



1 Centennial Square  
Victoria, BC V8W 1P6

E [grants@victoria.ca](mailto:grants@victoria.ca)

# 2015 Strategic Plan Grant Application Form

## How to Apply:

1. Complete **Application Form** in its entirety and send to [grants@victoria.ca](mailto:grants@victoria.ca)
2. Assemble **Eligibility Documentation**

Attach the following *required* documentation to ensure eligibility and completion of the 2015 Grant Application Form.

- Society or Charity confirmation – Provide society number and Certificate of Good Standing or Charity Registration Number and CRA Canadian Registered Charities details page showing charity status as **registered**
- Annual Report and Financial Statements – organization’s current filed documents with the Registrar of Companies as required by the BC Society Act

## SECTION 1. CONTACT INFORMATION

Organization Name: FED Restaurant Society  
 Mailing Address: #415-620 View St., V8W 1J6  
 Contact Person: Heidi Grantner Email: getfedvictoria@gmail.com  
 Telephone: 250-888-1217 Website: www.get-fed.com

## SECTION 2. ORGANIZATION INFORMATION

Are you registered under the *Society Act*?  Yes  No Society Registration Number: S-0061108  
 Are you a registered Charity?  Yes  No Charity Registration Number: \_\_\_\_\_  
 Organization mission/mandate

To increase food awareness and community engagement by creating a vibrant downtown district that fosters green spaces and showcases restaurants committed to reducing their ecological footprint.

Brief history and role in benefitting residents of Greater Victoria

The Food Eco District (FED) is a local non-profit that is working to create a downtown district that celebrates food and sustainability. FED envisions a vibrant and distinct neighbourhood in Victoria’s downtown core that is marked by increased public spaces and greenways with an abundance of edible plants. This district will contribute to a much-needed conversation about food security and urban agriculture on the Island, and we hope it will attract tourists and locals alike. We are working with the local restaurant leaders to put this vision into reality.

How many paid staff at organization? Full Time: 0 Part Time: 1  
 How many volunteer staff at organization? 6 Total volunteer hours: ~15/week

## SECTION 3. ORGANIZATION FINANCIAL INFORMATION

What is the organization’s annual budget? \$19,500

What other sources of funding do you receive and how is it used?

Source	Total Funding	Use
Vancity	\$8,000	Project co-ordination & administration, garden materials, marketing, website development, honorariums.
Coastal Community Credit Union	\$1,000	Garden materials.
In Kind - Gift Cards from member	\$5,000 value	Reimbursing volunteers, trading for materials



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restaurants		
In Kind – Design services	\$5,000 value	Urban garden design and implementation
In Kind – Website	\$500 value	Website

Has the organization filed for bankruptcy or currently seeking credit protection?  Yes  No

## SECTION 4. PROJECT OR PROGRAM INFORMATION

Project or program title: The Food Eco District (FED)

Brief description of the project or program and why the grant is needed.

FED works with restaurants to help them increase on-site food production by providing them with a free urban garden consultation and design, and helps co-ordinate the building and installation of planters and urban garden features. FED also hopes to complete urban agriculture projects in public spaces (eg. boulevards), and on other private land (eg. parkades and under-developed lots). Funds from the Strategic Plan grants would be used in part to compensate our horticulturalist, who is currently providing design services on a volunteer basis and whose capacity could be greatly increased with compensation. Funds would also be used for the maintenance of gardens and the removal and re-purposing of materials for temporary installations.

In addition to support for urban agriculture projects, FED needs funding to market the district and increase consumer and tourist traffic. FED hopes to design and publish a map of the district, create print materials such as posters for members, and host a FED Launch Party and other events that raise the profile of the project. Additional funding would be used to increase the capacity of the current Project Co-ordinator, who could greatly increase the scale of the project with more dedicated time.

Does this project or program impact public space?  Yes  No

Please select the Strategic Plan Objective that the project or program aligns with or supports (for further explanation of objectives, please read the full text of the Strategic Plan found at <http://www.victoria.ca/EN/main/city/corporate-strategic-plan.html>). Check off as many as is appropriate.

- Innovate and Lead
- Engage and Empower the Community
- Strive for Excellence in Land Use
- Build Financial Capacity of the Organization
- Create Prosperity through Economic Development
- Make Victoria More Affordable
- Facilitate Social Inclusion and Community Wellness
- Enhance and Steward Public Spaces, Green Spaces and Food Systems
- Complete a Multi-modal Active Transportation Network
- Nurture Our Arts, Culture and Learning Capital
- Steward Water Systems and Waste Streams Responsibility
- Plan for Emergencies Including Climate Change Short and Long Term
- Demonstrate Regional Leadership

Explain in detail how this project or program will meet and support the City of Victoria's Strategic Plan Objectives.

In supporting the world's first Food Eco District, Victoria has an opportunity to innovate and demonstrate regional leadership. Bigger cities across North America have adopted the Eco Districts framework, however this project is unique in its focus on food and food security. FED's urban agriculture projects will help increase Island-grown food, enhancing food security and reducing the carbon emissions associated with importing over 90% of our current diet. We hope the planting of edibles in community spaces and at member restaurants will engage the community and increase community wellness.



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Since restaurants must achieve a minimum level of sustainable operations, as measured by the Vancouver Island Green Business Certification, FED helps support local businesses that are leading the way in environmental management.

How many will benefit from the project or program? 5,000 + Percentage of Greater Victoria Residents? 100%

Who is your target audience? Everyone! Downtown residents, other locals, tourists of all ages...



