

Application Summary: 2026 - 3377 - Community Impact Grant - Community Events

Application ID

2026 - 3377 - Community Impact Grant - Community Events

Applicant Information

Organization Information

The Fort McMurray Society of the Friends of Music
230 Powder Drive
Fort McMurray, AB, T9K 0W8

Primary Contact

Norma Jean Atkinson

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Phone: 20(1)
Email: 20(1)

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Is the organization a registered non-profit?

Applicants must be a registered non-profit organization or a community group in partnership with a registered non-profit organization. If you have any questions regarding grant eligibility, please contact cip@rmwb.ca to book a pre-application meeting.

Yes

Has the organization operated within the Regional Municipality of Wood Buffalo for at least one year?

Applicants must have resided or operated within the Regional Municipality of Wood Buffalo for at least one year prior to applying. If you have any questions regarding grant eligibility, please contact cip@rmwb.ca to book a pre-application meeting.

Yes

What is your organization's Mission Statement?

Developing and fostering a love and appreciation, primarily of classical music and speech arts, and supporting the study of such by young people,

Brief Summary of the Proposed Event(s):

To arrange the 51st Annual Music Festival to provide opportunity of music and speech arts young students to perform for a live audience in appropriate venues.

Please note any restrictions on participating in your organization's programs, projects, services or events.

No restrictions.

Minimum number of board members according to the organization's bylaws:

8

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Please list your current Board of Directors in the table:

Board of Directors

Name	Board Position	Years on Board
Norma Jean Atkinson	President	48
Chithra Udayashankar	Vice-President	14
Julia Rex	Secretary/Treasurer	9
Makayla Genong	Director - Volunteer	1
Voctoria Ganace	Director - Fund raising	2
Karen Saunderson	Director	16
Tran Tu	Director - Rules/Protest/Interpreter	10
Kimerica Parr	Director - Casino Chairperson	14
James Wang	Director	10
Shilpa Arvikar	Director - Grant Applications	6
Cathy Larson	Director - Awards Committee	1

Do one or more board representatives or program staff have lived experience or expertise reflective of the demographics your organization serves?

Yes

If Yes; please briefly explain the lived experience or expertise.

Our board members have lived experience in other countries (Vietnam, China, India, the Caribbean), other provinces in Canada (e.g. Saskatchewan, Ontario, Newfoundland), and Alberta. Each member brings their unique skills to the table and contribute to tasks as needed.

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Event Details

Are you applying for more than one event?

If you are unsure, please contact CIP@rmwb.ca for clarification.

No

Event(s)

Step 1: Click on the button below to enter the name of your event(s).

Step 2: Click on the Save Draft button at the bottom of the screen.

Step 3: Click on the "Event Details" button below to complete the details of each event. Please be sure to submit the current event information form before moving onto the next event information form.

Event: 2026 51st Annual Oilsands Rotary Music Festival Status: Completed

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Finances

Organization's most recent Fiscal Year End date

Please click Save Draft to update the following two questions with this date.

06/30/2025

Unrestricted Net Assets

Unrestricted Net Assets (accumulated net assets/surplus that the organization has not set aside for a particular purpose or earmarked by a donor for a specific program or project) from your Financial Statements ending: 06/30/2025

\$30,094.00

Total Operating Expenses

Total Expenses from your Financial Statements Ending: 06/30/2025

\$117,430.00

What efforts have been made in the past fiscal year to increase the financial support for your organization?

Annually in November/December, a fundraising request form/donor request form is sent out to all previous year's donors and to an additional 100 potential donors. The letter and donor form is posted on our website: www.oilsandsmusic.com

We also have a volunteer Fundraising Director, who has many business connections in RMWB and has raised donations through those contacts.

Please complete the following budget table: If there are multiple programs, projects, services or events included in this application, please provide the total budget for all requests in the budget table. Additionally, attach a detailed breakdown of the budget by program, project, service or event on the Attachment tab.

