

"know what's out there!"

## Gibson and Landsdale Area (GALA) Planning Team Guidebook

Prepared in April 2019

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# GALA Planning Team Guidebook

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## Introduction: A Message from the McMaster Research Shop Team

The McMaster Research Shop prepared this guidebook as a resource for the Gibson and Landsdale (GALA) Community Planning Team. The guidebook was created to ensure the sustainability of GALA's work by documenting the history of the organization and outlining procedures for its many programs and events. Specifically, the guidebook provides information relating to:

- The history and successes of GALA;
- GALA's organizational structure;
- Planning and running Beautiful Alleys, neighbourhood parks and gardens, and neighbourhood events;
- Finances, including applying for grants;
- Volunteer management;
- Working with the city of Hamilton; and
- Key contacts and resources.

#### About the McMaster Research Shop

Three Research Associates and two Team Leads from the McMaster University Research Shop completed and compiled this research. The Research Shop is a volunteer program for upper-year undergraduate and graduate students. The goal of the program is to work on community research projects for local organizations. This program allows organizations with limited resources and capacity get answers to their research questions while giving students the opportunity to build and apply their research skills.

#### Why We Created the Guidebook

The GALA Community Planning Team is a community planning group that was created seven years ago to help Hamilton residents improve their neighbourhood. Since GALA's Inception, Brenda Duke has undertaken significant leadership roles in the association (ex. organizing events, communicating with volunteers and city councillors etc.), and is now looking to pass on the responsibility. Brenda contacted the Research Shop for help researching GALA's history and operations in order to create a guidebook for future GALA leaders and volunteers.

The McMaster Research Shop agreed to conduct the research for Brenda due to the spirit of inclusiveness, generosity, and social support GALA provides to the community. As the mission, values, responsibilities, and programming of GALA evolve over time, this guidebook will also change. However, as a starting point, we hope this information will help future GALA organizers forward the mission and values of GALA and continue to improve lives in the neighbourhood.

#### How We Created the Guidebook

The McMaster Research Shop started research for the guidebook in January, 2019. Most of the information in this guide comes from in-depth interviews with Brenda Duke and other GALA organizers. Members of the Research Shop team met periodically with Brenda and other organizers to discuss GALA and its various events. The team used notes from these interviews as the basis for writing each section. Information about GALA's history was supplemented by reviewing past news stories and reports about GALA. When available, the Research Shop team also compiled various resources provided by Brenda, such as sample grant applications and GALA meeting templates. The final version of this report is the result of an extensive editing and review process involving Brenda and other GALA organizers.



## Section 1. What is GALA?

"You cannot build a community until you have built a neighbourhood" • Brenda Duke, 27 February 2019

#### GALA's Beginnings

By the spring of 2012, the Gibson neighborhood, Barton Street in particular, had a reputation for being a 'bad' part of the city. Long term residents of Gibson were alarmed by these changes and wanted to do something to combat their communities' negative image, as well as to promote positive development in the area. Around this time, Laura Ryan, a Community Development Worker from the city, invited residents of the Gibson and Landsdale neighbourhoods to meet and talk about issues in their community.

On April 28, 2012, a close-knit group of residents from the Gibson neighbourhood met with Laura at the Barton Street Library. In attendance at this meeting were: Laura Ryan, Brenda Duke, Richard MacLean, and Nick Scime; with Deb Clinton from the City of Hamilton; Jessica Howe from the Parent Council of Cathy Wever Public School; Suzanne Brown from the Neighbourhood Action Strategy at the City; and Kathleen Shannon from the Hamilton Public Library. Laura suggested that the Gibson neighbourhood needed a community planning team to represent its interests, as Gibson was one of only a few neighborhoods in the city without a team. Since the Landsdale neighbourhood was also unrepresented (their planning team had previously folded), the two community planning teams merged together. And thus, GALA was born.

With Laura's help the first GALA planning committee<sup>1</sup> worked on drafting its mission, vision and values, as well as brainstorming future community projects, such as improving security, developing an "adopt-a-park" program, etc. Some of these initiatives, such as adopt-a-park and alley clean-ups proved incredibly successful and continue to be key GALA initiatives to this day!

In 2013, the GALA planning team began implementing its first initiatives, creating a neighbourhood newspaper, *the Herald*, and putting in place steps to adopt a former factory parking lot and hydro tower lane along Birch Avenue between Barton and Princess Street to turn into a community garden. By February 2014 – within a year and a half of its founding – GALA released its Neighbourhood Action Plan to the City Council for approval.

Since its inception GALA has continued to grow in terms of both its size and its scope. Through community partnerships and affiliated projects, GALA has been able to initiate

<sup>&</sup>lt;sup>1</sup>The first GALA planning committee was composed of: Bernie Morelli (Ward 3 Councilor), Laura Ryan, Emily DeBenedictis, Brenda Duke, Gerry Cunningham Dercyk, Amanda Peppin, Rachel Braithwaite (Barton Village BIA), Lise Lafreniere, Elske deVisch Eybergen (Wrap Around Community Service Provider), Laura Farr, Jessica Howe, Sgt. John Paul (Community Police Officer), Angela Eady and her husband, Sue Carr (owner of 541 Cafe), Jessie Williamson (Recreation Service Provider), Daniel Moore (Mission Services), Claire Kislinsky (Public Health Nurse), and Sarah Sirkett (Teacher at Cathy Wever School).

projects within its own neighbourhoods, as well as across the City of Hamilton. While some of its projects have reached outside the boundaries of the neighbourhood, GALA continues to work tirelessly to protect and promote its community and to ensure that the Gibson and Landsdale neighbourhoods are a safe place to proudly live, work and play.

#### GALA's Successes

Some of GALA's successful projects include Beautiful Alleys, Parks and Gardens, and The Herald – the neighbourhood newspaper. Through these successful initiatives, GALA has prioritized engaging children in the community, improving awareness of community resources, and putting community building into practice.

#### Engaging Children

The GALA neighbourhood is focused on providing a safe and healthy environment, as well as opportunities, for children. With its various schools (Cathy Wever school, Cathedral school, and St. Anne's just past the border) and the acquisition of two of the largest parks in the city (Powell Park and Woodlands Park) and the Norman Pinky Lewis Recreation Centre as an asset, children make up a large part of the community. Prioritizing children's needs and recreational improvements have become a fundamental piece of GALA's initiatives. Moreover, many of GALA's events are centered around children's engagement with the neighbourhood. As an example, GALA's Easter event brings out about 200 children every year for pizza and games!

#### Awareness of Community Resources

From the beginning, GALA set out to bring together residents, community partners/services, parks and recreational services, and schools. At events and meetings, GALA members have informed residents of resources in their community, from the Mission Services food bank to local after-school programs. As a result, GALA's efforts have increased residents' awareness of the variety of resources available in their community.

GALA has expanded the understanding of "asset-based" community development to include the people of the community. As noted by Brenda Duke, "You're an asset if you live here, you're not a building or providing money, but you have ideas and plans. You take part in the neighbourhood" (February 27, 2019).

#### Community Building

GALA's efforts in building community has increased residents' pride and involvement in their neighbourhood. The organization has expanded from being a group of 6 people meeting in the common room at Barton St. library to, today, hosting meetings at Wentworth Baptist Church with an average of 30-40 people attending.

GALA's work over the last six years has made residents happier about living in their community, despite its negative reputation. The Collaboratory for Research on Urban Neighbourhoods, Community Health and Housing (CRUNCH)<sup>2</sup> from McMaster University conducted a Hamilton Neighbourhoods Study (HNS) to look at the changes in residents' opinions of their neighbourhood. Although GALA was not observed, surrounding neighbourhoods like Keith were observed to have increased their levels of residential satisfaction safety and security, community attachment and pride, as well as civic awareness and engagement from 2011-2014. The shift of residents' attitudes about their community from negative to positive demonstrates the importance of the GALA planning hub in building safer and happier community.

#### GALA's Challenges

GALA has embraced their challenges as lessons for future members to revisit. In turn, GALA values sharing their challenges in hopes that others may find solutions.

In the initial stages of planning, the GALA team had identified issues of safety, substance abuse, and crime as priorities to address in the neighbourhood. Some efforts to address safety involved increasing police presence in the neighbourhood. However, these efforts, such as the possession of a beat cop,<sup>3</sup> struggled with being renewed<sup>4</sup>.

GALA was successful at promoting street safety through increased street lighting and alleyway clean-ups. With their success, however, the first GALA team realized the complexity involved in working with the City of Hamilton. GALA has had to pause some larger and more ambitious project ideas, including a previous proposal of creating safe streets for children by developing more crosswalks. Moreover, multiple attempts to create programing around inclusion and acceptance of sex work practices in the community have failed to launch.

The challenges of these early safety initiatives taught the GALA planning committee a great deal about working with the City and the need for committed team leads to consider more sustainable solutions to create lasting impacts. GALA hopes future members who wish to take on community safety issues once again can learn from the barriers and complications of the past. The current development of the Sex Workers Action Plan (SWAP)<sup>5</sup> is an excellent example of GALA revisiting old failed attempts to find new avenues and methods for being successful.

<sup>&</sup>lt;sup>2</sup>For more information on CRUNCH, visit <u>https://socialsciences.mcmaster.ca/crunch</u>.

<sup>&</sup>lt;sup>3</sup>A beat cop is a police officer who is assigned to routinely patrol in a specific neighbourhood. The beat cop usually becomes well-known in the neighbourhood and aims to create a positive relationship between law enforcement and the residents.

<sup>&</sup>lt;sup>4</sup> The replacement of the beat cop is a financial decision based on the municipal police budget. GALA recognizes the benefits and hopes to address it in the future.

