Other Provincial (please specify)						
14 Region of York						
15 Town of Markham (your request)						
16 TOTAL PUBLIC SECTOR SUPPORT						
OTHER SUPPORT AND FUNDRAISING						
<i>Please list all foundation support on Chart 2 below</i>						
17 Ontario Trillium Foundation						
18 Community Foundation						
19 Other foundations (please specify)						
20 Corporate sponsorship (please specify)						
21 Individual donations (please specify)						
22 Fundraising projects (please specify)						
23 Other revenue (please specify)						
24 In-kind donations (<i>Please List on Chart 3</i>)						
25 TOTAL OTHER SUPPORT AND FUNDRAISING						
26 TOTAL REVENUE						

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Section C – 2012 OPERATING BUDGET

Festival/Celebration Title:						
Organization:						
** Indicate the amount of your request in the appropriate shaded areas						
EXPENSES	Last Year Actual (fiscal) 2010	Original Budget (fiscal) 2010	Projected Actual Year Ended (fiscal) 2011	Budget (fiscal) 2011	** Grant Request	Budget (fiscal) 2012
PROFESSIONAL SERVICES						
27 Artist and performer fees and honoraria (provide a breakdown)						
28 Performers						
29 Other services (fundraising, marketing, other, please specify)						
30 Other expenses (please specify)						
31 TOTAL PROFESSIONAL SERVICES EXPENSES						
PRODUCTION						
32 Production technical staff fees						
33 Accommodation, meals, catering						
34 Transportation and shipping						
35 Equipment rental, sound, lighting, materials and supplies						
36 Venue rental, box office, front of house						
37 Permits (specify)						
38 Ticket subscription costs						
39 City services (specify e.g., police, fire)						
40 Other (specify)						
41 TOTAL PRODUCTION EXPENSES						
MARKETING						
42 Marketing and promotion (specify)						
43 Merchandise						
44 TOTAL MARKETING EXPENSES						
ADMINISTRATION						
45 Admin and management salaries & wages						
46 Office rent						
47 Office supplies and equipment						
48 Volunteer management						
49 Accounting, legal services						
50 Insurance						
51 Security						
52 Janitorial						
53 Utilities						
54 Fundraising						
55 TOTAL ADMINISTRATION EXPENSES						
56 Other (please specify)						
57 TOTAL OPERATING EXPENDITURES (Add lines 31+41+44+55+56)						
58 NET SURPLUS/(DEFICIT) (Revenues less Expenditures) (line 26 line 57)						
59 Grant Request % of Total Operating Expenditures (line 15 ÷ line 57)						

Please note: In cases where a deficit is indicated, please explain how your organization will make up a shortfall. Similarly, the intended use of any surplus must be explained. Explanations can be attached on a separate sheet. All amounts shown as in-kind revenue must be able to be proven with receipts if audited. When in-kind is included as revenue, it must be balanced off equally on the expenses side of the budget.

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Section C – 2012 OPERATING BUDGET

Festival/Celebration Title:				
Organization:				
CHART 1: STATEMENT OF FINANCIAL POSITION (CASH FLOW)		Last Year Actual (fiscal) 2010	Current Year To Date Actual (fiscal) 2011	Budget (fiscal) 2012
ASSETS:				
60	Cash in bank			
61	Investments			
62	Accounts receivable			
63	Other assets, including tangible capital assets (please specify)			
64	TOTAL ASSETS (add lines 60+61+62+63)			
LIABILITIES:				
65	Accounts payable			
66	Loans			
67	Other liabilities (please specify)			
68	TOTAL LIABILITIES (add lines 65+66+67)			
RESERVES AND ACCUMULATED SURPLUS/(DEFICITS):				
69	Reserve funds (please specify)			
70	Prior year accumulated surplus/(deficit)			
71	TOTAL RESERVE AND ACCUMULATED SURPLUS/(DEFICITS) (add lines 69+70)			
72	TOTAL LIABILITIES, RESERVE & ACCUMULATED SURPLUS / (DEFICIT) (lines 68+71, should equal line 64)			

Provide an explanation of how you have arrived at your financial projections, and explain any notable figures. If your organization has an accumulated surplus, please explain the intended use of those funds including cash flow requirements. If your organization has an accumulated deficit, please detail your deficit reduction plans. Please detail any funds you have in reserves, the purpose and the administration of these funds.

