



APPLEGROVE COMMUNITY COMPLEX

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www.ApplegroveCC.ca

“TOGETHER, BUILDING OUR COMMUNITY”



Revenue Generation Committee Notes

November 23, 2015

Present: Tolga Ay (Chair), Matt Kindbom, Susan Fletcher (recorder)

Present for Family Dance Planning only: Mercedes Lee, Janina de Guzman (staff)

1. Next Meetings

Tuesday, December 8, at 7 p.m.

Tuesday, January 19, at 7 p.m.

2. Notes from the October meeting

- accepted by consensus

3. Family Dance

- Mercedes is arranging for a donation of 75 cupcakes from Bobbette and Belle (retail for \$2.75+).
- she is inviting Star Wars volunteers attend in costume, both villains and heroes, but licensing restrictions may prevent them from attending non-Star Wars events.
- confirmed time as 2 to 4 p.m.
 - noted that this is nap time for the youngest children, but that the event is not really designed for them
- Mercedes' husband Ian will act as DJ; she will try to get the equipment donated.
- she will follow up on costume rentals
- as last year, admission by donation with a suggested amount.
- door prizes
 - we already have 3 gift certificates from The Circus Academy
 - everyone who donates will get a door prize ticket
 - discussed additional tickets for higher donations, but realized this was exclusionary
 - like last year, families will get a door prize ticket when they complete the evaluation form.
- agreed not to have a silent auction.
- acknowledgement of donations from businesses
 - donors can provide business cards or brochures for the event
 - we can put it on an event hand-out
 - for a generous sponsorship, they can be in the event name, e.g., Family Dance Sponsored by Company
- Sidekick (coffee and comics): we will ask for a donation of coffee and a door prize. Other coffee shops include Ashdale espresso.
- refreshments:
 - juice boxes (“Super Cider”)
 - Twinkies with character wrappers (the picture has valentines) or make-your-own minion stickers
<http://www.skiptomylou.org/free-printable-minion-stickers-for-twinkies/>



- cupcakes
- cookies?
- carrots for super-vision?
- Tolga offered mini-meatballs to be kept warm in a crock-pot (minion droppings? energy balls?)
- popcorn
- based on the last meeting's discussion of photographs, members agreed only to do photos if someone sponsors a rental photo booth (\$500 to \$600)
- for the 2015 event, we offered face painting by markers only, since face paints could have marked princess dresses; however, for 2016, we can provide face painting by volunteers.
 - Susan will check with a local art supply company to find out if they can provide/sponsor this
- other activities
 - something crafty
 - balloon creations
- décor
 - have some different areas e.g.
 - web for Spiderman
 - something for Star Wars
 - a "flying" backdrop for the floor
- promotion:
 - come as your favourite character, hero or villain?
 - Mercedes will draft poster
 - members agreed we will want to start advertising by January 11.

4. Community Information Fair

- Janina has been working on business contact list
- Susan shared the covering letter and proposal used for Applicious that will form the starting point for the business proposal.
- Susan will have the draft packages at the next meeting.
- members suggested using the Applicious sponsor categories.

5. Pasta Fest:

- November 7 at Baron Byng
- a narrative report was not available at the meeting.
- Matt reported that this was the first time he had attended; it was a great success with delicious food and lots of it.
- although attendance was slightly lower than last year, this meant that there was more space to circulate and dance.
- the financial report below shows that proceeds were very slightly higher than 2014, and approached the \$4,000 target.

