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Item No. 1

**Halifax Regional Council
June 20, 2017**

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original Signed
Brad Anguish, Director, Parks, Recreation & Communities

DATE: June 8, 2017

SUBJECT: Canadian Tire Jumpstart Program Update

INFORMATION REPORT

ORIGIN

February 15, 2017 Committee of the Whole motion :

MOVED by Councillor Nicoll, seconded by Councillor Hendsbee

THAT Committee of the Whole request a staff report on the review of the data from the Jump Start program.

MOTION PUT AND PASSED.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter; Section 79 1 (k) Council may expend money required by the Municipality for recreational programs.

BACKGROUND

On February 15, 2017, Halifax Regional Council requested a staff report on the review of the data from the Jumpstart© program. This report will inform Regional Council of all Canadian Tire Jumpstart© funds being invested in the region, advise of Jumpstart's© new grant process and to advise as to how HRM's funding will be used.

Prior to the creation of HRM Kids, HRM Recreation was providing discounts and subsidies for programming in HRM. The creation of HRM Kids was an attempt to centrally support, monitor and coordinate these efforts to make recreation accessible to all. Initially the program was piloted just on the Halifax Peninsula.

Canadian Tire Jumpstart (2005 – 2012)

In 2005, the Canadian Tire Jumpstart© Program began a partnership with HRM Community Recreation and Culture to support the HRM Kids program. The program, formerly referred to as HRM Kids, was then called Jumpstart©/REC Kids. Jumpstart© is a registered charity that partnered with HRM to aid financially disadvantaged children and youth so that they can participate in external recreational, sport and physical activity programs. Leading up to 2012, Canadian Tire Jumpstart© had progressively matched or surpassed HRM funding for this program, and the partnership represented a mutually beneficial connection between

the Recreation mandate for access and the funding goals for the Jumpstart© national charitable program.

Sponsorship Agreement (2012 – 2015)

In the Fall of 2012, Halifax Regional Council entered a three (3) year Oval Sponsorship agreement with Canadian Tire Jumpstart© Charities, as well as local Canadian Tire dealers. The agreement expired in 2015. The following were the terms of that agreement:

Programming: \$30,000 annually from Jumpstart© towards the “I Love to Skate” program to subsidize skate monitors and instructors. This assisted 300 children annually.

Annual contributions in Jumpstart© funding for Jumpstart REC Kids – minimum \$40,000.

\$20,000 annually in coupons for helmets/skates for children and youth in need. While this portion of the agreement has no financial impact to HRM, it is in keeping with the accessible mandate of HRM Recreation and Culture and to support of the goal of introducing more children to skating.

Infrastructure: \$35,000 for one gantry system
\$4,000 for signage
First right of refusal on naming rights for the future skate and helmet Facility

Although the Oval Sponsorship agreement expired in 2015, Canadian Tire Jumpstart© Charities and HRM REC Kids continued to partner together to provide assistance to financially disadvantaged children and youth so they could participate in external recreational opportunities.

DISCUSSION

Past Program

Canadian Tire Jumpstart© / REC Kids

The program has evolved over the years, from one that provided financial assistance to allow access in HRM-run programs to one that provides funding directly to external organizations to off-set the costs of participation by children who would otherwise be unable to be involved. In the previous agreement prior to April 1, 2017, the maximum annual fee paid to an organization per participant was \$200.

HRM Recreational Programs

While HRM has partnered with Canadian Tire Jumpstart© to provide funding for outside organizations, there was a commitment to provide access in HRM Recreational Programs as well. HRM Recreation Programming continues to offer programs at no cost/low cost for participants in financial need. To further clarify, no funding from the Canadian Tire Jumpstart©/REC Kids program goes towards internal Recreation Programming, only external organizations.

Should individuals or families have a financial barrier to participate in recreation or sport programs, they would contact their local Community Recreation Centre to apply. Recreation Programming staff will work with each individual or family to determine their requirements (i.e. reduced-fee / no-fee).

In addition to the many low-fee programs offered, Recreation Programming is pleased to celebrate access to many programs at no cost. Examples include: free access to canoe rentals, beach swim lessons, recreation swimming (Captain William Spry, Needham & Sackville Sports Stadium), Open Gyms, REC Van (free recreation sampler to communities and special events throughout HRM), Emera Oval (free year-round equipment rentals), lending programs at several Recreation Centre’s (skate boards, scooters, snow shoes, walking poles, accessible equipment), free skating, afterschool programs and much more (see Attachment 1).

