

1. IDENTIFICATION OF APPLICANT:

Organization name:

Mailing Address:

Contact Person:

Telephone:

Email Address:

2. ORGANIZATION INFORMATION:

Are you registered under the *Societies Act*? Yes No

Are you a registered charity? Yes No

Society or Charity Registration Number:

Did your organization receive a local grant from the Township last year? Yes No

Has a final report been submitted? Yes No

This collection of personal information is authorized under Section 26(c) of the Freedom of Information and Protection of Privacy Act. The information will be used for processing this application. Questions about the collection or use of this information can be directed to the Township's Corporate Officer at corporate.services@esquimalt.ca, 250-414-7135, or 1229 Esquimalt Road, Esquimalt, BC, V9A 3P1.

ORGANIZATIONAL CAPACITY (20%)

3. Please attach your most recent financial statements.
4. Please outline your administrative and Board/Committee structures. Do staff have the necessary qualifications and experience to lead and execute the program or event? Please provide details.

Please see attached Supplementary Answers sheet.

5. What is your organization's history of providing benefit to the residents of Esquimalt?

Please see attached Supplementary Answers sheet.

6. What is your organization's role or niche in the community? What makes it different from other similar organizations?

Please see attached Supplementary Answers sheet.

7. How is your organization moving towards financial self-sufficiency?

Please see attached Supplementary Answers sheet.

PROGRAM, PROJECT or EVENT DESCRIPTION (25%)

8. Please provide a description of the program, project or event and why a local grant is required. Include details such as:

- who is your target audience?
- what are the key goals and objectives?
- what are the anticipated outcomes?
- a detailed work plan with project timelines

Please see attached Supplementary Answers sheet.

9. How will your organization measure whether the program or event was a success?

Please see attached Supplementary Answers sheet.

10. What is the minimum level of funding required for the program, project or event to occur? What would be the impacts if you received less than your full request?

Please see attached Supplementary Answers sheet.

BUDGETARY DETAILS (25%)

11. Please attach your program or event budget. This should include all revenue classified as either secured or speculative. Ensure that expenditures do not exceed revenues.

12. Are there any special issues affecting expenses or revenue in the projected year? If yes, please explain.

Please see attached Supplementary Answers sheet.

13. Please describe any attempts made to secure funding from other sources. Provide details about funding that has been secured from other municipalities or levels of government.

Please see attached Supplementary Answers sheet.

14. What are the plans to cover any potential revenue shortfall?

Please see attached Supplementary Answers sheet.

15. If your request is higher than previous years, please provide an explanation.

Please see attached Supplementary Answers sheet.

16. Are any funds being used to provide grants to other individuals or organizations?

Please see attached Supplementary Answers sheet.

COMMUNITY IMPACTS AND INVOLVEMENT (30%)

17. How many people participate in or take advantage of the program, project or event for which you are seeking funding? How many of those people are Township residents?

Please see attached Supplementary Answers sheet.

18. What environmental and sustainability initiatives will form part of the planning and execution of your program or event?

Please see attached Supplementary Answers sheet.

19. How many volunteer staff do you utilize and what are the total volunteer hours?

Please see attached Supplementary Answers sheet.

20. Could the program, project or event occur without volunteer support? Why or why not?

Please see attached Supplementary Answers sheet.

21. Please describe any significant established partnerships with other community groups

Please see attached Supplementary Answers sheet.

22. PUBLIC ACKNOWLEDGEMENT:

All recipients of Township of Esquimalt local grants are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the grant?

Please see attached Supplementary Answers sheet.

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 local grant awarded by the Township.
- The organization is in good standing with either: (i) the Province of BC as a registered Society or (ii) the Canada Revenue Agency as a registered Charity.
- The grant application meets all the eligibility requirements of the Township's Local Grant Policy.

The information in this application will be reviewed and assessed by the Local Grant Committee to determine potential grant allocations. The Committee will evaluate all applications based on: Organizational Capacity, Program/Event Description, Budgetary Details, and Community Impacts and Involvement.