PASTA FEST			
Income and Expense Report 2015 - interim			
Revenue	2015	2014	+/-
Advance ticket sales	1,086.00	1,261.00	-175.00
Ticket sales at door	187.00	0.00	187.00
Games	243.00	200.00	43.00
Kids activities	187.00	240.00	-53.00
Live Auction	715.00	520.00	195.00
Silent Auction	1,617.50	1,709.00	-91.50
Outstanding from Silent Auction	0.00	105.00	-105.00
Sponsorship	100.00	0.00	100.00
Donation	53.35	55.00	-1.65
Total Revenue	4,188.85	4,090.00	98.85
Expenditures			
Advertising	0.00	0.00	0.00
Food and Beverage	193.05	118.58	74.47
Entertainment	0.00	0.00	0.00
General Supplies	10.60	0.00	10.60
Professional Services	125.00	125.00	0.00
Total Expenses	328.65	243.58	85.07
Net Profit	3,860.20	3,846.42	13.78

6. Community Festival Grant

- The Community Festivals & Special Events Investment Program (Community Festival) provides start-up or early-stage funding for small not-for-profit festivals and community events held in the City of Toronto that encourage residents to have fun, participate in their community, connect with each other, and contribute to a community's strength.
- Application Deadline = Wednesday, Dec. 2 @ 11:59 p.m.
- Susan circulated draft information for a proposal (attached) based on the October discussion of "The Amazing Game".
- issues for decisions included:
 - competitive or relaxed?
 - the competition can be not just speed but also quality
 - randomize the points so teams will not know how many points a particular station can award
 - bonus quests for extra points
 - members recommended a hybrid model
 - fixed route or choose their own
 - members agreed that the Choice option was better – could distribute traffic to stations more evenly
 - allows us to have more stations than can be completed
 - we can have semi-staggered start times with different types of teams starting at perhaps half-hour intervals, but everyone would have the same

amount of time (2 hours?) to complete the game and come to the finish line.

- other ideas and suggestions:
 - set point structure so greater diversity on a team means more points
 - for stations at businesses, they are mainly responsible for staffing the station, and we provide a phone contact and a trained youth volunteer to answer questions or fill in.
 - buttons
 - team kits should include event buttons for all team members
 - supply buttons for business station staff
 - consider signs to guide participants to less obvious stations
 - participants need to understand the game before they start, e.g., via a registration package that includes a map
 - offer bonus points for posting pix on Applegrove’s Facebook page or an event page
 - recruit a couple of volunteer photographers to take pictures – we may be able to live-stream these in the gym via Applegrove’s wifi and projector.
 - as part of greening the event, minimize the items produced and maximize the experiences
 - get a new domain as we did for Applicious.
 - promotion: if the event is held on Saturday, June 18, as proposed, market it as “spend time with dad before Father’s Day”
- next steps:
 - this proposal will go to the Board for endorsement; Susan will submit the grant.
 - over the next 3 months, we will identify additional possible activities, partners and businesses
 - when (if) the grant is approved at the end of March, start approaching businesses, explain the concept and ask if they are interested in being involved; if so, discuss options (operate a station, sponsor families, sponsor a station operated by a non-profit partner, etc.)
 - confirm stations by May 15 and begin advertising for participants.

7. Other Business

- a. Fundraising goals for 2016 (discussed at October meeting, will be on each month’s report.

Activity	Prior info	2016 target
Pasta Fest	2014 and 13 actuals were \$3850 and \$4200 respectively	\$4500
Family Dance	2015 net proceeds were \$575	\$650
Community Info Fair		\$1400
Individual donations including net of CanadaHelps and United Way	YTD as of Aug 31, 2015 \$1700 non-designated \$4000 including designated	\$8,000
Total		\$14,550

- b. Other info
 - visit Susan’s Pinterest fundraising page for info and ideas!
<https://www.pinterest.com/susanapplegrove/fun-and-friend-raising/>

8. Next Meetings

Tuesday, December 8, at 7 p.m.

Tuesday, January 19, at 7 p.m.

The Amazing Game¹

November 20, 2015

Outline for proposal for start-up or early-stage funding for small not-for-profit festivals and community events held in the City of Toronto that encourage residents to have fun, participate in their community, connect with each other, and contribute to a community's strength.

Deadline = Wednesday, December 2, 2015 by 11:59 PM.