<sup>&</sup>lt;sup>5</sup>Refer to Section 3. How-To: Ongoing Initiatives, Initiative 5 for more information on SWAP.

GALA's Purpose<sup>6</sup>

- MISSION: "The GALA Community Planning Team will engage our community to create a neighbourhood where we can proudly live, work and play."
- VISION: "Gibson Landsdale is a vibrant, connected community."
- VALUES: "Inclusiveness, Health and wellness, and Respect."

#### GOALS:

- 1. "To promote a sense of community development and neighbourhood participation and to strive for a vibrant connected area for residents and businesses.
- 2. To generate a spirit of investment in Gibson and Landsdale neighbourhoods so that our residents, students, visitors, workers and business owners nurture, protect and promote our community and operate on a consensus-based decision-making model.
- 3. Manage a working action plan that serves to build and maintain the systems, institutions and services that we need to survive and thrive.
- 4. To provide a forum for interested community residents to develop their leadership, organizational, administrative and teaching skills while representing the views held locally.
- 5. To foster a spirit of community, communication, interaction and encourage the community to develop cultural, social, intellectual and recreational programs to meet the identified community needs.
- 6. To improve accessibility to facilities within the community.
- 7. To operate inclusively and in a non-partisan manner."



Image 1: Art on the fence at Woodlands park (from the Extreme Park Makeover in 2018)

<sup>&</sup>lt;sup>6</sup>Extracted from the GALA February 2018 terms of reference.

#### Overview of GALA's Key Projects and Events<sup>7</sup>

The chart below introduces the main projects and events GALA organizes.

Program/Event Name	Description	Time of Year
The Herald	The GALA community newspaper aimed to spread the neighbourhood's history, local services information and community events. Every issue has 6000 copies printed and delivered by volunteers within the boundaries of the GALA neighbourhoods. The publication team is currently working towards creating an online space for the newspaper.	Year-round with bi- monthly publications
Sex Workers Action Plan (SWAP)	This initiative is currently amid development and will be focussed on bringing the community and sex workers together to combat prejudice against sex workers, as well as to promote safety in the workplace.	Year-round initiative to be determined
Annual Easter Event	One of GALA's staple events, initiated six years ago, aims to bring the community together to enjoy games, prizes, and candy.	Saturday of Easter weekend
GALA Parks & Gardens	With the partnership of Adopt-a-Park through Parks and Gardens, GALA works to enhance and create safe spaces in the community, such as Birch Avenue Gateway and Powell Park, by planting flowers bed, installing benches and hosting events.	Spring
Beautiful Alleys	A project promoting community pride and collaboration through the renewal and promotion of Hamilton's laneways and alleys as safe, clean and beautiful spaces for people of all ages and abilities to enjoy.	Twice a year (Spring and Fall <sup>8</sup> )
Annual Yuletide Event	First known as "Holiday Fest", this event is a day where residents of all cultures come together to enjoy food, festive winter treats, music, meet Santa, and create upcycled crafts. At this event, children can pick out a pre-wrapped gift for a parent/guardian.	First or second Saturday of December

<sup>&</sup>lt;sup>7</sup>Refer to Section 3. How-To: Ongoing Initiatives for more details on the following events and activities. <sup>8</sup> GALA provides ongoing year-round support for the alleyways as well.

## Section 2. Organizational Structure

#### Distribution of Responsibility

Please note: the following roles and responsibilities are subject to change, depending on the needs and priorities of the group. This section outlines the roles and responsibilities of the GALA team members as of 2018/2019. Additionally, these roles and responsibilities are flexible and can be shared between members of the team.

GALA is made up of a core Community Organizing Group (COG) and a Planning Team for each event. Depending on interest, two members from the COG are assigned as leads of each event Planning Team. Planning Team members are in-charge of organizing their given event and reporting to the COG. The COG Planning Team leads are responsible for recruiting volunteers, contacting venues, advertising, and other duties to ensure the event runs in a smooth and timely manner. Overall, there are no fixed roles for members on the Planning Team. The roles of members on a Planning Team are flexible. Members are invited to join the team in a way that best suits their abilities and interests.

COG members must be committed to attending monthly meetings. They are also required to monitor emails on a regular basis and reply to them in a timely manner. Many of the tasks for the Planning Teams can be done through email but may require some in-person meetings.

The COG is made up of (2) co-secretaries, (2) co-treasurers, and (2) co-chairs. An election is held every year in September to recruit these positions of the COG. Candidates may be self-pronounced or nominated by other members of the team. Once these individuals have been identified, there is a voting period. The two positions for each role are staggered. Each year, one person is elected for every position. This incoming individual will complete a two-year term and will be mentored by a more experienced team member who is completing their second year of the position. In this way, there is always an experienced member in the role, allowing for quick and easy transitions.

At the end of each term, all members are required to prepare a transition report to give to their successor.

#### Roles and Responsibilities

The roles and responsibilities of each of these positions are as follows:

#### Co-Secretary

The duties of the secretary position are divided between the two members sharing the role:

- Schedule monthly Planning Team meeting series for the year in Facebook.
- Reset password for Google account each year (ask the current GALA secretary for the current password).
- Send all correspondence through the shared email <u>gala.hub.secretary@gmail.com</u>
- Save all documents pertaining to the Planning Team on the shared Google Drive. It is not necessary to save hard copies.
- Contact and arrange guest speakers for the planning meetings.
- Commit to an estimated eight hours of work per month.

Monthly tasks:

- 3 weeks before meeting: email Community Partners a call out for agenda items (they can review email content/format in the sent folder).
  - <u>https://docs.google.com/spreadsheets/d/1vNzN6\_X599AFI0JPUNmJtv5w</u> aj67eoXGQdCWEs98Mrk/edit?usp=drive\_web&ouid=1004658286802638 92774
- 2 weeks before meeting: create draft agenda.
  - <u>https://drive.google.com/drive/folders/1IXmo6ramg0vH9oY-</u> <u>KKLrEvpHh59U\_BM2?ogsrc=32</u> and send to COG for review
- 1 week before meeting: Circulate finalized agenda and meeting minutes from the previous month to Community Partners, General Membership and Action Team lists.
  - <u>https://docs.google.com/spreadsheets/d/1vNzN6\_X599AFI0JPUNmJtv5w</u> <u>aj67eoXGQdCWEs98Mrk/edit#gid=0</u>
- At meeting: take minutes, circulate sign-in sheet (Name, Email, Phone number) and agenda.<sup>9</sup>
- 1-2 weeks after meeting: update new email addresses in master distribution list based on sign-in sheet. Share the meeting minutes to the COG for review. Once the minutes are approved, the minutes are sent to Community Partners, General Membership and Action Team by email and social media once approved.

Ongoing tasks:

- Post relevant events/activities in Facebook group
  - <u>https://www.facebook.com/groups/GibsonLandsdale/</u>

<sup>&</sup>lt;sup>9</sup>Refer to Section 6. Contacts and Resources Appendix A for a sample of a meeting agenda.

- Save any relevant files to Google Drive.
  - https://drive.google.com/drive/my-drive?ogsrc=32
- Monitor inbox and respond to email messages.

#### Co-Treasurer

The duties of the treasurer position are divided between the two members sharing the role:

- Assist with invoicing and collection of ads for the Herald in collaboration with Ad Sales Manager.
- Receive and deposit all payments in a timely fashion.
- Maintain a record of ad sales and outstanding invoices.
- Prepare and distribute hard copies of the monthly bank statement for each meeting.
- Maintain all financial records (copies of cheque payments and deposits) on the shared Google Drive.
- Prepare an annual reconciliation for the Annual General Meeting.
- Monitor both The Herald and the GALA Planning Team Bank Accounts.
- Send all outside correspondence through the shared email <u>gala.hub.treasurer@gmail.com</u>
- Commit to an estimated eight hours of work per month.

#### Co-Chair

As the spokespeople for GALA, the co-chairs are very involved and need to be dedicated to the position. Their duties are as follows:

- Always represent GALA in a positive and inclusive light.
- Be familiar with Terms of Reference, Action Plans and meeting procedures.
- Respond to requests and direct people to resources and people as their needs require in a timely and efficient manner.
- Be aware of issues of GALA and the initiatives of the GALA Planning Team.
- Attend meetings that may impact on the GALA Community and report back to the COG.
- Monitor and post on the GALA Facebook page following the rules of engagement.
- Seek and create new partnerships and alliances with people, organizations, and businesses in the community.
- Commit to an estimated 15 (or more) hours of work per month.

#### Team Meetings

#### Team meeting process

- Meetings occur once a month.
- Secretary prepares agenda.
- Agenda is approved by the COG two weeks before the meeting.
- Agenda is sent out to members one week in advance through email and social media (Facebook).
- Facebook event is created in order to remind members of the meeting, and an email is also sent out to members on the general membership distribution list.
- Secretaries contact community partners beforehand and ask whether they would like to attend the meeting, present and/or advertise certain events/programs to the group.

#### Basic format of team meeting

- 1. Introductions
- 2. Approval of agenda
- 3. Administrative updates
- 4. Planning team updates
- 5. Treasurer's report
- 6. Updates from community partners.

Note: depending on the time allocated to the meeting, it may be difficult to finish everything on the agenda. In such instances, there is communication through email, Facebook group, or online video chat. It is important to follow up with members who show an interest in a GALA initiative.

