

CORPORATION OF THE TOWNSHIP OF ESQUIMALT

LOCAL GRANT APPLICATION

For Year: 2016

Name of Organization:

Creatively United for the Planet Society

Address of Organization:

C/O 474 Nelson St.

Victoria, BC

V9A 6P4

Phone: 250-383-0206

Fax: /

email: info@creativelyunited.org

Contact Person: Frances Litman

Position(s) with Organization: Executive Director / Organizer Phone: (250) 383-0206

Amount Requested: \$ 2500.00

Total Project Budget: \$ 41,600.00

Have you applied before? Yes When? 2015

Grant Received: \$ 5,500.00

If yes, have you submitted a final report for previous year funding?  
(note: report must be submitted to receive consideration for further funding)

Yes  No

Fiscal year of organization: From January 1 To December 31<sup>ST</sup>

Are you currently receiving benefit from a Property Tax Exemption  
from the Township of Esquimalt?

Yes  No

Incorporation number and date of incorporation: S60506 Incorporated 2012

Registered Canadian Charitable Organization number: 1 Registered non-profit society  
(Applicants must be not-for-profit organizations or be otherwise publicly accountable)

Is your organization based in Esquimalt

Yes  No

Is the project for which you are requesting funding based in Esquimalt?

Yes  No

If yes, please provide the location/address: (CRD/Community-wide)

Describe your organization, its mandate and program(s):

Please see attached

Describe the project for which funds are being sought. Please indicate why you think it should receive municipal funding. Feel free to use additional sheets of paper.

Project Description (including date and location): please see attached

Vancouver Island's largest sustainability showcase  
& biggest Earth Week festival.

April 15+16 (Royal Bay Secondary /Colwood) April 22+23 (Royal EC Plaza)

Purpose of this project: is to showcase sustainable ideas, businesses & organizations → to celebrate social innovation, unite communities and achieve a more just and sustainable world by inspiring individual, community & global well-being.

The names of those involved in carrying out the project:

Primary Lead: Frances Litman + volunteer team  
(profiles can be seen on our website team page)

Green Event Initiatives: This event, like all our others, is a zero-waste event and this year we have workshops & lectures on how best to do that and want to also showcase the Township of Esquimalt's leadership in producing a Green Event Planning Guide on our website in continued collaboration.

Benefit to Esquimalt: As this is a region-wide event, it puts our municipality in the forefront of sustainable leadership practices, gives the citizens something more to be proud of, and an opportunity to learn more about & attend the event through funding provided to advertise & promote the showcase to residents.

Please see attached.

## PROJECT BUDGET

Please give details on revenue and expenditure projections. Indicate which revenue is secure and which is speculative. (note: Expenditures must NOT exceed Revenues)

REVENUE (Please state source)		EXPENDITURE (Please itemize)	
Description	Amount	Description	Amount
SECURE		Event rental	\$ 3000.00
Sponsorship (ie: Home (cup) - Vancity, CIBC, Lifestyles, Be You Promise. Org)		Equipment & supply rental	\$ 5000.00
		T-shirts	\$ 1500
		Posters / handbills	\$ 1200
		Advertising	\$ 2500
		Subcontracts / Technical Support, etc.	\$ 18,000.00
SPECULATIVE		Food	\$ 2000.00
Township of Esquimalt	\$ 2500	Insurance	\$ 400.00
Seanchich Sustainability Grant	\$ 2500	Signage	\$ 1000.00
Admission Ticket Sales	\$ 13,000.00	Web Design / hosting, etc.	\$ 4000.00
Vendors / Exhibitors	\$ 4000.00	Security / Traffic Control	\$ 1000.00
Subtotal	\$ 22,000.	Entertainment Costs / Artists	\$ 2000.00
TOTAL	\$ 41,600.00	7 Musicians	
		TOTAL	\$ 41,600.00

Authorized Signature: SOQ 6/14

Date: March 14 / 2016

Please enclose your last annual report and financial statements, if applicable. Include any supporting material that would assist in the assessment of your project.

Please mail or fax this application to:

Director of Financial Services  
Corporation of the Township of Esquimalt  
1229 Esquimalt Road  
Esquimalt, BC  
V9A 3P1

Phone: 414-7141  
Fax: 414-7111

**Creatively United For The Planet Society**  
**Income Statement 01/01/2015 to 12/31/2015**

**REVENUE**

**Sales Revenue**

Auction Proceeds	3,279.00
Contra (In Kind)	1,386.00
Donations - General	3,050.48
Donations - Tins	0.00
Event Ticket Sales	4,395.75
Merchandise Sales	20.00
Vendors - Exhibitor Fees	5,635.20
Vendors - Power	2,795.00
Grant/Sponsorship Funds	22,850.00
Membership Fees	0.00
Project Fees	0.00
Sales Returns	0.00
Book Sales CUFTP	60.00
<b>Net Sales</b>	<b>43,471.43</b>

**Other Revenue**

Interest Revenue	8.88
Miscellaneous Revenue	0.00
<b>Total Other Revenue</b>	<b>8.88</b>

**TOTAL REVENUE**

**43,480.31**

**EXPENSE**

**Product Costs**

Purchases	12,366.50
Security	1,299.48
Festival Fees	-50.00
Venue - Set-up Costs	7,251.34
Equipment Rental	0.00
Entertainment Costs	155.59
Artists Fees	1,980.00
Net Purchase Costs	
<b>Total Product Costs</b>	<b>23,002.91</b>

