Funding Proposal for Take Pride Winnipeg! Inc.

Take Pride Winnipeg! Inc. is a registered Canadian charity whose mission is to inspire community pride, raise public awareness and promote citizen responsibility in making the city of Winnipeg clean and beautiful.

Take Pride Winnipeg! Inc. was incorporated in 1991 with funding from the City of Winnipeg and BFI Canada. Funds from the City of Winnipeg came from a portion of the tipping fees at the Brady Road Resource Management Facility. From 1991 to 1998, funding was set at $350,000 per year. After that, tipping fees were reduced dramatically, and the budget for Take Pride Winnipeg! was reduced to approximately $200,000 per year. It fluctuates annually based on how much garbage is received by the landfill.

From 1991 to 1997, Take Pride Winnipeg! was operating three programs – a spring litter cleanup campaign, graffiti removal and murals painted on underpasses, with two staff. Since 1997, the organization has grown, and in 2014, the four full-time staff and eighteen seasonal staff of Take Pride Winnipeg! delivered fourteen programs:

- **Team Up To Clean Up** – spring and fall litter cleanup campaigns, involving tens of thousands of volunteers each year, such as school groups, community groups, businesses and individuals. Team Up to Clean Up also includes a cigarette litter awareness campaign, engaging the business community and community groups in cigarette litter reduction.
- **Recyclathon** – providing citizens the opportunity to bring their non-standard recyclable items to one location on a specified day, as a one-stop drop for recycling items such as electronics, used oil, batteries and paint, as well as to promote recycling and the City of Winnipeg's upcoming eco depots. Several tonnes of products have been recycled as a result of two Recyclathon events held so far.
- **Sustainability Day** – Take Pride has organized two Sustainability Days, one at Polo Park and one at the Assiniboine Park Zoo, to give the public an opportunity to learn about what sustainability means, purchasing fair trade, composting, environmental issues and where they can recycle non-standard recyclable items.
- **Graffiti Removal** – seasonal staff removing thousands of graffiti tags each year. The students work closely with the City of Winnipeg Graffiti Control to help reduce the amount of graffiti around the city.
- **Green Wave** –summer staff assist various business improvement zones, helping with litter cleanups, planting and watering flowers, street sweeping, as well as working on rejuvenating various playground buildings and parks around Winnipeg.

- **Easy As 1-2-3** – a new program started in 2014, asking students to pick up three pieces of litter every day for a month, record in a log book what they picked up and if the litter is recyclable. This is a great way to see what litter is on our streets.
- **Winnipeg in Bloom** – a front yard garden contest that increased the curb appeal of the city. This program is proposed to change to a grant program in 2015, to assist schools and community groups to start or enhance public garden projects, further increasing Winnipeg's curb appeal.
- **Murals** – Winnipeg is considered by many to be the mural capital of Canada, with over 500 murals around the city painted by local artists and students. Take Pride Winnipeg! has commissioned the majority of these beautiful murals.
- **Brush Up Winnipeg** – a program where corporate employees paint the exterior of a home for a home owner who is physically or financially unable to do the work themselves. Over 70 homes have been painted since 2007 throughout the city.
- **Take Pride Take Action** – an education program that inspires students, through video presentations and discussions, to make a difference in their community.
- **P.A.W.S.** – Pride and Action in Winnipeg Schools—a grant program for middle school students working on beautification projects at their school or in their neighbourhood.
- **Mentor Program** – a program for high school and university students to teach grades four and five students about litter, graffiti, the environment and civic pride. The program is currently being revamped and will be reintroduced in 2015.
- **Take Pride in Reading** – a program for Kindergarten to grade four students where stories about environmental issues are read during I Love to Read Month, followed by a discussion of how to make a cleaner, more beautiful community.
- **Bag Up Manitoba** – a program for students to collect plastic bags which get recycled and turned into Frisbees, birdhouses, planters and benches. In 2014, 171 schools participated across Manitoba and over 1.58 million bags were brought in and recycled.

Expectations are that the amount of garbage going to the Brady Road Resource Management Facility will be dropping as recycling increases, by both residential and commercial clients. While there is a still a long way to go before Winnipeg and Manitoba get to desired diversion rates, this will affect the amount of funding that is received by Take Pride Winnipeg!, if the funding continues to be based solely on a percentage of landfill tipping fees.

Take Pride Winnipeg! not only organizes litter cleanups, but encourages recycling, reducing reusing and respecting our environment through all programs. Many of the organization's programs have been copied and adapted for use in other cities, in Canada and the United States. These cities see the value of these programs in teaching students and the community at large about litter, graffiti, recycling and how they can make a difference in their community.

During 2015-2016, Take Pride will be celebrating its 25th year of operation. One of the organization's goals is to host a national conference in Winnipeg in May 2016 that will bring groups from cities and towns across the country to learn about environmental issues, to share ideas about programs that are working in their community, and to highlight some of the

programs taking place in Winnipeg by Take Pride Winnipeg! Inc. It will also be a great opportunity to showcase Winnipeg's new Canadian Museum for Human Rights, the Assiniboine Park Zoo, and many other institutions, landmarks and the amazing cultures that make up our great city.

The majority of Take Pride Winnipeg!'s programming costs are offset through sponsorships, with some of major funders being Tim Hortons, Multi-Material Stewardship Manitoba, MPI, IBAM, Recycle Everywhere, Winnipeg Foundation and Green Manitoba. Several other companies provide support, both cash and in-kind for our programs.

The core funding of office and administration costs, including salaries, rent, and other costs associated with running a business, such as phone lines, is always running a deficit. This is where Take Pride Winnipeg! needs the most assistance. Most sponsors would prefer their funding dollars be allocated towards a specific program, as opposed to being a funder of core operations, but the core operations are essential to Take Pride Winnipeg! being able to operate.

Take Pride Winnipeg! is proposing that the City of Winnipeg change the way it funds the organization, by committing $300,000.00 per year for the next five years, for 2015 to 2019, as opposed to the current model of basing funding of the organization on tipping fees. A funding arrangement of this type would allow for more consistency in operations.

Tipping Fees from 2009 to present

2009	$167,487	
2010	$186,066	
2011	$202,209	
2012	$240,172	
2013	$227,191	
2014	$163,700	(January through September thus far)

As you can see above, using an example of the past five years, tipping fee funding has ranged from a high of $240,172 to a low of $167,487, which is a difference of $72,685. For a small charity like Take Pride Winnipeg!, that is a substantial amount of money, which can mean the difference at the end of the year between a large deficit and a large surplus, or even determining if we are able to keep staff. If a consistent funding structure is in place, and it is known in advance what funding is in place, the organization can plan to spend the funds appropriately and efficiently.

By bringing the core funding level to $300,000, the City of Winnipeg would not only be providing consistency of core operations for Take Pride Winnipeg!, but also allow for the organization to do more with the funding dollars it receives. Currently, promotion of the organization is very restricted, due to the limited funding received. The increase in funding

would allow for more variety in advertising and promotional campaigns to reach out to more citizens and to be able to bring more initiatives from the "idea box" to reality. As a charity, we can often make the funding dollars go even further, through advertising deals available to charities, as well as matching funds with various partners and in-kind sponsorships.

Take Pride Winnipeg! believes in a clean and beautiful community, filled with people who are proud to live in Winnipeg and promote the city to others. With your help, we can continue to build on this vision.

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