#### Partnerships

GALA has an ongoing list of community partners. These are people who provide services and programs in our community. Community partners are recruited based on the services and programs they provide. If a member of GALA hears about a new community initiative, they reach out to these individuals and give them a background on GALA, including its borders, membership, mission and values, and ask them to collaborate. These individuals are invited to attend and speak at a GALA meeting in order to inform the group about the services they provide. This is because, oftentimes, members of the community do not know about these programs or services. As such, GALA is happy to advertise community partners on their Facebook site, through email, and through their community engagement website. Furthermore, depending on the context of GALA's events, they may reach out to certain partners to supply a service or advertise their programs.

#### **Volunteers**

Anyone who lives (resident), works (business owner), or plays (is part of a program that includes GALA) in the community can join the COG and planning team committees. Additionally, they may also be nominated and voted in during the September elections.

#### Recruiting new volunteers

Volunteers are recruited as a result of community engagement. All members are involved in networking and recruiting volunteers. Outreach occurs in a variety of ways:

- Posting on social media, particularly Facebook, has been very useful for recruiting volunteers. There is a GALA Facebook page to help with community engagement.<sup>10</sup>
- Emails are sent out to members on the mailing list to call for volunteers to help with specific events.
- GALA sometimes advertises through the community newspaper The Herald.<sup>11</sup>
- In the past, GALA has also contacted local high schools to recruit volunteers.

Overall, there is no firm protocol for recruiting volunteers—members and event organizers are encouraged to devise their own methods so long as they adhere to proper consent and safety measures (see next section).

<sup>&</sup>lt;sup>10</sup>For more information, visit <u>https://www.facebook.com/groups/GibsonLandsdale/</u>

<sup>&</sup>lt;sup>11</sup>Refer to Section 3. How-To: Ongoing Initiatives Initiative 4 for more information on *The Herald*.

#### Managing volunteers

All volunteers are required to provide their contact information and sign off on a consent and safety waiver form prior to the start of the event, as required by the City. This provides them with insurance in case an accident were to occur. Depending on the event, volunteers may require additional training. For example, during alley clean-ups volunteers will have to be trained on handling glass and methods of safe needle disposal. Furthermore, there is no age restriction for volunteers. GALA has had everyone from young children to senior citizens. However, tasks are distributed depending on a volunteer's skill-set and abilities.

There are no fixed codes of conduct for GALA. Rather, volunteers are expected to follow the mission, vision and values of GALA.

## Section 3. How-To: Ongoing Initiatives

GALA runs many initiatives throughout the year and it can be confusing keeping track of them all. This section is a user-friendly breakdown of the many GALA initiatives, including a chart that summarizes basic information about the initiative (ex. location, frequency, etc.), a brief history of the event, and a step-by-step guide of how to run it.

Initiative 1: Community Newspaper

Purpose	Community newspaper aimed to spread the neighbourhood's history, local services information and community events.
Location	Within the GALA neighbourhood boundaries
Frequency	Bi-monthly
Team Lead	Led by the GALA Publication Team
Size of Volunteer Groups	3-15
Age Range of Volunteers	Adults only
Necessary Materials and Safety Equipment	<ul><li>Microsoft Word and other editing software</li><li>Printers</li><li>Paper</li></ul>
Promotion	Distributed in the neighbourhood and promoted through announcements and bulletins on Facebook.

The Herald

When GALA was formed the Hamilton Community Foundation (HCF) provided them with a \$5,000 start-up fee for a community newspaper. A three-member publication team decided that the paper would focus on three things:

- 1. Showing the history of the neighbourhood,
- 2. Providing service information, and
- 3. Updating on ongoing events.

Its first issue was released in May 2013. In the span of four issues the newspaper reached financial sustainability. Since its inception, every issue has 6000 copies printed and delivered by volunteers within the boundaries of the GALA neighbourhoods. *The Herald* will be celebrating its 7<sup>th</sup> anniversary on June 2019! The publication team is currently working towards creating an online space for the newspaper.

#### Initiative 2: Alley Makeovers and Beautification

#### Beautiful Alleys<sup>12</sup>

Purpose	Renew and promote Hamilton's laneways and alleys as safe, environmentally-sustainable public corridors that connect people, neighbourhoods and communities through alleyway clean-ups and beautification projects.
Location	Alleys and laneways across Hamilton
Frequency	Organize cleanups in Spring and Fall with ongoing support throughout the year
Team Lead	<ul> <li>Project is led by a steering committee comprised of several groups:</li> <li>Beautiful Alleys</li> <li>Community Partners</li> <li>Keep Hamilton Clean and Green</li> <li>Team Up to Clean Up</li> <li>City of Hamilton</li> </ul>
Size of Volunteer Groups	Approximately 23-25 volunteers per group with an overall volunteer base that averages 150-200
Age Range of Volunteers	All ages are welcomed at the discretion of the steering committee.
Necessary Materials and Safety Equipment	<ul> <li>Garbage bags</li> <li>Recycling containers</li> <li>Sharps containers</li> <li>Gloves</li> <li>Trash pickers/grabbers</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>
Promotion <sup>13</sup>	The initiative is promoted by posting announcements and bulletins on Facebook, and through word of mouth. <sup>14</sup>

<sup>&</sup>lt;sup>12</sup>More information on Beautiful Alleys can be found on its website <u>http://www.beautifulalleys.ca/</u> and Facebook page <u>https://www.facebook.com/groups/132732960540341/</u>.

https://www.facebook.com/groups/GibsonLandsdale/

<sup>&</sup>lt;sup>13</sup>All of the initiatives mentioned in Section 3. How-To: Ongoing Initiatives are promoted on the Gibson Landsdale Community Planning Team Facebook page

<sup>&</sup>lt;sup>14</sup>Refer to Section 6. Contacts and Resources Appendix D for a sample of an event flyer.

For years, members of the GALA neighbourhoods had been informally running alleyway clean-ups. When GALA was started, an action team was created to undertake Alley and Laneway Enhancements. Initial cleanups were small-scale, however, the team wished to expand the project outside the boundaries of the GALA neighbourhoods. In 2015, the action team was rebranded, changing their Beautiful Allevs name and to refocusing their goals to not only



cleaning up alleys and laneways but Image 2: Photo of volunteers at a Beautiful Alley clean-up

name and focus, the team began organizing bi-annual city-wide alley clean-ups. The rebranding was successful, as in the spring of 2016 hundreds of volunteers around Hamilton participated in the clean-up.

- 1. Steering committee members conduct a tour, identify a potential alley for clean-up and beautification and approach team members.
- 2. Once the alley is approved as a pilot project, the alley clean-up date is set up by the Steering Committee.
- 3. As soon as possible, Keep Hamilton Clean and Green should be contacted to book the trailer that contains supplies for the event.
- The city of Hamilton should be contacted to address alley issues before the clean-up (ex. Call Forestry to remove broken branches, excess illegal dumping, or bulky items).<sup>15</sup>
- 5. Clean-up event is then scheduled and shared on the Beautiful Alleys Facebook page in order to obtain volunteers and inform team members.
- 6. On day of the event, volunteers are informed of tasks to be completed in the cleanup and basic safety guidelines to follow when doing the clean-up.
- 7. After a brief safety tutorial, volunteers are given waivers to complete as required by the city of Hamilton.
- 8. Volunteers are provided with all necessary materials to perform the clean-up.
- 9. Clean-up starts!

<sup>&</sup>lt;sup>15</sup>Refer to Section 5. Working with the City of Hamilton for more information on who to contact and how to work with the city on these kinds of issues.

### Hospital Alley

Purpose	As a pilot project in partnership with Friendly Streets, to develop safe alternative pathways to the hospital without the need to travel through the busy corridors of Victoria and Wellington St.
Location	Zone surrounding General Hospital
Frequency	Organize cleanups in Spring and Fall with ongoing support throughout the year
Team Lead	<ul> <li>Project is led by a steering committee comprised of several groups:</li> <li>Environment Hamilton</li> <li>GALA (Beautiful Alleys) and Beasley</li> <li>Hamilton Health Sciences and Friendly Streets (program run by Environment Hamilton and Cycle Hamilton to ensure safe walking and biking pathways for individuals in the urban regions of Hamilton).</li> </ul>
Size of Volunteer Groups	Approximately 12 volunteers
Age Range of Volunteers	All ages are welcomed at the discretion of the steering committee.
Necessary Materials and Safety Equipment	<ul> <li>Garbage bags</li> <li>Recycling containers</li> <li>Sharps containers</li> <li>Gloves</li> <li>Trash pickers/grabbers</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>
Promotion	The initiative is promoted through the distribution of flyers in the hospital and neighbourhood, as well as through announcements and bulletins on Facebook.

The Hospital Alley initiative has been working to create a safe alternative pathway for individuals travelling in the hospital zone by cleaning and beautifying the alleys from the bike lanes on Cannon Street to Barton Street. A goal of the initiative is to recruit staff members from the hospital and/or individuals living in homes on either side of the alley to help with the clean-ups.



Image 3: Photo of volunteers at a Hospital Alley clean-up

- 1. Steering committee members conduct a tour, identify a potential alley for cleanup and beautification and approach team members.
- 2. Once the alley is approved as a pilot project, alley clean-up date is set up by the Beautiful Alleys Steering Committee.
- 3. As soon as possible Hamilton Clean and Green should be contacted to book the trailer that contains supplies for the event.
- 4. The City of Hamilton should be contacted to address alley issues before the clean-up (ex. Call Forestry to remove broken branches, etc.).<sup>16</sup>
- 5. Clean-up-event is shared on the Beautiful Alleys Facebook page in order to obtain volunteers and inform team members.
- 6. On day of the event, volunteers are informed of tasks to be completed in the clean-up and basic safety guidelines to follow when doing the clean-up.
- 7. After a brief safety tutorial, volunteers are given waivers to complete as required by the city of Hamilton.
- 8. Volunteers are provided with all necessary materials to perform the clean-up.
- 9. Clean-up starts!

