

Organization Name: Tillsonburg & Area Optimist Club

Mailing Address: P.O. Box 351 Tillsonburg ON N4G 4H8

Primary Contact Person: Lindsay Munroe

Primary Contact's Phone Number: 519-871-3531

Primary Contact's Email Address: tillsonburgoptimistclub@gmail.com

What is the purpose/mandate of the organization:

Mission, Vision & Purposes

Mission: By providing hope and positive vision, Optimists bring out the best in youth, our communities and ourselves.

Purposes: To develop optimism as a philosophy of life utilizing the tenets of the Optimist Creed; to promote an active interest in good government and civic affairs; to inspire respect for the law; to promote patriotism and work for international accord and friendship among all people; to aid and encourage the development of youth, in the belief that the giving of one's self in service to others will advance the well-being of humankind, community life and the world.

Motto: Friend of Youth

Is the organization non-profit: yes

2023 Grant Request Amount: \$3500

Projected 2024 Grant Request Amount: \$3500

Projected 2025 Grant Request Amount: \$3500

Projected 2026 Grant Request Amount: \$3500

Why do you require funding and what will the funds be used for?

The Tillsonburg & Area Optimist Club is requesting secured funding from the Town of Tillsonburg to operate and organize the annual Tillsonburg Santa Claus Parade. The funding will be utilized to financially secure the various components of the parade that play a key role in elevating the annual parade to the next level of enjoyment for the community as a whole. The secured funding will be used to cover the event operating expenses and advertising as well as providing the advance planning and booking of the musical performers (ie. Marching band, Steel drum band etc.) and entertainment

components (ie. character actors etc.) in the parade. Securing a funding base through the Town of Tillsonburg will allow the Club to continue to grow and expand the parade each year. The Club will continue to explore and utilize any additional donations/contributions to build on these components.

Tell us about any other sources of funding for this project/program (if applicable). Include grants from other levels of government, community groups, donations, etc.

Each year the Tillsonburg & Area Optimist Club canvases local businesses and other service clubs to make a financial donation/contribution to the parade. The exact amounts and what organizations/businesses are in a position to financially contribute vary from year to year. A copy of the 2022 Christmas Parade Financial Event Expense/Revenue report is attached for reference.

Has the Town of Tillsonburg granted funds to your organization in the past 3 years?

The Tillsonburg & Optimist Club has previously received Town Grant funds through the Cultural, Heritage and Special Awards Advisory Committee for the organization and operation of the annual Tillsonburg Santa Claus Parade. Specifically for the live music component of the parade. The Club did not apply for this grant the past 2 years due to the COVID-19 Pandemic restrictions that were in place limiting the potential scope of the event.

Financial Statements for prior two (2) years attached?

Which member(s) of your group will present your request at the Council meeting?

Amie Varga - Club President

Lindsay Munroe - Club Secretary & Parade Co-Chair

Holly Vallee - Parade Co-Chair

Will you be providing a Powerpoint presentation? No