

# CEO SLEEPOUT

a better  
way to  
give.



## **CEO Sleepout Funding Distribution Policy**

### **Purpose/Preamble**

To outline the requirements by which CEO Sleepout funds may be disbursed to downtown agencies and organizations that support employment programs (related to downtown cleanliness, image, beautification, and community engagement) for those currently experiencing homelessness or those at risk of becoming homeless, creating meaningful work for our city's most vulnerable citizens. This policy has no impact on Downtown Winnipeg BIZ or End Homelessness Winnipeg operational expenditures or budgetary spending. In addition, the purpose of the policy is to ensure that standards are in place so that funding is distributed equitably, based on financial capacity/resources and demonstrated need from agencies who apply.

### **Policy Statement**

The End Homelessness Committee under the recommendation of the Downtown Winnipeg BIZ Board of Directors, along with End Homelessness Winnipeg, has the sole responsibility for disbursing funds to downtown agencies requesting funds from the CEO Sleepout. A representative from the organization must make the funding request in writing (attached application form) and a presentation to the End Homelessness Committee may be requested. The application must include the following sections:

- a) Goal and mandate of the organization
- b) The amount requested
- c) Intended use of funding and date funds are required
- d) Detailed description of programming



**Criteria for agencies/organizations that apply:**

- Can be a not-for-profit and/or religious organization/agency
- Outdoor supervision must be provided by the applying organization/agency
- Work with at risk community (homeless individuals as well as those at risk of becoming homeless)
- Organization/agency must provide supports (either directly or indirectly) such as housing, meals, healthcare, quality of life / life skill supports, counselling, mentoring and other
- Linkages to full-time/part-time employment
- Employment of individuals will be related to the downtown area
- WCB eligible

At the discretion of the End Homelessness Committee, the following budget lines may be considered if it relates to the implementation of the agency's program:

- Supervisory wages/honorariums for individuals who are homeless, at risk, or with lived experience
- Small equipment/supply costs

**Application and Funding Information:**

- Deadline for applications: January 22, 2018 at 4pm CST (In person, fax, or by mail - received before or on this date).
- Funding period begins January 31, 2018 and ends December 31, 2018.
- Applicants can apply for funds up to a maximum of \$25,000.
- The End Homelessness Committee reserves the right to increase or decrease funding amounts at our sole discretion.
- More than one downtown agency may apply for funds.
- Successful applicants will be required to have participated in the 2017 CEO Sleepout or take part in the next CEO Sleepout event.
- Organizations/agencies that are approved for funding will be required to provide follow-up updates about how said funds are being used, how they are supporting programming, etc.
- An emphasis for funding may be applied to agencies whose proposed programming aligns with upcoming initiatives downtown.



**CEO Sleepout Funding Application Form**

**APPLICANT INFORMATION**

Organization: \_\_\_\_\_

Executive Director: \_\_\_\_\_

Project Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Social Media: @\_\_\_\_\_

Website: www.\_\_\_\_\_

Address: \_\_\_\_\_

Goal/Mandate of applying organization/agency:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PROPOSAL INFORMATION**

Project Name: \_\_\_\_\_

Date of Application: \_\_\_\_\_

Project Start/End Dates: \_\_\_\_\_

Is this an existing project? YES NO      Amount requested: \$ \_\_\_\_\_

Are you willing to accept partial funding? YES NO

Date funding is needed: \_\_\_\_\_

Description of how funds will be utilized: \_\_\_\_\_

Is there additional funding for this project available from other sources? YES NO

If yes, please specify: \_\_\_\_\_

## CRITERIA (PLEASE CHECK WHERE APPLICABLE)

Not for profit or religious organization/agency

Provide outdoor supervision for the clients

Work with at-risk community (homeless, at-risk of becoming homeless)

Organization/agency must provide supports (either directly or indirectly) such as housing, meals, healthcare, quality of life / life skill supports, counselling / mentoring and other

Linkages to full-time/part-time employment

WCB eligible

## PROGRAMMING INFORMATION

### Description of programming

- How many clients will you work with and hope to reach? \_\_\_\_\_
- How will your organization track outcomes? \_\_\_\_\_

- Describe role/duties of hired individuals:

---

---

---

---

## APPLICATION CHECKLIST

Please make sure to submit the following documents:

Completed application form

Proposed budget

Any additional information that you deem relevant to your application form

## APPLICATION SUBMISSION

All application requests must be submitted utilizing this form and must be received before or on January 22, 2018 at 4pm CST. Return completed applications to:

Downtown Winnipeg BIZ  
426 Portage Avenue  
Winnipeg, Manitoba  
R3C 0C9

F: 204.958.4630  
E: info@downtownwinnipegbiz.com

The End Homelessness Committee reserves the right to reject any application.

Thank you for your application,

Stefano Grande, M.C.P., B.Sc.  
CEO,  
Downtown Winnipeg BIZ

End Homelessness Winnipeg



For internal use only:

Date application was received: \_\_\_\_\_