<sup>&</sup>lt;sup>16</sup>Refer to Section 5. Working with the City of Hamilton for more information on who to contact and how to work with the city on these kinds of issues.

"One of the benefits is that people in the neighbourhood, when they see you doing this, they tend to have an eye on the neighbourhood so that you've got more people watching out for trash being thrown. So, there's many eyes meaning lots of security. There's not as much trash as there used to be years ago."

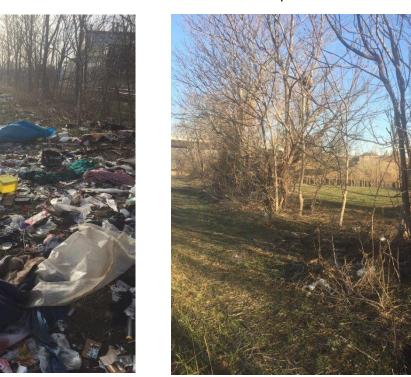
• Frank Rocchi, 21 March 2019

Purpose	Clean and maintain rail lines in and around GALA and across the city
Location	Rail line abutments at various locations in and around the GALA neighbourhood and city
Frequency	Twice a year (Spring and Fall)
Team Lead	<ul> <li>Project is led by a steering committee comprised of several groups:</li> <li>Beautiful Alleys – team lead Frank Rocchi</li> <li>CN Rail</li> <li>CP Rail</li> <li>Labour International Union of North America (LIUNA) Local 837</li> <li>Marchese Pharmaceuticals</li> </ul>
Size of Volunteer Groups	Approximately 23-25 volunteers
Age Range of Volunteers	Adults only (children and pets are not allowed due to safety concerns)
Necessary Materials and Safety Equipment	<ul> <li>Garbage bags</li> <li>Dumpster bins</li> <li>Recycling containers</li> <li>Sharps containers</li> <li>Gloves</li> <li>Trash pickers/grabbers</li> <li>Fluorescent Safety Vests</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>
Promotion	The initiative is promoted by posting announcements and bulletins on Facebook, and through word of mouth.



Image 4: Photo of a volunteer, Frank Rocchi and CN Officer Matt Davidson at a CN Rail clean-up

At a Beautiful Alleys meeting in 2017, Frank Rocchi inquired if it would be possible to complete a rail line clean-up like the bi-annual alley and laneway clean-ups. While there was interest in the idea of a rail line cleanup, the rail tracks are the property of Canadian National Railway (CN). As such, clean-up could be conducted only by obtaining permission from CN. After a few years of inquiries and building contacts, chief Matt Davidson, CN police lead, not only granted permission for the project to occur, but also partnered with the community to ensure the safe undertaking of the clean-up. The first CN Rail Line clean-up was organized and completed in the spring of 2018. The event included shutting down the track line during the clean-up event, recruiting CN employees as volunteers to assist in the heavy work and providing bins for garbage collection and proper disposal.



A second clean-up took place in Fall 2018 and another clean-up is expected to take place in April of 2019. Clean-up events have been described as highly successful with approximately 6 tonnes of garbage removed from the tracks at each clean up. Additionally, and more importantly, the rail line clean-ups have led to CN implementing procedures to ensure ongoing maintenance of the tracks with community involvement. The success of the CN rail line clean-ups has resulted in talks with the Canadian Pacific Railway (CP) to organize a similar rail line clean-up. The first cleanup in 2018, resulted in over six tonnes of debris being collected. An on-going partnership is scheduled for the future.

- 1. Team Lead contacts CN police or CP police to obtain permission to conduct clean-up.
- 2. Upon receiving permission, the team lead(s) conduct a ride-along with Railway Police at the new area of interest in order to examine and obtain a good estimation of the amount of garbage present
- 3. Beautiful Alleys Steering Committee is contacted. Clean-up-event is then scheduled and shared on the Beautiful Alleys Facebook page in order to obtain volunteers and inform team members.
- 4. All necessary supplies are provided one week before the event.
- 5. On the day of the event, waivers are distributed to all volunteers to ensure individuals are aware of what they are doing and the associated risks. Necessary materials are distributed to all members including gloves and garbage bags.
- 6. Upon completion of the event, follow-up meetings are held to discuss the event, including what worked and what did not. Currently a coordinated calendar is being set up, through which team members can be notified of upcoming Rail Line clean-up events and updates.



#### Initiative 3: Community Gardens and Parks

#### Adopt-a-Park

Purpose	Stewardship of GALA neighbourhood parks, including maintaining (e.g., caring for trees, flowers and shrubs) and beautification (e.g., installing benches and artwork and advocating for new or improved equipment).
Location	Multiple locations (e.g., Powell park, Woodlands park)
Frequency	Take responsibility for a park for a 3-year period. Park maintenance Spring-Fall.
Team Lead	GALA Parks and Gardens.
Size of Volunteer Groups	Variable.
Age Range of Volunteers	All ages.
Necessary Materials and Safety Equipment	<ul> <li>Gloves</li> <li>Garbage bags</li> <li>Trash pickers/grabbers</li> <li>Planting Trowels</li> <li>Plants and flowers to plant</li> <li>Woodchips and mulch</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>
Promotion	The initiative is promoted by posting announcements and bulletins on Facebook, and through word of mouth.

In 2013, the GALA planning committee decided to a adopt a former factory parking lot and hydro tower lane along Birch Avenue between Barton and Princess Street to turn into a community garden. The location had become degraded and the committee took action to reclaim the space to make it pretty and safe for children to play in. GALA supports environmental actions and includes pollinator plants where possible.

Birch Avenue Greenspace

Dirch Avenue Oreenspace	
Purpose	To beautify an existing Hydro Right of Way by creating flower gardens, benches and artwork. The result is a safe, well maintained area that families can enjoy and that supports our environment
Location	Birch Avenue below Barton to Princess
Frequency	Spring start with on-going maintenance of the gardens
Team Lead	GALA Parks and Garden.
Size of Volunteer Groups	Varies
Age Range of Volunteers	All ages.
Necessary Materials and Safety Equipment	<ul> <li>Gloves</li> <li>Soil</li> <li>Planting Trowels</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>
Promotion	The initiative is promoted by posting announcements and bulletins on Facebook, and through word of mouth.

- 1. The initial start is Spring once the soil is ready to be worked.
- 2. Weeding and clearing winter debris is the first step. Additional plants/bulbs can be added as they become available.
- 3. On-going maintenance includes watering, weed control and general litter pickup.
- 4. An event is planned for mid-May (usually on the long weekend) to add plants, do mulching and celebrate the community.



The success of this venture led to the adoption of Powell Park in 2014. The park was in need of major maintenance and had a poor reputation for drugs and prostitution. That September, the park was featured on an episode of the TVOntario (TVO) show "The Giver," where it received a 3-day extreme makeover. Since the makeover, the park has once again become popular with local children. It has also become the primary site for holding GALA events.



- 1. GALA Parks and Gardens committee identifies potential sites that require maintenance.
- 2. Once a site is selected, the team contacts the City of Hamilton to adopt the park.
- 3. Next, dates must be chosen to complete a litter clean-up of the park. Completing a litter clean-up of the park requires:
  - a) Contacting Keep Hamilton Clean and Green to book the trailer that contains supplies for the event.
  - b) Sharing the event date on the GALA Community Planning Team Facebook page in order to obtain volunteers and inform team members.
  - c) On day of the event, informing volunteers of tasks to be completed in the clean-up and basic safety guidelines to follow.
  - d) After a brief safety tutorial, giving volunteers waivers to complete as required by the city of Hamilton.
  - e) Providing volunteers with all necessary materials for performing the cleanup.
- 4. Dates must also be chosen to complete park maintenance, including caring for and planting flowers in the park. This requires:
  - a) Purchase supplies for the event.
  - b) Contacting the Naturalists' Club and Pollinator Paradise to get pollinator plants for the event.
  - c) Sharing the event date on the GALA Community Planning Team Facebook page in order to obtain volunteers and inform team members.

- d) On the day of the event, informing volunteers of tasks to be completed, providing basic safety guidelines to follow, and providing necessary materials for planting and/or maintaining a pollinator garden.
- e) Volunteers start gardening.

Timeline of Event Setup:

1. GALA Parks and Gardens planning committee will initiate planting and maintenance dates in collaboration with Pollinator Paradise and other community groups.

Purpose	Plant and maintain pollinator gardens across the city that are a source of food for bees and butterflies.
Location	Multiple, including Powell park, Woodlands park and Birch Avenue gateway stretch. Any site with fertile soil can be a location for a pollinator garden.
Frequency	Spring and ongoing
Team Lead	<ul> <li>Project is led by a steering committee comprised of several groups:</li> <li>Brenda Duke, cofounder of GALA</li> <li>GALA Parks and Gardens</li> <li>Jenn Baker of Naturalists' Club</li> <li>Pollinator Paradise</li> </ul>
Size of Volunteer Groups	Variable. Need for greater number of volunteers. GALA will plan on holding gardening workshops in order to attract more volunteers and potentially develop a gardening group.

#### Pollinator Paths<sup>17</sup>

<sup>&</sup>lt;sup>17</sup>For more information on the Hamilton Pollinator Paradise Project visit <u>https://www.hamiltonpollinatorparadise.org/</u>.

Age Range of Volunteers	All ages
Necessary Materials and Safety Equipment	<ul> <li>Gloves</li> <li>Soil</li> <li>Pollinator plants generously provided by local nurseries, community members, Naturalists' Club and Pollinator Paradise</li> <li>Planting Trowels</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>
Promotion	The initiative is promoted by posting announcements and bulletins on Facebook, and through word of mouth.

