

Council Priority Funds – Application

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PRIORITY FUND INFORMATION – Completed by ApplicantOrganization Name Robin Hood AssociationAddress 141 Broadway Boulevard

Street and number

Subdivision if rural

City or town Sherwood ParkProvince ABPostal code T8H 2A4Contact person Alice KosTelephone 780-467-7140 Ext 1253Email address (optional) akos@robinhoodassoc.comProject Type ☒ Event ☐ Project ☐ ExpenseAmount Requested \$ 15,295.00

Brief description of request

Robin Hood Association (RHA) is respectfully requesting funds to help cover event expenses directly pertaining to Sledge Hockey Day (SHD) 2020. Building on the success of SHD's previous 3 years, all of which were funded in part by the County's Council Priority Funds (or the SCIP grant), SHD 2020 will be held at Millennium Place on Sat March 28, 2020 from 8:30am - 4pm. SHD is open to all, admission by optional donation.

SHD is a community-focused, family-friendly event designed to build community and promote inclusive sport, presented by and benefitting RHA. Our 4th year will bring together 30+ RHA Sledge Hockey (SH) athletes, 120 tournament participants on corporate and community-based teams, 80+ event volunteers, and 500-1000 event attendees. The day's festivities will center on a non-competitive round-robin SH tournament between RHA's SH teams and corporate and community-based teams, who register to play by way of sponsorship. The event will also feature over a dozen free family-friendly activities (details are in our Letter of Request). An Athlete & Volunteer Hospitality Lounge will offer all-day food and drink to tournament participants and volunteers.

Please refer to our Letter of Request for more comprehensive information on our intended use of funds.

Ann Marie LePan

Print name

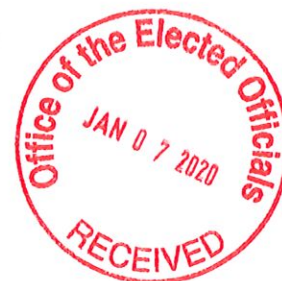


Signature

January 7, 2020

Date

Please remember to attach a proposed budget and request letter to this request.

Number of attached pages 4**Collection and use of personal information**

Personal information is collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy Act* and will be used to manage and administer Council Priority Funds. Please be aware that information provided may be made public. If you have questions regarding the collection, use or disclosure of this information, contact Vicky Cushman at 780-464-8098.

Robin Hood Association's Sledge Hockey Day 2020

Event Budget

Date	Description	Confirmed & Projected Revenue	Expenses	Excess of Revenue over expenses
18-Dec-19	Sponsorship: Eskimo Steel	2,000.00		
20-Dec-19	Sponsorship: Foster Park Brokers	2,000.00		
20-Dec-19	Donation: Foster Park Brokers	500.00		
Confirmed	Sponsorship: Mint Health & Drugs	8,000.00		
Confirmed	Sponsorship: Uniglobe	2,000.00		
Confirmed	Sponsorship: Exodus Enterprises	2,000.00		
Confirmed	Al Shamal Shriners	5,000.00		
Confirmed	MHA Properties	2,000.00		
Projected	Raffle	1,400.00		
Projected	50/50 draw	500.00		
Projected	Silent Auction	1,500.00		
Projected	Athlete Lounge Bar Sales	400.00		
Projected	Welcome Table Donations	200.00		
Projected	Family Activity (i.e. face-painting) Donation Jar	100.00		
Projected	Donations: raffle and silent auction items/prizes	In-Kind		
19-Nov-19	Event Logo Artwork: Signtex		198.45	
28-Nov-19	Liquor License for Athlete & Volunteer Hospitality Lounge: AGLC		25.00	
6-Jan-20	Millennium Place Facility Rental		5,559.81	
Projected	Print Promotion: Handout postcard, posters, day-of signage: The UPS Store		2,500.00	
Projected	Promotion: sponsored social media posts (Facebook, Instagram)		1,500.00	
Projected	Instant Photobooth: Neat Photobooth		420.00	
Projected	Julia Tran (Face Painting services)		450.00	
Projected	Roaming balloon animal services - 7 hrs		385.00	
Projected	Jerseys for 120 tournament participants at \$8/ea: Sin Bin		960.00	
Projected	Jersey screening w company logos and event logo: 120 x \$21		2,520.00	
Projected	Screened volunteer tshirts: 85 x \$11/ea		935.00	
Projected	Screened shirts for event planning committee 12 x \$11/ea		132.00	
Projected	Athlete swag bags w event logo		330.00	
Projected	Catered lunch in Athlete & Volunteer Hospitality Lounge: The Keg		2,000.00	
Projected	Refreshments for Athlete & Volunteer Hospitality Lounge: coffee/tea, water, soda, muffins, snacks		750.00	
Projected	DJ for Athlete & Volunteer Hospitality Lounge		250.00	
Projected	Liquor for Athlete Hospitality Lounge (1st drink complimentary)		750.00	
Projected	Tournament supplies: tape, pucks, equipment cleaning		350.00	
Projected	Supplies and Decorations: balloons, 50/50 & raffle tix, plastic tablecloths, raffle bags, etc		500.00	
Projected	Event Videographer		350.00	
Projected	Event Photographer		350.00	
Projected	In lieu of contracted Event Planner: Employee hours specific to event planning		7,500.00	
Projected	In lieu of contracted Event Planner: Employee benefits correlating to above employee hours		1,875.00	
TOTAL		25,600.00	30,590.26	(4,990.26)



