



# PROJECTS FOR BELONGING

## COMMUNITY REPORT BACK

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The Stony Plain Road Business Association

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## AT A GLANCE

*We Belong in Jasper Place* is a community driven initiative aimed at strengthening the social infrastructure of west-central Edmonton as the area transitions out of the city-led revitalization process.

The project is supported by the Stony Plain Road Business Association, who initiated community engagement in early 2023 to better understand how to make the area more connected and welcoming. During our initial conversations, we heard that boosting the community's sense of belonging would create a strong foundation for the community to build capacity to address broader issues. In the Fall of 2023, we then engaged community members to define what belonging means to those who live, work, play and visit the Jasper Place district and beyond.

In this phase of the project, these insights were used to inform future We Belong in Jasper Place pilot projects. A one-time community grant program was conducted to empower community members to develop community driven projects that worked towards boosting the community's sense of belonging in the Jasper Place area.

This report summarizes the outcomes of the grant program, the process that went into gathering ideas for community projects and the process in which they were selected.

More information about this initiative can be found at [www.webelonginjasperplace.ca](http://www.webelonginjasperplace.ca)

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## BACKGROUND

*We Belong in Jasper Place* is entirely community-led and initiated. We're focused on exploring the many different ways we can boost our community's sense of belonging - and create a more connected and welcoming Jasper Place District and beyond. The concept of belonging brings with it many opportunities that include community inclusivity, advocacy, community connectivity and strengthened relationships between neighbours.

The initiative is being supported by the Stony Plain Road Business Association who has secured limited funding from the City of Edmonton to jumpstart our process during the next two years. This project is a transition from the City-led *Jasper Place Revitalization Project* which is wrapping up after over a decade of presence in our community. Starting in 2008, the City of Edmonton's revitalization process focused on the Jasper Place neighbourhood (including the neighbourhoods of Britannia-Youngstown, Canora, Glenwood, and West Jasper Place, intersected by Stony Plain Road from 140 Street to 170 Street). This City-led revitalization process officially wrapped up in 2020.

Recognizing the need and a desire from the community for a transitional period, Stony Plain Road Business Association advocated directly to Edmonton City Council for a one-time funding package to exit from a city-led process and to explore a citizen-driven pathway to community activation and efficacy. To align with the new community boundaries defined in Edmonton's [City Plan](#), we've expanded our focus area to include the Jasper Place district and beyond.

# PROJECTS FOR BELONGING

## Grant Program Outcomes

In the fall of 2023, the Projects for Belonging Grant was developed as a way to empower community members of Jasper Place to explore how belonging might be strengthened in the community. The application process built on what we heard during previous conversations with the community and encouraged community members to submit project proposals of up to \$5,000 that strengthen belonging by:

- Engaging the community
- Developing a community resource
- Repurposing something that already exists
- Hosting an activity or event
- Developing a short term pilot program or initiative

In order to encourage and better support under-represented community members and ensuring the grant program practiced equity, diversity and inclusion, projects that included the following were prioritized:

- Enhance or magnify a sense of belonging for a variety of people or groups
- Include an anti-racism or diversity approach
- Expand the scope of welcoming and/or connecting people in Jasper Place
- Target high needs community members or community members struggling to feel like they belong in Jasper Place

## Community Reach

To extend the invitation out to the entire Jasper Place area, the project team set the boundaries of the grant program to include the following communities in west-central Edmonton:

- Britannia–Youngstown
- Canora
- High Park
- Mayfield
- McQueen
- Grovenor
- North Glenora
- Glenora
- Glenwood
- Meadowlark Park
- Jasper Park–Sherwood
- West Jasper Place
- Elmwood
- Lynwood
- Laurier Heights
- Parkview
- Crestwood

## Timelines

For this phase of the We Belong in Jasper Place initiative, the expectation communicated to grant recipients is that each Project for Belonging funded be accomplished within 3-6 months.

### **Important timeline dates for the program include the following:**

- Deadline to apply: November 26, 2023
- Successful project proposals chosen by: January 2024
- Timeline of activities to be funded: January 1 through May 31, 2024
- Midterm progress report due: March 31, 2024
- Final report due: May 31, 2024

## Application Process

Before applying to the program, we encouraged interested community members to review the application form, gather all the necessary information needed and invited them to attend our online drop-in grant Q&A session where the project team went over the granting process and answered any questions potential applicants might have.