RevGen's lively discussion of a non-bouncy event resulted in the following suggestion:

- an art and history "scavenger hunt" (tentatively called The Amazing Game)
- teams (family-based, corporate, etc.) visit sites in the neighbourhood where they have to, for example
 - paint a picture
 - recite a poem
 - write a story
 - find a geocache
- sites can be existing history/art sites (such as the Ashbridge House or Measurement Park <http://www1.toronto.ca/parks/prd/facilities/complex/2284/>)
- or cafés, etc. that could be sponsors
- other businesses could sponsor specific sites.
- we would provide team kits; teams could get pledges.

This document develops that idea to prepare for the grant proposal.

Assumptions

- a) event can go forward rain or shine
- b) Applegrove will be the "home base" and start/finish line. To ensure we have appropriate space, we should permit the gym OR partner with the rec centre and use their gym? Either way, we will NOT need generators, tents, etc.
- c) Participants can walk (or run) the course; motorized vehicles are not allowed. Teams using bicycles, scooters, skateboards, roller blades, etc. will compete in a separate category (and may have alternative activities).
- d) We will not have to provide refreshments; however:
 - i. Individual stations at businesses could offer refreshments
 - ii. We can have a refreshment station (with an activity) that either
 - i. Sells food/drinks
 - ii. Offers free food/drinks provided by a sponsor
 - iii. Incorporates refreshments, e.g., eat a cracker and then say a tongue twister or who can finish a popsicle first
- e) At least one "event staff" (volunteer) at each station should wear an Applegrove t-shirt.
- f) Number of stations
 - a. Minimum = 5?
 - b. Maximum = 15?
- g) Maximum distance covered should be less than 5 km

¹ Note: a Google search for "Amazing Game" did not show any other events or activities on the first 2 pages. The name echoes the television show "Amazing Race" and uses the initials AG, reflecting Applegrove's logo.

- h) Number of participants/teams
 - a. Minimum = 20?
 - b. Maximum = 100?
 - c. Target = 50?
- i) Time frame: options include
 - a. Everyone starts at the same time and completes as many stations as possible within set time e.g. 2 hours. Each team decides which stations and in which order
 - b. Staggered start times such as every 10 minutes, with recorded finish times and expectation that they will follow a set route.
 - c. Group starts – e.g., all family teams start at 1 p.m., corporate teams @ 1:30, individuals @ 2, all completing as many stations as possible within set time.
- j) Teams will be encouraged to select a team name and colour/costume!
- k) Teams will pay an entry fee
 - a. Cost plus for families
 - b. Cost plus plus for corporate teams
 - c. Subsidy/sponsorship process
- l) Each team will need a cell phone
- m) Family teams must include an adult (age 18 or older) who is responsible for children.