GALA's first pollinator gardens were planted during the Powell Park makeover in 2014. Since then, GALA has worked in partnership with the Naturalists' Club and Pollinator Paradise to plant pollinator gardens across the city.





- 1. Steering committee identifies potential sites for creating pollinator gardens and/or sites that require maintenance.
- 2. Once sites are selected, a date is set up for planting and maintenance.
- 3. Supplies are then sourced for the event.
- 4. Naturalists' Club and Pollinator Paradise are contacted to get pollinator plants for the event.

- 5. The event date is shared on the Gibson Landsdale Community Planning Team Facebook page and the GALA Parks and Gardens Facebook page in order to obtain volunteers and inform team members.
- 6. On the day of the event, volunteers are informed of tasks to be completed, receive basic safety guidelines to follow, and are provided with all necessary materials for planting and/or maintaining a pollinator garden.
- 7. Volunteers start gardening.

#### Community Gardens

Purpose	Create spaces that foster food security and encourage community building to grow and harvest food
Location	Multiple, including Powell Park Community Garden, Corridor Garden and Greenaway Garden
Frequency	Spring and on-going
Team Lead	GALA Parks and Garden.
Size of Volunteer Groups	Variable. Need for greater number of volunteers. GALA will plan on holding gardening workshops in order to attract more volunteers and potentially develop a gardening group.
Age Range of Volunteers	All ages
Necessary Materials and Safety Equipment	<ul> <li>Gloves</li> <li>Soil</li> <li>Planting Trowels</li> <li>Plants and flowers to plant</li> <li>Garbage bags</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>
Promotion	The initiative is promoted by posting announcements and bulletins on Facebook, and through word of mouth.

When GALA talks about community gardens, we are talking about food security. There are many types of community gardens that grow food but our focus is providing space

for families to bond and grow the food they need to be sustainable. GALA is blessed to have three spaces in our community that provide that.

#### Powell Park Community Garden

Purpose	Offers a space where families can grow food to supplement their diet with fresh vegetables
Location	Corner of Birch and Huron within the boundries of Powell Park
Frequency	Spring and ongoing
Team Lead	<ul> <li>Project is led by a steering committee comprised of several groups:</li> <li>Brenda Duke, cofounder of GALA</li> <li>GALA Parks and Gardens</li> <li>Adam Watson, City of Hamilton</li> </ul>
Size of Volunteer Groups	Variable. Volunteers are encouraged to care for and maintain their own space and to contribute to the overall upkeep of the garden. PPCG organizes work parties to clean and maintain the space and holds community events to support our project
Age Range of Volunteers	All ages
Necessary Materials and Safety Equipment	<ul> <li>Gloves</li> <li>Soil (free when available)</li> <li>Compost and wood chips (free if available)</li> <li>Garden tools are provided</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>
Promotion	The initiative is promoted by posting announcements and bulletins on Facebook, and through word of mouth.

PPCG was an established garden when we took over in 2016. Volunteers had advocated to have a section of Powell Park transformed into a garden space for the

community. After many consultations with the city, soil testing and much paperwork, an area was designated and fenced off. Over the years, the stewardship changed as volunteers moved on and in 2016, GALA took over with a dedicated group of volunteers. The plots were cleared and in our first year, the garden was fully rented out. The city repaired our fence and installed new irrigation. Adam Watson from Neighborhood Action Strategy was and is our best support. Funding allowed us to expand our garden and in 2017, we received funds to support an expansion of twenty-five feet. The city installed new fencing and tilled the soil and we now have fifty plots to offer to the community.

#### Corridor Garden

In partnership with Beautiful Alleys, an underused and inaccessible alley was identified as a space where gardens could provide food security to the neighbouring homes. Working again with Adam Watson and in partnership with Kiwanis East Non-Profit Homes, the alley was designated as a community garden. Five raised beds were built by Threshold School of Building and the space now provides food to the adjoining homes.

Purpose	Provide food security to the community by allowing residents to grow food for their own use.
Location	Alley entrance off Fullerton Avenue next to Kiwanis Homes
Frequency	Spring and ongoing
Team Lead	<ul> <li>Project is led by a steering committee comprised of several groups:</li> <li>Brenda Duke, cofounder of GALA</li> <li>GALA Parks and Gardens</li> <li>Kiwanis East Non-profit homes</li> </ul>
Size of Volunteer Groups	Variable. Usually under the stewardship of neighbouring residents.
Age Range of Volunteers	All ages
Necessary Materials and Safety Equipment	<ul><li>Gloves</li><li>Soil</li><li>Free plants when available</li></ul>

Promotion	The initiative is promoted by posting announcements and bulletins on Facebook, and through word of mouth.

#### Greenaway Garden

This resident led initiative is designed to offer free food to those who need it. Everyone is encouraged to take what they need and leave some for others. The space is fast becoming a community spot that also offers a free little library and a place to display artwork.

Purpose	To offer free vegetables and provide food security
Location	Corner of Greenaway Street and Cannon Street
Frequency	Spring and ongoing
Team Lead	<ul> <li>Project is led by a steering committee comprised of several groups:</li> <li>Libby MacDonald, Team Lead</li> <li>Brenda Duke, cofounder of GALA</li> <li>GALA Parks and Gardens</li> </ul>
Size of Volunteer Groups	Variable. Most of the on-going maintenance is the responsibility of the team lead but events are planned to encourage community interaction
Age Range of Volunteers	All ages
Necessary Materials and Safety Equipment	<ul> <li>Gloves</li> <li>Soil</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>
Promotion	The initiative is promoted by posting announcements and bulletins on Facebook, and through word of mouth.

#### Initiative 3: Neighbourhood Events

#### Annual Easter event

Purpose	One of GALA's staple events, initiated six years ago in collaboration with Keith Community Hub, aims to bring the community together to enjoy games, prizes, and candy.
Location	Powell Park
Frequency	Once a year. Always held on the Saturday of Easter weekend in the afternoon.
Team Lead	<ul><li>Project is led by:</li><li>Brenda Duke and Wever Core</li></ul>
	Community Partners include:
	<ul> <li>Y on Wheels (provides games)</li> <li>Wrap Around (provides free books)</li> <li>Wever Core Kids (community children's program)</li> <li>Local police and fire departments</li> </ul>
Size of Volunteer Groups	Variable due to large turnout of kids (200-300) and their parents
Age Range of Volunteers	All Ages. However, because it is a children's event, the preference is for children, youth under 12 and their adults. The event has expanded to include donations of "dinner on us" prizes provided by our local support groups.
Necessary Materials and Safety Equipment	<ul> <li>Chocolate, Candy and Toys</li> <li>Crafts (~\$100 worth of items; can be purchased at dollar store, or via donations)</li> <li>Food (~\$200 worth of items; multiple sources)</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>
Promotion	The event is promoted by posting announcements and bulletins on Facebook, through word of mouth and passing out flyers at the school.

The Annual Easter Event was one of the first events put on by the GALA planning team six years ago. For the first two years, the Keith Community Hub provided guidance and support in running the event before GALA took sole responsibility in running it. Through dedication and hard work, and now a partnership with Wever Core, the Annual Easter Event has become one of GALA's staple events!

- 1. Determine the date of Easter that year and set event date.
- 2. Apply for available funding and other necessary fundraising events to raise funds for purchasing materials for the event. The budget is usually around \$1500 and with donations and contributions.
- Book the Park through Recreation and complete a S.E.A.T application for insurance
- 4. Book Powell Park clubhouse (no booking fee) six weeks in advance of the event day and arrange for insurance.
- 5. Contact community partners and reach out to the community via Facebook to seek donations (monetary or materials) for the event as early as possible.
- 6. Begin volunteer recruitment.
- Early in the New Year purchase chocolate, candy and toys for the event. Make sure not to leave these purchases too close to Easter or you will have a difficult time getting enough chocolate for the event.
- 8. Store as much of the purchased items in the Powell Park clubhouse garage.



Image 5: Photo of the Easter Bunny and a baby at the Annual Easter Event

- Begin advertising about the event two weeks before the event through Facebook, advertising in Herald newspaper, posters, and through day-to-day conversation.
- 10. Team meets one week before the event for planning and set up.
- 11. Volunteers are expected to show up 2 hours before the event to help with set up and to stay 2 hours after the event for clean-up.

#### Annual Yuletide event

"We have to take an active part in investing in community and each other."

Sarah Merritt, 13 March 2019

Purpose	Residents of all cultures come together to enjoy food, festive winter treats, music, meet Santa, and create upcycled crafts.	
Location	Powell Park Clubhouse	
Frequency	Once a year. Typically held on the first or second Saturday of December in the afternoon.	
Team Lead	<ul><li>Project is led by:</li><li>Sarah Merritt and Patricia Poore of GALA</li></ul>	
Size of Volunteer Groups	Approximately 4-8 volunteers	
Age Range of Volunteers	All Ages. However, because it is a children's event, we prefer adults, young adults and teenagers.	
Necessary Materials and Safety Equipment	<ul> <li>Chocolate, Candy and Toys</li> <li>Gifts to hand out to kids (~\$300 worth of items; can be purchased at dollar store or via donations)</li> <li>Crafts (~\$100 worth of items; can be purchased at dollar store, or via donations)</li> <li>Food (~\$200 worth of items; multiple sources)</li> <li>First aid kit (epi-pen and defibrillator on site)</li> </ul>	
Promotion	The event is promoted in the <i>Herald</i> , through posters and flyers in the community and on announcements and bulletins on Facebook.	

