

**OTHER GRANT APPLICATION**

Revenue Services | pte@nanaimo.ca

Other Grants are available to recognize the significant value that volunteers, volunteer groups and Non-Profit Organizations contribute to the spiritual, educational, social, cultural, and physical well-being of the community. Up to two intakes are offered annually. Completing an application does not guarantee approval.

**APPLICANT INFORMATION**

Name(s): The Nanaimo Men's Resource Centre		Position: Administrator
Mailing Address: 418D Fitzwilliam st	City: Nanaimo	Postal Code: V9R3A7
Email: marilyn.watson@themenscentre.ca		Phone: 2507161551

**PROPERTY INFORMATION**

Civic Address: 418D Fitzwilliam st	Folio:
Legal Description: lot 6, blk 32, sec 1, plan 584, ld 32 PID 007-799-292	
Registered Owner (if different from applicant): The Kristo Zorkin group	

**ORGANIZATION INFORMATION**

Organization Name: The Men's Centre		
Representative Name: Marilyn Watson	Email: marilyn.watson@themenscentre.ca	
Is the Organization a registered Society?	<input checked="" type="checkbox"/> Yes - Registration No.: 500 43685	<input type="checkbox"/> No
Is the Organization a Registered Charity?	<input checked="" type="checkbox"/> Yes - Registration No.: BN 876952110	<input type="checkbox"/> No
Number of full-time staff:	Number of part-time staff: 6	
Number of community volunteers: 3	Number of volunteer hours/Year: <del>200</del> 416	
Please provide a brief description of the organization's mandate:		
Help men overcome IPV, relationship issues and childhood trauma with counseling and groups.		
How is the organization funded?		
BC Gaming Grant		
What other organizations provide similar programs and services?		
Victoria Men's Health Centre. (we are the only local Men's Help Centre)		

## OTHER GRANT APPLICATION

Revenue Services | [pte@nanaimo.ca](mailto:pte@nanaimo.ca)

Is there a fee to any of the activities/services provided by the organization? ☒ Yes ☐ No

If yes, please provide details of the fee(s):

Fee Type (annual, monthly, etc.)	Fee Amount	Description
Sliding scale based on	\$ 0	
income level. \$0 to \$60	\$ 60	
	\$	

Detail current and/or planned revenue-generating activities by the organization.

Some clients of our counseling pay market rates to subsidize other clients.

Has the organization received assistance from the City of Nanaimo in previous years (Other Grant, Permissive Tax Exemption, In-kind...)?

☒ Yes (please complete the table below) ☐ No

Year	Amount	Purpose for Which Assistance Was Used
2023	\$ 3600	Permissive Tax Exemption
2022	\$ 3500	Father's day in the park events grant
	\$	Permissive Tax Exemption

### GRANT REQUEST

Amount of grant requested: \$ 10,000

☐ Capital grant ☐ Community event funding ☒ Educational funding ☐ Emergency funding

☐ In-kind funding for facility rental

Facility address:

Rental dates & times:

☒ Other: Marketing

Proposed use of funding:

Provide information within the community regarding the many services available at the Men's Centre.

How will the use of this funding benefit a large portion of the community?

Encourage men to make use of our services which will benefit them and their community.

## OTHER GRANT APPLICATION

Revenue Services | [pte@nanaimo.ca](mailto:pte@nanaimo.ca)

What would be the consequences to not being awarded this funding?

A key part of social services is outreach to potential clients so they can learn of our services.

List other agencies/organizations whose financial or in-kind support has been requested for this project.

Organization Name	Amount Requested	Status of Request
n/a	\$	
	\$	
	\$	

### SUPPORTING DOCUMENTATION

- ☒ Certificate of Good Standing from BC Registry Services
- ☒ Confirmation of Charity status per Canada Revenue Agency (if applicable)
- ☒ Financial Statement for most recent fiscal year
- ☒ Current year budget
- ☐ Invoice/quote for capital purchase

### SIGNATURE

I am an authorized signing officer of the organization and I certify that the information given in this application is accurate and complete. Should an Other Grant be granted for the above listed project/event, I agree to the following terms:

- Any unused funds from the Other Grant are to be returned to the City of Nanaimo;
- The property use will be in compliance with all applicable municipal policies and bylaws; and
- The organization will publicly acknowledge the Other Grant awarded by the City.

