

56 Queen Street Port Hope, ON L1A 3Z9

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2025 Community Grant Application

Please complete the below 2025 Community Grant application. Any questions that have a red *asterisk are considered mandatory fields. Completed hard copy applications can be mailed, hand delivered or placed in our drop-box at Town Hall, 56 Queen Street, Port Hope, L1A 3Z9.

Organization Information

Non-profit Organization/Registered Charity Name: *

Sounds of the Next Generation (SONG)

Address (Including Postal Code): *

PO Box 67 Cobourg, ON, K9A 4K2

Contact Information

First and Last Name of Contact Person: *

Miles Bowman

Title of Contact Person: *

Executive Director

Phone Number: *

905-269-9652

Alt. Phone:

999-999-9999

Email: *

ed@songprogram.org

Applicant Eligibility

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

- ☒ Registered Charity
- ☐ Non-Profit Organization

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

80529 1242 RR0001

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.

Application Information

1a. Name of Event or Program: *

Supporting SONG's operational costs

1b. Date range of the Organization's Event: *

not applicable

If requesting general program funding then enter N/A for the date range.

2. Are you applying for up to \$5,000 or up to \$10,000? *

- ☐ Up to \$5,000
- ☒ Up to \$10,000

3a. Prior Year's Grant Request:

6075

3b. Prior Year's Awarded Grant: \$

3000

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

SONG makes music in public spaces that shows off young talent and celebrates our local culture in order to build a healthier and more connected community.

We offer FREE music programming to over 200 students, G1-12, from 18 schools in the Northumberland's Kawartha Pine Ridge District School Board. SONG offers group lessons in 5 streams: choir, drums, rock band, SONGtech (music and technology), and strings, and in 2024 held 35 public performances where our students engaged >7500 community members in local culture creation. Importantly, SONG has entered into an agreement with the Port Hope High School to run all its afterschool programming out of that facility making access to Port Hope families easier, and reducing our overhead costs. But SONG isn't just making music... SONG builds lifelong skills in self-regulation, resiliency, social connection and leadership for young people using a model found in every culture on the planet. We empower young people to find their community voice by making music in public spaces. Our skill-building allows positive emotional and psychological outlets through music-making and wellness activities. These critical lifelong skills positively influence health through adulthood.

SONG is the only FREE arts program in Northumberland. In addition to learning music, SONG helps young people perform in public. By partnering with local schools and arts organizations we include kids who wouldn't otherwise get access to music. Our programming teaches young people structure and the ability to work on something that matters to them. Our students get a place where they belong and learn that their voice matters in their community.

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

SONG makes life better through music. We've discovered that the public thinks we simply teach music, which understates the power of what our programming does. We know, because we hear it from families and volunteers: we change lives.

SONG creates lasting multigenerational connections, supporting the whole community by:

Increasing arts and culture appreciation through participatory public performances that feel good;

Helping the public understand the arts through hands-on education; and

Employing local working artists, and young people and training youth to participate in the culture creation economy.

Taken together, this means that SONG's primary objective is to show the positive and healthful impact of creating and sharing local stories and culture. While our approach is rooted in music education for children and youth, our model means actively engaging the whole community in that process. We create opportunities to add multigenerational interactions and public performances that highlight the expanding cultural diversity within our municipality. Finally, one of our key objectives is to make sure that the cultural contributions of young people in our community are visible, noticed, and respected.

6. Please provide a description of how the organization's program or service advances Council's strategic plan: *

Port Hope's vision puts forth a focus on heritage preservation and balanced growth. SONG programming aligns with this overarching viewpoint supporting the MPH's vision statements as follows:

--Enabling sustainable economic growth: SONG's cultural offerings attract considerable attention in the

downtown economic core and are kept low cost/free for the community. Our partnerships and collaborations with over 30 businesses and organizations additionally support local pursuits and give back to local business.

--Facilitating the conservation of structures, districts and landscapes of architectural, historic and cultural significance - SONG is committed to showcasing our historic downtown, and specifically unique heritage of Capitol Theatre, with 12+ annual shows (fundraisers, concerts, coffee houses) that significantly contribute to the local cultural heritage as well.

--Ensuring sustainable infrastructure is in place: SONG's plan to revitalize the Port Hope High School shows our investment in maintaining and using available infrastructure in this community.

Port Hope's Strategic Plan puts details its strategic pillars and SONG programming aligns with the following:

--Infrastructure Sustainability: Small town life means using what is available, and SONG is working to help families and the community understand what it has. This year SONG is consolidating our program delivery to the Port Hope High School in an effort to help turn the tide on the community's perception of this existing resource. Because we are so closely aligned with student populations we are acutely aware of the impact that maintaining this facility will have on the overall health and viability of this community and its role in helping young people see Port Hope as part of their future plans.

--Intentional Growth Planning - SONG's investment in the Capitol Theatre, extends beyond simply highlighting the economic downtown core. Our extensive collaborations with existing businesses and agencies help the community see how to support each other and learn what is available. Our work helps families understand that there is a future in Port Hope that involves them and their contributions. These community-building efforts underpin sustainability in a community.

