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*Community Cultural Development Evaluation Committee*

**COMMUNITY CULTURAL DEVELOPMENT  
INVESTMENT PROGRAM**

**DEVELOPMENT CATEGORY APPLICATION FORM**

**Complete all sections of the application form including the attached budget form. Non-requested attachments will not be considered.**

Submit application to:

CCD Investment Program  
Recreation Department #200 -  
2253 Leigh Square  
Port Coquitlam, BC V3C 3B8

*For inquiries regarding the Community Cultural Development Investment Program, please contact Carrie Nimmo, Manager of Cultural Development and Community Services at 604.927.7915 or [nimmoc@portcoquitlam.ca](mailto:nimmoc@portcoquitlam.ca).*

Please indicate which specific area you are applying for:

✓ Capacity Building (for organization)

***Required documents to include with your application:***

Capacity Building Applicants:

- Most recent Annual Report (if available), including Year-End Financial Statement for the most recent completed fiscal year (must include Balance Sheet and Income Statement)
- Copy of certificate of Society Incorporation
- Board of Directors List
- Staff List
- Related support documents (e.g. Strategic Plan, feasibility study, business plan, needs assessment, etc.) if applicable

This category is intended to support community cultural development by providing funding for strategic development, professional development and community arts, culture and heritage initiatives that are not eligible for Community Cultural Development (CCD). Project or Operating Investments. The application package includes guidelines, application form and final performance report.

1. Organizations: Capacity Building Program (up to \$5,000)
2. Individuals: Professional Development Program (up to \$1,000)
3. New arts, culture and heritage groups, collectives or individuals who do not have not-for-profit status but who serve the community: Community Initiative Program (up to \$2,500) Annual Deadlines: April 30 and September 30

Contact: Carrie Nimmo, Manager of Cultural Development & Community Services Tel: 604.927.7915

[Email: immoc@portcoquitlam.ca](mailto:immoc@portcoquitlam.ca) Tips for Applicants:

1. Review Guidelines
  - a. Does your initiative align with the City's Cultural Plan?
  - b. Is your initiative eligible for funding?
2. Contact the Manager of Cultural Development & Community Services before submitting an application.
3. Complete the application form.
4. Attach your application statement.
5. Attach your budget using the excel budget form.
6. Submit your application, statement and budget prior to the deadlines stated above.

**Name of organization or individual: THE WILSON CENTRE SENIORS' ADVISORY ASSOCIATION**

Physical Address: 2150 Wilson Avenue

Mailing Address 2150 Wilson venue City: Port Coquitlam

Postal Code: V3C 6J5

Contact Person: Royce Shook

Title: President

Phone: 604-945-0395

Web Site: <https://www.portcoquitlamseniors.com/>

E-mail: royce.shook@gmail.com

**Social Media (if applicable):**

Facebook Page URL: <https://www.facebook.com/groups/211013223669826/>

**Society Incorporation Date (if applicable):** 1992-01-01

Organization or group has been in existence since: 1990

**Amount of Request:** \$5,000

Total Budget for Initiative (Costs): \$5,100

For organization applicants (only):

Total Annual Operating Budget	<u>\$10,477</u>	<u>\$9,278</u>
	(Previous Year)	(Current Year)

**To demonstrate the organization’s value to the community, provide the following information:**

Number of members: 1075

Number of volunteers: 108

**Number of community participants in the past year (attendance, audience, students, clients, etc.):**

- Number of Venues Band and Choir performed at 20 with an average attendance of 40 for each show for an audience of over 800.
- 10 Social Events were held at Wilson Center to a maximum of 75 so 750 people attended and each social had a wait list.
- Number of Participants in ongoing activities at the Community Centre 1,350.

**Any other relevant statistics (specify):**

- What's up Wilson Web views 746. What's up Wilson web shares 1,575.
- Number of seniors who eat lunch at Wilson Senior Cafeteria 40 per day or about 800 people based on an Average month (February 2020).

