



# 2017 Annual Community Grant Appeal

Presentation to Community Services and Infrastructure Committee  
Monday December 5, 2016

**Social Development Centre Waterloo Region**

# What Will Be Covered

- Appreciation
- Recommendation
- Request
- Proposal
- The City`s investment
- Affects of funding cuts
- Is there a disconnect?
- Factors to guide decisions
- In sum
- What people tell us



# Appreciation & Reality Check

- Appreciation of continued support for partner role for Festival of Neighbourhoods (FoN)
- Stable core operations make it possible to support FoN in many ways
- Recognition for the importance of social development and value of funding social planning role



# 2017 Recommendation

- Staff recommends retaining funding solely for partner role in Festival of Neighbourhoods = \$10,937
  - 74% reduction from 2016
  - 85% reduction from 2015



# 2017 Request

- Support 2017 proposal
- Return to 2015 funding level (or retain 2016 level) and work toward increases
- Total investment target = \$100,000



# 2017 Proposal

- Scale up current contributions to Festival of Neighbourhoods
  - Annual *Neighbourhood Connections Award* and
  - Neighbourhood engagement blitzes
- Build Neighbourhood Connections Program



# Neighbourhood Connections Program

- Engage and support in less advantaged neighbourhoods
- Focus on renters who are less likely to get involved in civic life
- Reach out to encourage involvement in the Festival of Neighbourhoods
- Support renters to form tenant associations
- Provide training and support so tenant groups can be peer supports, on tenant issues and for navigating community support systems
- Connect tenant groups with other community supports to further build their capacity to engage and help their fellow tenants



# Anchoring Field Work

- Citizen forums
- Social policy analysis
- Tracking Decent Lives and Strong Neighbourhoods



# Prior to 2010

- City investment supported community information service
- City investment enabled broad scope of social planning work to achieve system change:
  - Launched new agencies (e.g. oneROOF, KW AccessAbility)
  - Researched community needs (e.g. immigrant needs, background research on homelessness and first community homelessness plan)
  - Led initiatives of benefit to the City (e.g. healthy communities that led to Compass Kitchener, Connect KW which provided public computers and internet access at community centres)



# Since 2010 – City Support

- Partnership role in support of the Festival of Neighbourhoods
- Community information service and development



# City Supports SDC as FoN Partner

- Innovative approaches to neighbourhood engagement e.g. vertical neighbourhoods in 2016, creation and maintenance of an on-line mapping tool to encourage people to get engaged
- Reaching out to engage participation in less advantaged neighbourhoods
- Material support to neighbourhood leaders, and in particular, youth making it easier for them to organize activities to bring their neighbours together. As an example of this success: the activity trunk has been booked 66 times since the start of 2015
- Evaluation feedback to help grow the Festival
- Tangible support including in-kind staff, volunteers and additional funds to support the Festival as a whole



# SDC as FoN Coordinator\*

- In addition to being a partner, SDC coordinates the Festival program on behalf of three partners
- Since taking on coordination\*:
  - # registered activities increased - 34 to 170
  - # participating 'neighbourhoods' increased - 26 to 54

\* *SDC is not funded by the City for this coordination role*

\* *FoN also moved to year round program in this period*



# City Supports SDC Information Service

- Staffing of telephone information service and walk-in resource centre
- Creation of information resources e.g. brochures
- Development of web resources
- Identifying emerging information needs



# Desired Outcomes

- People are better informed, more involved and able to act on what is important to them
  - *Supported in part by annual City investment*
- Positive system change to meet social needs
  - *Not supported by annual City investment*



# Positive Service Outcomes - 2015

- Over 500,000 contacts were **better informed**
- More than 3,000 contacts **got involved**
- At least 5,000 contacts were more able to **take action on a problem important to them**
- **Kitchener residents make up 60-70%** of the participants across all activity areas



# 2016 Outcomes\*

- Over 6,000 telephone service contacts to November, more than 2015 (despite reduced staff and hours of operation)
- 272 families have been helped to get hydro subsidies, estimated savings - \$132,000 a year
- 26 groups have booked the Neighbourhood Activity Trunk to help engage their neighbours
- Testing of `vertical` neighbourhood engagement strategies

*\* For activity areas supported by City of Kitchener investment; Note, most FoN partner role outcomes are internal to FoN e.g. contributions to Neighbourhood Strategy process*



# Cuts Affect Service

- Less able to provide free and in-kind services to the community and partners
- Need to generate more revenue through fee for service
- Less flexibility in how self generated funds are used to support work e.g. community forums, social research, policy analysis



# Is There A Disconnect?

- SDC has been a **trusted partner** with the City in many important ways – this role fits along City's community engagement continuum
- Perplexed about how decisions have been made to not invest in SDC work which has proven to benefit the Kitchener community



# Observations & Questions

- In 2016 told proposals would be considered:
  - This has not happened
  - 2017 recommendation does not speak to the SDC proposal
- Funds reallocated from SDCs grant has been removed from the Tier 1 community grant pot being put into City operations and capital budgets
  - \$29,000 is no longer available for Tier 1 grants
- 2017 proposal fits with City priorities and will augment the emerging neighbourhood strategy:
  - Why has this not been recognized?
  - A new expenditure of \$60,000 has been committed for neighbourhood matching grants outside of the Neighbourhood Strategy and community grant processes
  - Can the source of those funds be used to support SDC's work that will benefit less advantaged neighbourhoods and residents?



# Factors to Guide Decisions

- SDC has experience and expertise built on 5 decades of building community
- Prudent use of tax \$ as funding community organization is cost effective
- Role of 'community' based social development agency is unique and differs from other players:
  - Direct service providers focus on specific population or service
  - Funders and foundations distribute charitable dollars
  - Governments have legislated mandates and manage political environment to meet diverse needs



# In Sum

- Proposal:
  - Specific focus on Kitchener neighbourhoods
  - Achieves SDC priorities set with community & councillor input
  - Fits well with City strategic priorities
  - Augments directions of Kitchener Neighbourhood Strategy by addressing less advantaged neighbourhood needs
  - Leverages SDC's knowledge and relationships for excellent value
- Restore funding to strengthen social development capacity
- Send a positive message to the community that SDC is a trusted partner to the City



# What People Tell Us

"One particular initiative we applaud is the Centre's goal to improve tenant conditions in vulnerable neighbourhoods. The Centre has created a useful information resource for tenants to help guide them through the formal complaint process for dealing with rental property maintenance issues."

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Mary Pappert,  
Renters Educating and Networking Together (R.E.N.T.)2015

Responding to what we hear from the community



# What People Tell Us

“Thank you for your help. Organizations such as this one make my life easier. I have tried to get information about this program for months. My workers did not know anything and told me I had to find out the information myself.”

Participant, December 1, 2016

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In small and big ways, people get informed, get involved and take action



# Putting Vision Into Action

Everyone should be able to contribute to making change happen, in their own lives and in the community overall.

This experience is central to what SDC provides to the community.



# Thank You

SDC Board, volunteers and staff truly appreciate the long standing mutually supportive relationship SDC has had with the City of Kitchener

We are proud to support and build community in Kitchener and look forward to celebrating our 50<sup>th</sup> Anniversary with the Kitchener community, and a range of partners, including City of Kitchener Council and staff.

