

2008 True Revue

Date:	March 28, 2008
To:	Advisory Committee on Homes for the Aged
From:	General Manager, Homes for the Aged
Wards:	31
Reference Number:	

SUMMARY

True Davidson Acres Home for the Aged will celebrate its 35th anniversary in 2008 and has expressed an interest to host the annual divisional fundraising event. This goal is to raise funds and transform the bath routine into a spa experience, a project that will significantly benefit current and future residents.

Preliminary planning work has begun for “True Revue” a sit-down dinner at Spirale Banquet Hall (Don Mills and Eglinton) with silent auction, variety show and tribute to the legendary Miss True Davidson, Reeve and Mayor of East York from 1961 to 1972.

RECOMMENDATIONS

The General Manager recommends that the Advisory Committee on Homes for the Aged endorse the event and budget for True Revue.

Financial Impact

There are no financial implications to the Homes for the Aged operating budget arising from the 2008 True Revue fundraising event.

DECISION HISTORY

Each year, a fundraising event is held to raise funds for a specific project. True Davidson Acres has expressed interest in hosting the 2008 event and wants to direct funds toward transforming the bath routine into a spa experience as they support the gentle care philosophy that enhances the quality of life for residents.

ISSUE BACKGROUND

True Davidson Acres has identified the need to enhance and beautify the spa areas on each home unit through a beautification project to make the space warm, inviting and provide a pleasurable bathing experience for residents. Each spa area in the Home consists of three parts: an entrance, the tub/shower and a grooming area. Currently, the areas are very institutional with white painted walls. Murals could be applied in all three areas as well as the ceiling in the tub area to provide a beautiful and calming effect for the residents. An estimated cost for decorating the three areas of each spa is approximately \$6,000.00; there are ten spa areas in the Home for a total project cost of \$60,000.00.

COMMENTS

The 35th anniversary of True Davidson Acres provides an excellent occasion for the community to celebrate and support the Home. Residents of East York are very proud of the community, its seniors, the Home, and the legendary Miss True Davidson, a colourful politician rarely seen without an exotic hat.

East York's final Mayor before amalgamation and the current MPP for Beaches East York, Michael Prue will serve as the Honourary Chair. The Home Advisory Committee has secured an impressive list of Honourary Patrons – Lorenzo Berardinetti, MPP Scarborough Southwest; Janet Davis, City Councillor Ward 31; Jack Layton, MP Toronto Danforth; Maria Minna, MP Beaches East York; Case Ootes, City Councillor Ward 29; John Parker, City Councillor Ward 26; and Peter Tabuns, MPP Toronto Danforth for the event to be held on Tuesday, October 28, 2008 at Spirale Banquet Hall.

Preliminary discussions have been held with a production and staging company to review the entertainment options for the evening which may include an opening number with show girls, a solo singer, musicians, magic, and dancing. Local students will be involved in preparing a visual tribute to True Davidson for presentation at the Revue.

The event budget and fundraising projection for True Revue is:

Revenues:	
Sponsors	11,000
Tables/Ticket Sales	25,000
Silent Auction/Raffles	<u>7,500</u>
Total	43,500
Expenses:	
Dinner and Venue	11,000
Entertainment	4,500
Printing	1,000
Miscellaneous	<u>1,000</u>
Total	17,500
Net Proceeds:	<u>26,000</u>

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SIGNATURE

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