**DECLARATION**

We hereby certify that we are the authorized signing official(s) of the applying organization and that this application is accurate to the best of our knowledge.

*Royce Shook*  
Signature

President  
Title/Position

May 28, 2020  
Date

Application Statement and Budget

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**NOTE: Applicants are asked to attach a statement with answers to the questions below. Maximum 10 pages, single sided, no smaller than 11-point type. Please address only those questions (below) related to which of the three Development Category Programs you are applying for.**

**CAPACITY BUILDING PROGRAM (for organizations):**

1. Please provide a profile of your organization, including the mandate and mission statement and a brief summary of your history and artistic achievement.
2. At what stage is your organization in terms of its developmental life cycle?
3. Please explain the impact of internal and external factors on your organization. What has changed (financially or otherwise) over the past six-twelve months? What is the predicted effect on your organization of these impacts over the coming six-twelve months?
4. Outline the gaps in the organization's knowledge, skills and/or expertise that you think will be addressed by this capacity building initiative.
5. Provide a clear and concise project description that includes the following:
  - a. detailed work plan outlining the project schedule and activities to be undertaken;
  - b. list of individuals from your organization participating in the project;
  - c. list of consultants/experts who will be engaged in the project.
6. How and why did you select these consultant(s)?
7. What are the expected short-term and long-term outcomes? Describe the anticipated impact on the organization's programming, artistic achievement and/or community engagement. How will you measure and evaluate the impact of this initiative?
8. Please complete the attached budget form.

**Application Form for Capacity Building Program (for Associations):****1. Please provide a profile of your Association, including the mandate and mission statement and a brief summary of your history and artistic achievement.**

The Wilson Centre Seniors' Advisory Association is a tireless advocate for promoting wellness and health for seniors in Port Coquitlam and is open to all those 50 years plus. The Association started in 1990 and became a federally registered charity in 1992. The mission of the Society is to promote and develop the well-being of senior citizens ("seniors") in the community by:

- a. Promoting and developing year-round educational and recreational programs and activities that meet the needs of Seniors in the community on a free or nominal cost basis, by advising, advocating, promoting and fundraising to improve the well-being of seniors in the community;
- b. Providing monetary grants to needy seniors for poverty relief on a confidential basis;
- c. Supporting the City of Port Coquitlam Seniors Recreation area, the food service programs and social events for seniors in the community which is located at the Wilson Lounge; and
- d. Providing volunteers and volunteer services for seniors in the community.

The Association has, from the beginning, worked hard to achieve these goals and remain true to its mission. To this end, from the mid-1990s the Association has provided a second home for many community members. The Advisory Association worked with the City at the old Wilson Seniors Centre and continues to support the City at the new Community Centre to provide a variety of cultural, (Silver Chord Choir, Band and Ukulele) recreational (Bingo, carpet bowling, dance fusion, bridge, and Language lessons) and fitness (Yoga, Chair Yoga, and Zumba, Chair Fitness, Get up and Go) programs for seniors of all abilities. The Association also assists the City through provision of a blood pressure clinic, foot clinic, immunizations, heart and stroke and weight loss programs, and also assists completion of government forms and tax submissions for seniors who come to the Center.

From the mid-1990s until 2013 the Association ran the Community Volunteer Services for Seniors Outreach Programs which connected seniors in Port Coquitlam to a network of support through friendship and volunteer roles. By partnering with agencies and community resources, seniors were provided with opportunities which promoted independence and ensured emotional and social well-being. The goals for the program were to provide opportunities for our members to volunteer in the community, reduce or eliminate senior isolation and provide a sense of community among seniors through programs that integrated them into the community and facilitated wellness through programs that promoted independence.

The Association also supports other events in Port Coquitlam including the May Day Celebrations, SHARE Christmas drive, the Farmers market and the market senior's subsidy program, and Seniors Week, and also provides grants to seniors who need support.

