



<b>Policy Name: Community Investment</b>	
<b>Date Approved: October 13, 2015</b>	<b>Date Reviewed:</b>
<b>Department: Administration</b>	

### Community Investment Policy Statement

The Town of Riverview believes that municipal governments and the local partnerships they form have real power to affect change in the well-being of our communities. Good governance is an attitude and approach to governing based on a shared vision, common values, open processes, networking and collaboration, and respect for those within the municipal government and those they serve. The Town of Riverview partners and invests in organizations, programs, projects and initiatives that contribute to achieving the community goals and helps us advance towards Riverview’s Vision.

### Community Investment Policy Purpose

The purpose of this policy is to:

- Improve the wellbeing of individuals, neighbourhoods and the Town of Riverview as a whole through directing Town funding to eligible organizations and individuals that can demonstrate their positive contribution to the achievement of the community goals.
- Provide eligible organizations with funding for:
  - Grants
    - Annual Grant program that provides funding towards organization’s programs, projects and operational expenses.
  - Sponsorships
    - Funding requests in excess of \$500 for event or tournament hosting, travel subsidies, in-kind assistance or facility discounts.
  - Donations
    - Requests less than \$500 for individual support, event support such as tickets, funding assistance or promotional items, in-kind assistance or facility discounts.
- Ensure the process to review and allocate grant funding is transparent, consistent and achieves the maximum impact for the investment provided.

### Our Vision

**Riverview** is a thriving community that works together to support the prosperity of the local economy, while ensuring a legacy for future generations. **We** are firmly rooted along the banks of the Petitcodiac River, where healthy, active lifestyles and strong social connections flourish.

**Riverview** is a safe place that celebrates and protects the natural habitats of the Fundy region, the arts and our cultural diversity, while cherishing the quality of life they provide to us.

## Values and Guiding Principles

Guided by our values and principles of sustainable development, we serve the public through thoughtful use of town resources to the benefit of residents, businesses and visitors.

- **Leadership**  
A living example; Make decisions and support the collective; Strength to say no; Direction; Visionary; Courageous.
- **Teamwork**  
Team ONE is the Town - its people and the community; Trust; Recognize and appreciate each other's strengths;
- **Integrity**  
Doing what you say; Honesty; Ethical;
- **Respect**  
Truly listen first; Appreciate different points of view; Show empathy; Appreciate that everyone has value;
- **Accountability**  
Accept responsibility: Transparency to those we serve; Ownership of actions;

## Principles of Sustainable Development

- **Living within environmental limits** – respecting the limits of the planets environment, resources and biodiversity – to improve our environment and ensure that the natural resources needed are unimpaired and remain so for future generations.
- **Ensuring a strong healthy and just society** – Meeting the diverse needs of all people in existing and future communities, promoting personal wellbeing, social cohesion and inclusion and creating equal opportunity.
- **Achieving a sustainable economy** – Building a strong, stable and sustainable economy which provides prosperity and opportunities for all
- **Using sound science responsibly** – Ensuring policy is developed and implemented on the basis of scientific evidence as well as public attitudes and values.
- **Promoting good governance** – Actively promoting effective, participative systems of governance in all levels of society – engaging people's creativity, energy and diversity.

## Community Investment Goals

The Community Investment Policy is designed to support community goals. These goals will be reviewed every three years to ensure they continue to be relevant to the community and to the Community Investment strategy. Organizations must demonstrate in their application how they will support at least ONE of the following **Community Priority Areas**.

### 1. Diversity through Culture and Arts

Residents...

- Enjoy arts culture and heritage opportunities that are accessible, affordable and contribute to individual and community identity;
- Have access to arts and cultural activities to gather, stay connected and celebrate community
- Have access to a range of local cultural spaces for meeting, sharing and participating.

### 2. Recreation and Leisure

Residents...

- Have sport and recreation opportunities that are accessible, affordable and contribute to individual and community identity
- Have opportunities through sport and recreation to gather, participate, stay connected and celebrate community.

### 3. Health and Wellness

Residents...

- Are physically, mentally and emotionally healthy;
- Have equitable, affordable, accessible, effective and appropriate resources to support and maintain their health;
- Have a sense of belonging and feel safe and respected

### 4. Community Engagement

Residents...

- Experience a culture and environment of comfort and trust so that people can collaborate and engage
- Have opportunities to discuss and resolve issues together
- Are involved in civic life and have ownership of what is happening in Riverview

## Definitions

### ***“Benefit the Town of Riverview’s Residents”***

The organization’s service boundaries include Riverview or a portion of Riverview, and at least one service, program, or activity location is in the town, or 50% or more of individuals served reside in the Town of Riverview.

Funding requests must be able to demonstrate that they will positively impact Riverview residents in at least **ONE** of the **Community Priority Areas**.

### ***“Community Investment Strategy”***

The Community Investment Strategy lets people know how the Town will support and work with community organizations and individuals. It aims to ensure the Town makes clear, consistent and open decisions.