Drop-in online workshops were held on the following dates:

- Online Session 1: Thursday, November 9 from 3 to 4 p.m.
- Online Session 2: Friday, November 10 from noon to 1 p.m.
- Online Session 3: Monday, November 20th from 7 to 8 p.m.

Applicants were able to submit proposals through our website ([webelonginjasperplace.ca](http://webelonginjasperplace.ca)). Proposals needed to include a detailed project description detailing how belonging was being explored, who in the community would benefit and what the key outcomes they hoped to achieve. A detailed budget was also required detailing how and when grant funding would be spent.

## Call for Submissions

In October and November 2023, a multifaceted approach was taken in getting the call for submissions out into the community. Key stakeholders from earlier phases of the We Belong in Jasper Place initiative were re-engaged and included the following groups:

- Marginalized and equity seeking groups
- Indigenous Nations & communities
- Cultural groups

- Community leagues
- Businesses
- Non-profits
- City Counselors
- City of Edmonton Departments
- Schools

The project team also used various communication channels to spread the word about the grant opportunity, which included:

- Print media like SPANN and Taproot Edmonton
- A radio interview on CBC Edmonton AM with Mark Connelly
- A social media campaign
- Online newsletters
- Postcards
- Posters distributed to local area businesses
- Our project website

## **Community Response**

The call for proposals resulted in the program receiving 22 project proposals from community members located across Jasper Place each exploring different approaches to strengthening belonging.

The project team was excited to see the variety of groups across Jasper Place that took the time to put together project proposals. Groups ranged from larger organizations to individual passionate community members with ideas. Groups that submitted proposals included:

- Community leagues
- Seniors groups
- Businesses
- Historical societies
- Non-profits
- Artists
- Cultural groups
- Parent groups
- Dance studios
- Music Academies



## Selection Process

To assess the diverse proposals the project team received, an assessment framework was developed to ensure each proposal was assessed equitably and aligned with the goals of the We Belong in Jasper Place initiative.

Project proposals were assessed through the following factors:

- **Outcome Alignment:** Projects needed to align with program outcomes that included either engaging the community, developing a new resource, repurposing an existing community asset, creating an activity, creating an event or developing a short time pilot program.
- **Prioritization:** Projects were prioritized if they demonstrated that they had goals that either impacted diverse communities, included an anti-racism approach, expanded the scope of welcoming in Jasper Place or targeted a high needs community struggling to belong.
- **Project clarity:** Project is clear on its goals and needs.
- **Community Reach:** Project proposals were assessed to see how much geographic reach they had among the many different communities that make up Jasper Place.
- **Impact on Belonging:** Considering the groups targeted by project proposals, we wanted to assess how much their sense of belonging would be impacted.
- **Project Team Capacity:** Project proposals needed to demonstrate the applicants had the time, resources, capacity and expertise to successfully execute these ideas.
- **Budget Feasibility:** Budgets that accompanied proposals were reasonable and practical.
- **Potential for Growth:** Projects were assessed to see if there was potential for sustainability and growth after the grant program was completed.
- **Potential for Learning:** Does this project have potential to create new insights or learnings about how to strengthen belonging in Jasper Place after its done?

## Selection Committee

While the call for proposals was being promoted, the project team also put a call out into the community to see if individual community members were interested in contributing to the process by joining our grant selection committee. The responsibilities of this committee were to read the different proposals, assess them and collectively decide which projects to support. The selection committee reviewed proposals in December 2024 and met together on December 22, 2022 to finalize the list of projects to support with grant funding.

## Selected Projects

The We Belong in Jasper Place project team is proud to support the following projects. We are excited to see how they will each strengthen belonging in the community.

### Jasper Place Community History Portable Display

**Submitted by Jasper Place History**

**Awarded: \$4906.19**

A portable display will be developed that will share the stories and histories of the different cultural communities in Jasper Place. Jasper Place History will be working with different communities to collect stories and co-design these displays.