**2. At what stage is your Association in terms of its developmental life cycle?**

The Association is in the Mature life cycle of its development and needs to move into renewal rather than a decline stage. The Association is at an important point in its ongoing mission to help the seniors in Port Coquitlam find recreational, cultural, social and fitness programs to meet their physical, social and mental health needs.

In 2013 the Association opted to give up the Community Volunteer Services for Seniors Outreach Program. This process took two years. In 2015 the program was absorbed into the Better at Home program ran by SHARE Family Services. There were a number of reasons for doing this, but once that decision was made, the Association had a new project and began to work with the City's Recreation Department on the new Port Coquitlam Community Center which is scheduled to open the summer of 2019. The Association was faced with deciding what role a senior center would have in the new facility and what role the it would have as the new center was developed. The Association has been focused on providing advice and guidance on the effect on our members as the city made changes, closed down programs, opened new ones, and started to move to the new location.

Winding down programs, opening new programs, leaving one building and moving while trying to run programs during construction was very stressful for members. Construction for phase 2 of the new Center is slated to be completed by Fall of 2021 and the Association continues to support the City in the delivery of existing programs, providing the City with advice and ideas about how to best serve our senior members.

Given the additional challenges that the pandemic has created, the Association is at a crossroads about how to proceed to help our members and one of the questions the Association should look at is how do we expand our capacity in a time where everything is uncertain?

**3. Please explain the impact of internal and external factors on your Association. What has changed (financially or otherwise) over the last six-twelve months?**

Since the start of construction of the new Community Centre in 2017, the Association has been faced with declining membership and declining revenues due to access concerns from parking issues, problems with buses and development of a safe HandyDART drop off location Those issues were close to being resolved and membership had started to increase. Starting last year, the Association and the Center were hosting two social gatherings every month for seniors and was on track to surpass the numbers lost during

construction. Membership in the Association had dropped to a low point of about 700 from over 2000 and by January membership was just over 1,000. Application Form for

Then the news of the virus started to be known in BC, the Board programs that had been increasing in numbers had to be cancelled for the protection of members. The construction problems and the cancellation of the programs where members could socialize, exercise created a hole for the seniors forcing some into self-isolation caused by the lockdown but also into periods of loneliness as the programs offered were, for some, their only contact with others. It also created a hole in the budget. The Association started to lose money in January operating at a slight loss and anticipates that this loss of revenue will continue through next year.

**What is the predicted effect on your Association of these impacts over the coming six-twelve months?**

While we stay in touch and communicate with our members, we do not have the ability to raise funds. One of the predicted effects will be a loss of revenue and a loss of ability to provide social connection opportunities and personal interaction with and between members. This loss may mean a reduced understanding by members as to the role of the Association and how it supports them.

Because of the unique danger this virus has for vulnerable populations, cultural, recreational and fitness programs for seniors were among the first to close as a result of this pandemic. Reports show that the proposed phasing and framework for return means that it is very likely that seniors' programs will be the last to reopen. The City is seeking safe options to see if there could be some adapted programs initiated over the summer, but until a vaccine is developed it is more likely programs for seniors will recommence during the Health Authorities phase 4 or 5. Which programs and how they would operate has yet to be determined.

We are working closely with the City to provide feedback on ideas, and on how to and when to open with safety for seniors being the main focus. To help our members and to help in planning, the Association is also working with the City to initiate a Phone Buddy program where Board members will connect via phone to all 1000+ members to ensure they are doing okay, to identify what their needs might be, to reduce the feelings of loneliness and self-isolation, and to provide levity, connection and support where needed. To facilitate communication with members we have a new Wilson Advisory Board Facebook page to assist with connection and community development, and we participate in the bi-weekly What's Up Wilson publication, our senior community's newsletter that keeps our members informed, engaged and connected. We are also adding new content to our blog every two to three days.