**Advertising & Promotion**

Print/Other	24.52
Business-related Gifts	652.68
Memberships	334.80
Donations	0.00
Promotional	5,053.13
Media Advertising	1,171.31
Website/Blog/Facebook	2,174.30
SubTotal - Advertising	
Meals Expense (100%)	
<b>Advertising &amp; Promotion Total</b>	<b>9,410.74</b>
	<b>2,462.64</b>
	<b>11,873.38</b>

**People Resources Expenses**

Wages & Salaries	0.00
EI Expense	0.00
CPP Expense	0.00
WCB Expense	0.00
Employee Benefits	0.00
Wages & Employment Costs	
Bookkeeping	144.38
Accountant & Legal	0.00
Subcontracts	7,870.50
Other Professional Advisors	170.00

Printed On: 02/03/2016

Notice to Reader - This Statement Prepared Without Audit

Subject to Accountant's Adjustments

**Creatively United For The Planet Society**  
**Income Statement 01/01/2015 to 12/31/2015**

Coordinator Fees	0.00
<b>Total People Resources Expense</b>	<b>8,184.88</b>
<b>General &amp; Administrative Expenses</b>	
Bad Debt Expense	0.00
Business Fees, Licences, Dues	25.00
Merchant Fees (CrCd/PayPal)	0.00
Insurance	375.00
Interest & Bank Charges	19.40
Maintainance & Repairs	0.00
Postal and Courier	72.62
Office Expense	265.34
Supplies	0.00
Rent	0.00
Realized Exch. Loss/Gain	0.00
Room/desk rental	3,600.00
Telephone (cell/internet/fax)	0.00
Utilities (e.g.heat/light/water)	0.00
Travel	14.15
Income Taxes	0.00
<b>Total General &amp; Admin</b>	<b>4,371.51</b>
<b>Vehicle (at 100%)</b>	
Veh Gas & Oil	413.04
Veh Repairs & Maintenance	609.45
Parking	18.50
<b>Total Vehicle Costs</b>	<b>1,040.99</b>
<b>Professional Knowledge/Business Exp</b>	
Books & Subscription -annual update	33.60
Software - annual updates	0.00
<b>Total Professional Knowledge Costs</b>	<b>33.60</b>
<b>TOTAL EXPENSE</b>	<b>48,507.27</b>
<b>NET INCOME</b>	<b>-5,026.96</b>

## **2015 Local Grant Summary**

It is with sincere appreciation that we thank you for your continued and past support of the Creatively United for the Planet Society.

The English Inn was the perfect backdrop for our fourth annual community Earth Week festival held last April and attended by almost 2000 people. The festival raised awareness of the beauty and accessibility of our wonderful Township and saw an increase in bookings for the English Inn.

It has also been extremely rewarding to see the enhanced level of pride Rockheights Middle School students have for their school, community and Highrock Park as a result of the community building that has come from our collaboration thanks to the support of the Township of Esquimalt.

The books that resulted from this collaboration have been in the public library system for one year now. The Township is prominently recognized in the book. We bring a copy of this book and speak about it at numerous events we host and attend. As well, mention of the book and the Township of Esquimalt, remains on our website ([www.creativelyunited.org](http://www.creativelyunited.org)) as it has been one of our major community projects.

## **2016 Local Grant Request**

As our organization is based in Esquimalt and has a strong affiliation with Esquimalt, we would like to remain collaborative and connected. One simple and inexpensive way for the Township of Esquimalt to showcase leadership, increase its profile and receive acknowledgement for our Township's new Green Event Planning Guide would be to provide sponsorship for our 2016 region-wide Sustainability Showcase to be held this April 15, 16, 22 and 23.

This year, we have world-class sustainability experts coming from all over North America to speak on every aspect of sustainability, plus three panel workshops, four films, a World Café and more.

We would showcase the Township's logo, plus provide information and a link to the Township of Esquimalt's Green Event Planning Guide on our website in acknowledgement of the Township of Esquimalt's support. By doing so, the Township will be helping to support Vancouver Island's biggest sustainability event and provide an opportunity for the citizens of this community to learn more about this important region-wide event through paid advertising.

Each year, we consistently finish with less than two bags of garbage despite attracting 2,000 people annually to this popular Earth Week event. We would like to showcase our community's leadership in producing a Green Event Planning Guide so as to inspire others to do the same. We hope you see the multitude of benefits your support would provide.



*Connect • Collaborate • Create • Celebrate Community*

**Our Vision: *To celebrate social innovation, unite community and achieve a more just and sustainable world by inspiring individual, community and global well-being.***

The Creatively United for the Planet Society is a registered non-profit founded in 2010 and officially incorporated in 2012 from which time we have successfully attracted more than 2000 people annually to our all-ages, zero-waste community events held in April during Earth Week.

In addition, we have created resource materials, a map and two books, *Stepping Into Nature* and *Higher Ground* (one of which is in the public library system) through dynamic partnerships with established organizations, such as The Robert Bateman Centre, The Royal BC Museum, BC Transit, The Township of Esquimalt and Rockheights Middle School.

Creatively United showcases and celebrates the important work that people are doing to ensure where we live, work, eat, play and study remains beautiful, vibrant, healthy and resilient.

By developing projects and programs with other organizations, we build on our fundamental purpose to connect, collaborate, create, educate and celebrate community. We demonstrate what's possible when the arts, sciences, business, academic bodies, governmental and non-governmental organizations alike find common ground.

please note: videos & support materials emailed  
to <sup>Mr.</sup> Ian Irvine