



## Family and Community Supports Services Rocky View County 2025 Funding Application and Report

☒ Funding Application

☐ Annual Report


	General Funding Large (\$10,000 and over)	General Funding Small (under \$10,000)	Special Project (\$7,500 and under)	Total
FCSS Funding Request			\$ 3,000.00	\$ 3,000.00
FCSS Funding Received (actual)				\$ 0.00

### 1. AGENCY INFORMATION

Agency Name	North Rocky View Community Links Society
Program/Project Name	Community Links Resource App
Program Contact	Brenda Hume
Contact Phone	403-945-3900
Executive Director	Brenda Hume
Email	brenda@nrvccl.ab.ca
Website	www.mycommunitylinks.ca
Mailing Address	211-125 Main St. NW, Airdrie, Alberta T4B 0P7
Fiscal Agent (if required)	

### 2. ORGANIZATION TYPE

Alberta Societies Act Registration Number	5013937874
Charitable Number (if applicable)	106690241
Government Agency (if applicable)	
Other (please specify)	

#### 2.1 Please provide a brief overview of your agency, include mission, mandate, short history. [1/4 page max]

As a non-profit registered charity, Community Links has served residents across the lifespan from pregnancy and birth to older adults within the North Rocky View Region including Airdrie, Beiseker, Crossfield, Irricana, Balzac, Kathryn and other areas in the County of North Rocky View since 1982.

With four internal departments (Support Services, Counselling Services, Family Resource Services and Community Engagement Services), we offer a diverse range of programs and services. In April 2020, Community Links also became a Family Resource Network.

Our mission is to inspire hope, support healthy development, strengthen wellbeing and resiliency by connecting individuals and families to services, supports, and resources in our communities.

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AGENCY NAME	PROGRAM/PROJECT NAME	GRANT AMOUNT REQUESTED	% OF TOTAL PROGRAM BUDGET	GRANT AMOUNT AWARDED
North Rocky View Comm	Community Links Re	\$ 3,000.00	30%	

Please check which of the FCSS Rocky View Priorities your program/project will address:

- ☐ Mental Health Supports  
☐ Senior Supports  
☐ Child, Youth, and Family Supports  
☒ Other

### 3. PROGRAM/PROJECT LOGIC MODEL

#### 3.1 Program/Project Description [1/2 page max]

Provide a brief description of the program you are applying for funding for.

The Community Links Resource App has been aligned to the community connection priority because of its ability to connect Rocky View County residents to expert, relevant, and specific resources available to meet their needs in a timely, responsive, and effective manner through a mobile phone or computer at no cost.

Along with our in-person Information and Referral Program, the Resource App offers another opportunity for residents to participate in their own decision making of connecting with resources provided by Community Links and other organizations.

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**3.2 Statement of Need: [1/2 page max]****What** community issue, need or situation are you responding to?**What** evidence do you have to support that this is an issue, i.e. local data, trends, reports?

The need for the Resource App is to increase the number of Rocky View County residents accessing supports and increasing their knowledge of available resources to meet their needs as indicated by:

- The North Rocky View County Social Needs Assessment (SNA) reported 73% of residents said, “not being aware of the programs and services that are available” (pg.3) was a barrier to accessing programs and services to address these social needs. When asked, 59% of residents reported increased awareness of available services would be an indicator of success. (pg. 32)
- Partner agencies, including the City of Airdrie FCSS, have expressed that a Resource App provided by Community Links would be welcomed especially when information can be linked in real time to their websites.
- Partner agencies often use a paper “Circle of Supports” of community resources created by Community Links and find it very helpful in providing referrals to community members. Ensuring the constant changes of resources with the “Circle of Supports” is kept up-to date can be difficult because of time and staff resourcing, the Resource App will fill this gap.
- It is noted a number of resources have moved away from using paper pamphlets and tools which has limited the resources available to provide to community members, so they have access to contact information including phone numbers and email addresses.

