

OCT 08 2021



The Municipality of Port Hope Community Grant Application

Part A: Community Grant Applicant Information

Organization/Charity Name: Sounds of the Next Generation: SONG

Address (Including Postal Code):

P.O. Box 67 Cobourg, ON, K9A 4K2

Part B: Community Grant Applicant Contact Information

Name of Contact Person: Miles Bowman

Title of Contact Person: President/Chair

Phone Number: [REDACTED] Alt. Phone Number: _____

Email: [REDACTED]

Part C: Community Grant Applicant Eligibility

1. Are you a non-profit organization or a registered charity? Please select ONE:

Non-Profit Organization

Registered Charity

If you are a registered charity as per CRA please indicate your registered number:

80529 1242 RR0001

Schedule "B"

2. Which of the following describes your non-profit organization or registered charity? (Select all that apply)

- Initiate or deliver programs and services to the citizens of Port Hope.
- Provide events of a Municipal, Provincial or National significance, which could be expected to bring economic, and/or public relations benefit to the Municipality.
- Provide programs and services to address any urgent and pressing events and natural disasters (i.e. fire, flood, earthquake).
- Initiate programs or services for individuals, groups or teams who require assistance to participate in recognized regional, provincial, national or international championships.

Part D: Community Grant Application Information

Name of Event or Program:

Current Year's Request: \$ 5000

Prior Year's Request: \$ 5000

Prior Years' Awarded Grant: \$ 2500

Date of the Organization's Event: ongoing, weekly

Preferred Date to Receive Community Grant: Jan 01, 2022

Schedule "B"

1. Please briefly describe the organization's programs and services:

Sounds of the Next Generation (SONG) brings music to kids because it makes them feel good. We work with kids facing barriers and teach them life-long social development and leadership skills. Drawing from internationally renowned techniques (El Sistema) we empower young people using an easy-to-understand model found in and influencing every culture on the planet: music. Everything needed for the kids to participate is free. Our students get a safe place to connect, socialize, and learn self-expression with peers.

Especially with our current uncertainty and isolation many young people experience depression and anxiety. To counter this and other negative feelings, SONG provides positive emotional and psychological outlets through music-making and wellness activities that improve regulation, resiliency, and young peoples' ability to find and maintain social connection. These are critical lifelong skills that positively influence health through adulthood.

SONG offers programming from Grades 1-11, involving instruction for singing and string instruments as well as our innovative music technology program SONGtech. Our instruction model relies on group activities involving singing, playing instruments, breathwork, and other group activities —many of which are higher-risk activities for spreading the virus, but we have adapted programming to allow us to safely offer online and in-person instruction.

SONG has considerable community impact given its size. Using strong relationships with local schools (12), we find kids who wouldn't otherwise get music and bring programming to them. SONG delivers programming to, and builds intergenerational connection for 90+ children and youth and engages community members (approx. 2000) through "give-back" concerts and shows (6 in 2019, 2 virtual in 2020), volunteer opportunity (50+), contracts with local artists and music instructors (avg 6-8 per year) and provides board experience (10).

2. Please provide a statement of the organization's goals/objectives:

The isolation of the pandemic has been very hard — and we don't yet know the long-term effects on youth. What's already obvious is that young people especially need face-to-face interactions and connections. SONG has adapted programming through the pandemic and has secured significant grants as a result (e.g., Trillium, United Way). These grants have reinvigorated the organization and helped us to recognize how critically important music-making is. We are committed to continuing to offer this opportunity for young people in a safe way as the lasting impacts of COVID are revealed.

Because singing and group activities are higher-risk for spreading Coronavirus (especially for older volunteers and audiences) we pursue options that promote safe music-making. We have learned that young people are burned out on screen-based activities, and while we have online capability, we prioritize connecting through in-person programming.

Our programming teaches kids that music matters throughout their life. Our kids receive mentorship from adults who enjoy music as a pastime or a career (6 paid positions). Our model develops intergenerational relationships (50 volunteers) and the kids' contributions improve our programming and build a better community. Our immediate goals remain finding public spaces to conduct our programming in socially-distanced safe ways, with a longer term goal of developing public music-making within community spaces (indoor and outdoor). To that end we are looking to develop a community drumming program in 2022 while sustaining our choral, strings and SONGtech programs.

