LAND ACKNOWLEDGEMENT

We would like to acknowledge the diversity of the first peoples of this area, known as Tkaronto and honour the stewardship of the Huron-Wendat, the Iroquois-Haudenosaunee, the Anishinaabe, and the Mississaugas of the New Credit. Today, the meeting place of Toronto is still under The Dish With One Spoon treaty and is the home to many Indigenous peoples from across Turtle Island and we are grateful to have the opportunity to live and work in the community and on this territory.
INTRODUCTIONS

Noora Sagarwala, Ontario Arts Council
Phylicia Davis, KGO Adult Literacy Program

Shahina Sayani, Social Planning Toronto

Questions are always welcome
Resources will follow by email
TAKE 10 SECONDS TO SHARE...

• Your Name
• Your Neighbourhood
• Your Event
• A Word or Phrase that describes how you would like your event to look or feel
AGENDA

I. Introductions
II. Neighbourhood Grants – Parameters
III. The 5 W’s
IV. The Work Plan
V. The Budget
VI. Partners & Donors
VII. Marketing & Promotion
VIII. Access & Equity
IX. After the Event
X. Closing & Evaluation
NEIGHBOURHOOD GRANTS

Each resident-led group has been awarded a grant of $1,000-$3,000 to engage your neighbourhood with an event.

Your Activity or Event:
• Is open and free for residents of your neighbourhood
• Is held in a public space
• Is a one-time event (or completed within a 1 month period)
• Takes place before July 31, 2018
TYPES OF COMMUNITY EVENTS

Events include (but are not limited to):

• Skills workshops
• Wellness activities
• Community gatherings – BBQ’s, family activity days, neighbourhood festivals
• Recognition Events – awards ceremonies
• Arts events – mural painting, music concerts
• Community beautification events
• Walking tours
ACTIVITY

Complete the 5 W’s Worksheet (handout) for your event
THE WORK PLAN

3 months prior...
- Develop the feel of the event
- Finalize dates
- Book venue / get permit
- Get insurance
- Secure speakers/performers/facilitators
THE WORK PLAN

2 months prior...

☑ List out and start gathering supply needs
☑ Approach potential sponsors / donors
☑ Engage volunteers
☑ Create interest / buzz
☑ Send a “save the date” reminder
THE WORK PLAN

1 month prior...
✓ Do a site visit of the venue
✓ Meet and train volunteers
✓ Revise supply list and continue to gather
✓ Create floor plans
✓ Create schedule for the event
✓ Create speaker notes
ACTIVITY
Customize the Event Checklist (handout) for your project
Identify person responsible, if possible.
Where does the task fit on your timeline?
DON'T FORGET!

☑ Venue Map
☑ Insurance
☑ First Aid / Emergencies
☑ Weather Planning
☑ Documentation
☑ Safety / Security
THE BUDGET

Examples of Eligible Expenses

• Permit
• Space rental
• Liability insurance
• Honoraria for volunteers (e.g. entertainment, child-minding, etc.)
• Advertising and promotion (including printing)
• Local travel (see maximums)
• Project materials and supplies (art supplies, sports equipment)
• Food for participants (not alcohol)
• Volunteer expenses (max. $50)

EXAMPLES OF INELIGIBLE EXPENSES:

• Salaries/wages/honoraria to your group members
• TTC monthly passes & travel outside Toronto
• Purchase of media equipment

Click here for a full list of eligible and ineligible expenses.
THE BUDGET

• What are your budget numbers based on? Where are you getting your estimates?
• Do you need to build in any contingencies?
• How can you scale your event with your financial realities? What is central to the event vision? What are you willing to give up?
• Have you tapped into all your resources? Are there items that can be donated or discounted?
• Do you need to revise your budget based on your actual grant amount? Are all of the expenses eligible?
REPORTING ON YOUR EXPENSES

Group Name: ________________________________
Prepared By: ________________________________
Date: ____________________________

NEIGHBOURHOOD GRANTS
DETAILS OF EXPENSES (for attached receipts/invoices)