--Multi-generational Community Opportunities - The strat plan specifically references expanding Youth Programming, and points toward using existing infrastructure as a priority. While SONG programming doesn't happen in the Ruth Clarke or Community Hub, we are committed to helping the community see use for existing local infrastructure. Moreover, SONG's use of these facilities is always multigenerational. Our volunteers range from 14-74 and several of our music-making activities are open to all ages. Importantly, SONG has been part of community efforts to successfully bring in Grammy and Juno award winning artist to perform for our community and work with youth in learning professional skills.

--Corporate Efficiencies - SONG's recent efforts to highlight existing infrastructure has led to consultation with town staff on how to increase ridership on public transit as a win for both SONG and MPH. This is just one recent example of an ongoing and productive relationship we have cultivated with the town where we can use town spaces and promote town events (we participated in the Port Hope Arts Festival, Candlelight Festival, Canada Parades, and Road to Cultivate in Port Hope). SONG continues to look for ways that our programming and work can support MPH initiatives, whether as participants or by giving back to the town staff (we are exploring providing town staff with training we have accessed and where there are surplus spaces).

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

Funding from the Municipality of Port Hope would be used to facilitate our public music making in Port Hope spaces. Specifically, we propose using the funds to support access to performance spaces and staffing costs for the frequent requests we receive to bring music to local events.

Our instructor time varies per instructor and class, but in broad strokes teaching kids music costs around \$5000 per class. We would use available funding to subsidize the instruction time that allows us to bring music into Port Hope spaces. Specifically, we would assign MPH's contribution of funding to helping establish a Port Hope Music Club and Port Hope-based Rock Band program. Both of these programs naturally support the ongoing Youth Coffee Houses we are becoming known for. These youth-based programs would directly contribute to helping youth see the value of the Port Hope High School Facility and, we think, help young people see that their cultural contributions in Port Hope matter.

Last year's unprecedented successes — born from significant local collaborations — demonstrated that our community both values and wants to participate in music. But making music in Port Hope requires paying for the appropriate venues (e.g., The Capitol, Road To Cultivate Contributions in the Bandshell)

In 2023-2024, SONG held several productions at The Capitol Theatre. Programming in this professional space comes with rental costs (but discounted because of our mutually-beneficial relationship). The funding request could also cover renting this venue for spotlight concert and fundraising concerts (\$900-2000 per rental, x at least 3 rentals), but we also understand that we might qualify for ear-marked dates that the municipality can assign to SONG. This would also help us and speak to the ongoing exchange of resources between SONG and MPH that we are developing.

Our collaborations through 2024 revealed that as SONG's profile elevates, we are more frequently being asked to contribute music-making to public events, including those run by the municipality.

To embrace this relationship and add music-based activations to public events our request is to subsidize these community engagements. SONG would collaborate with MPH to add public music making to cultural events like the Port Hope Arts Festival, Canada Day, Candlelight Festival. We have determined that \$300 subsidizes our staff's time at these events and propose 5 such collaborative days with MPH (\$1500);

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

SONG's uses three key metrics, two internal and one external: 1) numbers of students enrolled; 2) programming cost-per-student; and 3) Numbers engaging with programming.

By adopting group-teaching models and public performances more students get to experience music for a lower cost-per-student. As of writing this application, and before our season has started, SONG already has 125 students enrolled in weekly classes. With plans to deliver programming directly to schools our numbers should, at minimum, double (and means we have more students than several of our KPR feeder schools). We continue to look for efficiencies to reduce our costs. A pilot program developed last year, means we are able to deliver instruction directly into classrooms. And a recent partnership with Port Hope High School means we are able to run our programming out of a single local facility. This has reduced our cost-per-student from \$700 to closer to \$560.

As SONG focuses on public music making we naturally engage more of the community. With the Drumming Circles, Youth Coffee Houses (open mic-style events), and public concerts (at the Capitol) we jumped from ~2000 local contacts to in excess of 7500, creating public performance opportunities for at least 643 young people. We held 80% of our 35 performances in Port Hope, and we estimate 6000 residents from this municipality engaged with SONG programming in person.

SONG's success is tracked by other metrics, including 30+ collaborations (more below), media mentions, and public awards (winning Port Hope and Northumberland's Best Non-Profit in the Chamber awards as well as several Northumberland news Reader's Choice Awards). In addition, our social media numbers demonstrate we regularly reach over 10000 monthly accounts, drawing significant traffic from our county and its surrounding areas. Meta's performance indices show us in the top 25% of charities of our size for engagement. Taken together these numbers mean we help put Northumberland on the map as a place with family-based programming and diverse culture events.

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

An important factor of living in rural Port Hope is that sharing resources around the county allows better overall programming. So, while a significant proportion of our support comes from Port Hope, communities across Northumberland also back and benefit from SONG.