To be decided

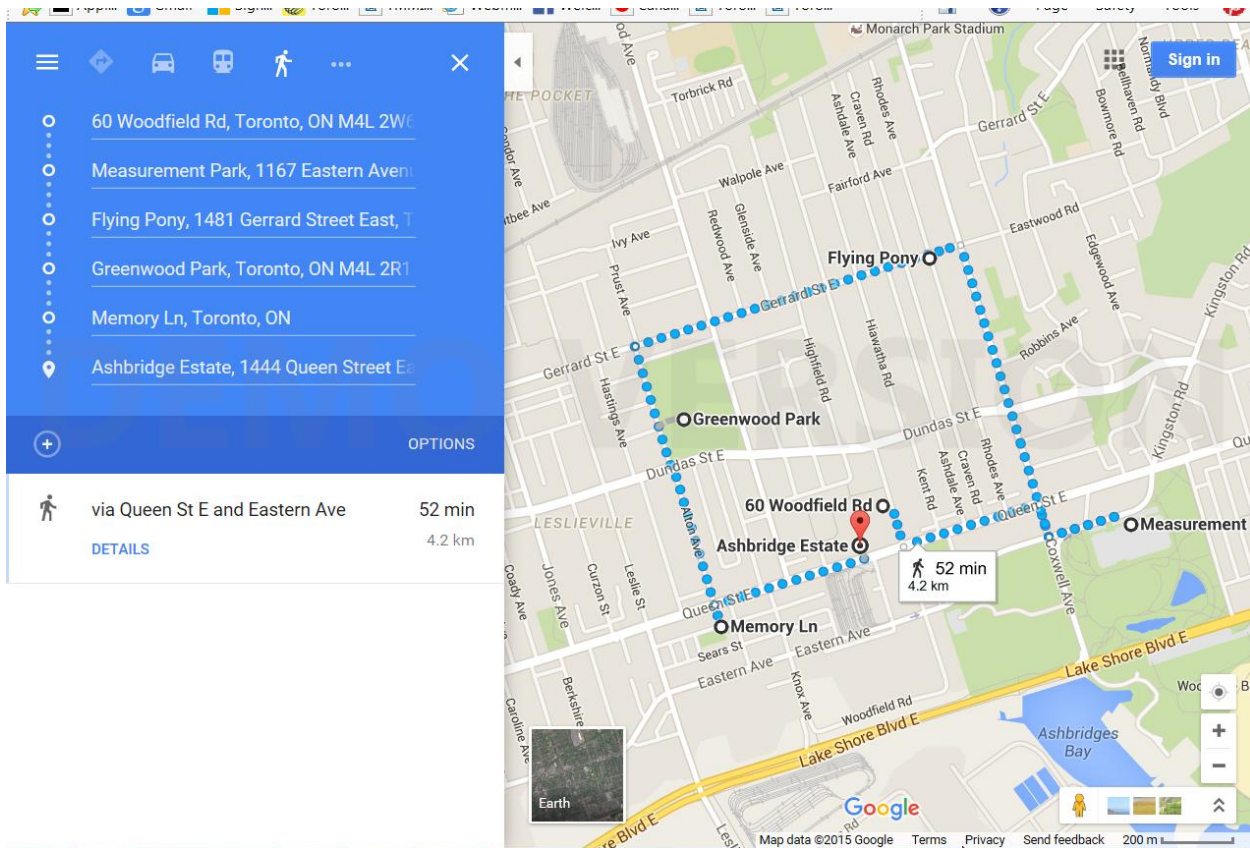
- ? Whether the game is competitive or not
- ? Whether teams follow a defined route or choose their own

Activity Ideas

- ❖ Measure: At Measurement Park, find out the combined height of the 2 corporate sponsor volunteers in centimeters and inches to the nearest whole number e.g. 50 ¼ cm would be reported as 50 cm.
- ❖ Draw: At the Flying Pony Café, finish a (complimentary) apple cider while drawing a flying pony using at least 3 colours (one drink and pony per team member)
- ❖ Proclaim: Find a historical plaque on Queen Street between Vancouver and Woodfield Roads, then go to Crate Restaurant and proclaim what the plaque says (one per team)
- ❖ Get Active: At Jonathan Ashbridge Park, each team member must do 10 jumping jacks, 10 sit-ups and 10 push-ups. Accommodation for disabilities: count out loud each activity done by each team mate (one jumping jack, two jumping jacks, etc.)
- ❖ Convert: Find a building within the boundaries of Lakeshore, Greenwood, railway tracks and Kingston Road that has been converted from another building. Identify the address, the previous building and the current building name or use and take a photo with your phone or camera. Examples include
 - Crate Restaurant/Queen Margherita Pizza building at Queen and Vancouver which used to be a church
 - Housing @ 426-444 Coxwell which used to be stables
 - Housing @ 419 Coxwell which used to be a factory

- ❖ Clean: Go to [a sponsoring] dentist office, floss and brush your teeth, and use a plaque revealing tablet or solution until the dentist is satisfied that your teeth are clean!
<http://www.oralb.com/topics/using-plaque-disclosing-tablets.aspx>
- ❖ Sing: Find where a famous historic maple tree used to grow and sing (or read) the song that the Amazing Game volunteer gives you.
- ❖ Create: At Applegrove, sew 5 buttons on our collaborative art trees. (These will become prizes at the event!)
- ❖ Taste: at (a restaurant, the library, S.H. Armstrong, a faith location or other), blindfold taste tests to identify 5 different kinds of apples
- ❖ Note: while it would great to include the Applegrove Connection location, the church building is heavily used on weekends.

