

**REPORT TO:** Mayor and Members of Council

**PREPARED BY:** Brandon Drew, Manager of Rec & Facilities

**DEPARTMENT:** Economic Development & Community Services

**DIVISION:** Facilities and Parks

**MEETING DATE:** Wednesday, May-08-19

**SUBJECT:** Play It Forward Initiative

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**RECOMMENDATION**

That Council directs staff to undertake the “Play It Forward” agreement with the County of Middlesex; and

That the Mayor and Clerk be authorized to enter into the agreement

**EXECUTIVE SUMMARY**

“Play It Forward” is an initiative offered by the Middlesex Dairy Farmers and the County of Middlesex; its directive is to give funding to lower tier municipalities which in turn will be used to provide funding assistance to low-income families for registration in local sports.

**LINK TO STRATEGIC PRIORITIES**

**Leadership: To Create a Positive, Open Organizational Culture By Providing High Quality Public Services**

**Engages: To Encourage Community Participation That Helps Residents Feel Welcomed, Informed and Engaged By Developing a Community Engagement and Outreach Strategy**

**Sustains: To Cultivate An Active, Healthy And Livable Community By Maintaining, Creating and Supporting Active Living**

## **BACKGROUND**

The program will support low-income families by providing up to 35% of their registration fee for basketball, soccer or hockey. The municipality will be given up to \$1,750.00 (funding may increase depending on the total participating municipalities) whereby disbursement of funds are based on a “first-come, first-serve” basis.

## **DISCUSSION**

Play it Forward’s mission is to assist families within North Middlesex whose financial situation limits their child’s opportunity to participate in community recreation programs, namely soccer, basketball and/or hockey. The funding covers up to 35% of the registration fees, only.

The structure of the program may be considered the following:

1. Application (including proof of income) is submitted by the individual/family to the Municipality of North Middlesex.
2. The application is reviewed in strict confidence. All information collected will be used solely for the purpose of determining eligibility for the subsidy and will be kept confidential as per the Municipal Freedom of Information and Protection of Privacy Act.
3. The application is accepted or denied.
4. If application is accepted, the cheque is issued directly from North Middlesex to the chosen sporting organization or community club.
5. If a child does not participate in the approved program or drops out of the program, the municipality will expect a full or pro-rated refund of the share of the program paid on behalf of the participant so that another child may benefit from any remaining funds.
6. If the application is denied, the applicant will be notified by the Municipality. As it is a first-come, first-serve policy, funding may be limited.

The Municipality is required to provide quarterly reports to the County of Middlesex, as well as the Middlesex Dairy Farmers, that outline the number of children using the program and what sport they are participating in. The Municipality will also be required to promote the Play it Forward program as well as the “Recharge with Milk” program in a positive manner through social media and other media outlets/methods.

Staff will follow the low-income guidelines set out by the Ontario Ministry of Housing’s 2018 thresholds. The chart can be viewed in Appendix C.

**FINANCIAL**

*Not Applicable*

**ATTACHMENTS**

Appendix A – Play it Forward Information Form

Appendix B – Play it Forward Application Form

Appendix C - Low-Income Thresholds Tables – Ministry of Housing (Ontario)

Prepared By: Brandon Drew, Manager of Rec & Facilities

Reviewed By: Jonathon Graham, Interim CAO/Director of Operations

Approved By: Jonathon Graham, Interim CAO/Director of Operations

## **APPENDIX A**



# **Play it Forward**

## **RECREATION SUBSIDY PROGRAM DETAILS**

The Municipality of North Middlesex with the assistance of Middlesex Dairy Producers is introducing a program called “Play it Forward”. This subsidy program is intended to assist families from North Middlesex whose financial situation limits their child’s ability to participate in community recreation programs, namely basketball, hockey and soccer.

### **What Costs Are Covered?**

- **Up to 35%** of the recreational program **registration cost** is the maximum subsidy.
- This program supports **only** basketball, hockey and soccer registration costs.