CHART 2: OTHER SUPPORT		Value
List all other grants that you have applied for or that you are going to apply for and any relevant details :		
73		
74		
75		
76		

CHART 3: IN KIND DONATIONS (see guidelines for definition)		Value
List details of donors and items :		
77		
78		
79		
80		
81		

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Section D - GOVERNANCE

Contact Information:

(President) Name:	Address:
Phone:	Email:
(Treasurer) Name:	Address:
Phone:	Email:
(Recorder/Secretary) Name:	Address:
Phone:	Email:

TERMS AND CONDITIONS AND CERTIFICATION:

Please note that if your organization receives a grant, the following conditions will apply.

1. The organization confirms that the representations contained within its application for financial assistance are true and correct in every respect and that in the event that the funds are not used for the project or programs as described in the application, the full amount of the financial assistance will be payable to the Town.
2. The organization must demonstrate the ability and determination that it has explored other sources of financial support from the private sector, other funders, and other levels of government
3. That the organization will keep proper accounts of all receipts and expenditures, relating to the festival/celebration.
4. The organization shall make available for audit by the Town in a reasonable time, the organization's books of accounts and supporting documentation for at least three years to show the receipt and disbursement of funds.
5. The organization should be available for an on-site meeting during the funding year, if requested
6. The organization must return to the Town any funds as a direct result of the termination of all or part of the program/activity for which Town funding has been awarded.
7. That the festival/celebration be represented as the responsibility of the organization, and that the organization may not represent itself as an agency of the Town in any way, the only relationship being that the Town has approved and granted financial assistance to the organization.
8. All groups or organizations receiving a Town grant must acknowledge the funding on all promotional material. If an event is scheduled, Town signage must be present (to be provided by the Town)
9. The organization must not dispose of any surplus Town funds without prior approval of the Town, nor direct funding towards other programs
10. The organization must notify the Town of any conflict of interest situations or other contentious situations that may require the organization to seek legal counsel or may be the subject of media attention.
11. The organization must provide a copy of the certificate of insurance, which have the following insurance coverages:
 - Two million dollars of commercial general liability insurance
 - Name the Corporation of the Town of Markham as an additional insured
 - Full participant coverage

We accept the Terms and Conditions that relate to the receipt of a grant from the Town of Markham detailed above, and certify that to the best of our knowledge, the financial and descriptive information provided is complete and is endorsed by the organization we represent.

President: _____ Date: _____

Treasurer: _____ Date: _____

Secretary: _____ Date: _____

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Section E – COVER PAGE AND CHECK LIST

Name of Festival: _____

Name of Organization: _____

Name of Primary Contact: _____ Phone: _____

Email: _____

- ☐ Sections A to D have been completed. Section B is no longer than 8 pages.
 - ☐ Section C – All financial information has been filled out correctly on the Operating Budget Form enclosed (3 pages)
 - ☐ All details regarding income and expenses have been fully explained including all reserve funds and “Gifts-in-kind” donations.
- ☐ Section D – Contact information has been completed and members understand the terms and conditions of the grant if it is awarded.
- ☐ Section E – This cover page is filled out
- ☐ Attach a copy of the event’s certificate of insurance
- ☐ Include any promotional materials you may have (only 1 copy of each). Note: these will not be returned.

PROGRAM CALENDAR:

List all proposed/tentative activities and events you are planning for the grant application year.

What it is:	Date and time:	Where: