



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: June 16, 2008
Author: Mario Lee
Phone No.: 604.871.6034
RTS No.: 7488
VanRIMS No.: 08-2000-20
Meeting Date: June 24, 2008

TO: Vancouver City Council
FROM: Director of Social Planning
SUBJECT: Social Responsibility Fund Grant to Kids Up Front Foundation

RECOMMENDATION

THAT Council approve a Social Responsibility Fund (SRF) grant for \$20,000 to the Kids Up Front Foundation. Source of funds to be the Edgewater Casino Social Responsibility Reserve.

GENERAL MANAGER'S COMMENTS

The General Manager RECOMMENDS approval of the foregoing.

CITY MANAGER'S COMMENTS

The City Manager RECOMMENDS approval of the foregoing.

COUNCIL POLICY

Approval of grant recommendations requires eight affirmative votes.

On July 20, 2004, as part of the rezoning conditions for the Plaza of Nations, Council accepted a public benefit offering from Edgewater Casino that included a donation of \$200,000 annually towards the creation of a Social Responsibility Fund. This funding is now held in the City's Edgewater Casino Social Responsibility Reserve. Annual donations of \$200,000 will continue for the duration of the temporary permit to operate a casino at the Plaza of Nations.

On October 3, 2006, Council approved the general guidelines for four different funding categories in the Social Responsibility Fund. Council earmarked the following funds:

- \$25,000 towards the support of a Responsible Gambling Centre at Edgewater Casino
- \$25,000 annually to support local awareness initiatives
- \$25,000 annually to support research, training, and staff development
- \$125,000 annually for a community grants program

Council also instructed staff to report back on specific criteria for this grants program.

On February 28, 2008, Council approved the criteria for the Social Responsibility Fund grants program. At that time, Council also approved the allocation of \$75,000 from the Edgewater Casino Social Responsibility Reserve to the Crime Free Multi-Housing Program.

On May 22, 2008, Council approved nine SRF grants.

On May 27, 2008, Council approved six SRF grants.

BACKGROUND AND PURPOSE

On May 22, 2008, a staff report presented to the Standing Committee on City Services & Budgets, included a proposal for a grant of \$20,000 to the Kids Up Front Foundation for a Positive Ticketing project. This was part of a group of seven community grants presented to Council for their consideration. At that time, Council requested additional information on the need for a \$20,000 grant, and also requested information on a similar program in existence in the City of Richmond.

This report provides more in depth information about the proposal, the partnerships that it involves, and the expected outcomes associated with the proposal. The report also provides information on the Richmond program, and similar approaches to crime prevention in other jurisdictions.

DISCUSSION

Positive Ticketing as a crime prevention strategy has been in existence for a number of years. For the most part it is a strategy utilized by Police, sometimes in partnership with Municipal recreational services and local business. This is the case in the City of Richmond, where the local RCMP Detachment has utilized this program in the last seven years to reinforce good behaviour, particularly among youth, through the provision of passes to civic recreational facilities, water slides, or food coupons to participating food outlets. Examples of positive behaviour included: NOT smoking, wearing a bike helmet, volunteering, playing without damaging property or creating a disturbance, being responsible and staying "out of trouble". In the case of Richmond, Parks and Recreation provides the bulk of the tickets and Police members distribute them to individual youth. There is no formal guideline or protocol for distribution and no tracking or reporting back mechanism. The only cost is a few thousand dollars in ticket printing costs, which the RCMP covers. A few Richmond businesses are also supporting the program (e.g. donating "tickets" for free pizza), but they are not involved in distributing tickets.

The Richmond RCMP has also implemented a parallel program called "On Side", whereby up to six youth accompanied by a Police member, attend BC Lions or Canuck games. Purchase of tickets is made possible through fund raising activities, which could be onerous on participating members.

Positive Ticketing is being utilized by Police in many other jurisdictions as well. A search conducted online, revealed that similar programs exist in places such as the Regional District of Central Okanagan, Williams Lake, Oak Bay, Grande Prairie, Calgary, Toronto, the District of Columbia in the United States, and Northern Territories in Australia. Besides involving the local Police, many of these jurisdictions also involve other partners, such as school counsellors, recreation coordinators, security officers, and local business.