In 2018, GALA had some extra funds available and a member of GALA asked, "why don't we do something for Christmas?" This was when the Yuletide event was born! First known as "Holiday Fest", this event is a day where residents of all cultures come together to enjoy food, festive winter treats, music, meet Santa, and create upcycled crafts. Children can even pick out a pre-wrapped gift for a parent/guardian! The Yuletide Event allows people to take a break from holiday festivities by celebrating with their neighbours.

Timeline of Event Setup:

- 1. Set up event date and apply for Hamilton Community Foundation (HCF) grant. Alongside grant application, conduct any other necessary fundraising events (such as garage sales) to raise funds for purchasing materials for the event.
- 2. Contact community partners and reach out to the community via Facebook to seek donations (monetary or materials) for the event as early as possible.
- 3. Begin volunteer recruitment.
- 4. Book Powell Park clubhouse (no booking fee) six weeks in advance of the event day.
- 5. Begin advertising about the event two weeks before the event through Facebook, advertising in Herald newspaper, posters, and through day-to-day conversation.
- 6. Start shopping for event materials two weeks before the event and store as much of the purchased items as possible in Powell Park clubhouse garage.
- 7. Team meets one week before the event for planning and set up.





#### Initiative 5: Future Safety Initiatives in the GALA Neighbourhood

Sex Workers Action Program (SWAP)<sup>18</sup>

Purpose	To bring the community and sex workers together to combat prejudice and stigma associated with sex workers, as well as to promote safety in the workplace.	
Location	It is currently a community focused initiative focused in the Gibson Neighbourhood around the Barton Street area	
Frequency	Currently undecided	
Team Lead	<ul><li>Project is led by:</li><li>GALA SWAP team</li><li>Sex workers in the area</li></ul>	
Size of Volunteer Groups	Still being decided	
Age Range of Volunteers	Adults only	
Necessary Materials and Safety Equipment	<ul> <li>Outreach Bags that contain harm reduction materials as well as compassionate care items such as feminine hygiene projects, Kleenex, shampoo etc</li> </ul>	
Promotion	Currently undecided	

Originally the GALA planning team had planned a sex worker initiative but the program never took off aside from a few interviews with sex workers in the area. A few years ago, McMaster student's contacted GALA about a project centered on the sex workers in the area. GALA representatives put the McMaster students in contact with a GALA volunteer who had expressed interest in the subject. Unfortunately, the McMaster students were unable to complete the project. The GALA volunteer expressed a desire to continue the project under the GALA umbrella. The new project, called Sex Workers Action Program (SWAP), is focussed on bringing the community and sex workers together to combat prejudice against sex workers, as well as to promote safety in the workplace.

<sup>&</sup>lt;sup>18</sup>Refer to Section 1. What is GALA for more context on GALA's past challenges related to safety initiatives.

What makes SWAP different is that this project is not just people sitting at a desk in an office saying "we should do this for the sex workers." SWAP works to incorporate the voices of sex workers in the community so that their needs can be met. As a result, membership in the SWAP team is comprised of a mixture of community volunteers and sex workers. Everyone is welcome to join the SWAP team and to attend its meetings. Due to the stigma associated with sex work – which SWAP hopes to counter – confidentiality of all involved is stressed. The SWAP team is currently in the planning stages and working on their first initiatives largely centered around outreach and safety workshops. GALA is excited to see this long-planned initiative finally take flight!

#### **Section 4. Financial Support**

#### Applying for and Obtaining Funds

At the moment, Brenda Duke is the GALA organizer who often applies for grants. Other GALA organizers and volunteers, however, are encouraged to apply for their own grants. The process for applying for small grants is relatively straightforward. Basic information for the application includes:

- a description of the organization (i.e., GALA),
- what initiative you're trying to do,
- how long it's being planned for,
- what the proposed budget is,
- who's going to be involved, and
- what you're going to accomplish.

Essentially, the funders want evidence that your initiative is a good project for the community. There are a few sample grant applications under the Contacts and Resources section. It's a good idea to review these applications to get a sense of what a funder is looking for. In many cases you won't have to start from scratch because you can copy and paste information (e.g., the description of GALA) from an old grant application into a new one.

An important change to the grant landscape is that they are focusing more now on health outcomes. This requires reflection on--or even research into--the potential health benefits of your proposed initiative. For instance, if applying for funds to purchase flowers for one of GALA's community gardens, you might connect the presence of gardens with mental health benefits like stress reduction and improved mindfulness. When possible, try to connect your initiative with a demonstrated health issue in the GALA neighbourhood and how your initiative can assist in resolving that issue.

The process for applying for grants is summarized in Figure 1 below. Because many of the major granting organizations (e.g., the Hamilton Community Foundation) are charitable organizations, they cannot give money directly to a non-profit (i.e., GALA). As such, GALA works with the fiscal sponsor, Kiwanis East Non-Profit Homes,<sup>19</sup> to process funds. When wanting to do a grant application, you must first confirm with the fiscal sponsor that the initiative to be funded matches their mission and values. Most GALA initiatives fall under Kiwanis' mission and values, but if you're doing a special project that does not match their criteria, there are other fiscal sponsors in Hamilton that might be a better fit. After receiving permission from Kiwanis (or another fiscal sponsor), you can write and submit your application.

If your grant application was successful, you will receive a call from the fiscal sponsor saying they have money for you. Funds will come in the form of a cheque, which will go

<sup>&</sup>lt;sup>19</sup>Contact information for Kiwanis can be found in the Section 6. Contacts and Resources section.

into the GALA operations account. It can six weeks (or more) for your application to get approved and for Kiwanis or other fiscal sponsor to release your cheque, so make sure you plan appropriately for your event to be funded in time.

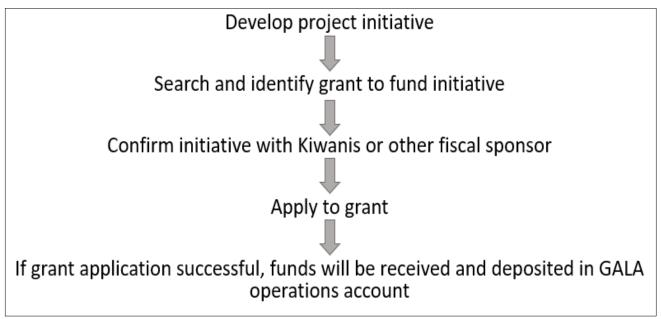


Figure 1: Grant application process

#### Grant Accounting and Reporting

When your funds are in the GALA operations account, the Treasurer is responsible for releasing funds, and you will need to keep detailed records of all expenses, including receipts. These controls are necessary to make sure the money is being spent responsibly on your initiative, and is a requirement of the funders.

Any community grant you receive will require sending the funder a final report. Typically, this report will include the following information:

- Outcomes of the event (e.g., how many people attended),
- Whether the event met your expectations,
- Event expenses (you will have to show receipts).

Essentially, you must prove to the funder that you did what you said you were going to do. Typically, the timeframe for submitting a report for a small grant is 30 days after the initiative ends. For larger grants, such as the Hamilton Community Foundation grant, you may have up to six months after the initiative ends. Once the report is submitted, the file gets closed.<sup>20</sup>

<sup>&</sup>lt;sup>20</sup>Refer to Section 6. Contacts and Resources Appendices C and D for samples of grant application forms.

#### Table of Prospective Grants

The following is a table of prospective grants you can apply for. This will need to be reviewed and updated annually as community funding opportunities in Hamilton change.

Organization	Grant Name	Amount	Description
Hamilton Community Foundation	Neighbourhood Action Grant	\$5000	GALA was initially supported by this grant and gave autonomy over where to use the money. Currently restructuring this program. March 30th they will be unveiling new process for applying. <u>Website</u> .
City of Hamilton	Hamilton Future Fund		Invests in initiatives that provide permanent community benefit. *Not currently accepting applications. Updates will be posted <u>here</u> .
City of Hamilton	Neighbourhood Engagement Matching Grant Program	\$1000	Will provide up to \$1000 for initiatives, which you have to match in contributions (can be money, in-kind, or even volunteer hours). *Currently no information about program available in <u>Website</u>

#### Section 5. Working with the City of Hamilton

#### Municipal Policies and Procedures

Every GALA initiative falls under a different set of municipal policies and procedures. During event planning, you will have to contact a range of departments, from By-Law Enforcement to Roads, depending on the type of event. The best thing to do when planning your event is to make a list of the different components required to run your event. For example, do you need access to the Powell Park Community Clubhouse? Then, you would need to contact Parks and Recreation. Are you planning an alley cleanup and notice trees falling onto hydro lines or illegal dumping in the area? Then, you would need to contact Forestry to cut the branches, as well as Waste Management to collect the garbage.

If you are unsure about who to contact about a specific issue, you can check the chart below and/or speak with your fellow GALA members or community partners. A part of being a member of a neighbourhood planning team is "teamwork." Everyone is ready and willing to share the knowledge they have gained from time and experience – so do not be afraid to ask for help!

Problem to Resolve	City of Hamilton Department	Contact*
Broken branches, overgrown tree brush, dead trees, branches hanging down or touching hydro lines, etc.	Forestry	Call 905-546-2489 to report a problem with a City tree
Anything to do with a park	Parks	Alex Moroz, Community Liaison Coordinator
Powell Park Community Clubhouse Rental	Recreation	Filipp Pankov
Resurfacing in alleys, pothole repair, street lighting and sign maintenance, close a street, etc.	Roads	Call 905-546-2489 to report road repair or maintenance issues

#### Help! Who do I contact?

Illegal dumping, no one Waste picking up garbage bags, Management etc.	India Paul (for Beautiful Alleys only) Call 905-546-2489 or email <u>wastemanagement@hamilton.ca</u> to report a waste management issue
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\*Please note: Contacts are subject to change (ex. Municipal election, promotions etc.). Make sure to update contacts list yearly. A more detailed list of City of Hamilton contacts is available under the Contacts and Resources section of this guidebook.

