

LoveMyHood Matching Grant Criteria

Residents take the lead, and the City supports them along the way. That's the vision behind LoveMyHood, Kitchener's approach to making great neighbourhoods.

The City of Kitchener offers a LoveMyHood Matching Grant to support new resident-led neighbourhood and placemaking initiatives.

City staff are here to help and will work behind the scenes to make it easy for you to make things happen in your neighbourhood. Have questions or need help with your application? Please contact city staff at lovemyhood@kitchener.ca to get started!

*** This information is available in accessible formats upon request. ***
Please call 519-741-2200 ext. 7083 or TTY 1-866-969-9994 for assistance.

PURPOSE

The LoveMyHood Matching Grant is intended to:

- Renew or revitalize neighbourhood public and green spaces, contributing to neighbourhood beautification and celebration.
- Foster neighbourhood pride and sense of belonging.
- Develop stronger relationships between neighbours and neighbourhood groups.
- Improve safety, accessibility and/or mobility.
- Entrust residents to become more actively involved in their neighbourhoods through working together as neighbours.
- Build capacity for long-term change built by neighbours working together.

WHO CAN APPLY

Both formal and informal neighbourhood-based community groups in Kitchener are eligible to apply, whether the group is newly formed for the purpose of a specific project, or is a pre-existing group undertaking a project.

Applicants must demonstrate that their group:

- Is composed of multiple people who live and/or work in the neighbourhood.

- Gathered the wider neighbourhood's support for the project, including, at a minimum, notifying all residents within 120 m of the project site. To encourage greater community engagement, preference will be given to groups who demonstrate in their application that they have gone above the minimum engagement requirements.
- Has a project budget outlining how they propose to match the grant funding with community resources (in-kind or in-cash).
- Has a bank account with at least two people named as signatories for grants over \$500.
- Agrees to report back upon completion of the project, including an accounting of all revenues, expenses and proof of purchases.

PROJECT CRITERIA

Applicants must demonstrate that the project:

- Will occur within Kitchener city limits and be geographically defined within a neighbourhood. Acceptable locations include:
 - City of Kitchener land, such as parks, trails, greenways, boulevards, parking areas, cul-de-sacs, etc.
 - Other public land owned by school boards, Region of Waterloo, etc.
 - Private land that is accessible to the general public and not owned by a business (e.g. parking lots, green space around faith/cultural buildings, not-for-profit organizations, etc.)
- The application is for a one-time funding request for a neighbourhood project. *Please note that this grant is not intended for ongoing maintenance costs.*
- The project contributes to neighbourhood identity.
- The project is equitable, encouraging diverse neighbourhood involvement and participation of residents, community members and volunteers in the project planning and process. *Preference will be given to projects that provide more opportunities for residents based on their age, culture, disability, ethnicity, gender, generation, language, region and socio-economic status, with at least one grant per year being awarded to projects in each of the city's 10 wards, provided qualified applications exist.*

Projects occurring on *non-city* land will be considered only if they:

- Are accessible to the general public.
- Include neighbourhood residents in the project planning and implementation process.
- Have received advanced permission from the landowner.

Capital projects are eligible for this grant.

FUNDING REQUESTS

- a) Applicants may request amounts up to \$30,000. Projects occurring on non-city land are eligible to receive up to \$10,000 and events are eligible to receive up to \$2,000.
- b) For larger grant amounts, funds may be distributed in installments at the discretion of the City of Kitchener.
- c) The applicant's matching contribution must be appropriate to the needs of the proposed project, and may include:
 - Cash donations.
 - Ongoing volunteer labour/time (valued at \$20 per hour).
 - Donated professional or contractor services, including services from artists and arts organizations (valued at the reasonable retail value of the product/service).
 - Donated materials and supplies (valued at retail prices).
 - Borrowed equipment (valued at the cost necessary if it were to be rented).
- d) The total value of the group's entire contribution to the project must equal or exceed the dollar amount requested. While the match can include contributions from partnerships, including businesses and community organizations, a portion of the match must come from the applicant group itself.
- e) Funds from other City of Kitchener or sponsor grants cannot be counted as match. In a greater effort to support new and emerging groups, City staff may consider providing additional funding to projects on a case-by-case basis.
- f) The City's matching contribution may include a combination of in-kind services (e.g. rental of space, city services, installation costs, etc.), and cash.
- g) Groups that do not complete their project as proposed, or have leftover funds, will be required to return the funds. Of course, plans and timelines may be adjusted if you experience challenges. Please communicate these changes with City staff.