Schedule "B"

3. If Council approves the organization's Community Grant request, what will the funding be used for?

Those who handled the pandemic's isolation best have been shown to have meaningful relationships that involve music-making, moving together, and positive emotional expression. SONG has a wealth of connections that would allow us to leverage these benefits for a broader and more diverse public. In brief: we want to fund a weekly community drumming and music-making event.

We are approaching the municipalities of Port Hope and Cobourg to invest in the capital infrastructure (i.e., percussive instruments) that would allow the public to generate, guided by instructors, basic rhythms and music-making in public. We are also seeking support to fund developing a curriculum (think skill-building that will change each week so participants get something new each time they come).

Drumming is a unique form of collective music making in that it is more easily accessible to the public (across all ages) and can be easily conducted outside. Because of this, we think a drumming program presents a rare opportunity to use our public spaces to engage, safely, larger numbers of people who otherwise wouldn't get access to music. Possible expansions of the base program funded by MPH would be to add summer programming through a partnership with Canada Summer Jobs and Rotary. We hope to explore this in consultation with MPH and Cobourg.

4. Please provide a description of how the organization intends to measure the success of the program or service:

SONG's volunteer Board of Directors conducts:

- annual program evaluations and surveys tied to measurable outcomes with youth and families;
- communications with school, community partners, and audiences;
- detailed financial and budgeting analysis and reports;
- community engagement using social media and a newsletter to supporters
- success rates on obtaining new funding sources through grants (e.g., two new OTF grants); and
- developing new partnerships (e.g., Cameco Concert with Steven Page, collaboration with Hawksley Workman).

In the 2019-20 student engagement survey, conducted online in May-June 2020, over 90% reported feeling more confident by participating in SONG, and 90% wanted to return the next year. When asked to tell us about what they enjoyed most about SONG, students told us: - "Singing and playing, feeling welcome, new friends, fun games, fun songs, nice people." - "Singing makes me proud of myself." - "I really liked doing SONG online because it was fun. I learned new things about melodies and different scales and rhythms. It was fun to see our teachers online because we couldn't see them in person during COVID-19. I like when we got together in our virtual parties because I met new friends."

During COVID when we moved online, we continued to connect but kids' weariness with screens began to show. Unsurprisingly, kids with identified exceptionalities showed up less as stressors mounted and our number one point of feedback was around kids' desire to be with each other again in person.

Schedule "B"

5. What is the approximate geographic audience demographic that you plan to target? (i.e. 300 Adults and 50 Kids: 75% Port Hope Residents)

Our board has adopted an anti-oppression framework that spurred improvements to recruitment practices and has shown us we can do more. Although our numbers indicate 30% of SONG students live in subsidized housing, 25% have learning disability, and many self-identify as First Nation, LGBTQ+, newcomers, or are at risk-of-leaving school, we continue improving recruitment and retention by liaising with teachers and updating instruction methods. We want to get and keep more students in our beneficial programs.

We serve Northumberland broadly, but focus our efforts between Port Hope and Cobourg. Half of our volunteer Board members (4/8) and over half our volunteers (40+) are from Port Hope. Our Artistic Team (6) are all residents, from Port Hope and other parts of Northumberland County. During COVID we are proud to have actually increased employment for people in the arts thanks to SONGtech.

Currently, 12 local schools are participating and promoting SONG to students. Pivoting online allowed us to continue to work with 90+ children and youth (20 youth in SONGtech) this year, (60% in Port Hope, 40% in Cobourg) up to three times per week. Pre-Covid we held 6 yearly concerts/events (1900 adults and children each year), last year we held two "virtual concerts" (>700 views each — increasing engagement rates). We created 30+ engaging educational videos available to anyone, anywhere, on our website (www.songprogram.org). Potentially hundreds more kids and families in our community may use SONG's open access digital resources.

6. What new initiatives will the organization be doing in the upcoming year?

By refocusing our efforts SONG grew its programming during the pandemic. At the same time, our retention rates suffered as a result of the necessity of virtual delivery. Our upcoming season will focus on safe in-person connections and programming. This means prioritizing enrollment and our capacity to deliver programming to larger numbers.

Like others, our fundraising capacity was devastated because of COVID. SONG previously relied on concert venues to bring in revenue. As things begin opening up, we are excited to announce partnerships we have cultivated during the lockdown that will lead to financial support: A concert with Steven Page at the Capitol Theatre, sponsored by Cameco, and an upcoming collaboration with Hawksley Workman. These two examples reflect another significant shift in our organization where we highlight to our young people the importance of music-making throughout life with our Artist in the Community initiative. By leveraging the connections SONG has made with the music community we aim to create interactive examples of where music can take you in life.