<table>
<thead>
<tr>
<th>Receipt #</th>
<th>Date</th>
<th>Description</th>
<th>Budget Amount</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1-Jan-18</td>
<td>Supplies</td>
<td>150.00</td>
<td>145.75</td>
</tr>
<tr>
<td>2</td>
<td>2-Jan-18</td>
<td>Transportation (Taxi)</td>
<td>50.00</td>
<td>19.25</td>
</tr>
<tr>
<td>3</td>
<td>3-Jan-18</td>
<td>Food</td>
<td>200.00</td>
<td>200.00</td>
</tr>
<tr>
<td>4</td>
<td>4-Jan-18</td>
<td>Permit</td>
<td>100.00</td>
<td>97.00</td>
</tr>
<tr>
<td>5</td>
<td>5-Jan-18</td>
<td>Honoraria for volunteers</td>
<td>300.00</td>
<td>350.00</td>
</tr>
<tr>
<td>6</td>
<td>6-Jan-18</td>
<td>Printing Flyers</td>
<td>200.00</td>
<td>187.55</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>1,000.00</strong></td>
<td><strong>999.55</strong></td>
</tr>
</tbody>
</table>
PARTNERS & DONORS

IN-KIND

What can be donated (other than money) that will save the project money? Volunteers, venue, marketing, food

If you cannot get a donation, can you negotiate a discount? Often when you let a vendor know that you are doing a community development project, you can get special consideration.

Who would be interested in your project? Local businesses? Community centres or venues? Start the conversation today...
MARKETING & PROMOTION

Before announcing your upcoming event, create a strong flyer and description of your event (your marketing assets)

Think about who you are reaching out to, and then create materials that will be appealing to them

Don’t forget to direct people somewhere (website, your contact) if they want more information

Set up a Facebook page to help promote your event

Create a flyer that you can share via email
SAVE THE DATE

ENGAGING OUR COMMUNITY: A FORUM FOR LEARNING, SHARING AND CONNECTING

SATURDAY SEPTEMBER 30/17
9:30AM-3:30PM
ONTARIO SCIENCE CENTRE

- FREE OF CHARGE -

FLEMINGDON THORNCLIFFE INTER AGENCY NETWORK

ONLINE TOOLS

• Canva.org
• Piktochart.com
• Wordpress.com
• Mailchimp.com
ACCESS & EQUITY

Build access and equity considerations into your planning process.

ACTIVITY
Use the Access & Equity Checklist to think about different dimensions of your event (promotion, cost, location, programming, translation, dissemination and evaluation). What are important considerations for your event?
THE DAY OF THE EVENT

Remember...

• That you are hosting your community
• That you will be needed to provide direction and to do any last minute troubleshooting
• If you’ve done a good job, the event might run itself
• Collect feedback from participants. Take pictures!
• To enjoy the fruits of your labour
AFTER THE EVENT

Have a post-mortem meeting with your team

What worked? What didn’t work? What would you do differently next time?

Take time to celebrate together and recognize each others’ contributions

Final Report

Share your successes and challenges. What impact did this project have on your community? Were there any pain points that you’d like to make the City aware of?
Ontario Arts Presenters Projects

Purpose
The program supports Ontario-based volunteer-led presenters (ad hoc groups, collectives and organizations), municipalities, colleges and universities to present performances, exhibitions, screenings and readings, and associated audience engagement activities, that contribute to developing audiences for the arts in Ontario. There are two categories:

- Volunteer-led organizations, ad hoc groups and collectives
- Municipalities, colleges and universities

Priorities
Program priorities include:

- presentation of Ontario artists and their work
- activity taking place in isolated or fly-in communities in Ontario
- activities involving visiting artists engaging with local artists

Deadline Dates
February 15 and September 19, 2018, 1 p.m. ET

- Applications are available in Nova approximately two months before the deadline.
- Grant results will be available approximately four months after the deadline.

Grant amount(s)

- Volunteer-led organizations, ad hoc groups and collectives: maximum $7,500
- Municipalities, colleges and universities: maximum $5,000
CLOSING & EVALUATION

Please provide your feedback on the evaluation form provided.