

# GREENEST CITY FUND



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# The Opportunity

Vancouver City Council set a goal to be the Greenest City in the World by 2020.

This is achievable if we meaningfully empower local citizens and organizations.

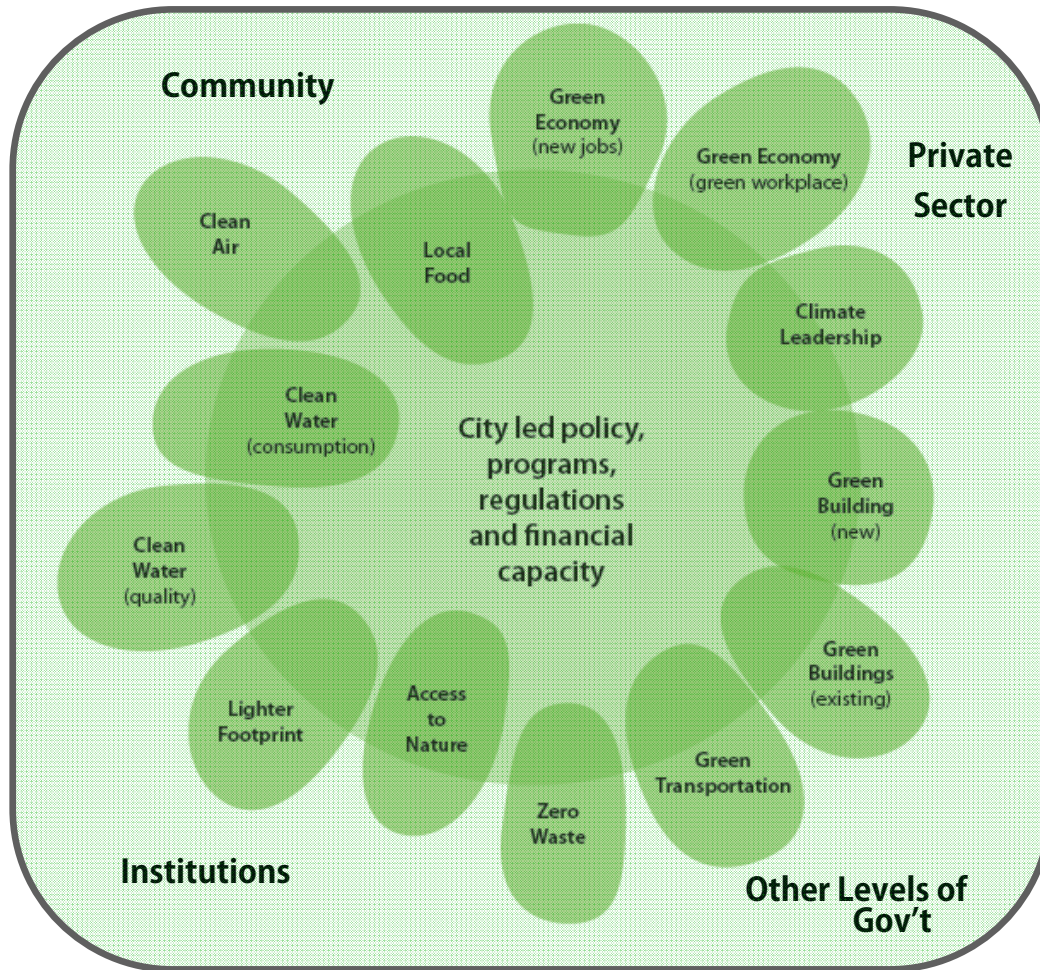


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# The Opportunity



- The Greenest City Action Plan (GCAP) is a single galvanizing plan with a clear mandate and path forward to achieve this goal.
- Only some of the action necessary is within City jurisdiction.
- Achieving the rest requires partnership with outside organizations and the community.

# Strategic Link

Partnering with the community to achieve Greenest City goals is a priority action in:

- The Greenest City Action Team Quick Start Guide
  - Action 2: Actively seek funding partners to establish a Greenest City Action Fund
- And the Greenest City Action Plan
  - Goal 7, Action 2: Fund community-based organizations

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# Objectives

- Create a funding pool to enable Vancouver residents to work together to help achieve the Greenest City Goals
- Leverage City funding as a catalyst for not-for-profit, private and corporate contributions
- Lead the way for other cities by creating a replicable model for funding partnerships



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# Recommendation

- Partner with the Vancouver Foundation to deliver The Greenest City Fund
- Provide \$1M in funding, from the Parking Reserve Fund, to the Vancouver Foundation
- This will be matched by the Vancouver Foundation for a total fund of \$2M to be spent down over four years



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# Rationale: Why the Vancouver Foundation?