Sample map based on the above activities



Revenue Generation Notes Nov. 23, 2015

The Amazing Game		Budget based on		50 teams		Subtotal	Total
Expenses							
Prizes							
	4 canvases and buttons					\$50	
	Total prizes						\$50
Equipment							
Facilities							
	Gym permit estimated @	5 hours @	\$32.10 per hour				\$160.50
Signage							
	Event logo design honorarium				\$100		
	Signs				100		
	Total signage						\$200
Supplies for activities							
	100 apples, 5 different varieties				\$50		
	crayons or coloured pencils				50		
	pens, pencils, etc.						
	Total supplies						\$100
Team Kits							
	Case or bag containing						
	sharpie marker, map, activity list, team ID numbers, etc. @		\$1.50 per team			75	
	100 printed bags @ 4Imprint					\$220	
	Total kits						\$295
Volunteer T-shirts							
	about \$7 each for	\$ 50 @	the T-shirt guys on Logan				350
Staffing							
Planning							
	ED and PD	10 weeks @	2.5 hours/week	\$60 per hour		\$3,000	
	Program Assistant	10 weeks @	5 hours/week	\$24 per hour		\$1,198	
Day of Event							
	ED and PD	6 hours @	\$60 per hour			\$720	
	Program Assistant	6 hours @	\$24 per hour			\$143.81	
Admin staffing: reports, financial, etc. IN KIND							
	ED and FM	6 hours @	\$60 per hour		720		
	Total Staffing						\$5,062
Misc. @	10%						622
	Total Expense						\$6,840
Income							
Grant							\$5,000
Sponsorships							
	6 stations @	\$100					\$600
	10 teams @	\$25					250
Participation Fees							
	30 families @	\$25				750	
	10 corporate teams @	\$50				500	
	10 individuals @	\$10				100	
	Total Fees						1350
	Total Income						\$7,200
Net Proceeds/Deficit							\$360

Background info on grant

What positive change do we want to see?

- Build pride in communities by showcasing achievements, heritage, culture, and/or neighbourhoods;
- Encourage the development of new partnerships through local community, public and private sector groups working together;
- Strengthen volunteerism by providing opportunities for residents to learn new skills;
- Provide community events for people of all ages and abilities; and
- Strengthen local economies.

Ineligible Events

- Artistic*: An event that is primarily artistic and a component of the event eligible for support from the Toronto Arts Council.

Community Festivals

This is a small grants program. Past funding for projects ranged on average between \$8,000 - \$10,000. The average grant was \$8,352 with a total of \$142,000 granted to 17 projects in 2015.

- Tell us what amount you will need to plan, organize and deliver the event as proposed. Your project budget and event work plans must be realistic and show that the event will have the supports needed to implement it successfully.

How can grant funds be used?

The grant funds are for event-specific costs. Costs that are eligible for funding include planning, organizing and implementation costs for the festivals, events or activities, event administration costs and event evaluation costs. Event implementation costs are any costs related to the effective delivery of the event, such as:

- staff salaries and benefits;
- rental of space;
- rental of equipment for event up to \$2,000 maximum;
- event liability insurance
- personal supports and honoraria for volunteers involved in the event;
- planning and development;
- developing and supporting partnerships;
- delivery and materials costs;
- interpretation and translation for events and communications;
- child-minding for meetings and events; and
- permit fees.