As described above, we also want to develop a community drumming program that can be held outdoors.

Schedule "B"

7. Does the organization work jointly with any other community or organization? If yes, please provide details:

We work collaboratively with 12 local schools in the Kawartha Pine Ridge District School Board, Rebound Child and Youth Services, Sunrise Rotary of Northumberland County, Rotary Club of Port Hope, Port Hope & District Health Care Foundation, The municipality of Cobourg, Northumberland and Durham United Way, Durham Community Foundation, and many local donors and local companies such as Cameco, Cat's Media, ACME Electric, Kawartha Metals, Ontario Power Generation, Long and McQuade, Cameco, and Staples. For a more complete list please see: <https://songprogram.org/support-song/donors/>

8. Does the Municipality provide your organization other financial support? (i.e. fee waiver, etc.) If yes, please indicate the amount:

n/a

Schedule "B"

9. How is the organization decreasing reliance on Municipal funding?

With support from MPH, SONG continues to build capacity with our individual and corporate donors. Municipal funding legitimized SONG and increased our visibility, which helped us increase both long-time and new individual and corporate donations (e.g., Cameco's sponsorship of Steven Page event). People are noticing us and taking us more seriously.

In our recent past SONG has struggled against the perception that all we do is offer music lessons. But we've shown during the pandemic that we do much more than that. With support from MPH, we have secured OTF funding, launched innovative and tech-forward programming, and attempted collaborative partnerships that were previously unimaginable. We have detailed above our efforts to expand our fundraising models to match our ambition. We want to keep offering innovative and engaging community-based programming, developed and centered in our county.

10. Please indicate how the Municipality's financial support will be acknowledged. If possible, please provide an example:

A municipal community grant would be acknowledged in a number of ways, including:
Logo and recognition as a supporters on our website;
Logo on promotional material for our 2022 project/events;
Referencing municipal support in press releases, media coverage;
Announcements through our social media channels, newsletter

-Blog/Newsletter: <https://songprogram.org/news-events>

-Website: www.songprogram.org

-Facebook: www.facebook.com/soundsofthenextgeneration

-Instagram: @songprogram

Schedule "B"

11. Any additional information you find necessary:

COVID has forced us to examine how we deliver programming and as a result we have found numerous new approaches that help us to focus on our programming outcomes: we teach long term life skills like emotional regulation and social connection. These skills are the direct result of -- and not a coincidental byproduct of -- our approaches using music education.

SONG's news and events stories can be found at:

<https://songprogram.org/news-events/> Our educational videos are at:

<https://songprogram.org/music-programs/summer-of-song/>



The Municipality of Port Hope Community Grant Application Attestation

Community Grant Applicant Information

Organization/Charity Name: Sounds of the Next Generation: SONG

Mailing Address of Organization/Charity (Including Postal Code):

P.O. Box 67 Cobourg, ON, K9A 4K2

Current Year's Request \$ 5000

Community Grant Applicant Contact Information

Name of Contact Person: Miles Bowman

Title of Contact Person: President/ Chair

Phone Number: [REDACTED] Alt. Phone Number: _____

Email: [REDACTED]

Having requested financial assistance from the Municipality, the Organization agrees to the following conditions if a grant in any amount is awarded:

- A) The Organization confirms that the representations contained in the application for financial assistance are true and correct in every respect and that in the event that the funds are not used for the project or programs as described in the application, or if there are misrepresentations in the application, the full amount of the financial assistance will be payable to the Municipality.
- B) If there are any changes in the funding of the project from that contemplated in the application, the Municipality will be notified of such changes through the Director of Finance.
- C) That the Organization will make or continue to make attempts to secure funding from other sources as indicated in its application.
- D) That the Organization will keep proper books of accounts of all receipts and expenditures, relating to the program, services or project.
- E) That the Organization will retain and make available for inspection by the Municipality or its auditors, all records and books of accounts of the Organization

Schedule "B"

upon request from the Municipality which may be made within 2 years of the grant award.

- F) That if the programs or services proposed in the Organization's application are not commenced, or are not completed and there remain Municipality's funds on hand, or are completed without requiring the full use of the Municipality funds, such Municipality funds will be returned to the Municipality.
- G) That the program or services not be represented as a Municipal program or service, and that the Organization does not have authority to represent itself as an agency of the Municipality in any way, the only relationship being that the Municipality has approved the granted financial assistance to the Organization.
- H) That should the Organization receive grant funding and subsequently cancel an event, the Organization must dispose of their assets in a responsible manner that meets the approval of the Municipality.