Secured Revenue

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Revenue Sources	Description	Revenue (Jan-Dec)
Other	In-kind donations (Balloons); hotel Discount	\$500.00
Program/Event Income (Ticket sales, admission, etc.)	Entry Fees & Admissions	\$33,525.00
Sponsorship	Donations	\$17,000.00
		\$51,025.00

Revenue in Progress

Revenue Sources	Description	Revenue (Jan-Dec)
Sponsorship	Annual Donors, new investors	\$15,000.00
Sponsorship	Fort McMurray Oilsands Rotary Club	\$5,000.00
Other	GST Refund	\$1,100.00
Casinos/Bingos	Proceeds	\$25,000.00
		\$46,100.00

Expenses

Type of Expense	Description	Total Expenses	Requested RMWB Grant
Rent - Venue/Facility/Room/Equipment	SECPA, Centerfire, Keyano theatre	\$20,000.00	\$20,000.00
Other (Provide Detail)	Awards, Adjudicator Fees, Provincial Entry Fees	\$56,800.00	\$0.00
Advertising/Marketing	Website & Venue signage	\$500.00	\$0.00
Administration Costs 15% Maximum	AMFA Membership Fees	\$2,130.00	\$0.00
Other (Provide Detail)	Adjudicators Travel & Accommodation	\$29,000.00	\$5,000.00
Volunteer Appreciation	Volunteer Appreciation	\$1,000.00	\$0.00
Administration Costs 15% Maximum	Phone, Internet, Office Supplies, Postage	\$5,600.00	\$0.00
Other (Provide Detail)	Accounting Fees	\$2,200.00	\$0.00
		\$117,230.00	\$25,000.00

Shortfall



Application Summary: 2026 - 3377 - Community Impact Grant - Community Events

	Total
(Total Secured Revenue - Total Expenses)	\$66,205.00

Total RMWB Grant Request

	Amount
Total	\$25,000.00

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Total Cost of Event

Total cost includes all costs and in kind donations of the entire event.

\$117,230.00

Total Grant Amount Request

Up to 75% of total event cost up to maximum of \$25,000.

\$25,000.00

Grant request as percentage of total cost of event

Click on the Save Draft button to calculate the percentage.

21%

Outline any expected non-financial resources being leveraged for this program, project, service or event to demonstrate community support.

We have a preferred rate for accommodations for our adjudicators at The Merit Hotel.

We also have in-kind donations for stage. decorations like balloons, etc.

Application Summary: 2026 - 3377 - Community Impact Grant - Community Events

Attachments

Please attach a budget breakdown for each program, project, service or event if there are multiple requests included in this application.

[2025-2026-BUDGET.pdf](#)

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Total Files: 1

Please attach a Partnership Letter(s) of Support for the proposed program, project, service or event to demonstrate authentic partnership and collaboration.

Applicants may use the >Partnership Letter of Support Template or submit a customized letter.

Each letter should include the following five key elements:

1. Commitment to the partnership and shared initiatives
2. Confirmation of the community need
3. History of prior collaboration or rationale for a new partnership
4. Defined roles, responsibilities, and resource commitments
5. Contact information for the partner organization

Each letter must be signed by an authorized representative of the partner organization.

Please note: The partnership letter is a mandatory requirement for Community Sustaining applicants and optional for Community Impact Grant application.

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Please attach signed Financial Statements for the most recent fiscal year end.

Year-end date must fall between July 1, 2024 of last year and June 30, 2025.

[FMFM-Financial-Statement-2024-2025.pdf](#)

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Total Files: 1

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Declaration

Declaration: In making this application, I, the undersigned, confirm:

- that I have read the appropriate Grant Guidelines;
- that I understand that this application form and all required attachments must be completed in full and received before 2025-10-14 4:30 p.m. MT;
- that I understand that this application form and any attachments shall be part of the Community Investment Program Approval Committee (CIPAC, Council Appointed) meeting agenda and accessible through all methods that the public meeting agenda is available;
- that I understand the term of the Grant is January 1 to December 31, 2026 and that all expenditures must happen during this term; and
- that I am authorized by the applicant organization to complete the application and hereby represent to the Regional Municipality of Wood Buffalo's Community Investment Program and declare that to the best of our knowledge and belief, the information provided is truthful and accurate, and the application is made on behalf of the above-named organization and with the Board of Directors' full knowledge and consent.
- that I understand the personal information collected in this application is collected under the authority of Section 4(c) of the Protection of Privacy Act and is managed in accordance with the Act. It will be used to process your application and contact you if needed during the review of this application. If you have questions about the collection or use of your personal information, you may contact the Manager, Community Partnerships and Initiatives, at 9909 Franklin Avenue, Fort McMurray, AB T9H 2K4 or at 587-919-5522.