HOW TO APPLY

Applications will be accepted through an online form available at <https://www.lovemyhood.ca/en/tools-money/matching-grant.aspx> beginning on Tuesday, January 21, 2020.

If you require assistance or accommodations with your application, please contact the Neighbourhood Development Office at:

- E-mail: LoveMyHood@Kitchener.ca
- Phone: 519-741-2200 x HOOD (4663)

SELECTION PROCESS

- All grant requests will be reviewed and evaluated by the Love My Hood Matching Grant Selection Committee. The committee consists of a maximum of 11 members, including four City of Kitchener staff, six resident volunteers and one representative from a sponsoring organization.
- The selection committee will begin reviewing applications after each quarterly grant deadline, which will occur in February, May, August and November.
- Groups will be notified of the outcome of their application as soon as possible, but typically within 4 to 6 weeks of application submission. This will give City staff time to navigate internal processes and departments on your behalf and determine the next steps to make approved projects a reality.
- To ensure multiple areas of the city benefit from this grant, preference will be given to awarding at least one grant per year for each of the city's 10 wards, provided qualified applications exist.
- To ensure an equitable distribution of grants, priority will be given to new or emerging neighbourhood groups who will benefit the most from funding support. Applications from these new and emerging groups will be given priority consideration during each quarterly intake period over applications from neighbourhoods and groups that have previously received considerable funding through LoveMyHood.
- The selection committee may choose not to distribute the full funding amount available per intake period. Any remaining funds will be carried forward into the next intake period.
- A group may apply for multiple grants during each intake period, but may only receive one grant per intake.
- This is a one-time grant not intended to provide financial support on a recurring basis. *Please note that this grant is not intended for ongoing maintenance costs.*
- Each LoveMyHood Matching Grant applicant and project is unique, and these guidelines cannot address every possible project scenario. Please connect with City of Kitchener staff for additional information.

THINGS TO CONSIDER

Before you submit an application, we recommend that all applicants connect with our team of neighbourhood liaisons for assistance. Whether it's helping to ensure your budget is accurate or providing

insight on permits and licenses, your neighbourhood liaison can provide useful knowledge on navigating city processes. Please contact city staff at lovemyhood@kitchener.ca to get started!

If approved for a grant, city staff will continue to help you along the way and will navigate city hall on your behalf. As we review your application, we may identify potential approvals or conditions that may be necessary, including:

Neighbourhood Support: It is important to make sure that your neighbours support your project, including, at minimum, notifying all residents within 120 m of the project site. Depending on the type of project, you may need to take additional steps to demonstrate neighbourhood support. City staff can help you determine how many residences are within 120 m of the project site and understand what steps are most appropriate, and how to involve your neighbours in a way that is fair, open and inclusive.

Agreements: All projects funded by the LoveMyHood Matching Grant require a written agreement or letter of understanding. Staff recognize the need to adapt, negotiate and compromise so that we can develop an agreement that works for everyone. All LoveMyHood agreements are guided by principles of collaboration, respect, and safety. Our agreement serves as your project's road map to success and creates accountability for all of us. It covers requirements and expectations for the following:

- Financial Details
- Community Engagement
- Insurance
- Design
- Implementation
- Maintenance
- Communications
- Recognition and Sponsorships

Recognition: Successful applicants are expected to acknowledge the contributions of the City of Kitchener and other grant sponsors on all promotional materials, and are encouraged to use #LoveMyHood on social media. Recognition in the form of a plaque or other medium is expected for long-term capital projects and community gardens.

Evaluations: Successful applicants are required to complete an evaluation form related to improving the LoveMyHood Matching Grant and provide a financial report following the conclusion of the project. A group's eligibility for future grants may be impacted if the evaluation is not completed.



The City of Kitchener is extremely grateful that you are taking the initiative to make your neighbourhood even better!