Canadian Tire Jumpstart® Contributions/Grants

HRM as a municipality and the region (which includes 16 community partners) has been the recipients of several Canadian Tire Jumpstart® grants and funding. In 2016, the HRM Chapter for Jumpstart® disbursed a total of \$276,254 with 3,277 children (1757 were distributed between individual children and 1520 through Community Development Grants) benefitting from the program. The children were assisted at an average cost of \$84 per child.

Demographic Variance

Year	Age Range		
	4-8	9-13	14-18
Chapter	43%	40%	16%
National	35%	48%	17%

Program Administration

The administration of this program is completed by a Community Recreation Coordinator (CRC) and Program Assistant located at Captain William Spry Community Centre. In addition to overseeing Jumpstart®/REC Kids, the CRC is responsible for the delivery of dryland recreation programs and services at the Captain Spry Centre and the surrounding geographical area.

Funding

In 2016/17, Recreation Programming had a budget of \$91,200 with approximately \$20,000 used for the administration of the program (part-time casual wage costs for the processing of applications) and \$71,200 external funding requirements. Prior to April 1, 2017, Canadian Tire Jumpstart® Charities agreed to contribute a minimum of \$40,000 to the charity, however this amount was often exceeded. For fiscal year (2016/17), Canadian Tire Jumpstart® contributed \$53,352 to the program, helping 588 children.

Future Status of Jumpstart/REC Kids. Jumpstart®

In November 2016, Canadian Tire Jumpstart® Charities advised HRM Parks & Recreation that it would be changing the way funding is administered. Effective April 1, 2017, HRM no longer receives the annual grant for the joint program, instead, Canadian Tire Jumpstart® Charities moved to a centralized delivery where all funding for participant applications are issued by the Charity to the organization on behalf of the applicant. At this time, HRM continues in its role as a dedicated community partner vetting the applications on behalf of the HRM Chapter of Jumpstart®. However, this role may be administered by any Community Partner that is within the Chapter.

Applicants can apply by paper application to any of the community partners or online. In addition to individual applications, community partners may apply for Community Development Grants. The awarding of these grants will be made based on predetermined criteria and by approval of the board, which consists of members from the HRM Chapter of Jumpstart®.

The title Jumpstart®/REC Kids will no longer be used and will be only referred to “Jumpstart®” as it relates to funding provided solely by Canadian Tire Jumpstart®. However, HRM has asked Canadian Tire Jumpstart® Charities to recognize HRM’s commitment to the program. HRM will continue to use the term “REC Kids” for the purposes of its outreach to participants needing assistance within Recreation Programming program offerings.

As reflected at the outset, HRM Recreation Programming will continue to offer reduced-fee / no-fee programming to citizens in need of assistance as each need is determined through the local Community Recreation Centres.

FINANCIAL IMPLICATIONS

Funding for HRM REC Kids is provided in the current Recreation Programming operating budget. Halifax Regional Council also approved an annual budget of \$106,200 (\$15,000 wages and \$91,200 for program)

in the 2017/18 Parks & Recreation Operational Budget for accessible recreation access to the citizens of HRM.

The funding from the above will be used to continue vetting the applicants of the HRM Jumpstart Chapter. In addition, funding from the approved operating budget may be used to offset any shortfalls during the year, should the HRM Jumpstart® Chapter run short of funding for applicants which would be for a maximum of the remaining budgeted amount. It should be noted that there is no expectation from the HRM Jumpstart® Chapter to do this.

If funding is not required to offset a shortfall, the balance of funds will be used for the purposes of access and inclusion within the mandate of Recreation Programming. It should be noted that this could change annually as the HRM Chapter is dependent on the number of donations that comes in to offset the annual requests.

COMMUNITY ENGAGEMENT

Discussions were held with Canadian Tire Jumpstart®.

ATTACHMENTS

Attachment 1 - HRM Recreation Free Programs

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.php> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by: John Henry, Manager, Aquatic, Leisure, Active Living & Inclusion Services, 902.222.3854

Attachment 1 - HRM Recreation Free Programs

Open Gym times

- Bedford – LeBrun and Basinview
- Cole Harbour
- Findlay CC
- Harbourview School - Dartmouth
- Citadel CC
- St Andrews CC
- Needham CC
- Musquodoboit Valley (2 schools)
- Musquodoboit Harbour
- Leslie Thomas Jr High – Sackville
- AJ Smeltzer Jr High – Sackville
- Atlantic Memorial School in Shad Bay
- Dutch Settlement