- Trusted and professional granting partner (manages \$750M endowment)
- Builds on previous partnership successes between Vancouver Foundation and City
- Matching funding: 1:1+ leverage
- Additional opportunities for Vancouver Foundation to fundraise
- Leverages existing networks, promotion avenues, grants programs, administration and accountability structures

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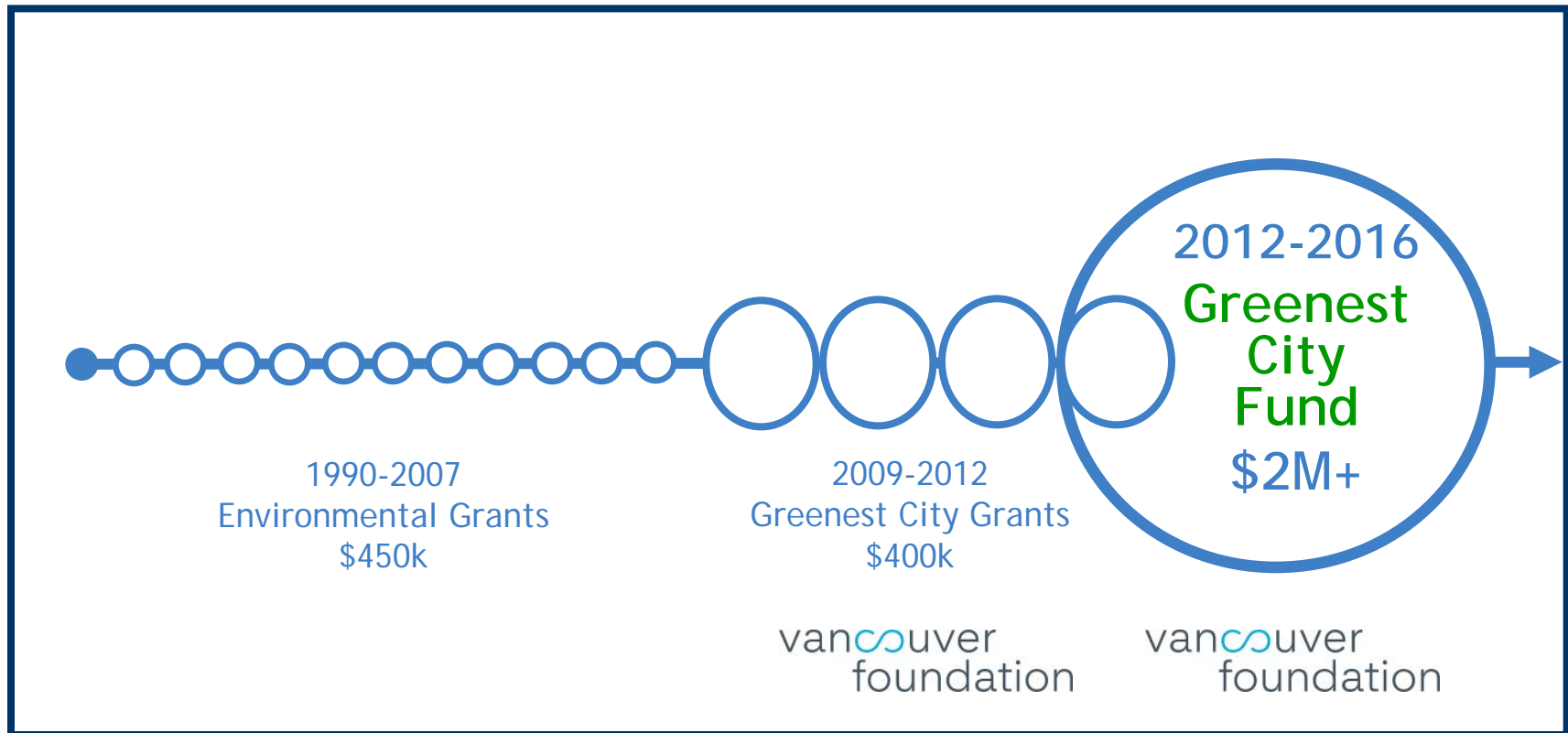




