



The Municipality of Port Hope Community Grant Application

Part A: Community Grant Applicant Information

Organization/Charity Name: The Rose Quest Personal Care Initiative

Address (Including Postal Code):

31 Trefusis St., Port Hope, ON L1A 3P1

Part B: Community Grant Applicant Contact Information

Name of Contact Person: Rose Wilton

Title of Contact Person: Founder & CAO

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:

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:

The Rose Quest Personal Care Initiative

Current Year's Request: \$3000

Prior Year's Request: \$0

Prior Years' Awarded Grant: \$0

Date of the Organization's Event: --

Preferred Date to Receive Community Grant: January 15, 2022

Schedule "B"

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

The Rose Quest Personal Care Initiative (formerly The Rose Project Northumberland), has been operating since 2014 and became a Non-Profit Corporation in July of 2020. Our volunteer driven organization helps persons of low or no income and residents in crisis/need by providing hygiene necessities. Our organization's programs are in four key areas: Schools; Social Service Agencies, Charities, and Churches; Crisis Relief; and a Direct to Street Program that reaches out directly to those in need through Kit Outreach and the Personal Care Community Cupboard in Port Hope. The Rose Quest operates as a hygiene bank collecting and distributing items such as soap, shampoo, toothbrushes, toothpaste, deodorant, period products, pandemic masks, and other essential hygiene items received from our generous supporters who give both product and monetary donations. We then provide customized kits and specialized orders based on the needs of each organization. In turn, the recipient organizations are not forced to use limited funds to purchase these products and are able to better focus their efforts and resources on their mission. A typical kit includes, at a minimum: a bar of soap, shampoo, lotion, toothpaste, and a toothbrush.

Our ongoing School Program has successfully supported schools in Port Hope and Cobourg. Each September, local schools are contacted to determine the need for kits and other items. Since 2014 we have donated approximately 175 kits to Dr. Hawkins School, 30 kits to Dale Road Public School, 252 kits to the Port Hope High School (with an additional 145 items), 210 kits to Cobourg Collegiate Institute (with an additional 90 items), and approximately 45 kits and almost 1000 items to the Centre for Individual Studies in Cobourg. Each year, the need increases for complete kits as well as for individually requested items such as, but not limited to, period care, winter and summer hats, winter gloves, razors, face wash, shaving cream, and socks.

The Rose Quest has assisted local Social Service Agencies, Charities, and Churches with requested items. These organizations include: Community Works, Cornerstone Family Violence Prevention Centre, Green Wood Coalition, Northumberland Affordable Housing Committee, Northumberland Fare Share Food Bank, Port Hope United Church, St. John's Church in Port Hope, The Giving Tree Northumberland, and Transition House Cobourg.

Our Crisis Relief Program has included fire victims, including the Wellington Street fire in Port Hope, as well as private family donations.

The Direct to Street Program (Pre-Pandemic) saw volunteers distributing kits to the highly visible people living on urban streets, primarily in Toronto (approximately 1475 items distributed). With homelessness less visible on our town streets, we support local needs with the Personal Care Community Cupboard. The Cupboard has been operating since December 2019 and is available to anyone in need 24 hours a day. The cupboard is stocked with all items found in our kits, as well as extra items including: toilet paper, period care products, hairbrushes, and other miscellaneous aids as they become available through donations. In 2020, we estimate approximately 3041 products have been accessed through the cupboard including 343 bars of soap, 217 toothbrushes and 252 small shampoo bottles. The Cupboard is restocked weekly by volunteers of The Rose Quest.

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

An increasing number of residents in our community do not have the financial resources to pay for the hygiene products needed to take care of basic needs. This affordability gap for such basic needs affects their health, wellbeing, and sense of personal dignity – and further disadvantages these vulnerable residents in their efforts to improve their financial circumstances. By operating as a Hygiene Bank, The Rose Quest Personal Care Initiative, collects and distributes hygiene essentials to organizations that have direct access to these vulnerable citizens. Our four key programs work directly to improve the health, wellbeing, and dignity of residents in crisis, in need, at risk, or who are experiencing homelessness.

By accessing youth through our School Program, we are directly impacting their health, as well as potentially lessening bullying in schools due to hygiene issues. These students often fall into the category of low income or even Hidden Homeless, some of them living in their cars, or couch surfing with friends. Our Social Service Agencies, Charities, and Churches Program works with each organization individually and responds to agency requests with specialized orders to contribute the necessary hygiene supplies that they do not have the resources to provide to their clients. Through our Crisis Relief and Direct to Street Program, including the Personal Care Community Cupboard, we are addressing the local need for residents who are homeless or struggling.

In addition to the needs previously seen in the community, Covid 19 has had an overwhelming impact on the financial stability of many.

The Rose Quest's goal is to ensure that no person in our community suffers the health risks and indignity associated with being unable to buy the necessary products to stay healthy and clean.

Objectives

1. To increase our donations to support the growing need in Port Hope and other local communities.
2. To focus on local pandemic recovery efforts by expanding our reach within local schools, social service agencies, crisis relief and directly to the street.

