



April 11, 2022

Mayor and Council  
City of Prince George  
1100 Patricia Blvd  
Prince George, BC  
V2L3V9

RE: Requesting support For Northern Interior Communities Application to NDIT Marketing Grant

Northern Interior Communities Association (NICA) is asking for support with our application to Northern Development Initiative Trust in support of the Marketing Grant application for the May 2022 intake.

The amount of the NDIT grant request is (\$20,000) Twenty Thousand dollars in support of the Marketing efforts of the **Non-Profit Resource Hub**.

The funds would be managed in the NICA Integris General account with a sub account NDIT Grant.

We have evolved over the past 30 years into what we have become today- the only **Non-Profit Resource Hub**.

Th Marketing and rebranding of NICA is an important part of rebooting the nonprofit sectors after two (2) years of pandemic restrictions. The pandemic is not the only reason that has driven the organizational changes for NICA. The Societies Act challenges, organizational challenges and the requests for ongoing support, guidance and direction of community programs and projects is why we are now the only **Non-Profit Resource Hub**.

The marketing material will be professional developed with written, social media, webinars, and one on one visits to the communities This will ensure that all communities will have access to the information required to maintain stability and build a stronger non-profit community programs and projects.

Please consider passing the following resolution:

That the City of Prince George SUPPORTS the grant application to the Northern Development Initiative Trust 's Marketing Initiative Program from Northern Interior Communities Association in the amount of \$20,000 to to support marketing efforts of the Non-Profit Resource Hub.

Thank you in advance for your time and consideration,

Sincerely,

Shawn Bortolon  
President