



# THE SPIKE FUND

HELPING RESIDENTS HAVE MORE FUN SINCE 2016



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Councillor, Town of Kentville  
NSFM Spring Conference 2023

# WHAT'S ON THE AGENDA

- 01** A brief history of the Spike Fund detailing why and how it started
- 02** Our goals, then and now
- 03** How the Spike Fund works for the applicant, and for the administrative staff in Town Hall
- 04** The outcomes to date and where we're going next

# Background

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## Identifying the Gap

In 2016, both a gap in available funding and a barrier to access were identified in our community. We had a need, and we lacked a solution. So, we created one.

## The Solution

Department-led awareness campaigns coupled with community-led funding.

## The Outcome

Residents began applying for funding that was otherwise missed, allowing them to participate in recreation and allowing us to identify more gaps in service.

# Our Goals

**2016** Help offset the cost of recreation for residents in the Town of Kentville

**VS**

**2023** Create a community where people can belong and thrive regardless of their financial needs



# The Application Process

**Spike Fund Application**  
*\*\*Please make sure to fill in all fields*

Name: \_\_\_\_\_  
Age Range: Under 18 18-30 31-55 55+ Gender: M F Other  
Phone Number: \_\_\_\_\_  
Municipal Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_

*Please provide us with some information about how you will use this funding*

Program or equipment you are applying for: \_\_\_\_\_  
Name, address and any specific contact information of the program or store where you are purchasing your equipment: \_\_\_\_\_  
Registration Fee/Equipment Costs: \$ \_\_\_\_\_ (How much will it cost?)  
Applicant Contribution: \$ \_\_\_\_\_  
Funding Amount Requested: \$ \_\_\_\_\_ (Max \$200)

**Reference Information**

Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Relationship to applicant: \_\_\_\_\_

Allow a Spike Fund Representative to contact my references and obtain relevant personal information required for application review.  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

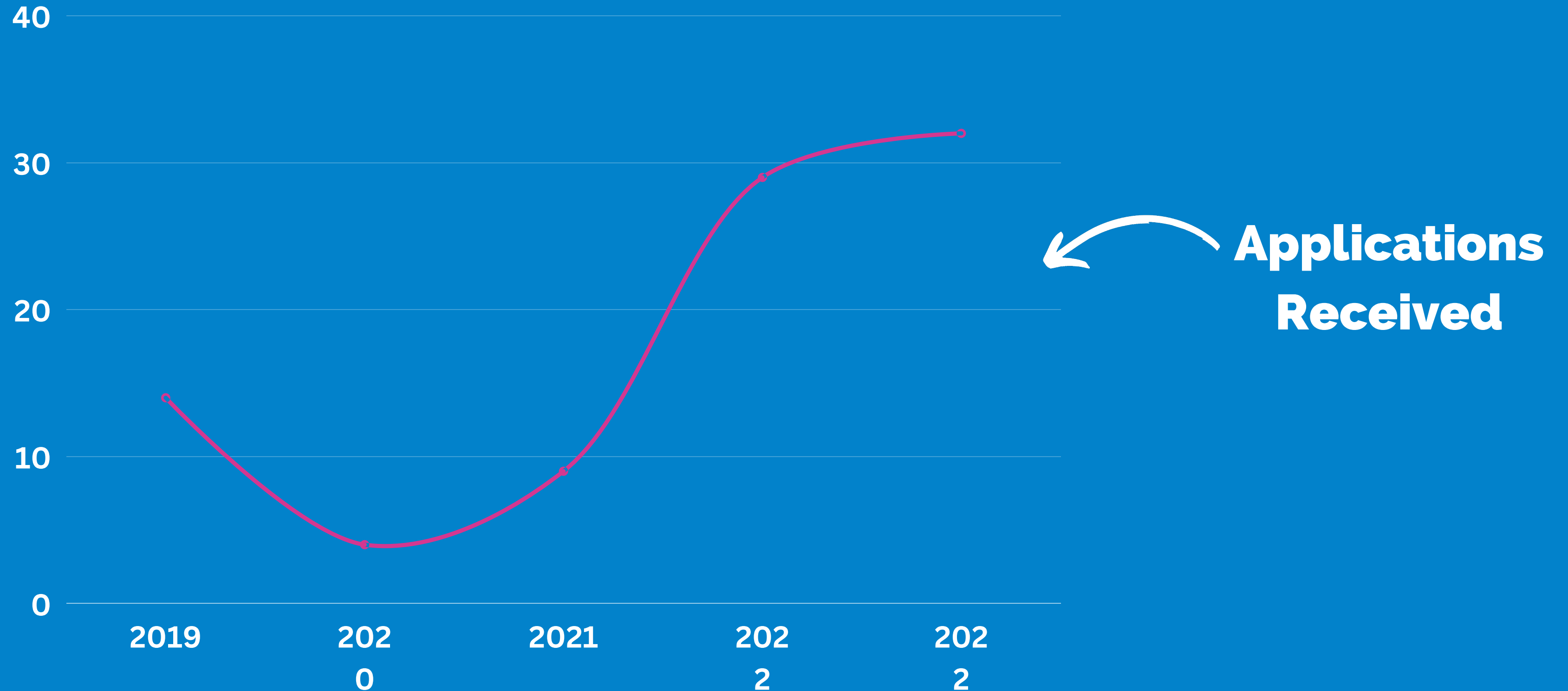
*Thank you for your application - we will contact you as soon as possible.*