Schedule "B"

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

We are requesting funding to offset the costs of establishing and maintaining a website so that we can increase our donations. A website would provide donors: a place to explore our vision, goals, and objectives; give access to our current projects/needs; and arrange the ability to donate to The Rose Quest easily and securely. It would also provide us with the ability to connect with the community, social services agencies, and schools to further our outreach and support. To date, The Rose Quest has been working to share our needs for current projects through word of mouth, Facebook, and Instagram. We are currently using a free to use, build-your-own blog website. While it is functional, the site address is not easy to recall, and lacks search engine connectivity, as well as a professional touch from a technological side. These hindrances make us harder to find. While currently working as a hub for various agencies and organizations, with a professional and well-maintained website, we hope to be able to increase our visibility in the community, thereby increasing our donations with an end goal of helping the increasing number of individuals who need our hygiene products.

In addition to requesting support for a professional website, financial aid would allow us to increase the reach of our School Program furthering the number of local youths we are able to positively impact. Our School Program has seen a steadily growing need in our community which we anticipate will increase even more due to the pandemic. Our requests for "back to school" kits for the September 2021 start of the school year is already at 130 kits. We estimate that for the fall of 2022, our schools would require approximately 150 kits. Each kit costs approximately \$36 plus bag and delivery. In addition, throughout the year we also support requests from the schools with additional kits/items required, including some Christmas support. Furthermore, this year, we would like to provide local schools with \$500 of Christmas Gift Cards for struggling youth. While we were able to provide this year's School Program successfully due to some very generous one-time donations, we do not anticipate that level of support continuing into next year.

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

With a professional and well-maintained website, we will be able to increase our visibility in the community, thereby increasing our donation support for our initiatives. Establishing easy access to our website will allow The Rose Quest to achieve our goals and objectives to meet the ever-increasing demands that residents have for our hygiene items through all our programs. We will measure the success of our professional website by the increase in donors, and value of donations, as well as seeing an increase in visibility and recognition in our community.

Since 2014, we have donated 40 times to local schools. These donations include 662 full size kits and 6000 items including hygiene essentials and basic necessities. We anticipate this need growing due to post pandemic recovery issues. Each donated and distributed item is tracked so that we can follow the needs of the community at large and each specific organization that we are helping.

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)

With the establishment of a professional website, The Rose Quest plans to increase our profile in the Port Hope area. According to Stats Canada, in 2015, 11.3% of households in Port Hope were designated as low income. Taking the Covid Pandemic into consideration, as well as the Stats Canada Report from November 2016 estimating that 1 in 10 Canadian citizens are a part of the "Hidden Homeless" category, we estimate that we may be able to help up to 25% of Port Hope residents. Based on the requests that we already receive locally, we anticipate that as we broaden our visibility through our website, we will be better able to start helping our local residents more efficiently.

The Rose Quest has donated over 9,000 hygiene items, more than 318 hats, gloves and scarves, 486 pandemic masks, 154 coupons for a free hot drink, 23 gift cards, and over 430 pairs of socks to our School Program, Social Service Agencies, Charities, and Churches, and Crisis Relief from 2019 to September 2021.

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

Pre-pandemic, The Rose Quest hosted a Holiday Craft Show which was very successful. We are hoping to reinstate that event in 2022, but unfortunately, have not been able to host this event since 2019. Our Board has looked toward new initiatives to increase our funding including a Scavenger Hunt (Scavingo) in August of 2021 during the Port Hope Arts Weekend, a calendar photo contest featuring Northumberland County pictures, and a line of Rose Quest apparel and merchandise. We have also been an active participant in the weekly Port Hope Farmers' Market on Saturdays to increase our visibility in the community. A professional website would help us to further advertise the above initiatives garnering more support for our organization.

Schedule "B"

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

The Rose Quest works closely with many other organizations in the community and has most recently become a member of the Port Hope Chamber of Commerce. Over the last seven years we have provided kits and items to some of the following organizations in the Municipality of Port Hope: The Community Health Centre Port Hope, Community Works, Green Wood Coalition, Northumberland Affordable Housing Committee, Northumberland Fare Share Food Bank, Port Hope Police Services, Port Hope United Church, Regency Manor Port Hope, and St. John's Church Port Hope. The above organizations, and many more in our community, have requested the regular kit items along with other items such as: sunscreen, cleaning supplies, scarves, hats, gloves, drawstring bags, and more. The Rose Quest occasionally receives items that we cannot use as part of our initiative (for example food) which we redistribute locally to other service agencies, helping other organizations with their projects rather than having the items be discarded.

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

The Municipality of Port Hope has supported The Rose Quest's initiative with the Personal Care Community Cupboard by approving and installing the cupboard on town property.

