



Community Affiliation Policy

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Background

In June 2007, the Town of Parry Sound conducted an organizational review of the Operations Department. One of the recommendations of that review was the integration of Economic Development and Leisure Services to create an Economic Development and Leisure Services Department. Recognizing the relationship between a healthy, active community and economic sustainability, the new department will better assist community groups in developing standards, accessing funding support and strengthening community group capacity to provide community-based services. The scope will also include volunteer leadership development and promotion of community-based services.

Traditionally, the majority of leisure programs and services has been delivered by non-profit community groups and organizations all of which are kept going by the many dedicated volunteers. All of these services enhance the quality of life within the community, in keeping with Council's Strategic Plan, specifically the following goals:

- plan and provide a vibrant community that promotes healthy living, safety and security for all ages; and
- provides support to enable the community to access a diverse range of opportunities.

In addition to delivering leisure services and programs on its own, the Town of Parry Sound has also supported non-profit community groups and organizations through a variety of means:

- reduced facility rental rates
- Joint Use Agreement
- human resources
- advertising & promotion
- Municipal Assistance Program

Up until this time, municipal support has not been tracked nor has it been allocated consistently. A Community Affiliation Policy will encourage the delivery of leisure services and programs through a variety of community groups and organizations recognizing that affordability, quality and accessibility should be maintained. The Policy will also ensure that support is standardized across groups and organizations.

Purpose

The purpose of the Community Affiliation Policy (CAP) is to provide recognition and support to the volunteer non-profit groups and organizations who deliver leisure services, programs or events. The municipal support given under the CAP criteria is primarily in-kind in nature, with the exception of reimbursement for training and leadership/development.

The CAP will also provide municipal assistance of an in-kind nature to charitable organizations for fundraising events.

The CAP will ensure that support is standardized across groups and organizations.

It is expressly understood that an Applicant that is permitted to participate in the Community Affiliation Policy by the Town of Parry Sound shall not be deemed to be a partner, contractor, co-venturer, agent or representative of the Town of Parry Sound, and that the Applicant shall not have the authority to enter into any contract or commitment on behalf of the Town of Parry Sound. The Applicant shall indemnify and save harmless the Town of Parry Sound,

its servants and agents from and against any and all actions, suits, claims and demands whatsoever which may arise either directly or indirectly by reason of the Applicant's participation in the Community Affiliation Program.

Definitions

For clarity, the following definitions are being provided:

Leisure service or program: Any service or program that provides leisure activity including but not limited to recreation, culture, and heritage.

Not-for-Profit: A club, society or association that was organized and operated exclusively for social welfare, civic improvement, pleasure or recreation or for any other purpose except profit, no part of the income of which was payable to, or was otherwise available for the personal benefit of, any proprietor, member or shareholder. (Income Tax Act 149(1))

Organizations charging fees (other than membership/registration dues) for providing services may be asked to verify their non-profit status by providing financial information and operating guidelines.

Charitable Organization: A non-profit registered organization, foundation or trust who can issue tax deduction receipts.

Charitable organizations will be asked to verify their status by providing their charitable tax number.

Town-based Community Group/Organization: Clubs or organizations must be based out of the Town of Parry Sound.

Special Event: An annual or one-time not-for-profit or charitable fundraising event (provided 100% of the all revenue is going towards a recognized charity), that generates an economic benefit for the community by attracting visitors and new money to the community. The event must be open to the general public. In order to be classified as a Special Event, advertising must include both internal & external sources with organizers submitting an advertising/marketing plan to the Economic Development & Leisure Services Department. Event organizers must conduct an economic impact analysis following the event to determine the economic impact and must provide a detailed financial report of the event.

Community Event: An annual or one-time not-for-profit or charitable fundraising event with an outcome of improving the quality of life for residents. The primary audience or those attending are local residents. Such events are open to the general public and must be advertised locally.

Principles

The Community Affiliation Policy works from the underlying belief that a healthy, active community contributes to an economic viable community, and the principles of:

- Respect, recognition and appreciation of the contribution volunteers make.
- Working in partnership to provide programs and services that respond to the needs of the community in an affordable and accessible manner.
- Enhanced community pride and sense of identity through increased community participation and engagement.
- Communication
- Leadership development helping groups and organizations become self-sufficient.

Eligibility

To be considered as a Community Affiliated group, the group/organization must demonstrate that the goals and objectives are consistent with Council's Strategic goals as outlined in Council's Strategic Plan.

The purpose of the group/organization must be the delivery of a leisure service or program that is open to the public and based out of the Town of Parry Sound.

The leisure service or program must directly benefit the residents and ratepayers of the Town of Parry Sound.

Any and all Town of Parry Sound based not-for-profit community groups or organizations who wish to receive support from the Town of Parry Sound must complete the Community Affiliation Policy application form. It is important to note that registration does not guarantee municipal support.

Groups/organizations receiving assistance through the Community Affiliation Policy are also eligible for funding through the Town's Municipal Assistance Program, provided they are not already receiving assistance from the Town in the form of subsidized facility rental rates.