### ***“Donation”***

Financial contribution of less than \$500 in support of an event, tournament, individual or team travel subsidies, in-kind assistance or facility discounts. This type of request requires the completion of the Community Investment Application for Donations.

### ***“Grant”***

Annual financial support of a project, program or operational expense. This type of request requires the completion of the Community Investment Application for Annual Grants.

### ***“In Good Standing”***

This means that the organization or individual is not in litigation with the Town. The organization or individual must be current on accounts receivable and have all relevant municipal taxes paid.

### ***“New Brunswick Human Rights Act”***

The Human Rights Act is a provincial law that prohibits discrimination and harassment in:

- Employment
- Housing
- Public services; for example schools, stores, motels, hospitals, police and most government services
- Publicity, and
- Certain associations

The grounds of prohibited discrimination are:

- Race

- Colour
- National origin
- Place of origin
- Ancestry
- Religion
- Age
- Marital Status
- Sex (including pregnancy and gender identity)
- Sexual orientation
- Physical or mental disability
- Social condition, which includes source of income, level of education and occupation, and
- Political belief or activity

### ***“Other Levels of Government”***

Other levels of Government include:

- Crown Agencies and Corporations (Federal and Provincial)
- Hospitals
- School Boards
- Universities, Colleges of Applied Arts and Technology and Post-Secondary Institutions
- Boards of Health

### ***“Political Organization”***

An organization established for a political purpose;

- To further interests of a particular political party; or support a political party or candidate for public office; or
- To retain, oppose, or change the law, policy, or decision of any level of government in Canada or a foreign country.

Not-for-profit organizations that are not established for a political purpose can engage in some activities to retain, oppose, or change the law, policy or decision of any level of government in Canada or a foreign country. These activities must be non-partisan – not supporting a candidate or political party.

### ***“Sponsorship”***

Funding or in-kind requests of \$500 or more for event or tournament hosting, individual or team travel subsidies, promotional items or facility discounts. This type of request requires the completion of the Community Investment Application for Sponsorships.

## Eligibility Requirements

Any **organization** applying for funding under the Town of Riverview's Community Investment Policy, must meet **ALL** of the following eligibility requirements:

1. Both the organization and the investment sought must benefit the Town of Riverview's residents.
2. The organization must be in the process of raising some of the required funds through other means.
3. The organization must be a not-for-profit, charitable or sporting organization.
4. The organization must have a volunteer board of directors or executive.
5. The organization must have been in operation for at least one year.
6. The organization must have a sound organizational track record and be in good standing with the Town of Riverview.
7. The organization must provide evidence that there is a significant need for funding.
8. The organization must demonstrate how their application positively contributes to at least one of the Community Priority Areas outlined above.

Any **individual** applying for funding must:

1. Be affiliated in some way to a not-for-profit, charitable, cultural, youth or sporting organization.
2. Be a current resident of the Town of Riverview.

## Who the Policy Will NOT Fund

1. For profit organizations
2. Other levels of government
3. Political organizations
4. Religious organizations, however, recreation or cultural programs offered by church groups are eligible for funding under this policy.

## What the Policy Will NOT Fund

Grants of any type will not be awarded if based on the following:

- Requests for exemption from taxation.
- A new program or project which duplicates or overlaps the work of existing organizations or municipal departments, unless it can be proven to complement the existing program or project.
- A project or service deemed suitable only for private enterprise.
- Requests from a provincial or national charity that does not focus on maintaining direct services to the citizens of Riverview.
- Requests for financial support from any organization that operates for profit or for the benefit of the organization's membership only.
- Programs that other levels of government have legislated responsibility for funding. This includes funds to "top up" shortfalls for government mandated programs. Some

examples would include school board educational programs, public health programs, provincially mandated child care services or social assistance programs and health care services.

- Organizations whose activities breach the New Brunswick Human Rights Act.

### **Application Assessment Criteria**

All applications that are submitted by eligible organizations will be assessed against the following criteria:

1. Demonstration of how their application positively contributes to at least one of the Community Priority Areas outlined above.
2. Any additional financial and non-financial resources that have been leveraged from other sources and/or the organization's efforts to obtain other funding.
3. Evidence of community support. This could include such things as the number of volunteers from the community and the number of hours they will donate.
4. Sound organizational track record. This considers if the organization has the ability, skills and capacity to undertake the work.
5. That the program or project does not duplicate or overlap, but rather complements, the work of existing organizations or municipal departments.
6. Sustainability of the organization and activity as applicable.

### **Investments Process and Procedure**

Before completing an application for funding, organizations are advised to read the Town of Riverview's Community Investment Policy in full and become familiar with all requirements contained therein.

The Town of Riverview offers three separate forms of investments – Grants, Sponsorships and Donations.

#### **Grants**

Grants will include funding for projects, programs and operational expenses.

