

Together we prosper



**Funders Roundtable
March 30th 2011, 9-11:00am,
New Canadians Centre Board Room**

Minutes

Nomination of a Chair

Carmella Valles nominated herself to be chair. The committee was happy to accept her nomination. Carmella noted that, now that our committee has a chair, we can encourage others to participate, without pressuring them to over-commit themselves. Staff will email some of the people who were suggested at the last meeting to encourage them to join the committee and staff will include a general call for volunteers in the PPCII newsletter to encourage more membership.

Cost of the PPCII – Estimating Resources for future years

The current 2011/2012 budget, which will act as our basis for funding applications in the future was discussed. The committee discussed the core elements of funding, and what could be added to this core in order to make the PPCII run at an optimum level.

Funding Opportunities and Timelines

Staff presented a list of “Core” and project funding,) (See Appendix A) and staff noted which funding opportunities were already being pursued by NCC or other projects. It was agreed that Melissa would sit on the NCC fundraising committee in order to continue the facilitation of joint efforts by the NCC and the PPCII, as it is essential for both organizations to connect with each other and partner in applications.

Project funding (though it may cover items like staff wages and administration costs, and *could* be large enough to fund the entire PPCII project) will largely be for different “action items” of the Integration Strategy. The core funding will provide more long term opportunities for the PPCII. Because the PPCII funding is only guaranteed until 2011/2012, it is a priority of the committee to seek out and obtain core funding in order to secure the continuation of the PPCII. It was recommended and agreed upon that we look at project funding opportunities 12 months in advance, and prioritize action items in this way as well, so that we are not merely “grant chasing” but are strategically pursuing our options. We should also prioritize the development of partnerships.

The Committee discussed “social networking grants” such as the ‘Pepsi Refresh Project’, or ‘AVIVA community projects’, where proposals are uploaded, with images, videos, and content, onto a web page, and community members are prompted to vote on these projects. The voting takes place online through the website and through sites like Facebook The next call for ‘Pepsi Refresh Projects’ is from April 1st – 7th. It was decided that this was too soon to pursue, and that information from other local organizations that

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have pursued these projects (such as the Peterborough Zoo) should be first sought out in order to weigh the pros and cons of participating in these sorts of funding calls.

Other sources of funding include private (corporate) philanthropy projects. Those included in the list of opportunities are directed to the values and goals of the PPCII – civic engagement, multiculturalism, leadership, and citizenship. These funding structures work by first sending out a letter of intent, and then being invited to apply for the funding. Two comments were made about corporate funding; the first was that we might have to think about who we want to brand ourselves alongside of, and that the PPCII council may want to have a voice in this process. The second comment pointed to the fact that the PPCII needs funding to exist, and that our own goals shouldn't be jeopardized by who our funder is. It was noted that the process is two pronged, so we can send letters out to any applicable foundations, and if they respond, we as a committee can decide what our next steps will be, with the guidance of the council.

Brainstorm of Other Revenue Generating Projects

At the last meeting, a community newspaper was discussed, where advertising revenue could be used towards funding the PPCII, and the newspaper directed to newcomers. The paper would be an 'arms length' organization, with its own volunteer board members, and would be responsible for its own content. Its profits would then be donated to the PPCII. This is a large endeavour, and many questions arose out of the conversation, including the cost, the 'profit generation', how other community newspapers are run, and who the target audience would be. Melissa and Jason volunteered to look into how other newspapers are currently organized in the community.

It was suggested that membership fees for organizations may be necessary to sustain the Partnership Council. These fees would be affordable, and run on a sliding scale (Corporate, Not for Profit, Individuals), and the fees would go towards ensuring the continuation of the PPCII, and perhaps encourage attendance.

PPCII Incorporated? (Discussion)

Should we become an organization independent from NCC?

It was agreed that it is too early to answer this question and that while there are many pros/cons that need to be looked at, for the upcoming year, it is best to apply as a project of the NCC, and sustain the valuable partnership between the two organizations. Staff will look at what other LIPs are doing, and to report back to the committee with any new information he finds.

**Next RDC meeting: April 27th 9am-11am
NCC Boardroom**

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Funding Opportunities: Core and Project Based

Opportunity Name	Due Date	Value	Organization / Special Process?	Recurring	Project or Core Funding?
Youth Opportunities Program - Letter of Intent	February 1, 2011	\$40,000	Ont. Min Citizenship and Immigration	Possibly	Project
Pepsi Refresh Program	Next is April 1-7, 2011	\$5,000 - \$100,000	Pepsi - Corporate Competition Based	No	Project
ALLIES funding - immigrant employment	February 14, 2011	\$25,000 - \$100,000	Maytree/McConnell Foundation	Possibly	Project
Community Capital Fund - renovations, equipment	March 31, 2011	\$20,000 - \$500,000; 50% of costs	Trillium		
Peterborough Foundation	June and December	typically small - \$5,000 or less	Peterborough	Yes	Project
United Youth Grants	May 1, 2011	\$500	United Way Peterborough		
Inter-Action Events	ongoing	\$15,000	CIC	No	Project
Women's Community Fund	ongoing	?	Status of Women Canada	No	Project
Counselling Foundation of Canada	Quarterly throughout the year	?	letter of intent then proposal	No	Project
United Way Northumberland	March 15th, June 1st and October 1st	?		No	Project
Community Foundation of Peterborough		?		No	Project
Canada Council for the Arts	15 April and 15 October	Various	Deadline/Application	No	Project
Google Grants	No Deadline	In Kind	Google	Yes	Free Advertising
Weston Philanthropy	No Deadline	?	letter of intent then proposal	No	Project

Appendix A

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Ontario Trillium Foundation	March 1, July 1, November 1	\$350,000; \$150,000 capital	Trillium	Yes	Core
Aviva Community Fund	Sept. 26, 2011	\$10,000 - \$100,000	Aviva	No	Core
Inter-Action Projects	October			No	Core
The Maclean foundation	No deadline	Broad Range	letter of intent then proposal	No	Core / Project
American Express Philanthropy	No Deadline	More than 7500	letter of intent then proposal	No	Project / Core
BMO Philanthropy	No Deadline		Letter	No	Core/Project