**4. Outline the gaps in the Association 's knowledge, skills and/or expertise that you think will be addressed by this capacity building initiative.**

For an Association to renew and continue to meet the needs of its members there are three areas that leaders and members need to understand, 1.) history and mission of the Association; 2.) the knowledge and a recognition of and the ability to promote what the Association is doing at present; 3.) the ability of the leaders to have the skillsets and expertise to prepare for the future. Capacity means the ability or power to do, experience, or understand something, coupled with the ability to do something.

We are exploring a three-part capacity building program for next year, but we are asking for funding for two-parts of our program over the next year. The first part of our capacity building initiative is to understand the history of the Association, its mission and what it has contributed to the community. To this end, we will create a book that tells the story and the history of the old Wilson Centre and the Association in words and historic images. The history will be placed on the web and will be also be made available through the Library, Heritage Society and copies will be provided to the Mayor and Councillors.

The second part of our capacity building initiative is to create recognition of our support for seniors in the community that is currently lacking. We support two groups that routinely reach out to seniors in our community, these are the Silver Chord Choir and the Wilson Center Band. To enhance the feeling of belonging for members of both groups, we would like to provide each member with a group specific branded shirt with their respective logos. In addition, we want each of these groups to have a Banner that they could use when they participate in community performances and complete outreach programs and events for our community seniors in Port Coquitlam. In 2018-2019 these two groups performed at over 20 venues in Port Coquitlam to reach hundreds of seniors. We want to show our support for them in a tangible manner that also helps increase the ownership, connection, and belonging for the groups while at the same time recognizing the important role of the Board.

The third part of our capacity building initiative, for which we are not asking funding at this time, is to update the skills and competency of our Association in the areas of Strategic and future planning. This will be done by joining Associations that help non-profit Boards by using their resources and workshops to expand the knowledge of the Association.



**5. Provide a clear and concise project description that includes the following: A detailed work plan outlining the project schedule and activities to be undertaken:**

**Work Plan**

**Creation of the History of the Association**

Describe how this aspect of our proposal meets current and/or anticipated requirements from the BC Provincial Health Officer related to COVID 19 to protect the health of participants, staff and volunteers

We have looked at the BC CDC and as part of the workplan will limit the size of the committee to 10 people and will meet online via ZOOM or in a facility provided by the City that allows for physical distancing. Since we will be using a room at the Recreational center, we expect that the city will have the appropriate cleaning and disinfection controls in place.

- September: In partnership with the Heritage Society, the Association meets to define parameters, procedures and protocols. The chair is confirmed as well as meeting dates (virtual and face-to-face) set for the year.
- October to February: research is conducted and material is gathered and photos are enhanced if needed.
- March to May: the material is collated, the text is written and edited and made ready for web and print.
- May: the material is sent for print publication and a web page is created for the photos to be uploaded.
- June (Senior Week) the Book is presented to the City and the web page is live.

**Creation and distribution of uniforms and Banners to the Silver Chord Choir and the Wilson Center Band.**

Describe how this aspect of the proposal meets current and/or anticipated requirements from the BC Provincial Health Officer related to COVID 19 to protect the health of participants, staff and volunteers.

We have reviewed the guidance listed on the BC Centre for Disease Control website: and as a result, will make sure once that the creation of the banner, logo and the shirts will be done online. We will also, when we distribute the shirts make sure that we limit the number of choir and band members receiving the shirts to less than 10 at a time and we will follow the physical distancing rules

- September: Choir and Band members are asked for feedback on the Banner and Banner and clothing, manufactures are contacted
- October: Banner and Golf Shirts finished and given to members of the Choir and Band ready for the upcoming November 11, and Xmas events.