Pam Prewett

Signature

Executive Director

Position

Pam Prewett

Name (please print)

December 4, 2024

Date



4. Please outline your administrative and Board/Committee structures. Do staff have the necessary qualifications and experience to lead and execute the program or event? Please provide details.

The Victoria Brain Injury Society (VBIS) is staffed by a team of highly qualified and experienced professionals, each bringing a wealth of expertise essential for the successful leadership and execution of the Esquimalt Outreach Initiative. Our team is composed of seasoned case managers who possess extensive experience in working with individuals affected by brain injuries. Their expertise is pivotal in conducting thorough needs assessments, developing comprehensive support plans, and facilitating seamless access to a wide array of community resources and services.

In addition to our skilled personnel, the VBIS team includes an adept operations manager who reports to a supportive executive director. These individuals have a proven track record of successfully managing similar initiatives, demonstrating exemplary organizational, administrative, and leadership competencies. Their role is crucial in ensuring the smooth operation and effective administration of the program.

Furthermore, our staff includes professionals specialized in community outreach and engagement. Their expertise is instrumental in establishing effective communication channels and fostering strong relationships within the Esquimalt community, thereby enhancing the program's reach and impact.

The commitment of our staff to continuous professional development is also a cornerstone of our organizational ethos. This commitment ensures that our team remains current with the latest advancements in brain injury care and support, further augmenting the quality of services we provide.

5. What is your organization's history of providing benefit to the residents of Esquimalt?

VBIS has been dedicated to aiding brain injury survivors in the Capital Region since 1983. Last year, VBIS supported 193 individuals from Esquimalt with the services and programs we offer. We are aware that traveling for support can be a difficult and stressful process for clients due to their brain injury. Symptoms such as anxiety, fatigue, difficulty with mobility, memory issues and financial challenges are all aspects that can make it harder for individuals to seek help for their brain injury. This project would allow us to meet Esquimalt residents' needs for case management in their community thus removing a potential barrier to accessing support and helping to prevent any other issues from developing. Vulnerable Esquimalt residents will benefit in the following ways:

- Increasing household income by assisting with benefits and returning to work.
- Preventing and resolving housing issues, financial problems, and personal crises.
- Ensuring the inclusion of vulnerable residents in the community by assisting them to develop coping strategies for their brain injury.
- Supporting clients in resolving relationship issues and developing informal support networks and structures.

We anticipate that this project will benefit approximately 200 Esquimalt residents who have had a brain injury as well as their immediate families. This will also benefit the wider community of Esquimalt as



these individuals will be supported to be part of the community taking part in community activities. Increased household income will mean increased participation in the local economy and increased resiliency will mean that they are less likely to use emergency services.

6. What is your organization's role or niche in the community? What makes it different from other similar organizations?

VBIS primarily assists older adults, a group with notably higher rates of brain injuries compared to younger populations. Many clients seek VBIS's help years after their injury, often struggling with cognitive challenges, difficulties in accessing social services, and social isolation. VBIS's dedicated staff and volunteers strive to ensure these individuals receive necessary support, preventing them from being overlooked due to their injuries.

The organization's array of programs includes peer support, music therapy, and equine assisted therapy, all aimed at offering community involvement and rehabilitation. Research underscores the significance of social support in fostering resilience among those with brain injuries.

7. How is your organization moving towards financial self-sufficiency?

VBIS has implemented a multi-faceted strategy in our fundraising. We are diversifying our funding sources through a combination of grants, individual donations, and a service contract with Island Health, ensuring a balanced mix of short-term and long-term funding. In addition, our focus on fundraising events and campaigns includes organizing annual events and themed campaigns that resonate with our community and stakeholders. Finally, we are actively developing community partnerships and sponsorships, engaging with local businesses and service clubs to foster mutually beneficial relationships.

To enhance community engagement, VBIS conducts awareness campaigns and leverages our volunteer network, both as a cost-saving measure and a means to broaden our community impact. Operational efficiency is a key focus, with ongoing efforts to optimize resource management and embrace technology solutions for streamlining administrative processes. These combined efforts are pivotal in our journey towards financial self-sufficiency, ensuring we can continue to provide invaluable support to brain injury survivors in our community.