ROBIN HOOD ASSOCIATION

January 7, 2020

Office of the Elected Officials
Community Centre – 3rd Floor
401 Festival Lane
Sherwood Park, AB

**Re: Robin Hood Association Application to Council Priority Fund
Letter of Request, Sledge Hockey Day 2020**

Dear Strathcona County Council Members,

Please find enclosed Robin Hood Association's application to the Council Priority Fund, for funding of half of the event expenses related to our 4th annual Sledge Hockey Day.

Intended Use of Funding

When: Saturday, March 28, 2020 from 8:30am – 4pm

Where: Millennium Place, Sherwood Park

What: Sledge Hockey Day (SHD) is a community-focused, family-friendly event designed to build community and promote inclusive sport, presented by and benefitting Robin Hood Association (RHA), the primary provider of services to people with developmental disabilities in Strathcona County. Building on three successful, consecutive years, the 4th annual Sledge Hockey Day will include over a dozen free, family-friendly activities and will center on a non-competitive round-robin sledge hockey tournament between Robin Hood's sledge hockey teams (comprised of adults with developmental disabilities) and corporate and community-based teams, who register to play in the tournament by way of sponsorship.

SHD 2020 will also feature over a dozen free, family-friendly activities including:

- Oilers vs Eskimos celebrity exhibition sledge hockey game
- Sledge Free-Skate on The Pond
- Instant photobooth
- Roaming Disney princess performers
- Roaming balloon animal artist
- Face-painting
- Kids crafts
- Mini-stick hockey
- Scooterboard hockey
- Zamboni tour
- Professional neck & shoulder massage
- Raffle



- 50/50
- Silent Auction

Our Hospitality Lounge will offer complimentary food and beverages to 85 volunteers and 120 tournament participants. Each registered team will have the option to purchase meal and drink passes for up to 6 additional guests. There will be a licensed bar offering a controlled amount of beer and Caesars (1st drink free) to tournament participants.

Sponsors who register to play in the tournament have 2 options:

- Register a complete team of 6, or
- Register a team of 5 and be paired with one of Robin Hood's sledge hockey athletes, who acts as Team Captain on a total team of 6.

Businesses and community groups play against each other and against RHA's sledge hockey teams; three guaranteed matches per team. Games are 30 minutes long and played in round-robin format without elimination. Sledge Hockey Day is open to all; admission by optional donation.

Why: Sledge Hockey Day's main objective is to build community. It achieves this by promoting the development of natural, inclusive relationships between Robin Hood's 30+ sledge hockey athletes, 120 participants on corporate- and community-based teams, over 80 event volunteers, and 500-1000 anticipated event attendees comprised of the Robin Hood community and the broader community of Sherwood Park, Edmonton and surrounding areas.