  
Signature

Oct 17, 2024

Date

### NOTES

First Intake - May 15<sup>th</sup>

Second Intake - September 15<sup>th</sup> (if funding available)

#### Submit to:

Email: [pte@nanaimo.ca](mailto:pte@nanaimo.ca)

Mail: 455 Wallace Street, Nanaimo, BC V9R 5J6

RECEIVED STAMP



## **City of Nanaimo, Grant Review Committee**

### **Dear Grant Review Committee,**

On behalf of The Men's Centre, I am pleased to submit this application for funding support for a comprehensive marketing plan development initiative. This represents a new and strategic direction for our organization as we seek to expand our reach and better serve the men in our Nanaimo community.

## **Project Overview**

The Men's Centre is launching its first comprehensive marketing initiative to develop a professional marketing strategy and implementation plan. This new initiative will enable us to:

- **Increase Community Awareness:** Develop targeted marketing materials and strategies to reach men who could benefit from our services but may not currently know about our programs
- **Enhance Program Visibility:** Create professional marketing collateral that effectively communicates our mission, services, and impact to the broader community
- **Strengthen Community Partnerships:** Establish a marketing framework that will help us better collaborate with other community organizations and service providers
- **Improve Service Accessibility:** Develop marketing approaches that reduce barriers and stigma, making our services more accessible to men who need support

## **Project Description**

With the assistance of a professional online and offline Marketing Consultant, this comprehensive marketing plan development will be implemented through a three-phase approach:

**Phase 1 - Strategic Planning:** Development of a customized marketing strategy including target audience analysis, goal identification, and creation of a 12-month marketing calendar with budget recommendations.

**Phase 2 - Brand Development:** Creation of professional marketing tools including updated branding materials, website enhancements, print collateral, and digital marketing assets.

**Phase 3 - Implementation Framework:** Establishment of ongoing marketing tactics including social media strategy, content development, and community outreach protocols.

## Community Impact

This marketing initiative will directly benefit a large portion of Nanaimo's community by:

- Reaching Underserved Populations: Many men in our community face challenges accessing mental health and support services due to stigma and lack of awareness
- Supporting Families: When men receive appropriate support, it positively impacts their families and relationships
- Reducing Community Health Costs: Early intervention and support can prevent more serious mental health crises
- Building Community Resilience: Stronger support networks for men contribute to overall community well-being

## Innovation and Need

This represents The Men's Centre's first dedicated marketing initiative, marking a significant step forward in our organizational development. Without professional marketing support, we risk continuing to operate with limited community awareness, potentially missing opportunities to serve men who could benefit from our programs.

The consequences of not receiving this funding would mean continuing with our current informal marketing approaches, limiting our ability to:

- Reach men who are unaware of our services
- Professionally present our programs to potential funders and partners
- Effectively communicate our impact to the community
- Develop sustainable outreach strategies

## Request Summary

We respectfully request \$10,000 in funding to support this new marketing initiative. This investment will help The Men's Centre build the professional marketing foundation necessary to better serve Nanaimo's male population and contribute more effectively to our community's overall well-being. We are committed to acknowledging the City of Nanaimo's support publicly and will provide regular updates on the project's progress and outcomes.

Thank you for considering our application. We look forward to discussing how this initiative will benefit our community.