*If you have any questions or require assistance with this form, please contact Ashley at recreation@kentville.ca, call 902-679-2539 or visit us at 354 Main Street. We will be happy to help!*

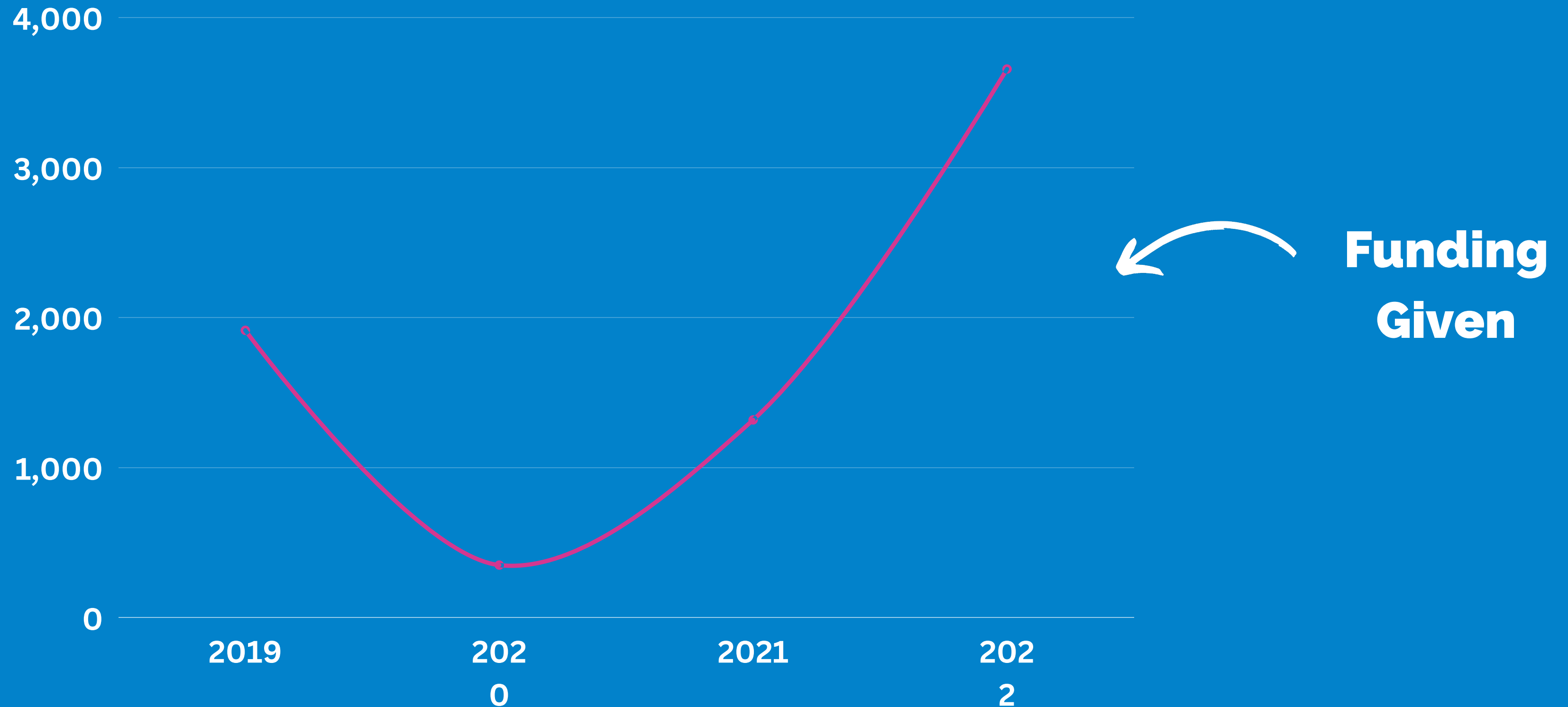
**PARKS & RECREATION**  
**Kentville**

- 01** Get an application online (or from our community partners), and fill it out.
- 02** Return it to the Recreation Department, where Ashley compiles your information and reviews your request
- 03** The request is either funded or redirected to another funding source

# Measuring our Impact



# Measuring our Impact



# Okay, okay. What's next?

**01** More information gathering through our updated forms

**02** Rethink our funding model due to the increased demand



**03** Reevaluate how we are reaching our community. Are we reaching the people who need it the most?

**04** Program creation that reflects the community and the gaps within our services

# Thank You

*Kentville*  
A BREATH OF FRESH AIR



*Gillian Yorke*  
**GY**  
TOWN COUNCIL