The Positive Ticketing proposal presented by the Kids Up Front Foundation builds on these experiences, and on their experience running their existing program of distributing tickets for sporting and recreational events, live theatre and concerts to disadvantaged children, youth and their families. Since its inception in June, 2004, this program has distributed more than 75,000 tickets valued at more than \$2 million, across Greater Vancouver.

The proposed Positive Ticketing project will focus on 56 partner agencies, located in the neighbourhoods surrounding the Edgewater casino, and will add the Vancouver Police Department and Board of Parks and Recreation as partners. In addition to the aim of the existing program to provide opportunities for disadvantaged young people, the goal of Positive Ticketing is to reinforce social responsibility in youth by rewarding positive behaviour and citizenship with tickets and passes. Another goal is to provide opportunities for persons in authority to build positive rapport with youth and to reinforce good behaviour and active lifestyles. For a complete list of all of the partner agencies of Kids Up Front, please refer to APPENDIX A.

The SRF grant will support program elements which are not present in other Positive Ticketing projects. Namely, KUF will move beyond distributing tickets to developing a network that targets disadvantaged youth and works with a range of partners, including new partners such as School Liaison Officers, that would distribute tickets to youth they are attempting to engage for broader goals. As well, the project will include the collection of feedback from partner agencies and project evaluation. The SRF grant will support a program administrator's time to implement the program.

Among other activities, Kids Up Front Foundation Positive Ticketing project will:

- Procure tickets, passes, and other opportunities from event organizations, corporations, individuals, and community partners
- Coordinate activities with eligible beneficiary agencies
- Broaden and strengthen the positive ticketing network
- Allocation and disbursement of tickets
- Education and orientation
- Tracking and recording of tickets
- Accounting
- Provision of charitable receipts
- Collection of feedback from beneficiaries
- Evaluation and assessment

As the funding being sought is only available for one year, Kids Up Front Foundation will develop options for longer-term sustainability, informed by the monitoring and evaluation that will take place over this initial year of implementation.

City staff is particularly interested in assessing the community capacity spin-off that will evolve from this pilot project. Some of the anticipated spin-offs include the ability of community agencies dealing with youth issues, to incorporate Positive Ticketing as a tool not only to reward good behaviour, but also as a mechanism to build trusting relationships. This assessment will be part of the year end review of all funded projects from the SRF.

Subject to Council's approval of this grant, funding will be dispersed with a ten per cent hold back which will be released upon receipt of a closing financial statement and a final report.

FINANCIAL IMPLICATIONS

Total contribution to the Edgewater Casino Social Responsibility Reserve to-date is \$700,000, and will continue to grow at a rate of \$200,000 a year until July 2013 totalling \$1.7 million.

Contributions to the Edgewater Casino Social Responsibility Reserve 2005, 2006 and 2007	\$600,000
First instalment for 2008	\$100,000
Total Contributions To-date	\$700,000

Note: The second instalment for 2008 will be received on September 1st, 2008

Of the \$700,000 received to-date, Council has already authorized expenditures totalling \$377,335.

Initiatives Category	Earmarked Funding as per Council Approval
Support for a Responsible Gambling Centre at Edgewater Casino	\$25,000
Local Awareness Initiatives	25,000
Research, training and staff development	25,000
Social Responsibility Fund community grant program	227,335
Crime Free Multi-Housing Program	75,000
Total Authorized Expenditures	\$377,335

If the \$20,000 grant contained in this report is approved, the remaining un-earmarked balance within the Social Responsibility Fund would be \$302,665.

CONCLUSION

The proposed grant to the Kids Up Front Foundation will enable the organization to implement a comprehensive Positive Ticketing project in partnership with multiple Vancouver-based agencies supporting youth programs and activities.

* * * * *



PARTNER AGENCIES:

*Community-Based Partner Agencies serving Inner City Youth (bold)