List of individuals from your Association participating in the project: (the list is not limited to these members and our hope is that others will come forward in the fall)

Royce Shook	Teresa Foreman	Ruth Wilson
Gwendoline Turpin	Juanita Franco	Judy Aird
Ann Pratt	Jerine Jago	George Lukach
Roland Mitchell	Lynn Mackenzie	Larry Jacobsen
Karen Dobson	Sharon Martin	
Ian Follis	Doug Taylor	

### **5a Provide a list of consultants/experts who will be engaged in the project.**

The biggest challenge in the next few weeks and months will be to find the right balance in thinking and action between addressing immediate challenges with mid-term recovery planning and longer-term future planning. There is too much still unknown during the COVID pandemic for confirmation and commitment of involvement. The Heritage Society and the City of Port Coquitlam's Senior Services area will definitely be engaged.

### **6. How and why did you select these consultant(s)?**

One of the proposed projects involves historical events in the Community which aligns well with the Heritage Society. The City's goal also aligns with the Boards goal to reduce isolation and encourage connection, belonging and engagement, through physical and social recreation. We are looking at other Associations with proven track records when working with non-profits. Organizations with which we are considering joining with at this time are:

- VantagePoint
- Board Source
- AMC NPO Solutions

### **7. What are the expected short-term and long-term outcomes?**

#### **Short Term Goals**

- To increase awareness by our members of the role the Association plays in supporting artistic groups within our community.
- To recognize the volunteers of the Silver Chord Choir and the Wilson Center Band for their important artistic contributions to the community.
- To increase the recognition by the community groups of the role of the Association through the sponsorship of the Silver Chord Choir, the Wilson Center Band and the History of Wilson Centre.
- To generate a renewed interest in what the Association is doing with the goal of increasing memberships
- To add a webpage with images and text about the history of the Board and Wilson Centre

- To create a publication that tells the story of the Association and its contribution to seniors in the community
- To increase the awareness of the issues for seniors, by the Board, in our community based on the return to a “new normal.”

### **Long Term Goals**

- To continue to work with the City to provide advice on the development of year-round cultural, educational and recreational programs and activities that meet the needs of Seniors based on our understanding of the “new normal”;
- To continue to work with the City to provide grants to seniors in need for the relief of poverty on a confidential basis;
- To increase the number of volunteers and volunteer services for Seniors in the community.

### **Describe the anticipated impact on the Association ’s programming, artistic achievement and/or community engagement.**

The impact will be an increase in membership, an increase in awareness of the role of the Association, and an increase in the number of seniors using the Community Center. This in turn will spark an increase in our ability to raise funds, an increase in the number of Associations that request the services of the Silver Chord Choir and the Wilson Center Band and an increase in the community of the role of our Association in advocating, supporting and connecting with seniors in Port Coquitlam.

### **How will you measure and evaluate the impact of this initiative?**

We will measure:

- The increase/decrease in membership
- The number of seniors using the Community Center
- Attendance at our social events
- The number of Associations that request the services of the Silver Chord Choir and the Wilson Center Band
- We will create a survey to see if there is an understanding in the community of the role of our Association in advocating for seniors in Port Coquitlam.
- Hits and clicks on the web based historical publication
- Testimonials from seniors participating in our events and programs
- Additional interest in joining the Wilson Seniors Advisory Board

The impact of the initiative will be seen to be positive if there is at least a 10% increase in at least three of the above.