#### Navigating the Bureaucracy

Working with the City can be "tricky," as different issues have different City of Hamilton protocols to follow and departments to work with. Determining who to contact and/or what policies to follow is not always clear. In addition, the various municipal departments are independent from one another and do not usually share information. While this can be frustrating – often involving numerous phone calls – do not be discouraged! When navigating municipal bureaucracy, perseverance is the key!

The first thing you need to do is determine the right contacts. Do not be afraid to send emails and make phone calls. If you call or email the wrong department, ask to be transferred or put in contact with the right department and/or contact until you find the correct information. You can also ask GALA members and community partners to see if they have any advice on who to contact with experience. Try to avoid contacting your city councillor until you have used all other options.

Once you have determined the relevant department(s) and/or contact(s) be sure to make a note of this information. This will be useful for future projects and/or to share with GALA members and/or community partners. Keep in mind that municipal contacts can change as a result of municipal elections. Make sure to keep your contacts up-to-date!

If your municipal contact is leaving their position, there are a few things that you can do. You could ask your contact if they would be willing to inform their replacement about the work you had been doing together. You can also create a short summary of the work that you and your contact had been working on to share with your contact's replacement. Most importantly, you should meet with their replacement to continue to build a positive work relationship.



Know Your Departments and Contacts



Network to

Find Answers









Be Persistent!

Keep Contacts Up-to-Date

#### **Section 6. Contacts and Resources**

#### List of Community Partners

Community Partners	Contact Information*		
14 <sup>th</sup> Hamilton Boy Scouts	Larry Email <u>GC@14thhamiltonscouting.org</u> http://14thhamiltonscouting.org/		
541 Eatery and Exchange	Sue Carr Call 289-389-0541 <u>http://fivefortyone.ca/contact-us/</u>		
Auxiliary Police	P.C. Amanda Vernon Call 905-546-2880 Email <u>avernon@hamiltonpolice.on.ca</u>		
Barton Village BIA	Rachel Braithwaite Call 289-682-9472 Email <u>info@bartonvillage.ca</u> <u>https://www.bartonvillage.ca/</u>		
Bridge, The	Wayne/JoAnn Email <u>thebridgehamilton@gmail.com</u>		
CN Rail	https://www.cn.ca/en/contact-us/		
CP Rail	https://www.cpr.ca/en/contact-us		
Cycle Hamilton	Email info@cyclehamont.ca http://www.cyclehamont.ca/		
Environment Hamilton	Call 905-549-0900 Email <u>contactus@enivronmenthamilton.org</u> https://www.environmenthamilton.org/		
Fire Truck	Steve McArthur Fire Safety Officer Hamilton Fire Department Fire Prevention Division 55 King William Street 2 <sup>nd</sup> floor Hamilton ON L8R 1A2 905-546-2424 Ext 7784 / 905-546-4566 Fax Steven.McArthur@hamilton.ca		

Friendly Streets	Beatrice Eccoko Call 905-549-0900 Email <u>friendlystreetshamilton@gmail.com</u> <u>https://friendlystreetshamilton.wordpress.com/</u>
Hamilton Bike Share	Marcia Email <u>marcia@hamiltonbikeshare.ca</u>
Hamilton Community Foundation	Call 905-523-5600 https://www.hamiltoncommunityfoundation.ca/
Hamilton Naturalists' Club	Jenn Baker, Land Trust Manager Call 905-524-3339 Email <u>land@hamiltonnature.org</u>
Helping Hands Street Mission	Call 905-522-4263 https://www.hhsmhamilton.com/
Insurance	Marianne Vrbanic Recreation Development Consultant Recreation Division Healthy and Safe Communities Department Office: 905-546-2424 xt. 2138 Mobile:905-317-7596 <u>Marianne.vrbanic@hamilton.ca</u>
John Howard Society	Ruth Greenspan Executive Director(MSW)(RSW) John Howard Society of Hamilton, Burlington, and Area p 905-522-4446 ex 224 rgreenspan@jhshamilton.on.ca www.jhshamilton.on.ca
Keep Hamilton Clean and Green	https://www.hamilton.ca/council- committee/council-committee-meetings/keep- hamilton-clean-and-green-committee
Kiwanis East Non-Profit Homes	Brian Sibley Call 905-545-4654 Email <u>executive.director@kiwanishomes.ca</u> <u>https://kiwanishomes.ca/</u>
Hamilton Public Library	Carol Wilkinson cwilkins@hpl.ca
LRT/3NH3	David Derbyshire

	Email david.derbyshire@hamilton.ca
McMaster Community Engagement	Sashaina Email <u>singhs37@mcmaster.ca</u>
Mission Services	Jacklyn Smith Email jsmith@mission-services.com
Mohawk College City School	Cat Maracle Email <u>catherine.maracle@mohawkcollege.ca</u>
Neighbourhood Action Strategy	Call 905-546-2424 ext. 4711 Email <u>alr.fletcher@hamilton.ca</u> <u>https://www.hamilton.ca/city-initiatives/strategies-</u> <u>actions/neighbourhood-action-strategy</u>
Norman Pinky Lewis Recreation	Call 905-546-3122 https://www.hamilton.ca/parks- recreation/recreation/norman-pinky-lewis- recreation-centre
Notice Board	Sam St. Aubin Email <u>Samantha.St.Aubin@hamilton.ca</u>
Powell Park/Clubhouse	Sam St. Aubin Email <u>Samantha.St.Aubin@hamilton.ca</u>
Pollinator Paradise	Jenn Baker https://www.hamiltonpollinatorparadise.org/
Rec Participation	Filipp Pankov filipp.pankov@hamilton.ca
St. Joseph's Health Care	Susan Email <u>sstrong@stjosham.on.ca</u>
St. Matthews House	Call 905-523-5546 Ext. 230 Email <u>admin@stmatthewshouse.ca</u> <u>https://www.stmatthewshouse.ca/</u>
Wever Core Kids	Alex Moroz
WrapAround	Elske dVe Call 905-528-0353 Email <u>elske@shalemnetwork.org</u> or <u>info@wraparoundhamilton.ca</u> <u>http://www.wraparoundhamilton.ca/</u>

Y-On-Wheels	Tyler Sinke Call 905-317-2928
	tyler.sinke@ymcahbb.ca [undefined:tyler.sinke@ymcahbb.ca]

\*Contacts subject to change. Make sure to update contacts list yearly.

#### City of Hamilton Contacts

City of Hamilton Department	Contact*
By-Law Enforcement <u>https://www.hamilton.ca/governm</u> <u>ent-information/by-laws-and-</u> <u>enforcement</u>	Kelly Barnett and Steve Bailey To register a by-law compliant call 905-546-2782 Monday to Friday 8:30am-4:30pm or email <u>mle@hamilton.ca</u>
Forestry https://www.hamilton.ca/home- property-and- development/property-gardens- trees/tree-ownership	Call 905-546-2489 to report a problem with a City tree
Parks https://www.hamilton.ca/parks- recreation/parks-trails-and- beaches/parks- listing?fbclid=lwAR2zLQUiX_4cpx Id5zg2brG5DpVSVcD86kuLKHy5 _oCRqybPtvLhHkAEElc	Alex Moroz, Community Liaison Coordinator
Recreation https://www.hamilton.ca/parks- recreation/recreation	Filipp Pankov Recreation Supervisor – District 3 City of Hamilton Recreation Division, Healthy and Safe Communities Department Bernie Morelli, Central Memorial & Pinky Lewis Recreation Centres Office: 905-546-2424 x4945 Mobile: 905-973-0658 Email: <u>filipp.pankov@hamilton.ca</u>
Roads https://www.hamilton.ca/streets- transportation/streets- sidewalks/road-sidewalk- maintenance	Call 905-546-2489 to report road repair or maintenance issues
Ward 3 Councillor https://www.hamilton.ca/council- committee/mayor-council/ward-3	Nrinder Nann Call 905-546-2702 or email nrinder.nann@hamilton.ca
Waste Management	India Paul

https://www.hamilton.ca/garbage-	
recycling	Call 905-546-2489 or email <u>wastemanagement@hamilton.ca</u> to report a waste management issue

\*Contacts subject to change (ex. Municipal election, promotions etc.). Make sure to update contacts list yearly.

#### Sample of Past Meeting Agenda

#### Gibson and Landsdale Area Community Planning Team



#### DATE TIME

Wentworth Baptist Church, 120 Wentworth Street North, Hamilton, ON L8L 5V7

MISSION: The GALA Community Planning Team will engage our community to create a neighbourhood where we can proudly live, work and play.
 VISION: Gibson Landsdale is a vibrant, connected community.
 VALUES: Inclusiveness - Health & Wellness - Respect - Enjoyment - Stewardship - Appreciation

Community development in Hamilton is a collaboration between many partners including GALA residents and the Neighborhood Action Strategy partnership, which is made up of Hamilton Community Foundation (HCF), the Best Start Network and the City of Hamilton.

