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COMMUNITY DEVELOPMENT AND INVESTMENT FUND STRATEGY: 2011 ONE-YEAR PROJECTS

The Community and Health Services Committee recommends the adoption of the recommendation contained in the following report dated December 17, 2010, from the Commissioner of Community and Health Services.

1. RECOMMENDATION

It is recommended that:

1. The Commissioner of Community and Health Services be authorized to allocate any new or related funds for the Community Development and Investment Fund that may become available during the course of 2011 to projects and activities that fall within the framework of provincial guidelines and the Community Development Investment Fund Strategy and that the Commissioner be authorized to execute Purchase of Service Agreements with agencies that meet this criteria.

2. PURPOSE

This report outlines the community service projects that have been approved to receive funding under the One Year Funding Stream of the Community Development and Investment Fund (CDIF) Strategy for 2011 as listed in *Council Attachment 1*.

As in past years, this report also seeks approval for the Commissioner of Community and Health Services to be authorized to allocate any new or related CDIF funds that may become available during the course of 2011 within approved guidelines and the CDIF strategy.

3. BACKGROUND

The main objective of the CDIF Strategy, which was approved by Regional Council on April 18, 2002 through the adoption of Clause No. 1 of Report No. 4 of the Community Services and Housing Committee, is to procure a range of priority community services from eligible community agencies that deliver supports to low income, vulnerable residents. The focus of the CDIF Strategy is on service delivery and on the three priority areas of homelessness supports, employment supports, and family and children's services.

This strategy has served the community well. In 2009, 70,500 residents benefited from this strategy. The CDIF Strategy keeps residents contributing to our communities and economy by increasing community service capacity, helping low income residents get and keep jobs, preventing homelessness and strengthening families. In past years, Regional Council has approved CDIF projects. However, through the adoption of Clause No. 9 of Report No. 2 of the Community and Health Services Committee, on October 22, 2009 Regional Council delegated authority for approval of One-Year CDIF projects for 2011 to the Commissioner of Community and Health Services as the standard process was interrupted due to the municipal election. It was necessary that agencies be advised of funding decisions in a timely manner in order to prepare for the upcoming year, therefore for this funding year only, the process was modified. This change allowed agencies to receive the results of their proposal submission sooner and enabled them to be able to begin to provide service to residents on January 1, 2011.

4. ANALYSIS AND OPTIONS

The 2010 CDIF Purchase of Service Request followed established procedures of collaboration across departments

The annual CDIF Purchase of Service process has been administered by the Region's Supplies and Services Branch of the Finance Department since 2003. This collaboration between the Community and Health Services Department and the Supplies and Services Branch ensures that essential features of the Region's purchasing process are included in all aspects of the CDIF selection process.

Timely and appropriate information was provided to allow eligible agencies to respond to the Purchase of Service Request

The process for inviting projects to receive one-year CDIF funding in 2011 was released to the community on August 12, 2010. Projects must meet one of the three priority areas, be delivered between January 1, 2011 and December 31, 2011 and meet the eligibility criteria outlined in the strategy. In total, \$3.075m in funding was available.

The communications strategy for this Purchase of Service Request included:

- Advance notice to the community that a Purchase of Service Request would be issued on August 12, 2010. This information was communicated approximately one week before the Purchase of Service Request was released through newspaper advertisements placed across York Region and also via e-mail to potentially eligible and interested community agencies.
- Two subsequent newspaper advertisements were placed in each of the York Region Media Group and the King Weekly newspapers covering all of York Region, between August 12 and 29, 2010.

- An email announcement of the release of the Purchase of Service Request, with a link to the CDIF Purchase of Service web page, and through it to the Supplies and Services Bid Opportunities web page was sent to more than 80 potentially eligible community agencies on August 12, 2010.
- Information was posted on The Regional Municipality of York's website on August 12, 2010 with a link facilitating easy access to the CDIF Purchase of Service web page, and through it to the Supplies and Services Bid Opportunities web page.

As in the past, the total requests for CDIF funding exceed the amount available

The community response to the Purchase of Service Request was, as always, very enthusiastic. When the deadline of September 16, 2010 was reached, 58 eligible proposals totaling almost \$6.4 million were received – more than double the funding available.

All proposals were evaluated by staff of the Community and Health Services Department as well as by representatives from external funders including the Ontario Trillium Foundation and the United Way of York Region. Supplies and Services Branch staff also participated in the evaluation process.

Each proposal was scored using the criteria established by Regional Council. Criteria include agency effectiveness, financial management and capacity, project benefits, methodology, budget, and project/program sustainability. The Selection Committee also sought to identify projects which focused on service delivery to clients without duplication, focused on low income residents throughout York Region and addressed issues faced by residents due to the current economic conditions.