**3.3 Rationale: [1/2 page max]**Given the evidence above, **how** will your strategy help you achieve your outcomes, i.e. best practices, research?**Why** will your strategy help you achieve your outcomes?

- The Resource App will assist residents in connecting to accurate and relevant information, referrals, resources and support while enhancing their capacity to meet their own needs and thrive in the community.
- The Resource App will address several barriers for residents to access services including transportation, mobility, and after-hours support.
- The Resource App will have analytics which allow us to track user interaction with the App. These would include, but are not limited to; the number of people accessing the App, length of time, top pages/resources viewed, and regions of community members accessing the App including Rocky View County.
- Further to this, there will be an opportunity for us to implement a satisfaction survey from the App.
- Feedback from users can also provide valuable growth and development in the inquiries of additional resources not already listed on the App.
- A similar App was developed by the same company Community Links is using for the City of Calgary Police called the “Connect Line” to support those who are facing family violence.  
<https://globalnews.ca/news/5853629/calgary-domestic-abuse-support/>

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**3.4 Program/Project Design: [1 page max]****Briefly** describe your program/project.**How** are you going to address the issue, need or situation?**What** are the actions/steps/activities? How often will these activities take place and for how long?

The Community Links Resource App will:

- Be available 24-7.
- Become a catalyst within Rocky View County to develop, maintain and have the ability to disseminate accurate, up-to-date resources that contain information about Community Links and available community resources.
- Residents will be able to search for resources by common themes, examples include, Mental Health, Housing, Recreation, Seniors Supports, Youth Supports.
- Details will be provided about services and the conditions under which they are available such as hours of services and how and where to connect.
- Be comprehensive, user friendly, consistent and reliable for both Rocky View County residents and for the organizations that support those residents.
- Be based on the successful history of Community Links since 1982 of providing information and referrals and working collaboratively with over 75 partners to ensure residents are connected.
- Work with other community partners (non-profits, faith-based organizations, cultural communities, basic needs organizations (housing, food, clothing) to integrate resource data and regularly review the App to ensure the information has seamless access and is meeting community needs.
- Remove the barriers to information and ensure a positive experience for Rocky View County residents.
- Have the potential for other languages.
- Offer a safety risk assessment built into the App to ensure there is safety for those inquiring about family violence programming and services. A “safety button” can be pressed at any point and instantly the App will divert to a generic App such as a cooking or gardening App.

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**3.5 Community Connections: [1/2 page max]****What** existing or new connections will you use to support your program/project?**How** will County residents know about your program/project, i.e. marketing, engagement events etc.?

The marketing strategy will include:

1. Content marketing: creating and distributing valuable, relevant, and consistent content to attract and retain community members to the App.
2. Traditional Marketing: Provide information about the App in newspapers, magazines, brochures, postcards, radio commercials, outdoor advertising (billboards,) and in-person or online public relations (press releases), sending emails and newsletters.
3. Partnerships: Collaborate with partners, funders, and community groups for collaboration, promotion and support.
4. Social media marketing: using social media platforms such as Instagram, Facebook, X, LinkedIn, and TikTok to connect with community members.
5. Connecting to Community Links: website.
6. Search engine optimization (SEO): optimizing our App to rank higher on search engines and increase the quantity and quality of connections.

**3.6 Collaborative Partnerships: [1/2 page max]****What** existing or new partnerships will you leverage to advance your program/project?

- The Resource App will be embedded in 75 partnerships Community Links currently works with. There is anticipation that this number will increase through awareness in the community.
- The success of the project will encourage service integration, and coordination to meet the needs of Rocky View County residents.
- There is also the ability through the Resource App to partner with Rocky View County Emergency Services during times of a disaster helping with information, notifications, referrals, assistance and communication.

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**3.7 Volunteerism: [1/2 page max]****How** will County residents engage in volunteer activities in your program/project?

The project will not include volunteers.