Schedule "B"

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

Since its beginning, The Rose Quest has functioned solely on the donations of our supporters. Working into our 7th year, this is the first time we will be asking for Municipal Funding. We have found that while many of our supporters rally behind a targeted cause, such as our school programs or individual crisis aid, we have gathered less funding and support in our attempts to maintain administrative costs, which would allow us to be able to grow into a more established organization. In addition, due to Covid 19, we were unable to repeat our successful Holiday Craft Show for the 2020 and 2021 year and have worked to increase our fundraising in other ways including our Calendar fundraiser and our Scavenger Hunt. However, with ongoing restrictions our efforts have been much less successful. By establishing and maintaining a website, we hope to have increased traffic accessing our information leading to an increase in donations. The Rose Quest is also requesting grant funding from other local government and organizations.

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

The Rose Quest plans to acknowledge the grant funding from the Municipality of Port Hope with the town logo on our website.

Schedule "B"

11. Any additional information you find necessary:

A growing number of residents in our community do not have the financial resources to pay for the hygiene products needed to take care of their basic needs. This affordability gap for such basic needs affects their health, wellbeing, and sense of personal dignity – and further disadvantages these vulnerable residents in their efforts to improve their financial circumstances. While it is reasonable to hope that social service agencies meet all the needs of our most vulnerable residents in our community, the sad reality is that the most government funding is insufficient beyond assistance with basic shelter and food. As a result, these agencies rely almost exclusively on donations from compassionate citizens for all their other needs, including hygiene essentials.

For over seven years, The Rose Quest has been providing these products regularly to many of these agencies, schools, churches, and charities on behalf of our generous donors. Our items help those struggling with basic needs, students with no financial access to products due to their family situation, the homeless and hidden homeless population that is not always visible in rural areas, those with mental health and or physical health issues such as addiction, and those unemployed or struggling regularly, or many newly unemployed due to the Covid 19 crisis.

After seven years of operation, The Rose Quest is at a critical point. The demand for our services has increased dramatically during the pandemic and is expected to increase in the upcoming years, yet our ability to address that growing need has been constrained by our limited operational capacity and restricted fundraising opportunities due to Covid 19. Our reputation and importance in the community is evident as we have garnered two Civic Awards (2015, 2018), the Jacqueline Pennington Re/max Hallmark donation, and our Business Excellence nomination for 2021 from the Port Hope Chamber of Commerce.

Our three-year plan, to be able to meet the ever-increasing needs in our community, including local pandemic recovery, is to become a registered charity, to hire an employee to work with local agencies, to acquire a vehicle ensuring access to bulk items, and to increase our operational capacity by acquiring a warehouse in order to accept, track, store, organize, and distribute items more efficiently.

Grant funding would support our organization in our quest to ensure that all residents can be provided the necessities of hygiene products for their health, dignity, and well-being.



The Municipality of Port Hope Community Grant Application Attestation

Community Grant Applicant Information

Organization/Charity Name: The Rose Quest Personal Care Initiative

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

31 Trefusis St., Port Hope, ON L1A 3P1

Current Year's Request \$ 3000

Community Grant Applicant Contact Information

Name of Contact Person: Rose Wilton

Title of Contact Person: Founder & CAO

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)
<u>Pam Royl</u> Authorized Signing Officer #1	<u><i>Pam Royl</i></u>	<u>10/06/2021</u>
<u>Lisa Gardiner</u> Authorized Signing Officer #2	<u><i>Lisa Gardiner</i></u>	<u>10/06/2021</u>

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**

**The Rose Quest Personal Care Initiative
Organization's Income Statement**

Organization's fiscal year-end: **31/Dec/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.)				
Advertising	\$ 121	\$ 150	\$ 200	
Bank Charges/Fees/Insurance	\$ 34	\$ 80	\$ 559	
Calendar		\$ 1,700	\$ 1,800	
Chamber of Commerce (50 + 110)		\$ 165	\$ 110	
Hygiene Supplies/Gift Cards	\$ 369	\$ 4,500	\$ 5,500	
Office Supplies/Travel	\$ 348	\$ 300	\$ 350	
Professional Fees	\$ 450	\$ 1,200	\$ 1,300	
Scavingo		\$ 117		
Website Development/Maintenance			\$ 2,750	
Total Expenses:	\$ 1,322	\$ 8,212	\$ 12,569	
Revenues				
List all types of revenues (ie. ticket sales, admin fees, interest revenue, etc.)				
Donations in Cash	\$ 2,959	\$ 5,000	\$ 3,000	
Fundraising	\$ 455	\$ 350	\$ 250	
Fundraising Calendar		\$ 2,500	\$ 2,500	
Fundraising Scavingo		\$ 585		
Fundraising Holiday Mkt/Virtual Event			\$ 750	
Total Revenue:	\$ 3,414	\$ 8,435	\$ 6,500	
Net Surplus/(Deficit):	\$ 2,092	\$ 223	\$ (6,069)	
Grants from Municipality:			\$ 3,000	Do not include in Revenues section above
Total Net Surplus/(Deficit):	\$ 2,092	\$ 223	\$ (3,069)	

Comments:

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