2011 CDIF funding supports 32 community-based projects

The 32 projects outlined in *Council Attachment 1* totaling \$3.075 million were recommended to the Commissioner of Community and Health Services and approved for 2011 funding. All projects will be delivered between January 1 and December 31, 2011.

As required by the CDIF Strategy, a report to Regional Council outlining the outcomes of the 2011 projects will be submitted to Regional Council in the spring of 2012.

The CDIF Strategy funds much needed community supports and keeps residents contributing to our communities

CDIF funding results in services being available that help residents in different ways. In 2011, Girls Incorporated will receive CDIF funding to deliver economic literacy programs to girls ages 8 to 14. This project will provide approximately 150 vulnerable

young women with basic economic skills used in making decisions about savings, earning and preparing for the future. At present, these life skills are not offered in schools. The Community Support Program, operated by Citizens for Affordable Housing, and funded through CDIF, assists low-income individuals and families who require help to navigate the social services system and do not meet other service providers intake criteria. These residents are also helped to get basic needs such as food and clothing, housing support services, assistance in completing applications and government forms, counselling, advocacy and case consultation, and referrals to other services in York Region. CDIF funds will also be used to expand the Family and Schools Together program. This program brings low income families together with school staff and facilitators to participate in activities that improve parent and child relationships, reduce social isolation and stress, and increase connections to the community and schools.

Next steps in continuing to meet community needs

The Region's current community development programs are well received by the community and provide crucial funding to community-based social service agencies. However, York Region's rapid growth and changing social fabric continues to place pressure on the demand for community-based services. As well, lower income residents are facing a number of complex issues and challenges in accessing the services they need. As part of the multi-year plan, a review of existing community development funding strategies provided by the Region is planned for 2011 to identify potential new ways to work with community-based social services agencies to address the changing needs within the community.

5. FINANCIAL IMPLICATIONS

All CDIF funding is managed within the Department's base budget

The total funding of \$3.075 million for the projects outlined in this report is managed within the annual approved budget allocation for CDIF within the Community and Health Services Department's operating budget.

6. LOCAL MUNICIPAL IMPACT

CDIF focuses on projects that prevent residents from requiring more expensive crisis supports and helps vulnerable residents keep housing, jobs, or their families intact. Investments made through CDIF result in tangible benefits in each local municipality. In 2009, approximately 70,500 York Region residents from all municipalities directly benefited from these CDIF funded services. This is a direct result of the increased investment in CDIF made by Regional Council in 2008. More projects received funding and more of the Region's most vulnerable residents were provided with needed

community social services. This will continue in 2011 as services will be directed to residents in all nine local municipalities.

7. CONCLUSION

The CDIF Strategy continues to make a positive difference to low income and vulnerable residents across the region and has established the framework for an equitable and transparent process to distribute and manage funds in the community.

The services procured under CDIF help residents find and keep work and provide families with options to stay in the workforce and reduce child poverty. Other services actively prevent families and individuals from becoming homeless or help those who are homeless to re-establish themselves.

The CDIF Strategy successfully builds on existing community supports by fostering partnerships in every municipality. In addition, the extensive use of community volunteers increases the return on the funding invested while at the same time helping to build a stronger volunteer sector.

For more information on this report, please contact Cordelia Abankwa-Harris, Managing Director, Strategic Service Integration and Policy at Extension 2150.

The Senior Management Group has reviewed this report.

(Council Attachment 1 referred to in this clause is attached to this report.)

