



*Preserving, promoting and developing Wellington North's unique cultural resources to build a vibrant community and a prosperous economy.*

## **Programming Funding and Sponsorship Guideline**

### **PURPOSE OF THE FUNDS**

The Wellington North Cultural Roundtable values the important role that not-for-profit community organizations and community groups play in delivering events and projects that support our community.

Funding as it relates to the ***sponsorship/ promotion of culturally significant initiatives*** such as the promotion of the arts, live arts, exhibitions and/or oral storytelling shall be directed to apply to ***Wellington North's Cultural Roundtable Programming Funding***.

The Programming Funding and Sponsorship initiative provides funding aimed at enabling local community groups and organizations to incorporate culturally significant elements to their existing events, programs and projects.

This fund provides an opportunity to do more than just financially support a project or group and is intended to facilitate the provision of ongoing benefits to the community.

### **FUNDING**

Funding will be made available through the Wellington North's Cultural Roundtable Programming Funding to eligible organizations through a competitive process. The total amount available for each year is limited at \$2,000 for events, programs and projects.

### **COMMITTEE REVIEW PROCESS**

The Cultural Roundtable will accept applications on a first come, first service basis, host a discussion at their monthly meeting and make a recommendation to support the funding based on the application meeting the programs objectives.

Events and projects should be developed using a high degree of participation and engagement with community during the planning and development stages.

Partnerships between organizations to deliver events and projects are strongly encouraged.

***Implementation of recreation or culture enhancements*** at existing Community facilities, new services, or new facilities in Wellington North with the intent of enhancing the overall wellbeing of the community should be directed to the Township of Wellington North's ***Community Initiated Project Fund***.

***The Township of Wellington North's Grants and Donations Community Development Funding*** is available to provide funding aimed at enabling local community groups and organizations to plan, develop and implement community development based projects and events.

Special consideration is given to ensuring all identified categories are represented through the Grants and Donations Community Development Funding:

- Scholarships
- Partnership and Collaboration Projects such as marketing programs and related materials, awareness/educational campaigns, etc.
- Fundraisers
- Community Enhancement / Beautification such as signage, horticulture initiatives, etc
- Civic Pride / Awareness
- Events
  - Establishment of NEW events
  - GROWING existing events
- Township of Wellington North Facility Fee Waivers

## **FUNDING CONDITIONS**

Events and projects must be covered by liability insurance.

Organizations seeking retrospective funding for events or projects that have already started or have been completed will not receive funding.

Events and projects must be not-for-profit.

Recognition as a sponsor for the project by including the Cultural Roundtable logo on all associated marketing materials.

## **ELIGIBILITY**

Not-for-profit community organizations may apply for funding to deliver events and projects in the Township of Wellington North.

## **APPLICATIONS PROCESS**

Applicants must complete the application form. Application forms are available at [www.wellington-north.com](http://www.wellington-north.com) or by contacting April Marshall at [amarshall@wellington-north.com](mailto:amarshall@wellington-north.com) or 519-848-3620 ext 30.

## **REPORTING**

A brief report on the outcome of the event is required (highlighting attendance, community engagement, future of the event or project, etc.).

## **MUNICIPAL FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT**

The Township of Wellington North's Cultural Roundtable may promote the program and reserves the right to use approved and funded projects as examples in promotional programming. The Township of Wellington North's Cultural Roundtable may promote an approved project by using photographs and descriptions of the project in promotional materials.

## **PAYMENT OF THE GRANT**

Applications for which grants have been approved will be made available by notifying the applicant in writing, and will be disbursed by cheque made payable to the organization.

## **LIMITATIONS OF LIABILITY AND INDEMNIFICATION**

Township staff, officers and agents shall be saved harmless arising out of any actions or approvals granted.