### **8. Please complete the attached budget form.**

# 1. REVENUES

Name of Organization:		<b>THE WILSON CENTRE SENIORS' ADVISORY ASSOCIATION</b>	
ONLY enter data in the <b>GREEN COLOURED BOXES!</b> Other coloured boxes are for <b>STAFF USE ONLY</b> and may contain formulas. Do NOT alter, delete or over-write any formulas!			
<b>REVENUES</b>	<b>DEVELOPMENT CATEGORY BUDGET (Capacity Building)</b>		
	Project Dates - From:	Tuesday, September 1, 2020	
	To:	Thursday, September 30, 2021	
	AMOUNT	Provide details and breakdowns in this column.	
<b>EARNED REVENUES</b>			
Admissions / Box Office			
Workshop Fees			
Subscriptions / Memberships			
Sales / Merchandise / Concessions			
Other (specify)			
Other (specify)			
Sub-Total / Earned Revenues:		0	
<b>PRIVATE SECTOR FUNDING</b>			
Corporate Sponsorships / Donations			
Individual Donations			
Other Fundraising Activities			
Foundation Grants			
Other (specify)			
Other (specify)			
Sub-Total / Private Sector Funding:		0	
<b>PUBLIC SECTOR FUNDING</b>			
City of Port Coquitlam (this grant request)		5,000	
Other Municipal / Regional Support			
BC Arts Council			
BC Gaming Community Grant			
Other Provincial			
Canada Council for the Arts			
Dept. Canadian Heritage			
Federal Employment Grant			
Other Federal			
Funds from our reserve			
Sub-Total / Public Sector Funding:		5,000	
<b>IN-KIND CONTRIBUTIONS</b>			
Other (specify) From the Board		100	
Other (specify)			

Other (specify)		
Sub-Total / In-Kind Contributions:	100	
<b>TOTAL REVENUE</b>	<b>5,100</b>	

## 2. EXPENDITURES

Name of Organization:	THE WILSON CENTRE SENIORS' ADVISORY ASSOCIATION	
<p>ONLY enter data in the <b>GREEN COLOURED BOXES!</b> Other coloured boxes are for <b>STAFF USE ONLY</b> and may contain formulas. Do NOT alter, delete or over-write any formulas!</p>		
<b>EXPENDITURES</b>	<b>DEVELOPMENT CATEGORY BUDGET (Capacity Building)</b>	
	Project Dates - From:	Tuesday, September 1, 2020
	To:	Wednesday, June 30, 2021
	AMOUNT	Provide details and breakdowns in this column.
<b>PROJECT PERSONNEL</b>		
Artistic Director or Producer Salary/Fees		
Artists' Fees / Honorariums		
Other Project / Programming Fees		
Production Fees		
Technical Fees		
Other (please specify)		
Sub-Total / Project Personnel:	0	
<b>PRODUCTION COSTS</b>		
Venue / Site Rental		
Equipment Rental		
Material and Supplies (please specify)		
Technical Expenses		
Production Costs (please specify)		
Transportation		
Artist Travel / Accommodation / Per Diem		
Documentation		
Golf Shirts with Logo	2,000	50 Golf shirts with Logos that identify the group and their affiliation with the Wilson Advisory Board
Book Design and Printing	1,600	Designing and producing 40 copies of the History of the Wilson Advisory Board and its contribution to the seniors of Port Coquitlam since 1990
Sub-Total / Production Costs:	3,600	
<b>OUTREACH &amp; PROMOTION</b>		
Promotion/Publicity Personnel/Fees		
Outreach Expenses		

Promotional Materials (flyers, programmed, posters, etc.) Banners	1,000	There would be two Banners; one for the Choir, one for the Band when they travel to different venues in Port Coquitlam\
Advertising Expenses (print, radio, TV, etc.)		
Web/Social Media Expenses	500	This would be to create a web page with the history of the Association so all members with Internet could have access to it
Other (please specify)		
Other (please specify)		
Sub-Total / Outreach & Promotion:	1,500	
<b>ADMINISTRATION (Project Specific Only)</b>		
Administrative Staff / Contractors		
Office Rent		
Other Admin Expenses (e.g. supplies, telecommunications, etc)		
Other (please specify)		
Other (please specify)		
Sub-Total / Administration:	0	
<b>IN-KIND EXPENSES</b>		
Other (please specify)		
Other (please specify)		
Other (please specify)		
Sub-Total / In-Kind Expenses:	0	
<b>TOTAL EXPENDITURES</b>	<b>5,100</b>	<b>0</b>
<b>TOTAL REVENUE</b>	<b>5,100</b>	
<b>Surplus / Deficit (must be \$0 balance)</b>	<b>0</b>	