Recommended CDIF Purchase of Service Projects for 2011

No.	Agency and Project Name	Area in which Services are to be Purchased	Recommended Funding	Service Location
1.	Big Brothers Big Sisters of York Quality and Efficiency Through Focus	To increase the number of children served by 25% and to increase the Volunteer Co-ordinator's hours by one day per week.	\$47,780	York Region
2.	Community Alliance For York Region Education (CAYRE) Slapshot	To provide 200 low income children 9 to 13 years old living in Markham and Vaughan with a 6 week hockey program aimed at improving leadership skills, socialization, nutrition, and health. On and off ice activities in school gyms and arenas after school will give these children a unique experience that due to financial or other family circumstance they would not otherwise have.	\$60,000	Markham & Vaughan
3.	Citizens for Affordable Housing System Navigation	To provide York Region residents who are homeless, or at risk of homelessness, and those with low or no income, a source of integrated information, referral and short-term case management that brings individuals and services together to meet vital needs. This service is available to those clients who fall through the cracks in the system as a result of not meeting a service providers intake criteria or mandate.	\$115,620	York Region
4.	Family Services York Region Families & Schools Together (FAST)	To bring together low income families selected by local school personnel to participate in 8 week sessions of specific research-based social activities designed to systematically strengthen the family's bond to each other, their school, and the community.	\$78,875	Georgina, Newmarket, Aurora, Markham, Vaughan
5.	Future Possibilities (Canada) Inc. Growing Leaders	To increase the Ready Set Goal program by 20% and the KidsCouncil by 52% to deliver leadership and life style development programs to a larger number of York Region children and youth age 8 to 14 years. Participants attending Performance Plus schools are coached by adult volunteers towards building the skills they need to accomplish community-oriented goals.	\$109,475	Markham, Richmond Hill, Aurora, Vaughan, Newmarket
6.	Georgina Trades Training Inc Set for Success	To increase the employability of unemployed, underemployed and recently laid off individuals through an individual assessment to determine the upgrading and skill development needed to improve employability.	\$60,550	Georgina & East Gwillimbury
7.	Girls Incorporated of York Region Economic Literacy	To provide girls, ages 9 – 14, with basic economic skills used in making decisions about saving, sharing and earning.	\$20,888	Georgina, Newmarket, Richmond Hill, Whitchurch-Stouffville and Vaughan
8.	Human Endeavour Maple Community Project	To promote greater civic engagement, community and leadership development in Maple by educating and empowering marginalized members of the South Asian community regarding social and economic well being by improving their learning, social and parenting skills.	\$69,612	Vaughan
9.	Inn From the Cold Inc. Winter Emergency Shelter	To provide emergency overnight shelter in York Region for five nights per week and on nights that fall below -15 degrees Celsius from January 1, 2011 to March 31, 2011. Basic needs such as food, clothing, shelter, and transportation will be provided. Clients will be directed to other partnering community agencies and services.	\$93,000	York Region

Recommended CDIF Purchase of Service Projects for 2011

No.	Agency and Project Name	Area in which Services are to be Purchased	Recommended Funding	Service Location
10.	Jericho Youth Services Bethany After School Program	To deliver an after school recreation program for 30 weeks, 3 days per week at Bethany Co-op to approximately 36 children. Program activities include: a healthy snack, homework support, story telling, games, crafts, music, and outdoor activities.	\$17,150	Georgina
11.	Jewish Family & Child Service The Family Resource Centre	To continue promoting the healthy growth and development of children by supporting and empowering their parents and caregivers in a culturally sensitive and inclusive manner through an expanded and enriched drop-in program, clothing depot, parent/caregiver education, support and referral services, and social, recreational, and early learning activities for children.	\$95,000	Vaughan
12.	Job Skills Smart Start	To assist a minimum of 80 unemployed, low income residents of York Region to develop industry-specific skills and obtain certifications necessary to compete for employment in the food and drink or customer service sector.	\$169,908	York Region
13.	Junior Achievement Of Central Ontario Student Success In York Region	To increase the financial literacy, employability and graduation rate of 3600 youth in vulnerable neighbourhoods in York Region as identified by York Region District School Board and York Catholic District School Board.	\$98,750	Markham, Vaughan, Aurora, Newmarket, Georgina, Whitchurch-Stouffville
14.	JVS Toronto PRESS	To provide 160 youth with a history of conflict with the law, employment training through one-to-one employment counselling and job development services. Youth will set goals, connect to services, seek employment, and receive job maintenance support where applicable to help them establish a connection to school and/or employment.	\$125,490	York Region
15.	JVS Toronto Youth Reach II	To offer specialized services that will reduce the risk of homelessness and move 22 multi-barriered clients towards self-sufficiency by provide psycho-vocational assessments, action planning and intensive individual supports for up to four months to address barriers.	\$159,728	York Region
16.	Krasman Centre Drop In Support Worker	To provide practical support (with a focus on prevention) to people who use the drop-in centre and who identify themselves as homeless or being at risk of homelessness. A full-time worker with personal experience of homelessness will be recruited.	\$75,000	York Region
17.	Krasman Centre ODSP Application Support Worker Program	To assist 60 people who are on the long term Ontario Disability Support Program (ODSP) waiting list to navigate the system and its requirements and receive a decision concerning their application for ODSP.	\$37,080	York Region
18.	Learning Centre for Georgina Georgina Outreach Office	To create a partnership that meets the needs of 50 additional single pregnant or parenting young mothers who wish to improve their literacy skills to obtain gainful employment or to pursue additional training.	\$80,000	Georgina
19.	Learning Disabilities Association of York Region SOAR/Transitions	To provide opportunities to 144 at risk youth aged 14 and older to learn about learning disabilities, develop transitional skills, learning styles, strategies to use in everyday life, and how to advocate for themselves.	\$27,664	York Region
20.	Literacy Council York-Simcoe Skills for Employment	To provide employment skills to under or unemployed adult residents so that they can gain or maintain employment. The project targets a minimum of 200 clients.	\$65,176	York Region