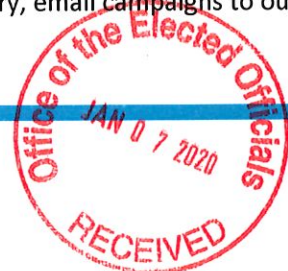
Sledge Hockey Day provides an avenue for Robin Hood Association to develop and nurture relationships with our corporate and community partners. It creates an environment of reciprocity, where we provide our community partners with a novel team-building experience and a venue for business networking; and our partners support the work of our Association by way of their participation and sponsorship. At the heart of this exchange is authentic relationship-building between our partners and the people we serve – by far the most meaningful and enduring outcome that Sledge Hockey Day aims to achieve.

Sledge Hockey Day also promotes inclusive sport and upholds individuals with disabilities as bona fide athletes and contributing members of their communities.

How: A Committee of 9 RHA staff is responsible for the planning and execution of SHD. These staff work over and above their PDD-funded hours to facilitate this logistically complex event; as such their projected hours (and associated benefit costs) specific to SHD are included in our event budget. Contracted event planners have been considered and subsequently rejected for a number of reasons. The Planning Committee of RHA staff ensures:

- More cost-effective event delivery
- Improved engagement from RHA's internal programs
- An intimate understanding of the individual needs and skills of the RHA sledge hockey athletes, and experience in maximizing their inclusion in the event
- Long-term, sustainable engagement and relationship-building with our corporate- and community-based partners

SHD 2020 will be broadly advertised within the communities of Strathcona County, Fort Saskatchewan, Edmonton, and surrounding areas. Our promotional campaign will include a robust social media campaign including sponsored posts, placement in community calendars, posters throughout the community, digital posters on the screens at Millennium Place, placement in the Sherwood Park News, door-to-door pamphlet delivery, email campaigns to our Association's membership (approx 650) and staff (550), and more.



Press releases will be distributed to all major news media outlets. The event's previous three years resulted in free media coverage by CBC Edmonton, Global Edmonton, CTV Edmonton and the Sherwood Park News. We intend to build on these existing media connections in hopes of generating free promotion and coverage of the event.

On the day of the event, welcome tables will be placed at both main entrances to ensure that all Millennium Place patrons are made aware of the day's festivities. Our free, family-friendly activities will be located strategically throughout the facility to capture as many patrons as possible.

Sledge Hockey Day 2020 will take place over the spring break weekend. The same was true for our 2nd and 3rd years, and – in comparison with our 1st year – we noticed a significant increase in foot traffic throughout the facility. This is of mutual benefit to our event and to Millennium Place/Strathcona County. RHA, our event and the sport of sledge hockey are afforded additional exposure by way of increased Millennium Place patron numbers, and Millennium Place/Strathcona County benefit by having their facility filled with free, family-friendly activities for their patrons to participate in.

CHALLENGES: Robin Hood Association is currently operating at a critically underfunded level as a direct result of growth. Over the years, we have expanded to meet ever-increasing demands for services and supports. As our services have grown, so has our need for staff, as well as the organizational infrastructure to support it all. Many of our departments – including Quality Assurance/Intake, IT, Human Resources & Benefits, Payroll, and Accounting – have accommodated increases in service recipients and staff, without adequate funding to do so. This has resulted in a significant deficit in our operational funds. We are actively lobbying the GoA, pursuing a variety of fund development opportunities and employing cost-containment and reduction strategies across the organization. But the success of our fundraising initiatives is more essential than ever.

As mentioned in our application, our past three event years received funding from the GoA's Community Initiatives Program. In addition to the funds received from the County's Council Priority/SCIP funds, this has covered a large percentage of our event expenses and allowed RHA to direct the bulk of our sponsorship and donation revenue to operational expenses. However, the Community Initiatives Program's eligibility criteria precludes us from applying this year (we must take a 1-yr 'break' after 3 consecutive years of funding). As a result, we have a greater need for event funding in this, our 4th, year.

In consideration of these challenges, we would be extremely grateful if the County would consider a higher level of funding than in the previous three years. We have requested \$15,295, which amounts to 50% of our projected expenses.

We extend our sincerest thanks for the County's generous support of Robin Hood Association and Sledge Hockey Day to date; and for your consideration of this request.

Sincerely,



Alice Kos
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