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# Rationale: Build Upon Past CoV Programs



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# Rationale: Serve a Community Need

- There is a current lack of funding for Vancouver community based initiatives that support GCAP
- Current Funders:
  - Vancity (<\$50K)
  - TD Bank (<\$5K)
  - Vancouver Foundation (\$5K-\$90K)
- Challenges:
  - Funding priorities not always aligned with Greenest City goals or are limited in scope
  - Focus is on charitable organizations
  - Require matched funding
  - Existing funding pools not Vancouver specific, therefore competing with projects throughout BC/Canada



# Greenest City Fund Program Overview

- \$2M dollar fund distributed over four years
  - \$500K per year (\$250K from each partner)
- Administered by the Vancouver Foundation
  - Leverages Vancouver Foundation's existing programs
- Focused on achieving the Greenest City Action Plan Goals and Targets



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# Greenest City Fund Program Overview

## Three Program Streams

- Generation Green
- Greenest City Neighbourhood Small Grants
- Greenest City Community Grants



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# Project Focus Areas

## Greenest City Goal Areas Including:

- **Local Food:** Increasing local food supply
- **Climate & Green Buildings:** Reducing energy use
- **Green Transportation:** Enabling active transportation
- **Zero Waste:** Increasing composting, re-use and recycling
- **Access to Nature:** Restoring habitat
- **Clean Water:** Conserving drinking water
- **Green Economy:** Supporting social enterprises & Greening businesses
- **Lighter Footprint:** Fostering behaviour change in support of all Greenest City goals



# Generation Green

- **Goal:** Empower youth to deliver projects that support the Greenest City Goals
- \$100K per year
- \$1K-\$10K grants (~20 grants)
- **Sample Projects:** Planting orchards, bicycle delivery co-ops, school gardens and recycling projects, tap water campaigns

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# Greenest City Neighbourhood Small Grants

- **Goal:** Enable individuals to deliver neighbourhood based projects that support Greenest City Goals
- \$70K per year
- Grants up to \$1K (~100 grants)
- **Sample Projects:** Tool sharing programs, shared composting, walking and cycling to school programs



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# Greenest City Community Grants

- **Goal:** Enable charitable organizations to undertake strategic and meaningful projects in support of Greenest City goals
- \$330K per year
- \$5K - \$50K grants (~15 grants)
- **Sample Projects:** Climate change workshops, community gardens, food hubs, neighbourhood scale composting, cycling courses