### International Festival of Winter Cinema: Belonging in Winter Film!

**Submitted by International Festival of Winter Cinema Society of Alberta**

**Awarded: \$5,000**

The International Festival of Winter Cinema (IFWC) recognizes and celebrates local and international cinema with winter, alpine, and polar themes of any style or genre. This year they will be hosting their festival for the first time in Sir Wilfred Laurier Park in collaboration with Silver Skate Festival.

### Black History Month Garth Prince Jasper Place Community Concerts

**Submitted by Garth Prinsonsky**

**Awarded: \$5,000**

JUNO Award Winner Garth Prince will be hosting two free family friendly concerts celebrating Black History Month in Jasper Place. A promotional singing workshop will also be held free for children to attend prior to the concerts and learn the songs to sing along to.

## Art Within Us

**Submitted by Red Road Healing Society**

**Awarded: \$5,000**

Art Within US will be an addition to the Red Road Healing Society's food security program and a collaboration with the Art Mentorship Alberta Society. A sense of community will be built through an arts program which will be offered to patrons of the food security program.

## Playing with Blocks - High Park Community Event

**Submitted by High Park Community League**

**Awarded: \$5,000**

The Playing with Blocks (or block socials) initiative will facilitate community building one High Park block at a time. This project aims to develop block leaders that will engage with their neighbours to understand their needs and talents they would like to contribute to the community.

## Freedom Dance Scholarship Program

**Submitted by Freedom Dance School**

**Awarded: \$4,800**

The Freedom School of Dance is committed to breaking down barriers and providing opportunities for children from low-income families to explore the world of dance. Freedom Dance School will be awarding scholarships to children designed to remove financial barriers and create a level playing field for children who may otherwise be unable to access quality dance education.

## Crestwood/JP Nordic Walking for Older Adults

**Submitted by Crestwood Community League**

**Awarded: \$5,000**

The Crestwood Community League will be offering a Nordic Walking program for seniors in the area to improve social bonds with the community and to provide a physical outlet for exercise. This initiative will seek to connect seniors to each other.

## Jasper Place Spring Spirit Festival

**Submitted by Allison Ochoa**

**Awarded: \$5,000**

The Jasper Place Spring Spirit Festival will bring together artists, musicians, cultural groups and businesses to celebrate Jasper Place in the springtime. This one day festival will uncover and highlight the hidden talents that exist in the communities of Jasper Place.

## Block Party Blitz in Meadowlark Park

**Submitted by Meadowlark Community League**

**Awarded: \$5,000**

The Meadowlark Community league will be offering block party microgrants to community members through this initiative. The league hopes to spark inspiration and build capacity in community members to promote and host block parties.

## West End Hot Club Duo at CH Cafeteria

**Submitted by Donald William Ross**

**Awarded: \$1,840**

This project will present a series of four Saturday afternoons of jazz for clarinet and guitar at CH Cafeteria. Donald William Ross and his fellow musicians hope to bring in community members and strengthen bonds between CH Cafeteria and the communities it is part of.

## North Glenora Human Library

**Submitted by North Glenora Community League**

**Awarded: \$3,200**

This project will be an opportunity for community members to connect and learn from each other. Community members will be invited to become a “book” which can be “checked out” by a neighbour—giving community members an opportunity to talk to people they may have never connected with before. The league plans to create a supportive environment in which community members can make these connections, ask questions, and share stories.

## NEXT STEPS

From January through May 2024, funded projects will be conducted throughout the Jasper Place area. A mid term report will be developed by each group in April to ensure projects are on track in meeting their goals.

Project news, updates and events will be posted online on [webelonginjasperplace.ca](http://webelonginjasperplace.ca). We encourage community members to check in regularly to see how projects are progressing. We also encourage community members to sign up to our newsletter to keep up to date on how funded projects are progressing.

Final project reports will be developed by project teams at the end of May 2024, which we will put into a future community report back where we will include the stories, learnings and impacts of each of the project teams.

## GET INVOLVED!

The We Belong in Jasper Place project is community driven and community-led. That means we need the help of community minded folks like you and your neighbours to move the work forward!

There are many ways to get involved, please visit us at [www.webelonginjasperplace.ca](http://www.webelonginjasperplace.ca) to see what we are up to and sign up for our email newsletter. We're excited to share the different ideas we collect and support as this project grows!

## QUESTIONS?

If you have any questions about this initiative, or would like to learn more about the *We Belong In Jasper Place* initiative, please contact:

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