1. Arts Umbrella
2. Aunt Leah's Independent Life Skills Society
3. Autism Society of BC
4. **BC Centre for Ability**
5. BC Children's & Women's Health Centre - Cleft Palate/Craniofacial Program
6. **BC Children's & Women's Health Centre - Outpatient Psychiatry**
7. BC Epilepsy Society
8. **BC Federation of Foster Parent Associations**
9. **Big Brothers of Greater Vancouver**
10. Big Brothers Big Sisters Abbotsford, Mission, Ridge Meadows
11. **Big Sisters of BC Lower Mainland**
12. **Britannia Community Services Centre Society**
13. Burnaby School District #41 Student Intervention & Support Services
14. Cameray Centre
15. Canadian Cancer Society Camp Goodtimes
16. Canadian Cystic Fibrosis Foundation
17. Canadian Deafblind and Rubella Association - BC Chapter
18. Canadian Red Cross Family Support Program
19. Canuck Place Children's Hospice
20. Capilano Community Services Society
21. **Cedar Cottage Neighbourhood House**
22. Centre d'Integration pour Immigrants Africains
23. **Children's Foundation (The)**
24. **City Gate Housing Cooperative**
25. **Collingwood Neighbourhood House**
26. **Community Living BC**
27. Deltassist Family and Community Services Society
28. Developmental Disabilities Association (Leisure Services)
29. **Downtown Eastside Residents Association (DERA)**
30. **East Side Family Place**
31. Elizabeth Fry Society (The)
32. **Family Services of Greater Vancouver**
33. **Federation of Aboriginal Foster Parents Society**
34. **Fraserside Community Services Society**
35. **Frog Hollow Neighbourhood House**
36. **Hastings Community Centre**
37. Heart of Richmond AIDS Society (The)
38. **Helping Spirit Lodge Society**

39. Hollyburn Family Services Society
40. Hummingbird Kids Society (The)
41. Immigrant Services Society
42. Jewish Family Service Agency
43. KidStart Mentoring Program (c/o PLEA)
44. Kitsilano Neighbourhood House
45. Kiwassa Neighbourhood House and Longhouse Out of School Care
46. Kla-how-eya Aboriginal Centre of SACS
47. Leave Out Violence (LOVE)
48. Learning Disabilities Association Fraser South Chapter
49. Little Mountain Neighborhood House
50. Mainland BC Military Family Resource Centre Society - c/o The Royal Westminster Regiment
51. Make-A-Wish Foundation of BC and Yukon
52. Marguerite Dixon Transition Society
53. Metis Family Services
54. Mission Indian Friendship Centre
55. Monarch Place Transition House
56. MoreSports & Yell
57. Mount Pleasant Community Centre Association
58. Mount Pleasant Neighbourhood House
59. MS Society of Canada - Lower Mainland Chapter
60. Muscular Dystrophy Association Canada - BC/Yukon Division
61. Musqueam Indian Band
62. Newton Advocacy Group Society
63. North Shore Crisis Services Society
64. North Shore Disability Resource Centre
65. North Shore Neighbourhood House
66. Pacific Community Resources Society
67. Parkgate Community Services Society
68. Peak House (c/o Pacific Youth and Family Services Society)
69. Ray-Cam Co-operative Centre
70. Richmond Family Place
71. Richmond Youth Service Agency Society
72. Ridge Meadows Association for Community Living
73. Salvation Army Community & Family Services (Vancouver)
74. SHARE – Family and Community Services
75. Sir John Franklin Community School
76. SOS Children's Village BC
77. South Burnaby Neighbourhood House Society
78. Spina Bifida and Hydrocephalus Association of BC
79. St. Leonard's Youth and Family Services
80. Starlight Starbright Children's Foundation, Canada (The)
81. Strathcona Community Association
82. S.U.C.C.E.S.S. (United Chinese Community Enrichment Services Society)
83. Sunny Hill Health Centre for Children
84. Thunderbird Community Centre
85. Tillicum Annex
86. TLC Special Needs Program Kitsilano Community Centre

87. Tourette Syndrome Foundation of Canada - Greater Vancouver Chapter
88. Trout Lake Community Centre
89. Urban Native Youth Association
90. Urban Promise Ministries
91. Vancouver Aboriginal Child & Family Services Society
92. Vancouver Aboriginal Friendship Centre Society
93. Vancouver Coastal Health (Child & Youth Mental Health & Addictions Services)
94. Vancouver Native Health Society
95. Vancouver Park Board - Active Outreach
96. Vancouver Resource Society
97. Watari Youth, Family and Community Services
98. West Coast Alternatives Society
99. West End Community Centre
100. Westwood Community Church
101. YMCA of Greater Vancouver
102. YWCA of Vancouver

Kids Up Front Foundation—
Phone: 604.266.5437 Fax: 604.684.9040
www.kidsopftont.com

Vancouver
402 – 134 Abbott St.
Vancouver BC V6B 2K4