Groups/organizations using the Near North Board of Education facilities under the Joint Use Agreement are eligible for the Community Affiliation Policy benefits.

Charitable organizations are eligible provided their request for support is related to a fundraising initiative in the form of a special event or community event. In order to be eligible, event organizers must complete an 'Event Planner' through the Department of Economic Development and Leisure Services. Examples of charitable fundraising events include: Dragon Boat Festival, Score for Arthritis Ball Hockey Tournament. Charitable organizations are not eligible for assistance through the Municipal Assistance Program.

Non-profit community groups or organizations who are interesting in receiving municipal assistance for a special event or community event must apply under the Community Affiliation Policy. To be eligible, event organizers must also complete the 'Event Planner', through the Department of Economic Development and Leisure Services.

If a community group or organization is not interested in receiving municipal assistance, they are not required to complete the Community Affiliation application.

Applications will be evaluated against the following criteria:

- local activities/services which benefit the majority of residents;
- activities which foster healthy activity
- organizations and activities serving children and youth, disabled, and seniors
- organizations that provide services which are accessible to most members of the community (ie: non restrictive, non-exclusive)
- entry level and skill development activities
- initiatives and activities which demonstrate partnerships and do not duplicate existing initiatives or activities

Not Eligible:

Individuals, for-profit groups/organizations, churches and service clubs are not eligible for the benefits under the Community Affiliation Policy.

Possible Benefits:

By registering, groups and organizations will have access to several benefits through the Economic Development and Leisure Services Department as follows:

1. Facilities and Equipment

- free use of limited municipal owned or controlled equipment such as portable event fencing, garbage containers, two-way communicators, stop watches, extension cords, children's activity kits, and some signage.
- free use of the portable grandstand unit
- free use of Near North Board of Education facilities in accordance with the Joint Use Agreement procedures.
- free use of municipal facility space, pending availability and scheduling, for the group/organization's Annual General Meeting.
- free usage of municipal facility space, pending availability and scheduling, for the Harvest Share Food programs.

2. Marketing and Promotion

- free participation in the annual Leisure Guide, describing organization/groups' purpose and listing contact information in a 1/4 page advertisement.
- free promotion of the group/organization's activities/services through the Town's municipal web site, including a link .
- participation in Town hosted Open Houses as a booth/display.
- assistance with marketing/promotion strategies and plans at no cost.
- free advertising in the Town's 'Town Page' section of the North Star (one paragraph)
- free photocopying to a maximum of 500 copies per calendar year.

3. Leadership, Training and Development

- course rebates for community volunteer development to a maximum of \$50./person/course to a maximum of \$200./group/organization per year, provided the course is a core component of the organization/group's mandate, with priority being given to the following courses:
 - group processes
 - leadership skill development
 - strategic planning
 - marketing & promotions
 - facilitation skills

Applicant must be an active volunteer in good standing with the Town of Parry Sound community organization. Requests must be submitted within the same year the course was taken and must include confirmation that the course was taken and completed.

- notification of courses/workshops
- free meeting room space for the organization/group's Annual General Meeting.

4. Grants

- assistance with sourcing potential grants.
- assistance with the completion of grant applications for non-municipal grant programs (ie: Ontario Tourism Marketing Partnership, Trillium Foundation, Northern Ontario Heritage Fund, etc.)

5. Events

- assistance with developing a marketing/advertising plan.

- assistance with the development of an economic impact survey and analysis.
- use of municipal equipment, depending on availability, such as: snowfencing, portable event fencing, garbage cans, etc.
- delivery and pick up of municipal equipment, depending on availability.

* Requests for assistance with a fundraising event must be made on the 'Events Planner' in consultation with the Leisure Services Coordinator.

Application Process

Non-profit groups or organizations, or charitable organizations hosting a special event or community event for the purposes of fundraising, must submit the following to be considered as a Community Affiliated group or organization:

Community Affiliation Application Form

- to include membership information
- list of organization/group's current executive with contact information
- most recent annual financial report detailing expenditures & revenues
- current copy of the group's mandate and objectives
- membership fees, registration charges, other fees, etc.

Event Planner

- groups or organizations applying for support with a fundraising event must complete the Event Planner, through the Economic Development and Leisure Services Department
- marketing/advertising plan

Group Insurance

- if the group/organization carries insurance either directly or through a provincial organization, please advise the amount of coverage.

Approval Process

1. The Economic Development and Leisure Service Department's Director and Leisure Services Coordinator will review all applications.
2. Applicants will be notified in writing within 4 weeks regarding their status and applicable benefits.
3. Applicants will be notified regarding the renewal process and will be required to update their status every 2 years.

Reporting

Groups/organizations will submit a report to the Economic Development and Leisure Services Department within 60 days from the date of their Annual General meeting, detailing how the CAP support enhanced their group/organization's activities and membership.

Organizers of Special Events are to submit an economic impact analysis, 90 days after the event.

Town of Parry Sound Contact

Inquiries are to be directed to:

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