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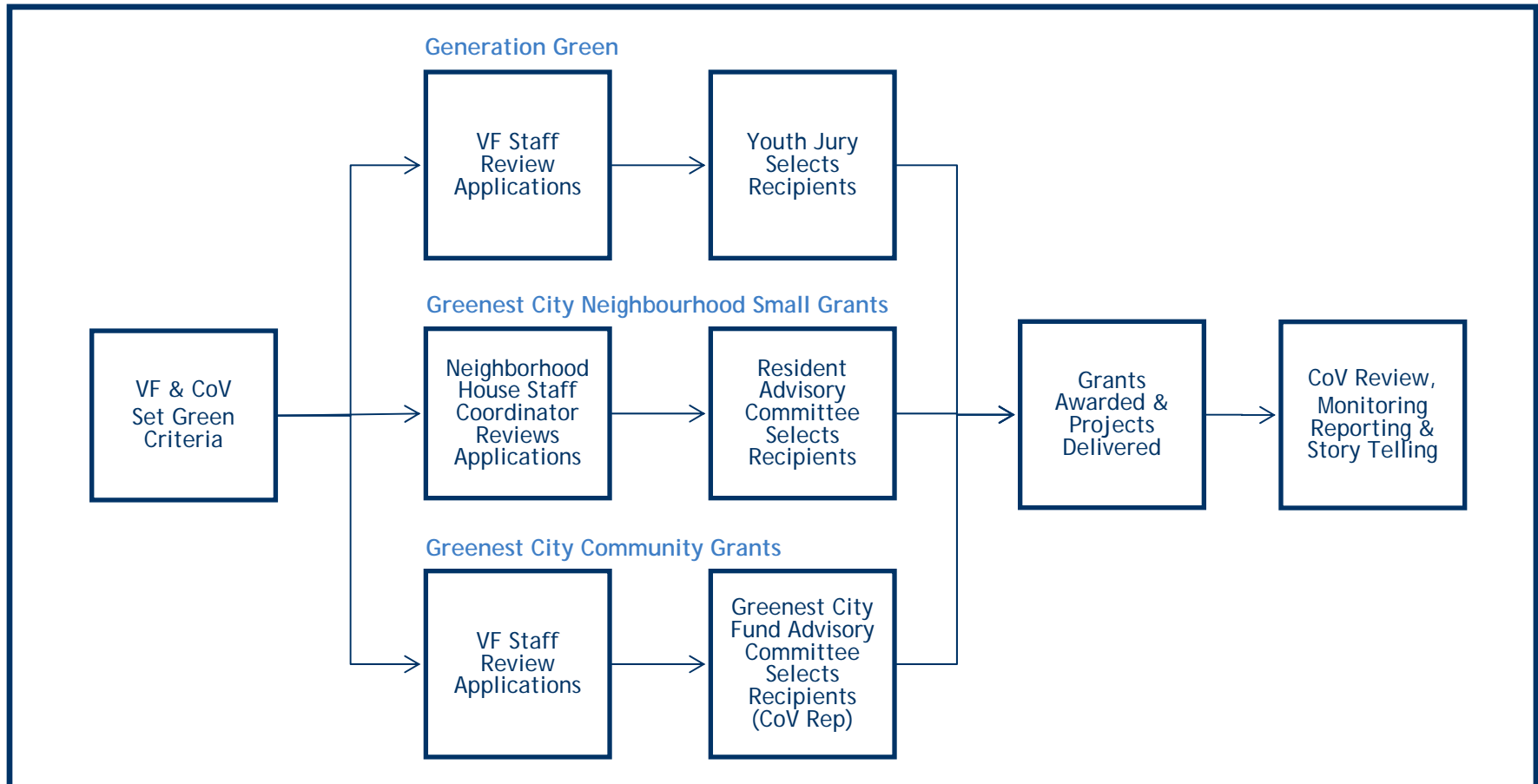
# Summary of Proposed Program Streams

Program Stream	Target	Annual Funding	Grant Range	Grants/ Yr	2012 Deadline
Generation Green	Youth	\$100k	\$1k - \$10k	10 - 100	April 2
Greenest City Neighbourhood Small Grants	All Vancouver Residents	\$70k	\$250 - \$1k	70 - 280	May 25
Greenest City Community Grants	Non-Profit Charitable Organizations	\$330k	\$5 - \$50k	6 - 60	July 27
<b>Total</b>		<b>\$500k</b> (\$250k CoV)		<b>86 - 440</b> <b>Projects</b>	

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# Greenest City Fund Granting Process



# Greenest City Fund Granting Timeline

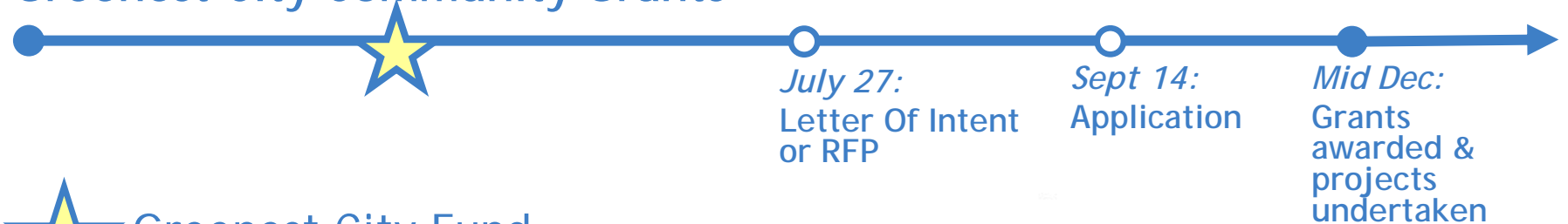
## Generation Green



## Greenest City Neighbourhood Small Grants



## Greenest City Community Grants



 Greenest City Fund  
launch - April 25

# Projected Outcomes

- Progress toward Greenest City goals
- Tangible examples of Greenest City in action
- Community Engagement & Cohesion & Pride
- Engagement of diverse groups
- Positive behaviour change
- Civic Leadership



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# Projected Outcomes



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# Projected Outcomes



...to engage 10,000 City Residents...





...to make Vancouver  
The Greenest City.



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