### **What Costs Are Not Covered?**

- Uniforms
- Equipment
- Volunteer Fees
- Fundraising Items, etcetera

### **How Does It Work?**

1. Application is submitted by the individual/family to the Municipality.
2. Application is reviewed in strict confidence. All information collected will be used solely for the purpose of determining eligibility for the subsidy and will be kept confidential as per the Municipal Freedom of Information and Protection of Privacy Act.
3. Application is accepted or denied.
4. If application is accepted, the cheque is issued directly from North Middlesex to the chosen sporting organization or community club.
5. If a child does not participate in the approved program or drops out of the program, the municipality will expect a full or pro-rated refund of the share of the program paid on behalf of the participant so that other children can benefit from the funds available.
6. If the application is denied, the applicant will be notified by the Municipality.

**Please note:** North Middlesex has limited funds available for this subsidy program. Applications will be accepted by families on a first-come first serve basis.

### **How Do I Apply?**

1. Application forms are available at the Arena, the Main Office or on our website.
2. Application forms are to be given directly to the finance department for review or left in a sealed envelope marked “Attn: Play it Forward” at the municipal office.



**APPENDIX B**

***“Play it Forward”***

The “Play it Forward” program has been established to support families in Middlesex County to enable the participation of children in community recreation programs, namely basketball, hockey and soccer. The emphasis will be placed on supporting programs offered in North Middlesex by paying up to 35% of the registration cost for children of families in financial need. The subsidy is paid directly to the Recreation Program. The Municipality of North Middlesex reserves the right to fund any amount of the Subsidy request or to deny said request.

PARENT/GUARDIAN NAME:	
ADDRESS:	
POSTAL CODE:	PHONE:
PROGRAM TYPE: <small>Please circle.</small> <div style="display: flex; justify-content: space-around; width: 100%;"> <span>Basketball</span> <span>Hockey</span> <span>Soccer</span> </div>	
PROGRAM/ORGANIZATION NAME:	
PROGRAM/ORGANIZATION ADDRESS:	
CHEQUE PAYABLE TO (Name of Sport Organization):	
CHILD'S NAME:	BIRTH DATE:
SUBSIDY AMOUNT REQUESTED:	
Statement of Eligibility: This subsidy program is intended to assist children from North Middlesex families whose financial situation limit a child's ability to participate in community recreation programs, namely basketball, hockey and soccer. By signing this form you are stating that this family meets this criteria and, if requested, would provide further documentation.	
SIGNATURE OF PARENT(S) OR GUARDIAN(S):	DATE:

<b>For Office Use Only:</b>	
Approved: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Amount: _____	Date: _____
Other applications for this family:	
Date: _____	Amount: _____

**STATEMENT OF INCOME**

All information will be used solely for the purposes of determining the financial need of persons applying for the "Play it Forward" subsidy. Proof will be needed through a proof of income report from the CRA.

**FAMILY INFORMATION**

Last Name:	Father:	Mother:
Address:	Postal Code:	
Phone Number: home & Father/Mother work #'s		No of Children:

**EMPLOYMENT (include all full and part-time employment)**

Father's Employment:	Position:	Monthly Net Income:
Mother's Employment:	Position:	Monthly Net Income:

**OTHER MONTHLY INCOME (include rent, alimony, child support, Disability benefits, E.I., Ontario Works or Ontario Disability Support Program and all other income sources other than employment)**

Father's Other Income:	Source:	Monthly Net Income:
Mother's Other Income:	Source:	Monthly Net Income:

**We/I certify that the above information is correct.**

Father's Signature:	Date:
Mother's Signature:	Date:
Finance Manager Signature:	Date:

**APPENDIX C**

**Low-Income Thresholds Tables – Ministry of Housing (Ontario)**

People in household (including children)	Total income for all adults: Tax year 2017	Total income for all adults: Tax year 2018
1	\$22,271.00	\$22,783.00
2	\$31,496.00	\$32,220.00
3	\$38,575.00	\$39,462.00
4	\$44,542.00	\$45,566.00
5	\$49,799.00	\$50,945.00
6	\$49,799.00	\$55,807.00
7	\$58,924.00	\$60,279.00
8	\$62,992.00	\$64,441.00
9	\$66,813.00	\$68,350.00
10	\$70,427.00	\$72,047.00