



STAFF REPORT ACTION REQUIRED

2008 Toronto Challenge Presenting Sponsor and Budget

Date:	February 11, 2008
To:	Advisory Committee on Homes for the Aged
From:	General Manager, Homes for the Aged
Wards:	All
Reference Number:	

SUMMARY

The 17th annual Toronto Challenge will be held on Sunday, June 8, 2008 with the presenting sponsorship support of MonsterMortgage.ca and the returning sponsorship of dozens of corporate partners. Funds contributed by the presenting sponsor of the Toronto Challenge pay for promotional materials, race day logistical costs, printed materials, and for recognition prizes awarded to the race winners and event participants in various categories.

MonsterMortgage.ca is an excellent sponsor, providing support throughout the planning process, access to hockey icon Doug Gilmour (a partner in the ownership team of MonsterMortgage.ca) at the media launch, and a multitude of current and potential participants for the 5k run, 5k walk and 1k walk.

The theme for this year's event "Join the Team ... Take the Challenge" will maintain the existing participation base and will be used to specifically target increased involvement of young people, through campaigns with the Toronto District School Board (TDSB) and Toronto Catholic District School Board (TCDSB). As well, additional appeals will be made to the running club community with the assistance of The Running Room.

With strong sponsorship support and a controlled event budget, the Toronto Challenge is a significant fund and awareness raising event for Toronto Homes for the Aged and area organizations serving seniors.

RECOMMENDATION

The General Manager, Homes for the Aged recommends that the Advisory Committee on Homes for the Aged endorse the 2008 Toronto Challenge event budget.

Financial Impact

There are no financial implications to the Homes for the Aged operating budget arising from the 2008 Toronto Challenge.

DECISION HISTORY

Toronto Homes for the Aged stage the Toronto Challenge on an annual basis. Each year, details on the presenting sponsor and the event budget are presented to the Advisory Committee on Homes for the Aged.

ISSUE BACKGROUND

Toronto Homes for the Aged (HFA) first began fundraising through a run/walk event hosted by Baycrest Centre. In 1992, HFA hosted the first of what was to become an annual fundraising event, solely involving Toronto's ten homes and their respective residents, volunteers, staff, families and friends.

In 1995, The Nissan Canada Foundation became the title sponsor of the event. In 1996, the Division began reaching out to community agencies and other long-term care homes, offering them the opportunity to participate in the event to raise funds for their own organization. After a remarkable ten-year partnership with the Nissan Canada Foundation as title sponsor, the Foundation determined its role in the challenge would need to change and they supported the event at the gold sponsor level.

Canada's Association for the Fifty-Plus (CARP) joined the event in 2005 as the presenting sponsor of the newly named Toronto Challenge. In 2006, MonsterMortgage.ca moved up from a gold sponsor to the presenting sponsor of the Toronto Challenge and pledged this level of support for the 2007 event and again for 2008.

Presenting sponsorship for the Toronto Challenge is valued at \$25,000.00. Gold level sponsorship is \$10,000.00; Silver \$5,000.00; Leader of the Pack \$2,500.00 and Front Runner \$1,500.00.

Participating agencies register for \$105.00. Individual adult fees are \$20.00; \$10.00 for Children and Seniors; and there is Family Registration (two adults and two children or one adult and 3 children) at \$40.00.

COMMENTS

Revenues coming in to the Toronto Challenge are used to cover expenses including event promotion and race costs. Surplus funds are transferred to the individual homes' donation accounts for use within the homes to enhance the quality of life of the residents. In the past, funds have been used to purchase furnishings for common areas, to enclose patios, for musical entertainment, large print books, fireplaces and big screen televisions.

The following budget for the 2008 Toronto Challenge is proposed:

	2008	2007
Revenues	140,000	141,700
Registration Fees	20,000	18,000
Corporate Donations	52,500	55,000
Homes Donations	60,000	60,000
Agency Registrations	4,500	4,700
Other Donations	3,000	4,000
Expenses	59,000	53,300
Promotions	8,400	6,900
Printing	14,500	14,900
Race Day Costs	30,935	27,000
Prizes	5,000	4,500
Miscellaneous	165	0
Net Proceeds	\$81,000	\$88,400

Additional promotional materials for the TDSB and TCDSB will increase costs and race day expenses have been adjusted to compensate for an increase in paid duty policing and charge backs for a City photographer and videographer to attend the Toronto Challenge.

CONTACT

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SIGNATURE

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