Recommended CDIF Purchase of Service Projects for 2011

No.	Agency and Project Name	Area in which Services are to be Purchased	Recommended Funding	Service Location
21.	Mosaic Interfaith Out of the Cold Out of the Cold	To alleviate poverty and relieve the demand for shelter beds by providing emergency overnight shelter, meals, clothing, basic health care, harm reduction, and employment training services to the homeless and those at risk of homelessness during the winter season.	\$151,830	Markham, Vaughan, Richmond Hill
22.	Pathways for Children, Youth and Families of York Region Home Base Youth Drop-in Centre	A youth drop-in centre in Richmond Hill that provides services to homeless or at-risk youth by providing them with counselling, case management, employment services, housing services, social recreation, food, clothing, life skills, experiential learning, creative expression, and other resources. Approximately 800 to 1000 youth will benefit.	\$343,045	York Region
23.	Pathways for Children, Youth and Families of York Region Housing Support Services	To provide 100 homeless or at-risk youth within York Region access to Housing Supports that will help them in securing housing. The project objectives are to: provide assessments, co-ordinate community resources, negotiate with landlords, and help youth to secure financial resources for independent living.	\$77,050	York Region
24.	Rainbows for all Children Canada Increase Rainbows Community and School Based Sites	To establish 8 new community and school based sites to offer peer support groups for children, adolescents and adults experiencing loss, issues due to separation, divorce, death or other life altering crisis.	\$30,742	York Region
25.	Rehabilitation Foundation for the Disabled (Ontario March of Dimes) The Grocery Store Project	To deliver an Employment Services program to 175 marginalized client groups in York Region, (i.e. Ontario Works recipients and other income support recipients, persons with disabilities and new immigrants), while addressing the retention need of retail grocery sector employers. The project will provide participants with skills, knowledge, on the job experience, and job placement.	\$133,458	York Region
26.	Rose of Sharon Services for Young Mothers Mothers Matter	To provide six 8 week group program and individuals counselling for 30 mothers with child welfare involvement or at risk for child welfare involvement.	\$45,000	York Region
27.	Skills for Change Maintenance Electro Mechanic Program (MEMP)	To provide internationally-trained tradespeople with hands-on training, preparation for the Ministry of Training, Colleges and Universities exam and employment preparation that will lead to full time paid employment.	\$110,000	York Region
28.	Social Services Network Focus on Family Literacy	To provide a 2-part program for parents and grandparents in York Region's multicultural community, delivered primarily by members of that community who will plan, deliver, and lead the family life education program which will improve the family's learning, social development, and parenting skills.	\$67,600	York Region
29.	Steps Society for Permanent Recovery Steps Training, Employment and Preparation Service	To assist approximately 144 low income York Region residents who have dealt with their addiction to drugs and/or alcohol to overcome personal and emotional barriers through this program, maintain their recovery and help prepare them to be able to choose a career and/or find employment.	\$160,000	Richmond Hill
30.	Women's Centre of York Region Bridging the Gap	To offer a variety of services to help bridge the gap between financial vulnerability and sustainability. Programs focus on women, an element of choice, knowledge-based component and effective community partnerships and provide short term resources for women to provide for their families and develop sustainable livelihoods.	\$137,820	York Region

Recommended CDIF Purchase of Service Projects for 2011

No.	Agency and Project Name	Area in which Services are to be Purchased	Recommended Funding	Service Location
31.	YMCA of Greater Toronto PlayOn and Play It Forward	To deliver the PlayOn program in 8 social housing sites and the Play It Forward program in 7 social housing sites for 32 weeks. PlayON is an after school recreational drop in program for children 6 – 12 years of age that is fun, safe and develops their leadership, communication, problem-solving and conflict resolution skills.	\$152,575	Aurora, Richmond Hill, Markham
32.	Youth Assisting Youth Group and Special Interest Mentoring	To engage 2350 low income and at-risk children in recreational and educational activities as they wait to be matched with a mentor. Activities include martial arts, photography, boxing, cooking and nutrition, judo and sporting events. York Regional Police (YRP) volunteers act as group mentors and facilitate several program components.	\$51,250	Aurora, Richmond Hill, Markham
		Total – 32 projects	\$3,075,750	