

NEIGHBOURHOOD REVITALIZATION MATCHING FUND AND SMALL SPARKS

Funding for:
Avenue Initiative Revitalization
Jasper Place Revitalization
McCauley Revitalization
Central McDougall/Queen Mary Park Revitalization

Guidelines

January – October 2011

*"I am convinced that people still yearn for a sense of
community and want to contribute to the greater good"*

Jim Diers



Contact Information:

Avenue Initiative: Veronica Drozd 780-496-1913

Email: avenueinitiative@edmonton.ca

Jasper Place Revitalization: Steve Gauley 780-944-5417

Email: jprevitalization@edmonton.ca

McCauley Revitalization: Jane Molstad 780-496-6887

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Central McDougall/Queen Mary Park: Wai Tse Ramirez 780-442-1652

Email: waitse.ramirez@edmonton.ca

Neighbourhood Matching Fund Guidelines

Large/Medium/Small Projects Fund

The Neighbourhood Revitalization Matching Fund supports the communities involved in City of Edmonton Neighbourhood Revitalization initiatives in carrying out the actions and goals identified in the community based strategies. Funds are available on a matching basis to address a specific community need and that also builds and benefits the community. **Projects must be completed within a 12 month timeframe. Please use attached application and budget forms format.**

- Large Projects Fund is for projects that request from \$10,000 – \$20,000
- Medium Projects Fund: \$5000 – \$10,000
- Small Projects Fund: up to \$5000
- Applicants are welcome to do a presentation and answer questions for large grants

Matching your Grant

You must match 50% of your total project cost with one or a combination donations, labour/sweat equity or cash, grants (other than municipal).

Large Grants must have 25% cash matching. Cash could include grants or revenue.

Application Deadline: 15th of the month January - October

Who Can Apply

- Organizations, Business, Associations or AD HOC Community Group whose intent is solely for the purpose of carrying out the specific project
- Large grants must have support from an established organization

Projects must be based in and/or benefit the communities of: Eastwood, Parkdale Cromdale, Alberta Avenue, Westwood, Spruce Avenue, Delton, West Jasper Place, Glenwood, Canora, Britannia/Youngstown, McCauley, Central McDougall or Queen Mary Park.

Projects must advance the goals and objectives of existing Neighbourhood Revitalization:

- Avenue Initiative (full strategy can be found at www.avenueinitiative.ca)
- Jasper Place, McCauley and Central McDougall/Queen Mary Park Revitalizations (full strategies can be found at www.edmonton.ca/city_government/planning_development/neighbourhood-revitalization.aspx)

1. Safe Streets and Spaces—streets, parks, neighborhood
2. Contribute to a thriving economy
3. Environmental well-being--walkability, pride, greening, sense of community
4. Beautification and Cleanliness
5. Crime Prevention
6. Programs and Service

Types of Projects

Projects could include but are not limited to:

- Advancing arts in the community
- Inspire community connections
- Celebrate multicultural connections/awareness
- Special events that promote the area and offer an opportunity for the community to come together and celebrate
- Focus on the history of the area
- Promote and encourage beautification and cleanliness
- Build community capacity i.e.: co-op kitchens, community gardens
- Recreation programming
- Does not duplicate other programs
- Parkland Improvement maximum of \$10, 000.00

We Will NOT Fund

- Alcohol
- On going operating expenses of an organization
- Facility Maintenance or repair
- Events that charge admission and/or are ticketed
- On going Salaries

Grant Awards:

Type	Criteria	Eligible Applicants
Large Grants: \$10,000 – \$20,000	Should leave a legacy in the community Major events	<ul style="list-style-type: none"> • Business • Associations • Not-for-Profit Organizations • Schools • AD HOC Community Group whose purpose is solely to carry out the specific project— with support from an established organization
Medium Grants: \$5,000 – \$10,000	Program or project, events	<ul style="list-style-type: none"> • Business • Associations • Not-for-Profit Organizations • Schools • AD HOC Community Group whose purpose is solely to carry out the specific project with support from an established organization
Small Grants: up to \$5,000	Program or project, events	<ul style="list-style-type: none"> • Not-for-Profit Organizations • Schools • Business • Associations • AD HOC Community Group whose purpose is solely to carry out the specific project

Project Reporting

All grants recipients must submit a report briefly describing the project and verification of expenditures.

Financial Report and copies of receipts must be submitted within 90 days of project completion.

Grant Appeals

Grant appeals can be submitted to Stephane Labonne, Director - City of Edmonton, Office of Great Neighbourhoods. Appeals must be received within one month of notification or rejection of award. A letter outlining indicating your rationale for appeal must accompany your appeal. Appeals can be emailed to StephaneLabonne@edmonton.ca. A meeting will be held with the applicant and a decision made by the Director of the Office of Great Neighbourhoods. A final decision will be made with 30 days.

How will applications be evaluated?

Grants will be reviewed and awarded by the Office of Great Neighbourhoods.

Criteria	Weighting
1. Is the project feasible	YES NO <i>(If NO application should be rejected)</i>
2. Advances the goals and objectives of Neighbourhood Revitalization (meets one or more) 1. Safe Streets and Spaces — streets, parks, neighborhood 2. Contribute to a thriving economy 3. Environmental Well-Being — walkability, pride, greening, sense of community 4. Beautification and Cleanliness 5. Safety and Crime Prevention 6. Programs and Service	High Medium Low
3. Benefit to area Creates change Creates a positive image of the area	High Medium Low
4. Fosters a sense of Community Spirit Brings community together, creates connections and interactions	High Medium Low
5. Leaves a legacy Creates and annual event, physical change, develops community leadership Develops skills. Positive impact	High Medium Low
Approval	Yes No Additional Information Required

Return application to:

2nd Floor, Beaufort Building
 10835 – 120 Street NW
 Edmonton, AB T5J 2R7

Fax: 780-495-0330

C/O one of the following:

Avenue Initiative

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Mary Park

SMALL SPARKS FUND

The Small Sparks Fund will award up to \$250.00 for unique, small, and quick projects that will create community connections and foster a greater sense of community.

SMALL SPARK PROJECTS THAT ENERGIZE AND CONNECT YOUR COMMUNITY

Small Sparks is a unique grant designed to encourage community members, who may not be involved in neighbourhood activity, to use their personal interest and creativity to do something fun and beneficial in the neighbourhood. Small Spark Projects connect neighbours, ignite imagination, create community, and make a difference in their neighbourhood.

THE SMALL SPARKS CHALLENGE

Your Small Sparks Project should help achieve the goals of the Neighbourhood Revitalization. The main goal of the Strategy is to create a safe and vibrant, walkable community. People want a community where residents feel connected, safe and proud. The main areas of focus are: Beautification and Cleanliness, Community Safety, Attractive Streets, and Vibrant Business.

DO YOU LIVE OR WORK IN EASTWOOD, PARKDALE CROMDALE, ALBERTA AVENUE, WESTWOOD, SPRUCE AVE, DELTON, BRITANNIA YOUNGSTOWN, CANORA, GLENWOOD, WEST JASPER PLACE, McCAULEY, QUEEN MARY PARK OR CENTRAL McDOUGALL?

YOU CAN APPLY!

Deadline— 15th of each month January - October

Who can apply?

- Residents
- Business Owners
- Schools
- Any individual or ad-hoc group with an idea for “sparking” involvement and creativity in their neighbourhood

How do you get started?

Fill out the application form. We also ask that you share pictures and provide a short description of your event.