

Africa Centre Request to Reallocate Funds

Background

Edmonton has the fourth-largest Black population in Canada after Toronto, Montreal, and Ottawa. Most of the increasing Black population in Edmonton are predominantly from recent continental African migration unlike the other three cities. The Council for the Advancement of African Canadians in Alberta (Africa Centre), envisions building a thriving, inclusive community with full social and economic participation.

The City of Edmonton is a key partner to Africa Centre. This partnership of over a decade enabled the Africa Centre to grow and serve Black population in the city through engagement and services. With the intent of continued improvement and accountability, in 2018, the City auditor performed a governance and management audit. The auditor provided recommendations that streamline more effective and best practices in the Africa Centre governance and operations.

In 2020, the Africa Centre completed all audit recommendations, making the recommended changes to policies and processes a part of the organizational practices. Following the completion of the audit recommendations, the Africa Centre envisions a renewed partnership with the City to advance the shared vision of the city and that of the Africa Centre. Strengthening this partnership is not only the right direction but critical to advance the collective priorities of the two of advancing a community sense of belonging and inclusion. Building a sense of belonging is a key to address contemporary social issues.

Funding Re-profile

Following the amendments made to the Africa Centre operating bylaw, as part of the audit recommendation, the membership eligibility was widened to include more community organizations and individual members. This will include organizations that are mission-based such those providing services to specific groups such as youth, women or seniors.

This will require the Africa Centre to reach and engage a wider audience of community members and organizations than ever before. This will come with increased resource pressures. The plan is to strengthen community engagement and capacity building portfolio by re-profiling City funding that has been held over the past three years. This is timely and important in advancing the Africa Centre mission that aligns with the City priorities of belonging.

In addition, over the past eight months, the Africa Centre has increased its online presence and engagement. This strategy is working and will need additional and sustainable support to achieve a greater relational connection. Just to provide a

glimpse of the past 12 months, here are some of the numbers that demonstrate the increasing engagement. For example, in November 2019, our website views were about 200 views per month and this is now 5,000 views per month. Social media presence had increased more than five folds and continues to create engagement and tractions.

Currently, the City has a funding agreement in place with the Africa Centre. Through this agreement, the City provides operational funding in the amount of \$232,000 per year. This funding has not changed over the past fourteen years despite the growth in both the community and the services provided by the Africa Centre. Further to that, following the closure of the former Wellington High School building, the Africa Centre experienced additional revenue shrinkage, impacting on the delivery of the organizational mandate.

In 2017, City Council approved an additional \$237,500 of ongoing annual funding to address the increasing demand for services, particularly, community engagement and ongoing community connection to the services and programs. The Africa Centre proposes the following reprofiling of the approved funding for the following programming and outcomes.

Description	Inputs	Amount	Expected Outcomes	Measures
Community Capacity Building: <i>Support at the Africa Centre.</i>	Community Capacity Development Manager (1.0 FTE)	\$65,000	Improved community capacities that connect to the relevant resources and opportunities.	# of community capacity building sessions.
	Community capacity building support (food, speakers, etc.)	\$12,500		# of community leaders receiving capacity building coaching support (governance, programing , operational documentations etc)
	Administrative support, travel, rental and office expenses.	\$40,000		
	Student placements to support ethnocultural groups (top-up for summer job placements, stipends, etc.)	\$15,000	Support grass root communities to enable and animate community hubs, resources, and capacities.	# of community groups supported with resources (student placement, space, volunteers etc)
	Occasional community animation /	\$25,000		#of community members reporting increasing connection to opportunities and partnerships

Attachment 1

	activations / prototyping (less than \$5,000)			# of communities engaged with education and information dissemination through digital or in person
Community engagement support: <i>Continued engagement and information flow</i>	Communications Coordinator (1.0 FTE) Information development and dissemination (periodic newsletters, graphic designers, printing, etc.)	\$65,000 \$15,000	Improved community access to information, education, and resources	