SIGNING AUTHORITY

We certify that to our knowledge, the information provided in this application for a Municipal Community Grant is accurate and completed and endorsed by the organization which we represent.

Name (please print):	Signature	Date (MM/DD/YYYY)
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Miles Bowman
Authorized Signing Officer #1



10/08/2021

Lana Missen
Authorized Signing Officer #2



10/08/2021

Personal information is being collected on this form under the authority of the Municipal Act and the Municipal Freedom of Information and Protection Act (MFIPPA). Please note, that personal information collected will form part of the public record and is public information subject to the MFIPPA regulations and may be published as part of the corporate agendas and/or public consultation processes. Questions about the collection of personal information may be directed to the Municipal Clerk at 905.885.4544 or clerk@porthope.ca

**Municipality of Port Hope
Community Grant Application**

**Sounds of the Next Generation (SONG)
Organization's Income Statement**

Organization's fiscal year-end: **31/Aug/21**

Please note: Additional lines can be inserted. Please enter values as a positive number.

	2020 Actual	2021 Year End Projection	2022 Budget	Notes
Expenses				
List all types of expenses (ie. office supplies, salaries & wages, materials, etc.)				
Administrative Assistant	\$ 2,614	\$ 13,535	\$ 18,425	
Video Recording Engineer	\$ -	\$ 5,700	\$ 10,000	
Social Media Assistant	\$ 2,830	\$ 160	\$ -	
Artistic Director	\$ 16,335	\$ 17,820	\$ 17,820	
Strings Coordinator	\$ -	\$ -	\$ -	
Instructors	\$ 32,364	\$ 21,760	\$ 22,440	
Accompanist	\$ -	\$ -	\$ 1,000	
Workshop Facilitators	\$ 600	\$ 1,000	\$ 4,000	
Sheet Music - Choir	\$ 972	\$ 144	\$ 500	
Sheet Music -Strings	\$ -	\$ -	\$ 300	
Concerts/Performances	\$ 587	\$ -	\$ 1,000	
Scholarships	\$ -	\$ -	\$ 1,000	
Safe Harbour Ensemble	\$ 1,045	\$ -	\$ 500	
Instruments	\$ 532	\$ 120	\$ 300	
Uniforms	\$ 519	\$ -	\$ 350	
Transportation	\$ 1,017	\$ -	\$ 500	
Venue rental (other than concert)	\$ 123	\$ -	\$ 120	
Rehearsal Snack	\$ 100	\$ -	\$ 200	
Food 4 All Membership	\$ -	\$ -	\$ 100	
Pre Rehearsal Curriculum Supplies	\$ -	\$ -	\$ -	
Technology assets	\$ -	\$ 12,915	\$ -	
Teaching supplies	\$ 2,735	\$ -	\$ 250	
Signature Event	\$ 1,383	\$ -	\$ 20,499	
Marketing	\$ 4,783	\$ 8,845	\$ 500	
SONGtech	\$ -	\$ 21,796	\$ 17,580	
Summer of SONG	\$ -	\$ 4,180	\$ 6,500	
Postage	\$ 923	\$ 976	\$ 1,000	
Printing	\$ 510	\$ 318	\$ -	In-kind from Staples
Donor Recognition	\$ -	\$ -	\$ 500	
Volunteer Recognition	\$ -	\$ -	\$ 500	
Office Supplies	\$ 96	\$ 161	\$ 500	
Online Subscription	\$ 398	\$ 608	\$ 500	
Phone	\$ -	\$ -	\$ -	
CRA Fees	\$ -	\$ -	\$ -	
Website Domain	\$ -	\$ 108	\$ 130	
Branded Email	\$ -	\$ -	\$ 500	
Graphic and Website Design	\$ -	\$ -	\$ -	
Insurance	\$ 2,193	\$ 2,369	\$ 2,700	
Prof. Service (Accountant/Lawyer)	\$ -	\$ 5,424	\$ 3,000	
License Fees	\$ 257	\$ -	\$ 250	
Bank Fees	\$ -	\$ 1	\$ 100	
Loan Repayment	\$ -	\$ -	\$ -	
Fundraising Admin	\$ -	\$ -	\$ -	
Professional Development	\$ 125			
Creative Services	\$ 795			
Business Services	\$ 457			
Development Coordinator	\$ 700			
Total Expenses:	\$ 74,993	\$ 117,939	\$ 133,564	
Revenues				
List all types of revenues (ie. ticket sales, admin fees, interest revenue, etc.)				
Major Gifts	\$ 21,271	\$ 24,233	\$ 20,000	
Annual Programs	\$ 20,284	\$ 17,773	\$ 15,000	
3rd Party Events	\$ 3,466	\$ -	\$ 5,000	
In Memory	\$ 569	\$ -	\$ -	
In Honour	\$ 50	\$ -	\$ -	
Corporate Gifts	\$ 11,000	\$ 6,800	\$ 10,000	
Service Groups	\$ 7,701	\$ 1,000	\$ 5,000	
United Way	\$ 22,750	\$ -	\$ 5,000	
Signature Events	\$ -	\$ -	\$ 31,500	
Sponsorships	\$ -	\$ -	\$ -	
Trusts/Foundation	\$ 2,950	\$ 3,600	\$ 3,500	
Government	\$ 4,000	\$ 12,000	\$ 2,000	
Concerts/Performances	\$ 1,620	\$ -	\$ 3,000	
Membership	\$ 2,600	\$ 300	\$ 1,200	
HST	\$ -	\$ -	\$ -	
SONGtech (Ontario Trillium)	\$ -	\$ 66,100	\$ 32,156	Deferred Revenue as income in 2021-2022
Deferred Contributions	\$ 2,000	\$ -	\$ 2,000	
Planned Gifts	\$ -	\$ -	\$ -	
Total Revenue:	\$ 100,261	\$ 131,806	\$ 135,356	
Net Surplus/(Deficit):	\$ 25,268	\$ 13,866	\$ 1,792	
Grants from Municipality:	\$ 5,000	\$ 5,000	\$ 5,000	Do not include in Revenues section above
Total Net Surplus/(Deficit):	\$ 25,268	\$ 18,866	\$ 6,792	