**3.8 Was your program/project implemented as planned above? If yes, proceed to the next sections of the annual reporting. If not, why? What changed? How did it go? [1/2 page max]**

*\*Please note if you are not able to implement your program/project as stated above, you must get permission from Rocky View County before proceeding*

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**4. IMPACTS & OUTPUTS****4.1 Outcomes [1/2 page max]**

**What** change or impact do you want to achieve?

*\*Please complete section 5 below, and list the Program/Project Outcomes you have identified and are measuring for your program/project*

Rocky View County residents will have increased awareness of and use of programs and services available in the community.

**4.2 Target Group [1/2 page max]**

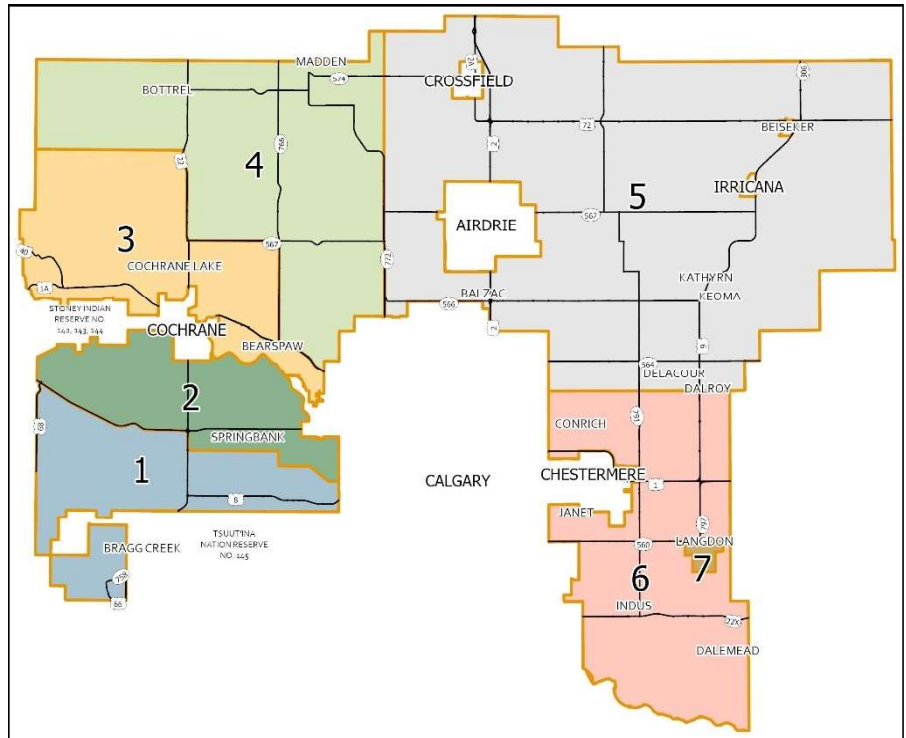
**Who** will be served in your program/project, i.e. youth, families, seniors, volunteers?

All Rocky View residents - youth, adults, seniors, and families including residents new to Canada (Rocky View County).

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**4.3 Program/Project Location****Where** is program/project to be offered in the County?*\*Please check all divisions that apply.*

- ☒ DIVISION 1
- ☐ DIVISION 2
- ☐ DIVISION 3
- ☐ DIVISION 4
- ☒ DIVISION 5
- ☐ DIVISION 6
- ☐ DIVISION 7

**4.4 Anticipated and Actual Number of Individual Participants Served for this program/project**

	All Individuals Anticipated	All Individuals Actual	County Residents Anticipated	County Residents Actual
# of Volunteers				
# of Volunteer Hours				
# children and youth (under 18)				
# adults (18 +)	3000		250	
# seniors (65 +)	200		50	
<b>Total individuals served</b>	3200	0	300	0



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**5. OUTCOMES and MEASUREMENT****MANDATORY** for all funding streams.**5.1 Program/Project Outcome Statement:**

Rocky View County residents will have increased awareness of services available in the community.