8. Please provide a description of the program, project or event and why a local grant is required. Include details such as: - who is your target audience? - what are the key goals and objectives? - what are the anticipated outcomes? - a detailed work plan with project timelines

The "Esquimalt Outreach Initiative," is a program specifically designed to support brain injury survivors in the Esquimalt community. This project would allow us to bring our services to the Esquimalt community, rather than have brain injury survivors who reside in Esquimalt travel to our offices on Pembroke Street, thus removing barriers to accessing support and allowing us to meet Esquimalt residents where they are at.



This initiative is an extension of our commitment to provide comprehensive support services to individuals impacted by brain injuries. The funding is vital to ensure that we can offer these specialized services free of charge, making them accessible to all survivors, regardless of their financial situation. It will help cover the costs associated with specialized therapy sessions, case management, essential community outreach, and operational expenses, thus playing a crucial role in the program's successful execution and sustainability.

Target Audience

Our primary audience is residents of Esquimalt who have suffered brain injuries. This group often faces unique challenges, including long-term cognitive impairments and social isolation.

Key Goals and Objectives:

1. **Enhanced Accessibility:** Ensure easy access to comprehensive support services for at least 200 brain injury survivors in Esquimalt.
2. **Improved Quality of Life:** Boost the emotional and psychological well-being of our clients.
3. **Community Integration:** Facilitate the active participation of our clients in various educational, social, and work-related activities.

Anticipated Outcomes:

1. **Increased Engagement:** Engage a minimum of 200 survivors with our services.
2. **Emotional and Psychological Support:** Improve mental health and reduce feelings of isolation among clients.
3. **Enhanced Participation:** Increase client activity in community, educational, and vocational activities.

Detailed Work Plan with Project Timelines:

Phase 1: Program Setup (Month 1)

- Finalize program structure and identify shared venue.
- Begin marketing and outreach in the Esquimalt community.

Phase 2: Client Enrollment and Service Initiation (Months 2-3)

- Start seeing clients, aiming for 50 participants by the end of month 3.
- Initiate therapy sessions and support groups.

Phase 3: Service Expansion and Mid-term Evaluation (Months 3-6)

- Expand to 100 participants.
- Conduct interim evaluations for service improvement.

Phase 4: Consolidation and Impact Assessment (Months 7-9)

- Continue services for all participants, expanding to 200 participants.
- Begin detailed impact assessments.



Phase 5: Reporting and Future Planning (Months 9-12)

- Compile and disseminate comprehensive program reports.
- Assess opportunities for program extension based on feedback and outcomes.

This approach ensures that the Esquimalt Outreach Initiative not only meets the immediate needs of brain injury survivors but also fosters long-term community support and engagement. The local grant is critical in enabling us to provide this comprehensive and impactful service.

9. How will your organization measure whether the program or event was a success?

Integrating Result Measurement Indicators is an essential component of our project, providing a structured approach to evaluating the effectiveness and impact of the Esquimalt Outreach initiative. A critical indicator is the client recruitment and retention rates, where we'll track the number of clients attending sessions and how long they stay with us, offering insights into the program's appeal and long-term viability. Client satisfaction will also be a significant indicator, gauged through short surveys at the end of each month. This metric will help us understand if the program is successful in supporting clients in accomplishing their goals individually while providing a rewarding experience.

10. What is the minimum level of funding required for the program, project or event to occur? What would be the impacts if you received less than your full request?

We have identified the minimum funding requirement for the Esquimalt Outreach Initiative to be \$5,000. This amount is essential to initiate the core functions of the program, ensuring that we can provide fundamental support to our target group, albeit at a reduced capacity compared to our full plan.