Co-Chairs: \_ | Co-Secretaries: \_ Interim Treasurer: \_

#### 1. Welcome and Introductions

#### 2. Approval of the Agenda

#### 3. Administrative Updates:

Approval of the last months minutes Small Grants Update Treasurer Report

#### 4. GALA Updates

The Herald GALA Heritage Emergency Response Newcomer Integration Beautiful Alleys GALA Parks Event Announcement gala.hub.secretary@gmail.com • gala.hub.chair@gmail.com • www.gibsonlandsdale.com

#### 5. Community Partner Updates:

#### 6. New Business

Managing event materials & surplus goods Other additions to be added at time of approval of agenda

#### Next GALA PLANNING MEETING: DATE TIME

#### Samples of Past City of Hamilton Grant Application Forms

#### Hamilton Future Fund Application

#### 1. Provide detailed information about your community organization including:

Contact person's name, mailing address, phone number and email address Registered charitable number or business registration number List of Directors and their contact information

#### 2. Provide attachments to the application:

current budget and financial statements of your organization (prepared by a Certified Accountant)

registered or incorporated business documentation list of Directors and their contact information

#### 3. Amount of funds requested including:

total itemized cost of the project total operating and capital expenses

Item	Number	Cost per	Total
Total			\$

## 4. Due to the volume of funding requests only part of a request may be approved. Please provide the following information in the event that reduced funding is available:

minimum amount of funding that will allow this project to go forward options if reduced funding is approved project breakdowns and the funds required for each component

#### **5.** Other funders contributing to this project:

list of private investors and/or donors any municipal, provincial or federal funding corporate sponsorship and/or donations

Note: Include contact names and funding amounts for any future partners

#### 6. Provide an overview of your project including:

description of goals and objectives

clear business plan for success

## **7.** Indicate how this project will be sustainable and explain how it will provide permanent benefit to Hamiltonians:

list explicit, measurable long-term impacts explain how the project will result in a return on investment for Hamiltonians

## **8**. Indicate how the project will improve the prosperity in one or more of the following ways:

enhancing the community's economic prosperity (including potential for economic development) supporting tax competitiveness with neighbouring municipalities supporting downtown re-development supporting the development of key economic clusters supporting job creation enhancing the community's social fabric enhancing community life

# **9**. Regular evaluation and progress reports to the HFF Board of Governors (starting six months into the project) are a condition of funding. Indicate how any funds granted to your project will achieve specific measurable goals. Your evaluation process should incorporate:

a reporting timeline to match the funding request specific performance criteria clearly-articulated and expected outcomes indicators for measuring the achievement of expected outcomes regular reporting to the HHF Board on the achievement of outcomes

Note: Fund will be rescinded if the project is not substantially completed within two years from the date of final approval by Council.

#### **10. Recognition of Funding**

The HFF requires recognition of funding with invitations to and participation in any public ceremonies or dedications surrounding your project. Please provide plans for how HFF recognition will be incorporated into the project.

Thank you for your consideration of this project. We welcome any questions or comments you may have.

Signature

#### **Next Steps:**

Submit your completed application by \_ deadline to the Hamilton Future Fund



#### CITY OF HAMILTON NEIGHBOURHOOD ENGAGEMENT MATCHING GRANT PROGRAM

#### **2018 APPLICATION FORM**

#### **1. APPLICANT INFORMATION**

Group Name/Resident Lead:

Would you describe your group as: (check  $\checkmark$  one)

**Informal Group** (not registered as a non-profit organization)

(Informal Groups can only request funds up to \$500.00. If your request is more than that, you will need to identify a financial sponsor)

**Neighbourhood Community Association** 

X Not-for-Profit Corporation

Name of Financial Sponsor for Informal Group (if applicable) North Hamilton Community Health Clinic – Charitable Number 10392 9162 RR0001

Activity/Project Lead/Fiscal Sponsor contact Information:

Address:	Phone #:	e-mail:	Website/facebook/twitter:

#### 2. ACTIVITY/PROJECT INFORMATION

Amount being requested:

When will this activity/event take place?

Under which one of the following areas will this activity/project fit?

**Changing Spaces:** Activities/events with the primary focus to renew or revitalize neighbourhood public and green spaces, contributing to neighbourhood pride, improving safety, or to enhance quality of life.

**X Building Community:** Activities/events that foster neighbourhood pride or build stronger relationships between neighbours/neighbourhood groups.

**Building Capacity:** Projects or Activities that are **not advocacy based** but seek to empower neighbourhoods to be more actively involved in organizing, identifying, and coordinating around neighbourhood issues.

## Description of the activity/project: (400 words) If applying under Changing Spaces please include a photo of the area where the project will take place.

Please tell us in which neighbourhood this activity/even will take place. Do you have permission to do this activity/event?



#### CITY OF HAMILTON NEIGHBOURHOOD ENGAGEMENT MATCHING GRANT PROGRAM

#### **3. CITIZEN ENGAGEMENT**

Identify who will be involved in the project and the roles they will have (i.e. who will be your partners, do you plan on working with any local groups in the neighbourhood? How do you plan on involving local residents in the planning and carrying out of your activity/event? (400 words)

Describe the support from the neighbourhood for the project. Be as specific as possible.

Please project the following numbers?			
# of people involved in planning this activity or project			
# of people who might participate in the activity or project			

#### **4. EVALUATION**

What do you want to achieve by doing this activity/event? How will you know if you have been successful?

#### **5. BUDGET: EXPENSES AND RESOURCES** How much will your activity/event cost?

#### A. TOTAL ACTIVITY/EVENT COSTS

What will the Neighbourhood Engagement Matching Grant Funding be used to fund?

#### What Resources Do You Have for This Activity/Event?

<b>B.</b> Donated Materials, Supplies and Professional Services		\$
B. TOTAL DONATED RESOURCES		

C. Volunteer Labour	Number	Calculate at \$20/hour



### **CITY OF HAMILTON**

#### NEIGHBOURHOOD ENGAGEMENT MATCHING GRANT PROGRAM

C. TOTAL VOLUNTEER RESOURCES		
D. Cash Support	Identify	Amount
		\$
		\$
D. TOTAL CASH RESOURCES		\$

By submitting this Application, I acknowledge and agree to the following:

I/We represent the group named in the application and, to the best of my/our knowledge, the information provided in this Application is true.

I/We will carry out the activity/event when and as described in the Application. I/We understand that if there are significant changes to the activity/event and/or I/we fail to carry through with the activity/event, I/we may be required to return the NEMGP funds back to the City of Hamilton, and it is my/our responsibility as the applicant to notify the City of Hamilton of any changes.

I/We acknowledge that the submission of this Application does not guarantee funds will be awarded for the activity/event.

I/We assume all liability for the activity/event.

I/We hereby release the City of Hamilton and its councilors and employees from any and all liability for any loss or injury sustained by me/us, regardless of how caused, resulting from the activity/event.

I/We agree to indemnify and hold harmless the City of Hamilton and its councillors and employees against any liability, damage, loss, claims or demands and actions of any nature whatsoever, including solicitors fees, which arise out of or are in any way connected with the activity/event.

If the activity/event takes place on City property, I/we agree to comply with all guidelines and requirements of the City of Hamilton respecting use of City property, including those of the Special Event Advisory Team (SEAT).

If I/we receive NEMGP funds from the City of Hamilton, I/we will submit a final report summarizing the activity/event and objectives achieved and final budget. Failure to submit a final report may affect eligibility for future applications.



#### CITY OF HAMILTON NEIGHBOURHOOD ENGAGEMENT MATCHING GRANT PROGRAM

If I/we receive NEMGP funds from the City of Hamilton, I/we will submit receipts of expenses for the activity/event, upon request by the City of Hamilton. Failure to submit receipts may affect eligibility for future applications. Please note that any outstanding monies not spent must be reimbursed back to the City of Hamilton.

If I/we receive NEMGP funds from the City of Hamilton, I/we will submit a final report summarizing the activity/event and objectives achieved and final budget.

If I/we receive NEMGP funds from the City of Hamilton, I/we will submit receipts of expenses for the activity/event, upon request by the City of Hamilton.

I/We hereby give permission to the City of Hamilton to share my/our name(s) and details of this Application to outside organizations and various City departments for the purpose of determining if I/we have received or are or may be receiving funds from those organizations or departments for the activity/event. I/We hereby give permission to those outside organizations to share such information with the City of Hamilton.

I/We hereby give permission to the City of Hamilton to share my/our name(s) and nature of the activity/event with Council, and I/we acknowledge that such information will become a matter for the public record.

I/We acknowledge that information contained in this Application is subject to disclosure under the *Municipal Freedom of Information and Protection of Privacy Act*.

I/We agree to acknowledge receipt of funds from the Neighbourhood Engagement Matching Grant Program from the City of Hamilton on all promotional material for our activity/event if our application is approved.

Date: .

Where there is a Financial Sponsor for an Informal Group, also complete the following: I/We agree to be bound by the same terms and conditions as set out under the Applicant Sign Off. Financial Sponsor Name: \_\_\_\_\_\_\_ Signature(s): \_\_\_\_\_\_



#### CITY OF HAMILTON NEIGHBOURHOOD ENGAGEMENT MATCHING GRANT PROGRAM

Personal information contained in this Application is collected pursuant to section 107 of the *Municipal Act, 2001*, and will be used for the purpose of administering the Neighbourhood Engagement Matching Grant Program and for statistical and reporting purposes. Questions about this collection should be directed to **Carmen Rachelle Bian, Community Services, (905) 546-2424 ext 2187 or cbian@hamilton.ca**.

Sample of Past Event Flyer/Recruitment Ad for Social Media



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## WHERE CAN YOU HELP?

AN ALLEY, A GREENSPACE OR A PARKING LOT NEAR YOU

HOSPITAL ALLEY & WEST WAY Brief description of the event

> • CN RAIL LINE CLEANUP Brief description of the event

> • **POWELL PARK** Brief description of the event

# To register your alley or volunteer for a project

Email: <u>hamiltonalleys@gmail.com</u>

## All supplies donated by Keep Hamilton Clean and Green

Volunte<mark>er Celeb</mark>ration to follow TIME Powell Park Clubhouse