

The Corporation of the Township of Whitewater Region

By-law Number 17-11-1009

---

**Being a by-law to establish a Partnership and Sponsorship Grant Policy**

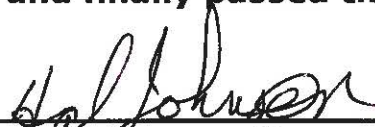
**Whereas**, Sections 106 and 107 of the Municipal Act, 2001 S.O. 2001 c. 25, allow a municipality to make grants, on such terms as considered appropriate, to any person, group or body; and

**Whereas**, the Council of the Township of Whitewater Region deems it expedient and necessary to establish a policy governing partnership and sponsorship grants;

**Now therefore Council of the Corporation of the Township of Whitewater Region enacts as follows:**

1. That the Whitewater Region Partnership and Sponsorship Grant Policy is hereby established to guide the granting process.
2. That the corporate policy attached shall form a part of this by-law.
3. This by-law shall come into force and take effect upon the date of the final passing thereof.

**Read a first, second and third time and finally passed this 15th day of November, 2017.**

  
\_\_\_\_\_  
Hal Johnson, Mayor

  
\_\_\_\_\_  
Robert H.A. Tremblay, Clerk

---

<b>Policy:</b>	<b>Partnership &amp; Sponsorship Grant Policy</b>
<b>Main Contact:</b>	<b>Treasurer/Deputy CAO</b>
<b>Last Revision:</b>	<b>November 2017</b>

---

[Policy Statement](#)

[Purpose](#)

[Definitions](#)

[Policy Requirements](#)

[Monitoring](#)

[Authority](#)

[Contact](#)

[Change History](#)

## Policy Statement

The Township of Whitewater Region is committed to supporting community partners providing programs, services and events to the residents and visitors of the Township of Whitewater Region. This recognition and financial support enable these groups to leverage other funding and support volunteer contributions. Through this support, it is hoped that other funding may be leveraged and volunteers can be supported, attracted and retained.

## Purpose

This policy provides guidance on community partnership grants and sponsorship opportunities to ensure the program meets Council's strategic priorities, while supporting the greatest need in the community.

It provides a framework to evaluate and consider applications against the strategic goals of the Township of Whitewater Region, specifically adopted by Council.

## Definitions

**"Event"** means a civic event, such as Canada Day, or festival undertaken in the Township of Whitewater Region.

**“Grant”** means a one-time sum of money provided to a not-for-profit organization.

**“Grantee”** means the organization receiving a grant.

**“Township”** means the Township of Whitewater Region.

**“Not-for-Profit Organization”** means a not-for-profit corporation, charity or other community group that does not earn profits for its owners. All of the money earned by or donated to a not-for-profit organization is used in pursuing the organization’s objectives.

**“Sponsorship”** means a financial contribution toward an event or campaign in exchange for some form of recognition.

## Policy Requirements

### Qualifications for Funding

1. The applicant must be a not-for-profit organization operating in the Township of Whitewater Region.
2. Events must occur in the Township of Whitewater Region.
3. The applicant must fill out an application outlining the project/event/program/sponsorship and how it meets the needs of the community.
4. The applicant must demonstrate sound organizational ability.
5. The applicant must provide financial statements as well as annual and project budgets, demonstrating good financial management. An event or organization must clearly demonstrate financial need or may be disqualified from funding.
6. Applications must be received by the set deadline.

### Criteria

7. Applications will be evaluated by staff for review by the Corporate Services Committee and recommendation to Council for approval, based on the following criteria:
  - demonstrated need
  - contributions to the community
  - promotion of the Township’s strategic priorities
  - good financial management and organizational ability
  - other partners, other sources of funding, support of volunteers

## **Budget**

8. On annual basis, Council will determine the total funding envelope for partnership & sponsorship grants as part of the annual operating budget.

## **Grant Categories**

9. The following grant categories are established:
  - Events, Festivals and Fairs
  - Fee Waiver
  - One-Time Capital Projects
  - Organizational Support
  - Programming
  - Sponsorship
10. The following strategic priorities are identified:
  - Community Recreation (includes arts, history & culture)
  - Economic Development & Tourism
  - Environment & Sustainability (includes water quality, waste diversion, etc.)
  - Capacity Building (includes volunteerism, accessibility, age-friendly initiatives)
  - Health & Well-being

## **Maximum Contribution**

11. No organization shall receive more than 20% of the overall annual funding.
12. An organization can receive more than one grant, subject to the total funding maximum.

## **Ineligibility**

13. Funding cannot be used:
  - To cover deficits
  - To retire debts
  - To increase endowment funds
  - To fund activities that serve primarily the membership or purposes of religious or political organizations.
14. Organizations who have failed to provide satisfactory reports, including financial statements, as to the success of the previous year and specifically with respect to

the allocation of grant funds, will not be eligible for funding until such time proper documentation is remitted and evaluated.

15. Organizations that can operate and provide an adequate level of service without public funding and who cannot demonstrate need should not receive funding.
16. The funding generally cannot be used in such a fashion to achieve an operating surplus that can be donated to a separate group or entity.

### **Intake**

17. Two application intakes will occur annually: March 1 and September 1.
18. At least 20% of the funding envelope will be reserved for the second intake.

### **Reporting**

19. A funding summary will be published at least annually by the Township of Whitewater Region on the website.
20. Each grantee will be required to submit a final report outlining how the funds were used, how the project/event/program contributed to the community and Council's strategic priorities, as well as a final budget summary.

### **Exclusions**

21. This policy does not apply to annual operating contributions provided to the Whitewater Region Public Library and Pembroke & Area Airport Commission.

## **Monitoring**

The CAO/Clerk shall be responsible for receiving complaints and/or concerns related to this policy.

## **Authority**

This policy is established pursuant to Section 107 of the Municipal Act, 2001 which allows a municipality, subject to section 106, to make grants, on such terms as to security and otherwise as the council considers appropriate, to any person, group or body, including a fund, within or outside the boundaries of the municipality for any purpose that council considers to be in the interests of the municipality.

## Contact

Marsha Hawthorne  
 Treasurer/Deputy CAO  
 Telephone: 613-646-2282  
 Email: mhawthorne@whitewaterregion.ca

## Change History

Policy Name	Effective Date	Significant Changes	By-law No.
Partnership & Sponsorship Grant	January 1, 2018	New policy	17-11-1009