Should VBIS receive less than our full funding request of \$5,000 the program would experience several notable impacts. There would be a reduction in the scope of services offered, necessitating limiting either the number of clients we can assist, or the range of services provided, such as the variety and frequency of therapy sessions. Additionally, our outreach and engagement efforts would be constrained. With fewer resources, our ability to conduct comprehensive awareness campaigns and community outreach would be diminished, potentially impacting the number of brain injury survivors who become aware of and access our services.

Resource allocation would also be affected. Essential resources for therapy sessions and support mechanisms, particularly for those with mobility challenges, would need to be scaled back. This could have a direct effect on the quality and effectiveness of the program. Furthermore, our commitment to integrating sustainability practices would face limitations due to reduced funding, impacting our ability to invest in digital solutions and eco-friendly materials.

12. Are there any special issues affecting expenses or revenue in the projected year? If yes, please explain.

No, there are no special instances that affect the Victoria Brain Injury Society's expenses or revenue.



13. Please describe any attempts made to secure funding from other sources. Provide details about funding that has been secured from other municipalities or levels of government.

VBIS has secured partial funding for the Outreach program through the Island Health Brain Injury Program (\$10,000), the Brain Injury Alliance (\$12,000.00), and the Victoria Foundation (\$20,000). We have also raised an amount of (\$13,587.30) through our own internal fundraising and grant writing. By continuing to assess and optimize the program budget and expenses, we ensure that funds are used efficiently and effectively. VBIS is actively sourcing funds from various grants and fundraising opportunities. We always look to these sources for continued funding during future years if available but are prepared to pursue other grant opportunities when necessary.

14. What are the plans to cover any potential revenue shortfall?

To address potential revenue shortfalls in the Esquimalt Outreach Initiative, we have established a strategy which includes utilizing reserve funds, which have been carefully managed and set aside for such scenarios. In situations where revenues fall short, we also have a plan to strategically reduce non-essential expenses, ensuring the integrity of our core services remains intact. Additionally, VBIS intends to amplify fundraising efforts, reaching out to our existing donor base while also attracting new donors. Strengthening partnerships and sponsorships with local businesses and community organizations is another avenue we will pursue, offering mutually beneficial opportunities for support. Moreover, we will continue our active pursuit of additional grants that align with our mission. Cost-sharing initiatives with other non-profits and community organizations will also be explored, allowing us to spread out costs and leverage shared resources.

15. If your request is higher than previous years, please provide an explanation.

The increase in our funding request compared to previous years is attributed to two main factors. Firstly, there has been an expansion in the scope of our services to adequately meet the growing and evolving needs of brain injury survivors in Esquimalt. This expansion includes new therapy options and an enhancement of our case management services. Secondly, the rising operational costs influenced by inflation have necessitated an increase in funding. These costs encompass a general rise in expenses related to supplies, utilities, and other essential aspects of maintaining the high quality of our program. These combined factors underscore our commitment to not only sustain but also improve the quality and reach of our services, ensuring that we continue to be a vital support system for brain injury survivors in the community.

16. Are any funds being used to provide grants to other individuals or organizations?

No, the funds requested for the Esquimalt Outreach Initiative are not being used to provide grants to other individuals or organizations. The entirety of the funding is allocated towards directly supporting the operational and programmatic needs of the initiative itself. This includes expenses related to client services, therapy sessions, case management, and other essential components that are integral to the effective delivery of support to brain injury survivors in the Esquimalt community. Our focus is on utilizing these funds to maximize the impact and reach of our services, ensuring that we can provide the best possible support to our clients.



17. How many people participate in or take advantage of the program, project or event for which you are seeking funding? How many of those people are Township residents?

Last year, VBIS provided service to over 800 people in the Capital Region of Victoria, with 193 clients being from the Township of Esquimalt. This significant representation from the Esquimalt community underscores the importance and relevance of our services to the local population, highlighting the need for continued and enhanced support through the requested funding.

18. What environmental and sustainability initiatives will form part of the planning and execution of your program or event?