Acknowledgement

I do hereby certify that to the best of my knowledge, this application contains a full and correct account of all matters stated herein.

Applicant Name

Norma Jean Atkinson

Position/Title

President

Date: 10/14/2025

Event Summary

2026 51st Annual Oilsands Rotary Music Festival

Event Name

2026 51st Annual Oilsands Rotary Music Festival

Beginning Date

03/09/2026

Completion Date

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

05/14/2026

Location program, project or service will be provided:

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Fort McMurray

Please complete the following Program/Project or Event Delivery Details.

Program, Project, or Event Delivery Information

What type of event are you applying for?

- Cultural Focused
- Related to a National or Provincial Holiday
- Sport Focused
- Other

Event Summary

2026 51st Annual Oilsands Rotary Music Festival

Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications. Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride

Describe how the proposed program, project, service or event align with these priorities.

Music and Speech Arts students participate as soloists, in duets and duologues, in groups in band, choirs, choral speech, string ensembles, in handbell choirs working as individuals and collaboratively as groups to prepare performances for audiences and adjudication by professionals from other communities.

In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.

Target Population

Age	Target Population
Children (0-12 years)	625
Youth (13-18 years)	350
Adults	50
Seniors (65+)	10
Families	150
Community	40
Total	1225

Event Summary 2026 51st Annual Oilsands Rotary Music Festival

Please identify the equity deserving population the program, project, service or event will serve.

Youth, Seniors, 2SLGBTQIA+, Immigrants, refugees and/or newcomers, First Nations, Métis, and/or Inuit Peoples, Other racialized communities, Youth, Seniors

Event Summary

2026 51st Annual Oilsands Rotary Music Festival

How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.

Our events are open to all residents of RMWB. In 2025 we had 991 entries performing in solos, duets, trios, and group classes, totalling 1,294 youth age 3 - 22 years old. At our Awards Ceremony, 226 monetary awards totalling \$33,300 were presented. Recommendations to the AMFA Provincial Finals included 1 Choral Speech, 2 choirs, 3 Piano Duets, 7 Piano Solos, 1 Music Composition, 4 Speech Solos, 11 Musical Theatre Solos, 4 Classical Vocal Solos, and 2 Contemporary Vocal Solos. 13 of these entries placed 1st, 2nd, or 3rd. 3 solo entries were then recommended to the Canada West (SK., AB., B.C.) Festival held in Saskatoon in July. Only 2 were able to attend and they gave excellent performances.

If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.

At the opening and closing at each discipline, acknowledgement of Treaty 8 & its inclusions was announced and again at the end. When the event included school groups from Our Lady of the Rivers, Good Shepherd, Father Mercredi, Holy Trinity, Ecole McTavish, Dave McNeilly, Sister Mary Phillips, there were always Indigenous youth in the performance and their families when there was an audience. Unfortunately due to limited funds for bussing, in many of the schools, the adjudicators went to the school and performance took place in the music or band room without an audience.

Logic Model

Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?

During the pandemic, youth became isolated. Festivals encourage youth to come out and participate & socialize - helping reduce loneliness & build stronger community bonds, especially for technology dependent youth. Festivals also bring together people from diverse backgrounds, traditions and age groups. As well, festivals promote appreciation of different musical styles & understanding among communities that might otherwise remain separate.

Event Summary

2026 51st Annual Oilsands Rotary Music Festival

Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)

In all disciplines, youth can enter a variety of music eras and styles in classes offered in the Alberta Music Festival Association Syllabus. In addition, there are requested Local Added Classes that they can perform in which include contemporary music.

Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."

Contemporary classes were added in 2023 & each succeeding year has had an increase in the number of performances.

Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)

Adjudicators are hired for additional sessions, venue costs increase, accommodation costs increase & more volunteers are required.

Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)

Following each performance, adjudicators give orally and written feedback, including technique working with individuals. Some disciplines have showcase where a minimum of 20 performers play for an audience. Bands, who have workshops in their own band rooms, come together in concert at the Suncor Energy Centre for the Performing Arts Theatre.

Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

In 2025 there were 991 entries with 1,494 participants who performed for approximately 2,350 audience members. (We tracked our audiences throughout the festival to be accurate for this grant.)

Event Summary

2026 51st Annual Oilsands Rotary Music Festival

Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

It is our hope that music and speech arts will give our participants lifelong skills that will be helpful and all aspects of the career paths and personal lives.

What tools will you use to measure the outcomes of the program, project, service or event?

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

Observation

Please provide details of how your program, project, service or event differs from other services being offered in the community.

There is no other festival in RMWB similar to the Oilsands Rotary Music Festival, which we present annually in partnership with the Fort McMurray Oilsands Rotary Club.

This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.

Community Organization or Group	Role
Fort McMurray Oilsands Rotary Club	Fundraiser, Volunteers
Fort McMurray Music Teachers Association	Volunteers, and encourage their students to participate in the festival

Event Summary

2026 51st Annual Oilsands Rotary Music Festival

Note: Please be sure to press "Submit" on the current event details. Once you "Submit" the event details you will not be able to make any changes. Please contact cip@rmwb.ca if you require support.

2025-2026 Budget
Fort McMurray Society of the Friends of Music
Oilsands Rotary Music Festival

INCOME

Donations	\$17,000
Festival Entry/Gate Fees	36,000
Grants	20,000
GST Refund	1,100
Casino	30,000
Total	\$104.000

EXPENSES

Accounting Fees	2,200
Phone, Fax, Internet	2,400
Office Supplies	2,700
Postage	500
AMFA Membership Fees	1,800
Web Fees	500
Provincial Festival Entry Fees	4,800
Provincial AGM Fees	330
Adjudicators Fees	17,000
Adjudicators accommodations.	6,000
Travel	23,000
Rental	20,000
Awards	35,000
Volunteers	1,000
Total	\$119,530

*Fort McMurray Society of the Friends of Music
Oilsands Rotary Music Festival*

THE FORT MCMURRAY SOCIETY OF THE FRIENDS OF MUSIC

Statement of Financial Position

June 30, 2025

	2025	2024
ASSETS		
CURRENT		
Cash	\$ 26,054	\$ 40,748
Goods and services tax recoverable	<u>2,252</u>	<u>1,113</u>
	28,306	41,861
EQUIPMENT (Net of accumulated amortization)	<u>1,788</u>	<u>3,156</u>
	<u><u>\$ 30,094</u></u>	<u><u>\$ 45,017</u></u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 2,501	\$ 1,500
NET ASSETS	<u>27,593</u>	<u>43,517</u>
	<u><u>\$ 30,094</u></u>	<u><u>\$ 45,017</u></u>

ON BEHALF OF THE BOARD

Norma Jean Atkinson Director
J. Chiffra Director

THE FORT MCMURRAY SOCIETY OF THE FRIENDS OF MUSIC
Statement of Revenues and Expenditures and Changes in Net Debt
Year Ended June 30, 2025

	2025	2024
REVENUES		
Casino	\$ 31,492	\$ 38,193
Gate receipts	33,726	35,580
Donors	16,270	22,478
Grants	20,000	20,000
Interest	<u>18</u>	<u>27</u>
	<u>101,506</u>	<u>116,278</u>
EXPENSES		
AMFA Membership	1,716	2,215
AMFA registration	4,705	4,200
Accounting fees	2,300	3,800
Adjudicator fees	13,600	17,479
Advertising and promotion	4,478	2,930
Amortization	1,369	1,064
Awards	40,785	30,044
Casino - direct costs	2,459	-
Donations	1,650	4,200
GST non-recoverable	1,138	1,113
Interest and bank charges	221	416
Office	2,606	3,074
Rental	16,758	18,837
Telephone	2,346	1,481
Travel	<u>21,299</u>	<u>15,326</u>
	<u>117,430</u>	<u>106,179</u>
NET EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>(15,924)</u>	<u>10,099</u>
NET ASSETS - BEGINNING OF YEAR	<u>43,517</u>	<u>33,418</u>
NET ASSETS - END OF YEAR	<u>\$ 27,593</u>	<u>\$ 43,517</u>