Free Skates

- Bowles, Grey and LeBrun Arenas

Emera Oval

- Free skating
- snow shoeing
- skiing
- roller blades
- roller skates
- bikes
- skateboards
- scooters
- Nordic walking
- walking program Move it Halifax
- Nordic walking workshops

George Dixon Community Centre

- Drop in Floor Hockey
- Open Gym
- Open Gym in line skating
- HYPE – Free afterschool program for youth starting in October

Citadel Community Centre

- Making Tracks Bike Safety Session
- Volleyball for girls
- Basketball for girls
- Indoor Walking
- Tennis Lessons
- Intro to Nordic walking
- Table Tennis
- Floor Ball
- Badminton
- Floor ball
- Bike repair equipment lending

- Welcoming Wheels program

Isleville Centre

- Loose Parts Week

Needham Community Centre

- Basketball Drop in
- Youth Leadership
- Youth Program
- Family Fun Night Fridays

St Mary's Boat Club

- Washer Toss
- Canoe lending
- Adult Paddle Nights

Adventure Earth Centre

- Snow Shoe Clinics

Carroll's Corner Community Centre

- March Break 3-day Camp

Musquodoboit Valley

- Fit and Fab girls program
- Family gym night
- Musquodoboit Valley Fitness Centre
- Walking groups throughout the community

Sackville

- Caregiver Splash and Play
- Friday Rocks Youth group
- Art Hive
- Board Game Lounge
- Drop in Badminton
- Mid-day sampler Leather works
- Hiking for all
- Indoor walking club
- Skate Jam
- Tree Lighting Annual Event
- Women's hiking mini-series
- Membership lending program
- Family gym games
- Recreation Day
- Sackville Snow Day Event
- Walking Meet Ups
- Scooter Jam

LeBrun Community Centre

- 55+ Cards
- Cardio Kicking

Gordon R Snow

- Art Hive
- Art Group
- Book Club
- Winterfest
- Teen Zone
- Walking Meet Ups
- Scooter Jam

Bedford Hammonds Plains Community Centre

- Family Walk
- Youth Lunch Drop-in program
- Walking Meet Ups

Sheet Harbour Community Centre

- Stories and crafts
- Halloween and Holiday events
- Family movie nights
- Family Fun days
- Friday Family events
- Badminton drop in
- Photo Hike - (Spring)
- Ice Cream Social (Summer)
- Boating Safety Info Session (Spring)
- Badminton (Spring, Fall, Winter)
- Halloween Spooktacular (Fall)
- Holiday Surprise (Fall)
- Family Movie Night (Fall, Winter)
- Snow shoe workshops

Captain Spry Community Centre

- Teen Zone
- Senior Washer Toss
- Badminton for youth

Hubbards

- Family Play Hike
- Women's Snow Shoe Hike

Chocolate Lake Community Centre

- Family Art Hive Saturdays
- Family Play Hike
- Women's Snowshoe Hike
- Snow Shoe Rentals

Lakeside

- BLT Senior Elementary School Low Cost - Active Camp-style Games
- Youth Co-ed volleyball

Musquodoboit Harbour

- Recreation/Library Community Open House Event
- Family Moonlight Hikes @ Musquodoboit Trail way
- Moonlight Family Snowshoe
- Night snowshoe event for families
- Yoga Day at the Park
- Free Family Movie – Offered monthly as a partnership with the Library
- Preschool Craft & Play Day
- Soccer/Basketball (offered in the past, fee was removed in Spring 2016)
- Youth Floor Hockey (offered in the past, fee removed in Winter 2017)
- Youth Basketball Drop In
- Hiking Club
- Soccer/Basketball drop in
- Basketball Drop in – Eastern Shore District High

North Preston Community Centre

- Youth After School Program
- Income Tax Workshops Youth Drop in
- Summer open Gym Monday
- Youth Volleyball
- Passport to Wellness cooking with Nova Scotia Health Authority (as part of the Afterschool Program) - NPCC
8 weeks on Wednesdays for Junior high aged youth

Tallahassee Community Centre

- Youth sport drop
- Youth Badminton
- Youth Volleyball
- Pickleball for Seniors (low cost)

Cole Harbour Recreation Centre

- Social Cards Drop in
- Family Drop in Gym Time
- Youth Basketball Drop In
- Badminton Drop in

Dartmouth North Community Centre

- After school program – Partnership with the Take Action Society
- Community Basketball Program
- Pickle Ball Drop in
- Skateboard Event
- Show shoe borrowing program
- Community Carnival
- Festival of Lights

Dartmouth

- Dragon Boat Clinics

Walking Groups – All

Swim Lessons – At beaches throughout the municipality