In the planning and execution of the Esquimalt Outreach Initiative, we are deeply committed to integrating key environmental and sustainability initiatives. Central to our approach is the emphasis on digital operations and communication, where we prioritize electronic documentation and digital platforms for all our communications and marketing efforts, significantly reducing paper usage and waste. Additionally, we are conscientious in selecting energy-efficient venues for our events and group sessions, ensuring that the facilities we use adhere to eco-friendly standards, including efficient lighting and heating systems.

We also actively encourage the use of public transportation among our participants, staff, and volunteers. This effort is aimed at reducing the carbon footprint associated with travel to our activities, promoting a more sustainable mode of transportation. Integral to our waste management strategy is a strong focus on waste reduction and recycling. At all our events and within our operational facilities, we implement stringent policies to minimize waste generation and ensure proper recycling practices are followed.

19. How many volunteer staff do you utilize and what are the total volunteer hours?

For the Esquimalt Outreach Initiative, VBIS relies on the invaluable contribution of 10 reception volunteers who make reminder calls to clients as well as booking appointments. These dedicated individuals play a crucial role in administrative support, and direct client assistance.

With each volunteer contributing an average of 4 hours per week, the total volunteer hours amount to approximately 2,080 hours annually. These hours signify a substantial commitment from our volunteers, underscoring the community's dedication to supporting and enriching the lives of brain injury survivors in the Esquimalt region.

20. Could the program, project or event occur without volunteer support? Why or why not?

Yes, the Esquimalt Outreach Initiative could technically proceed without volunteer support; however, this would significantly alter the dynamics and potential impact of the program. Volunteers are a cornerstone of our operations, bringing diverse skills, personal experiences, and community connections that enrich the program in multiple ways. While the absence of volunteers would necessitate adjustments, such as streamlining services or seeking alternative staffing solutions, the core objectives of the program could still be met.



Without volunteers, the program would likely rely more on paid staff, which could increase operational costs and potentially limit the scope of services due to budget constraints. Additionally, the unique perspectives and empathetic support that volunteers provide, often stemming from personal experiences or a deep commitment to the cause, would be challenging to replicate entirely with a paid workforce.

21. Please describe any significant established partnerships with other community groups

Our goal with this initiative is to partner with other non-profits in Esquimalt through leased space. This allows a mutually beneficial relationship with other like-minded organizations. The Boys and Girls Club of Greater Victoria, Big Brothers and Big Sisters are two organizations that we would actively pursue a relationship with either one or potentially other organizations once funding is secured.

PUBLIC ACKNOWLEDGEMENT: All recipients of Township of Esquimalt local grants are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the grant?

VBIS has an active social media presence and would feature the Township of Esquimalt quite heavily on our social media platforms. In addition, we would provide recognition in our annual report, as well as on our website, and include acknowledgement in our weekly and monthly newsletters that have over 1,200 subscribers.



Revenue

Esquimalt (tentative)	\$5,000.00
Island Health Brain Injury Program (confirmed)	\$10,000.00
Victoria Foundation (confirmed)	\$20,000.00
VBIS fundraising (confirmed)	\$13,587.30
Brain Injury Alliance (confirmed)	\$12,000.00
Total	\$60,587.30

Expense

Wages & Benefits	\$26,624.00
<i>Case Manager (12 hrs/wk X \$29/hr X 52 wks)</i>	<i>\$18,096.00</i>
<i>Intake Coordinator (4 hrs/wk X \$28/hr X 52 wks)</i>	<i>\$5,824.00</i>
<i>Administrative Support (2 hrs/wk X \$26/hr X 52 wks)</i>	<i>\$2,704.00</i>
Program Costs	\$15,206.42
<i>Photocopying resources for survivors</i>	<i>\$688.07</i>
<i>Phone</i>	<i>\$1,788.99</i>
<i>Insurance</i>	<i>\$1,032.11</i>
<i>Marketing & Promotion</i>	<i>\$2,752.29</i>
<i>Transportation (bus passes for clients, mileage for case managers)</i>	<i>\$1,513.76</i>
<i>IT (including laptop)</i>	<i>\$7,431.19</i>
Rent	\$18,756.88
Total	\$60,587.30