Comments:

Note: This form is to include any amounts included in the event/programs statements

**Municipality of Port Hope
Community Grant Application**

**Sounds of the Next Generation (SONG) - Public Drumming Program
Event's Income Statement**

Event's fiscal year-end: **31/Dec/22**

Please note: Additional lines can be inserted. Please enter values as a positive number.

	2020 Actual	2021 Year End Projection	2022 Budget	Notes
Expenses				
List all types of expenses (ie. office supplies, salaries & wages, materials, etc.)				
Instruments (drums)			\$ 2,500	adding more as funding is secured
Instruction			\$ 5,000	\$55/hr for music professionals, 3/hrs for 30 weeks
Venue Rental			\$ -	pursuing community space use w/MPH and Cobourg
Storage Rental			\$ -	pursuing storage options w/local schools
Total Expenses:	\$ -	\$ -	\$ 7,500	
Revenues				
List all types of revenues (ie. ticket sales, admin fees, interest revenue, etc.)				
Town of Cobourg			\$ 2,500	funding amounts from 2021, pursuing grant
Total Revenue:	\$ -	\$ -	\$ 2,500	
Net Surplus/(Deficit):	\$ -	\$ -	\$ (5,000)	
Grants from Municipality:			\$ 5,000	Do not include in Revenues section above
Total Net Surplus/(Deficit):	\$ -	\$ -	\$ -	

Comments:

Note: This form is to identify the project/event specific amounts included in the organizations summary financial statements

**Municipality of Port Hope
Community Grant Application**

**Sounds of the Next Generation (SONG) - Public Drumming Program
Event's Balance Sheet**

Event's fiscal year-end: 31/Dec/22

Please note: Additional lines can be inserted. Please enter values as a positive number.

Assets		Liabilities	
Current Assets:		Current Liabilities:	
List all types (ie. cash, accounts receivable, etc.)		List all types (ie. accounts payable, accrued liabilities, etc.)	
Total Current Assets:	\$ -	Total Liabilities:	\$ -
Long-term Assets:		Equity	
List all types (ie. capital assets, etc.)		Equity:	
Instruments	\$ 2,500	List all types (ie. common shares, owner's equity, etc.)	
		Equity	\$ 2,500
Total Long-Term Assets:	\$ 2,500	Total Owner's Equity:	\$ 2,500
Total Assets:	\$ 2,500	Total Liabilities and Owner's Equity:	\$ 2,500
Balance Check	\$ -		

Comments:

Note: This form is to identify the project/event specific amounts included in the organizations summary financial statements