Eligible organizations can submit only **one (1)** application per year. Any organization applying for grant funding should be sure to include **all** eligible projects or programs taking place throughout the year in their application for funding as they will not have a chance to reapply until the next year. There will also be no opportunity for additional funding under Sponsorships or Donations in the grant year.

The procedure for all Grant applications will be as follows:

1. The Town will advertise an annual call for funding on the Town website and other relevant media once per year, usually commencing in the month of September. Funding awarded will cover the period January-December of the following year.

2. All organizations must complete the Community Investments Application Form for Annual Grants (Appendix A) in full. Incomplete applications may not be considered. The Town will reserve the right to contact any organization for information which requires clarification.
3. Applications must be approved by a member of the Board of Directors or Executive of the organization in addition to the project applicant. Any individual under the age of 18 years applying for funding must have the application approved by either a coach, teacher or parent/guardian.
4. Applications should be submitted to the Deputy Clerk of the Town of Riverview either by mail, in person or electronically.
5. Applications must be received by the Town on or before 4 p.m. on November 30<sup>th</sup> of each year for consideration of funding for the next fiscal year. No late applications will be considered. It is the sole responsibility of the applicant to ensure that the Town receives completed applications.
6. Funding requests cannot exceed \$15,000 per application.
7. All applications for Grant funding will be considered by Council in January of the new fiscal year.
8. Applicants will receive notification in writing, whether their application was successful or not, immediately following Council's decision.
9. Successful applicants who receive Community Investment funding for a Grant, must submit a report on how the funding was spent and the impact the funding received. This report must be submitted to the Town of Riverview by December 31<sup>st</sup> of the year directly following the initial investment.
10. If the investment recipient fails to fully complete and submit the report to the Town within the stated time, that organization will not be eligible for future funding until such a time that the Town is satisfied that the report has been submitted in full.
11. Council shall release to the public, on an annual basis, the organizations that have been assisted through their Community Investment strategy.

## **Sponsorships**

Sponsorships will include any funding requests for event or tournament hosting, travel subsidies, in-kind assistance or facility discounts in excess of \$500.

Eligible organizations or individuals can submit only **one (1)** application per year.

The procedure for all Sponsorship applications will be as follows:

1. Applications for sponsorship funding will be received throughout the year and will be reviewed by Council based on their alignment with the Town's Community Priority Areas.
2. All organizations must complete the Community Investments Application Form for Sponsorships (Appendix B) in full. Incomplete applications may not be considered. The Town will reserve the right to contact any organization for information which requires clarification.
3. Applications must be approved by a member of the Board of Directors or Executive of the organization in addition to the project applicant.

4. Applications for travel subsidies will be limited to individuals or teams representing the Town of Riverview and travelling to Provincial, National or International events outside a 100 km radius of Riverview. Subsidies will be awarded based on \$100 per individual to a maximum of \$500 per team.
5. Applications should be submitted to the Deputy Clerk of the Town of Riverview either by mail, in person or electronically.
6. Funding requests cannot exceed \$15,000 per application.
7. All applications for funding will be considered by Council at the next scheduled meeting of Council.
8. Applicants will receive notification in writing, whether their application was successful or not, immediately following Council's decision.
9. Successful applicants who receive Community Investment funding for a Sponsorship, must submit a report on how the funding was spent and the impact the funding received. This report must be submitted to the Town of Riverview within one month of the event occurrence.
10. If the investment recipient fails to fully complete and submit the report to the Town within the stated time, that organization will not be eligible for future funding until such a time that the Town is satisfied that the report has been submitted in full.
11. Council shall release to the public, on an annual basis, the organizations that have been assisted through their Community Investment strategy.

## **Donations**

Organizations or individuals seeking donations of less than \$500 shall follow the subsequent procedure:

1. All organizations must complete the Community Investments Application Form for Donations (Appendix C) in full. Incomplete applications may not be considered. The Town will reserve the right to contact any organization for information which requires clarification.
2. Any individual under the age of 18 years applying for funding must have the application approved by either a coach, teacher or parent/guardian.
3. Applications for donations will be received throughout the year and the Deputy Clerk shall review the request and ensure it aligns with at least one of the Town's Community Priority Areas and then forward to the Town Clerk for final approval.
4. Applications for travel subsidies will be limited to individuals or teams representing the Town of Riverview and travelling to Provincial, National or International events outside a 100 km radius of Riverview. Subsidies will be awarded based on \$100 per individual to a maximum of \$500 per team.
5. Applicants will be notified whether they are successful or not within two weeks of the receipt of their request.
6. No report on how the funds were used is necessary for a donation request.
7. A report of all approved donations will be shared with Council on a monthly basis.
8. Council shall release to the public, on an annual basis, the organizations that have been assisted through their Community Investment strategy.

## **Policy Review**

The Community Investment Policy will be reviewed annually by the Town Clerk's office.