**Warm regards**

*Linda Stephenson*

**Linda Stephenson**  
**Executive Director**  
**The Men's Centre**  
[linda@themenscentre.ca](mailto:linda@themenscentre.ca)

Item	Amount
<b>MARKETING ACTIVITIES</b>	
Marketing Plan Development	2750
Social Media Strategy	1200
Social Media Implementation (3 months)	1800
Email Marketing (Setup + 1 Newsletter)	850
Consulting & Support (6 hours)	900
Subtotal	7500
ADMINISTRATION & OVERSIGHT (25%)	2500
<b>TOTAL REQUEST</b>	<b>10000</b>



## 2024 BC SOCIETY ANNUAL REPORT

BC Society • Societies Act

NAME OF SOCIETY: **NANAIMO MEN'S RESOURCE CENTRE**

Incorporation Number: S0043685

Business Number: 87695 2110 BC0001

Filed Date and Time: May 16, 2024 01:24 PM Pacific Time

Annual General Meeting (AGM) Date: April 23, 2024

### REGISTERED OFFICE ADDRESS INFORMATION

**Delivery Address:**

418D FITZWILLIAM STREET  
NANAIMO BC V9R 3A1

**Mailing Address:**

418D FITZWILLIAM STREET  
NANAIMO BC V9R 3A1

### DIRECTOR INFORMATION AS OF April 23, 2024

**Last Name, First Name Middle Name:**

[REDACTED]

**Delivery Address:**

[REDACTED]

**Last Name, First Name Middle Name:**

[REDACTED]

**Delivery Address:**

[REDACTED]

**Last Name, First Name Middle Name:**

[REDACTED]

**Delivery Address:**

[REDACTED]

**Last Name, First Name Middle Name:**

[REDACTED]

**Delivery Address:**

[REDACTED]

**Last Name, First Name Middle Name:**

[REDACTED]

**Delivery Address:**

[REDACTED]  
[REDACTED]

**Last Name, First Name Middle Name:**

[REDACTED]

**Delivery Address:**

[REDACTED]  
[REDACTED]

### **CERTIFICATION**

I, [REDACTED], certify that I have relevant knowledge of the society, and that I am authorized to make this filing.





**NANAIMO MEN'S RESOURCE CENTRE  
FINANCIAL INFORMATION  
OCTOBER 31, 2023**

**NANAIMO MEN'S RESOURCE CENTRE  
FINANCIAL INFORMATION  
OCTOBER 31, 2023**

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## **COMPILATION ENGAGEMENT REPORT**

To the management of  
Nanaimo Men's Resource Centre

On the basis of information provided by management, we have compiled the statement of financial position of Nanaimo Men's Resource Centre as at October 31, 2023, the statements of operations and changes in net assets for the year then ended, and note 1, which describes the basis of accounting applied in the preparation of the compiled financial information ("financial information").

Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, Compilation Engagements, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information.

We did not perform an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes.

Nanaimo, BC  
February 21, 2024

Chartered Professional Accountants

**NANAIMO MEN'S RESOURCE CENTRE**  
**STATEMENT OF OPERATIONS**  
**FOR THE YEAR ENDED OCTOBER 31, 2023**

	<b>2023</b>	<b>2022</b>
<b>REVENUES</b>	<b>\$ 303,638</b>	<b>\$ 216,868</b>
<b>EXPENDITURES</b>		
Donations	140,116	87,725
Wages and benefits	98,087	126,602
Rent	21,734	22,063
Consulting fees	17,247	24,302
Computer and technology expense	11,594	14,172
Professional fees	5,643	6,646
Telephone and utilities	4,022	5,768
Insurance	3,033	2,326
Office	2,464	2,957
Repairs and maintenance	1,625	310
Advertising and promotion	1,459	402
Amortization	776	1,416
Interest and bank charges	540	337
Staff training	173	134
Volunteer appreciation	130	25
Program supplies	14	5,998
Business licenses, dues and memberships	-	240
Vehicle	-	204
Travel	-	72
	<u>308,657</u>	<u>301,699</u>
<b>DEFICIENCY OF REVENUES OVER EXPENDITURES</b>	<b>\$ (5,019)</b>	<b>\$ (84,831)</b>