Alignment with the FCSS Outcomes Model: Provincial Outcome	Alignment with the FCSS Outcomes Model: Provincial Indicator	FCSS Measures Bank Measure Number:	Measure(s): Write the measure (survey question) as it is in the measures bank and exactly as you will write it on your survey.
Provincial Outcome:	Provincial Indicator:	PM1	1. As a result of (Community Links) I know more about how to access the community resources I need. Scale Used: 5 point (ASC) # completing measurement tool: _____ # completing this measure: _____ # experiencing a positive change: _____
*If Individual Outcome # 3 - Include Asset Category:  Community Outcome #1 The Community is connected and engaged	Awareness of com	PM2	2. (if more than one measure for this outcome) As a result of (Community Links) I am better able to access the community resources I need. Scale Used: 5 point (ASC) # completing measurement tool: _____ # completing this measure: _____ # experiencing a positive change: _____

**OPTIONAL** for General Funding – Large Only**5.2 Program/Project Outcome Statement:**

Alignment with the FCSS Outcomes Model: Provincial Outcome	Alignment with the FCSS Outcomes Model: Provincial Indicator	FCSS Measures Bank Measure Number:	Measure(s): Write the measure (survey question) as it is in the measures bank and exactly as you will write it on your survey.
Provincial Outcome:	Provincial Indicator:		1. Scale Used: # completing measurement tool: _____ # completing this measure: _____ # experiencing a positive change: _____
If Individual Outcome # 3 - Include Asset Category:			2. (if more than one measure for this outcome) Scale Used: # completing measurement tool: _____ # completing this measure: _____ # experiencing a positive change: _____



<b>7. INPUTS</b> (Resources dedicated to the program. Include staff and budget for one year.)						
<b>2025 PROPOSED AND ACTUAL BUDGET</b> (Ensure all calculations are correct. Use the second column to itemize the program expenses to which you plan to direct the County FCSS funds. Column 1 + Column 2 = Column 3)						
ITEM	Column 1 2025 Costs to be paid/contributed by the Applicant and other funding partners (Agency Contribution)		Column 2 2025 Costs to be funded by Rocky View County FCSS (Program Request)		Column 3 2025 Year End Total Program Budget (Total Cost)	
<b>EXPENSES</b>						
	Proposed	Actual	Proposed	Actual	Proposed	Actual
<b>PERSONNEL</b>						
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>A. SUBTOTAL PERSONNEL</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>MATERIALS &amp; SUPPLIES (specify)</b>						
Website Enhancement	\$ 7,000.00	\$ -	\$ 3,000.00	\$ -	\$ 10,000.00	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>B. SUBTOTAL MATERIALS &amp; SUPPLIES</b>	\$ 7,000.00	\$ -	\$ 3,000.00	\$ -	\$ 10,000.00	\$ -
<b>TRAVEL &amp; TRAINING (specify)</b>						
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>C. SUBTOTAL TRAVEL &amp; TRAINING</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>OTHER (specify)</b>						
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>D. SUBTOTAL OTHER</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>E. TOTAL PROGRAM EXPENSES</b>	\$ 7,000.00	\$ -	\$ 3,000.00	\$ -	\$ 10,000.00	\$ -
<b>REVENUE</b>						
(Specify other sources of funding including fundraising and other grants for this program/project, not including this grant.)						
Donations & Fundraising	\$	7,000.00				
	\$	-				
	\$	-				
	\$	-				
	\$	-				
	\$	-				
	\$	-				
<b>TOTAL REVENUE</b>	\$	7,000.00				
<b>F. ROCKY VIEW COUNTY FCSS REQUEST</b>						
(DEFICIT = Total of Column 3 Expenditures - Total Revenue)		This	\$ 3,000.00			
value should match the Proposed Total in Column 2.						