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## SECTION 5. PROJECT OR PROGRAM FINANCIAL INFORMATION

Please attach a detailed breakdown of all expenses for this application.

What is the project or program: Total Cost \$ 45,500 Amount Requested \$ 10,000

Administrative costs are capped at a maximum of 18% of total budget. Indicate the percentage of administrative costs: 15%

How much is the organization contributing to this project or program? \$ 0

Please indicate the funding sources for this application:

Government funding

Organization Name	Contact Person	Phone Number	Amount

Corporate sponsorships

Organization Name	Contact Person	Phone Number	Amount

Matching funds

Organization Name	Contact Person	Phone Number	Amount

In-Kind contributions

Organization Name	Contact Person	Phone Number	Amount
FED member restaurants	Heidi Grantner	250-888-1217	\$5,000
Design services	Tara Campbell	250-508-7218	\$5,000
Red Raven Creative	Ryan Hamilton	416-660-9898	\$500

Waived fees and charges

Organization Name	Contact Person	Phone Number	Amount

Other

Organization Name	Contact Person	Phone Number	Amount
Vancity	Andrea Di Lucca	250-995-7647	\$8,000
Coastal Community Credit Union	Kristin Hocking	250-716-2834	\$1,000

**Grand Total of Other Funding Sources** \$ 19,500

Partial funding may be available. Will the project occur without full funding by the grant?  Yes  No

If you do not receive full funding, what is the impact to the organization and project or program. Please provide an explanation below.

Since FED is mostly volunteer-run, the program will not stop if we do not receive the funding requested. However, the capacity and scale of impact will be greatly increased with extra funds, as it will allow us to undertake larger projects and grow our member base.



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## SECTION 6. PROJECT OR PROGRAM TIMELINE

Project or program dates From: January 2015 To: December 2015

Project or program location: Victoria, BC (downtown core, Cook St. Village and Estevan Village)

Project or program timeline and major milestones.

Date	Milestone
July 2 <sup>nd</sup> , 2015	Installation of next urban garden project at The Village (satellite member)
August 20 <sup>th</sup> , 2015	FED Lauch Party
September 2015	Installation of planters at the Atrium (tentative)
Fall 2015	Member recruitment push
December 2015	FED map designed/ updated with current members

## SECTION 7. PROJECT OR PROGRAM VOLUNTEERING

How many volunteers will work on this project or program? 6-10 Total volunteer hours required: min. 25 hrs/wk

Can the project or program occur without volunteer support?  Yes  No

## SECTION 8. PUBLIC ACKNOWLEDGEMENT

All grant recipients are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the City's funding support?

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Website                                 | <input checked="" type="checkbox"/> Newspaper Advertisement |
| <input checked="" type="checkbox"/> Social Media                            | <input checked="" type="checkbox"/> Newsletter              |
| <input type="checkbox"/> Sponsor Plaque                                     | <input type="checkbox"/> Annual Report                      |
| <input checked="" type="checkbox"/> Other <u>on printed map of district</u> |   |

## SECTION 9. DECLARATION

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

- The organization will be in compliance with all applicable municipal policies and bylaws
- The organization will publicly acknowledge the grant awarded by the City
- The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity
- The organization is not in arrears with the City
- The organization is not in bankruptcy or seeking creditor protection
- The grant application meets all the eligibility requirements of the City's Grant Policy

Signature: 

Position: FED Coordinator

Name: Heidi Grantner

Date: June 26, 2015

**Food Eco District Project**

<b>REVENUES</b>	<b>Description</b>	<b>Total</b>
Vancity Grant	For Overhead costs and local garden projects	8,000
Coastal Community Credit Union	grant	1,000
Private Donations	matching funds for projects, Jawl Properties etc	5,000
Other Grants	City, DVBA, Victoria Foundation, etc.	10,000
City of Victoria Grant	For Overhead costs and local garden projects	10,000
1% For the Planet Contributions incubator	Secured funds from 1% for the planet organizations	1,000
In Kind- Gift Cards	gift cards from restaurants, use as 'currency' \$250 ea	5,000
In Kind- Design Services	design for planters etc	5,000
In Kind- Website	\$500 for website services	500
<b>TOTAL PENDING</b>		<b>26,000.00</b>
<b>TOTAL SECURED</b>		<b>19,500.00</b>
<b>Total Revenue</b>		<b>19,500.00</b>

<b>EXPENSES</b>	<b>Description</b>	<b>Total</b>
Administration	15% to SSI	2,925
Project Manager	\$17/hour, 55-60 hours per month (\$1,000/month). Start March 31	2,500
Urban Garden Design & maintenanc	\$250 summer months to tara-maintenance	1,000
Garden Costs	soil, wood, hardware, etc	1,325
EcoDistrict Incubator		
Architectural Designer Honorarium	\$500-carly design honorarium (ideally-- not funded yet)	5,000
Marketing	Print materials, decals, pamphlets, signage, etc	750
Website	\$500 in kind, \$500 GC's, rest in cash (\$1000)	1,000
Gift Cards as Thank yous to Volunte	from FED restaurant members	5,000.00
<b>Total Expense</b>		<b>19,500.00</b>
<b>Revenue less Expense</b>		<b>-</b>

**LEGEND**

**PENDING**

**SECURED**

**Grants 73%**

**Business 27%**

PENDING

SECURED

CURRENT BUDGET

based on \$19,500

based on 20 members total

carry to 2016/ absorb variability in revenue