The accompanying notes are an integral part of this financial information

**NANAIMO MEN'S RESOURCE CENTRE**  
**STATEMENT OF CHANGES IN NET ASSETS**  
**FOR THE YEAR ENDED OCTOBER 31, 2023**

	<b>2023</b>	<b>2022</b>
<b>BALANCE, beginning of year</b>	\$ 47,828	\$ 132,659
<b>DEFICIENCY OF REVENUES OVER EXPENDITURES</b>	<u>(5,019)</u>	<u>(84,831)</u>
<b>BALANCE, end of year</b>	<u>\$ 42,809</u>	<u>\$ 47,828</u>

The accompanying notes are an integral part of this financial information

**NANAIMO MEN'S RESOURCE CENTRE**  
**STATEMENT OF FINANCIAL POSITION**  
**OCTOBER 31, 2023**

	<b>2023</b>	<b>2022</b>
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 46,913	\$ 50,713
Prepaid expenses and deposits	1,396	1,396
GST receivable	610	3,996
	<hr/>	<hr/>
	48,919	56,105
 PROPERTY, PLANT AND EQUIPMENT (Note 2)	 991	 1,767
	<hr/>	<hr/>
	<b>\$ 49,910</b>	<b>\$ 57,872</b>
	<hr/>	<hr/>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued liabilities	\$ 5,630	\$ 8,121
Deposits	175	-
Government remittances	1,296	1,923
	<hr/>	<hr/>
	7,101	10,044
 <b>NET ASSETS</b>	 42,809	 47,828
	<hr/>	<hr/>
	<b>\$ 49,910</b>	<b>\$ 57,872</b>
	<hr/>	<hr/>

The accompanying notes are an integral part of this financial information

**NANAIMO MEN'S RESOURCE CENTRE**  
**SCHEDULE OF REVENUES**  
**FOR THE YEAR ENDED OCTOBER 31, 2023**

	<b>2023</b>	<b>2022</b>
BC gaming and raffle income	\$ 110,001	\$ 110,001
Donations in kind - goods and services	65,000	66,200
Small non-government grants	56,000	9,000
Donations in kind - volunteer labour	27,120	21,580
Donations	16,701	7,981
Rental income	9,780	852
Federation of Community Social Services	8,100	-
Miscellaneous revenue	7,436	707
City of Nanaimo	3,500	500
Government subsidies and grants	-	47
	<hr/>	<hr/>
	<b>\$ 303,638</b>	<b>\$ 216,868</b>

**NANAIMO MEN'S RESOURCE CENTRE  
NOTES TO THE FINANCIAL INFORMATION  
FOR THE YEAR ENDED OCTOBER 31, 2023**

**GENERAL INFORMATION**

Nanaimo Men's Resource Centre is a not-for-profit organization incorporated under the Societies Act of British Columbia on September 18, 2001. The Society was formed to provide support and education programs to men and their families.

The Society is exempt from income tax as a not for profit organization.

Readers are cautioned that compiled financial information is different from a complete set of financial statements. Compiled financial information comprises schedules of financial information and does not require that any notes to the financial statements nor a statement of cash flows be presented. The compiled financial information is prepared under the basis of accounting described below and is not prepared under any accounting framework. The notes contained herein are for clarification purposes only and no inference should be drawn as to adequacy or completeness.

**1. BASIS OF ACCOUNTING**

The basis of accounting applied in the preparation of the financial information is on the historical cost basis, reflecting cash transactions with the addition of:

- ♦ property, plant and equipment amortized over their useful life
- ♦ accounts payable and accrued liabilities

**2. PROPERTY, PLANT AND EQUIPMENT**

	<b>Cost</b>	<b>Accumulated amortization</b>	<b>2023 Net book value</b>	<b>2022 Net book value</b>
Office equipment	\$ 23,595	\$ 22,748	\$ 847	\$ 960
Computer equipment	15,662	15,518	144	807
	<u>\$ 39,257</u>	<u>\$ 38,266</u>	<u>\$ 991</u>	<u>\$ 1,767</u>

Amortization for the year amounted to \$776 (2022 - \$1,416).



2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473
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