Our geographic reach tends to be measured across Northumberland; at least 50% of our enrollment and audience is from Port Hope (though likely much higher given 80% of our public performances are held here). From the totals in section 4, we can conservatively estimate over 300 Port Hope students (Gr.1-12), and 5000 citizens will engage with SONG.

Our past student demographic work indicates we enjoy above-average representation from individuals who identify as: 2SLGBTQIA+, at-risk of leaving school, below the poverty line, BIPOC, have learning exceptionalities, new Canadians, and precariously housed.

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

New Initiatives: 1)Running our main programming out of Port Hope High School, 2) Continuing our Community Music Making and 3) Developing our relationship with MPH.

Centralizing our Programming to the Port Hope High School will help the community see the value of this under-used facility and is part of a larger effort to help keep local students interested in a high school education locally.

We will continue our efforts to hold frequent public performances highlighting local facilities and will use our new relationship with the High School Music Club to help bring in more local talent

Based on the success of last year's pilots, we will engage rural educators to deliver programming directly in local schools.

All of these efforts will support our ongoing efforts to bolster local arts expression.

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

*

SONG's recent successes are the direct result of collaborations that support the work and planning of other organizations. We work with Abby Zotz's AbZOLutely Choir, The Capitol, Critical Mass, Cultivate's Road to Cultivate music series and Hibernate Music Festival, Float Your Funny, Greenwood Coalition and Imagine, The Marie Dressler Museum in Cobourg, Northumberland Players, Port Hope Beats, Rotary Clubs (all three Northumberland clubs) Stand UP for Student Wellbeing, The Vintage Film Festival, Safe Harbour (or Mentor Choir) and we support and participate in MPH sponsored events like Canada Day Parade, the Candlelight Walk, and Port Hope's Arts Festival. We currently draw students from 18 Northumberland KPRDSB schools and conduct programming in 6 of them (3 in Port Hope).

In our capacity as music makers we provided musical activations at these organizations' events. And by raising awareness of or giving away tickets to local arts events we help ensure their successes (629 attendees at local events, not counting families).

We would like to expand to working relationships with business groups as part of finding opportunities to add music-making to public spaces. This will also provide an excellent opportunity for SONG participants to engage with the community.

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

No. Fee waivers for programming in town buildings would be a benefit for us as we look to planning out and generating summer programming that could be affordable to our local residents.

13. How is the organization decreasing reliance on Municipal funding? *

SONG faces a novel situation. Our expanding profile and demand for community engagement are outstripping our projected growth. Our request this year will help us implement stabilizing measures we have put in place to keep overhead down while continuing to highlight local performances.

Our request here is part of a strategy to work with the municipality to highlight and contribute toward Port Hope's cultural offerings, while ensuring our programming continues to be offered across Port Hope in professional spaces. These efforts facilitate working professional artists as our instructors to boost SONG's and Port Hope's reputation. Importantly this will help (and has already allowed us to qualify for stabilizing funding from other arts agencies (e.g., Ontario Arts Grants, Canada Council).

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

We feature MPH's logo on our social media posts and website donor page, and credit MPH at our public events and drumming circles. As part of its commitment to recognize granters and sponsors, SONG would credit the town at all public music-making experiences for which funding is provided. We have been overhauling our relationship to sponsors and we now know that through strategic engagement with our dedicated audience we generate a 3:1 return for investors.

Because we bring music into public spaces, we think it would be prudent to acquire a town banner, if available, to display at our events. Port Hope's community support and programming presence would rightly be benefitted by this kind of frequently-visible display.

Financial metrics

15. Please provide the following financial metrics for your organization

a. Previous Year Total Revenues: *

170000

b. Previous Year Total Expenses: *

202000

c. Total Assets *

4000

d. Total Liabilities: *

0

e. Planned Revenues for upcoming year: *

241000

f. Planned Expenses for upcoming year: *

240000

16. Any additional information you find necessary:

The numbers for revenue and expenses are from our last financial year, 2023. our fiscal ends in August and we have not closed the books yet on our past year and reflect a known decision by the board to overspend as they hired two full time employees to manage the organization in the face of its ongoing growth pattern.

2025 Community Grant Application Attestation

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, 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 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. All payments will be issued by electronic fund transfer. Payments will only be issued to bank accounts registered in the non-profit organization/ registered charity name as specified on the application.

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.

Authorized Signing Officer - Name *

Miles Bowmabn

Authorized Signing Officer

Date (MM/DD/YYYY) *



Personal information is collected on this form under the authority of the Municipal Act and the Municipal Freedom of Information and Protection Act (MFIPPA). This information, once collected, may be accessible by members of the public upon request, unless exempted by law. Furthermore, this information may be published as part of the public record, in accordance with the legal requirements set out in MFIPPA and other legislation. Questions regarding the collection, use and disclosure of personal in information can be directed to the Municipal Clerk at [905-885-4544](tel:905-885-4544) or clerk@porthope.ca.