



## STAFF REPORT INFORMATION ONLY

### 2008 Toronto Challenge

<b>Date:</b>	August 19, 2008
<b>To:</b>	Advisory Committee on Long-Term Care Homes and Services
<b>From:</b>	General Manager, Long-Term Care Homes and Services
<b>Wards:</b>	All
<b>Reference Number:</b>	

### SUMMARY

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Based on feedback and a complete review of the event, the 2008 Toronto Challenge was very successful. Run participation was up 7 percent over the previous year and a remarkable 15 percent more youth runners and walkers took part in the events this year. Funds raised through pledges by the Homes were up 13 percent over the previous year.

Under the inclusive campaign theme “Join the Team ... Take the Challenge” a special effort was made to get more youth involved by working in cooperation with the Toronto Catholic District School Board and the Toronto District School Boards. Family pricing and post-race activities continued, while the event maintained a strong competitive run and an enjoyable walk for the majority of the participants.

Fifty-four (54) fundraising partners worked together in a celebration of physical activity and community spirit, raising funds to help improve the quality of life for Toronto seniors.

### Financial Impact

There are no financial implications to the Operating Budget of Toronto Long-Term Care Homes and Services arising from this report.

### 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, family 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. For the past three years, MonsterMortgage.ca has been the presenting sponsor of the Toronto Challenge.

## **COMMENTS**

### **Event Highlights**

Lieutenant Governor David Onley provided taped greetings in which he thanked participants for supporting seniors, a volunteer-led aerobics warm-up got everyone moving and with the help of a stilt walker, the runners and walkers were led to the start line. Hockey icon and MonsterMortgage.ca spokesperson Doug Gilmour was on hand along with City Councillors Raymond Cho, Janet Davis and Joe Mihevc.

Cultural groups participating and raising funds for their seniors included Japanese Social Services, Labdara Lithuanian Nursing Home, Les Centres D'Accueil Heritage, and Toronto Tamil Seniors' Association.

CBC's Kevin Sylvester was the master of ceremonies for the awards presentations and helped to award special prizes and medals to the oldest and youngest participants in each event, to the first/second/third place runners in nine (9) age categories, and to Dixon Hall, recipient of the MonsterInsurance.ca trophy acknowledging them as the agency with the most pre-registered participants in this year's event with 81. Alexander Kuternin was the overall winner, completing the 5k in a time of 14:29; the fastest female was his sister Julia with a time of 19:30.

Good friends and running rivals, Doug Gilmour and Richard Graves crossed the finish line together in a fast-paced time of 24:52. Both were acknowledged by the Mayor and Toronto City Council at a special presentation in Council Chambers on June 23, 2008. A video of the ceremony will be shown at the Advisory meeting.

Nissan provided the pace car, an Altima Hybrid, which lead off the race and the Toronto Police Mounted Unit took up the rear; all participants received a ribbon at the finish line.

### **Sponsors**

MonsterMortgage.ca are an excellent presenting sponsor, providing significant funds and support throughout the planning process, access to hockey icon Doug Gilmour, a partner in the ownership team of MonsterMortgage.ca and enthusiastic participant on event day. The financial support of Nissan, Booth Centennial, Sysco, Johnson Diversey, Medical Pharmacies, R.G. Henderson, Dynamic Foot Clinic, KCI Medical, Abbott Nutrition and M.I.P. complement the in kind support received from Toronto Community News and the Running Room, along with the products supplied by Oasis, G2, Kellogg's, Maple Leaf, Heinz, Canada Bread, Sara Lee, Lynch Foods, BC Tree Fruits, Chiovitti Bananas, Red Rain, Booster Juice, and Wrigley's.

## **Media**

A full page colour ad in 230,000 copies of the Parks & Recreation Spring & Summer Fun Guide focused on the family aspects of the Toronto Challenge. The kick off event held at Nathan Phillips Square was covered on Sun TV on-line, and in L'Express, Ming Pao, Sing Tao, and 24, the daily commuter newspaper. Race day coverage was provided on City TV and in the Toronto Sun. Eighteen in-kind ads were placed in Toronto Community News (Mirror and Guardian publications) to coincide with the timing and placement of the highway bridge banners across the Don Valley Parkway, Gardiner Expressway and Lakeshore Boulevard West.

## **Homes' Participation**

Toronto's ten (10) Homes were represented by 180 runners and walkers, Supportive Housing had six (6) participants. Over one hundred volunteers helped make the day possible with special teams from Genworth Financial working at the barbeque, a squad of cheerleaders from Cardinal Newman High School at the Finish Line and another from Bishop Allen Academy at the half-way point on the 5k route to encourage the runners and walkers; once again Castleview Wychwood Towers organized the registrations and preparation of the race kits.

The Leader of the Pack Award was awarded to Carefree Lodge, recognizing their overall fund raising result of \$12,457.05 and the involvement of twenty-one (21) run/walk participants. Bendale Acres' Saryu Deasi was the Top Individual Fund Raiser contributing \$3,673.96 in pledges to the campaign.

Cummer Lodge had the most participants, with thirty-one (31), fourteen (14) of whom were youth. Castleview Wychwood Towers increased its fundraising result by 77 percent over last year; Kipling Acres and Wesburn Manor were both up 45 percent; True Davidson Acres had a 10 percent increase; Seven Oaks rose by 8.5 percent and Bendale Acres raised 6 percent more funds than the previous year.

## **Fundraising**

Funds raised through the Toronto Challenge contribute to programs and services like fitness classes for seniors, large print books, and shuttle bus trips to the mall, independent living and home support services. The top fundraising partner agency was the Aphasia Institute with a result of \$30,600.00. Seven (7) more community partners report to have raised over \$10,000.00 with another five (5) well over the \$5,000.00 threshold. Twenty (20) of the community fundraising partners report more than a 10 percent increase in the funds raised.

Funds raised this year by Toronto Homes totalled over \$59,000.00 and will be used toward patio furniture, outdoor gardens, entertainment, and improving the living environments in common areas for our residents.

## Registration

Twenty-six (26) families, representing 103 participants registered using the special \$40 family fee; 320 registrations were received on-line through the Running Room website; volunteers processed 274 registrations on event day, and 1,121 had signed up in advance. Nine hundred and twenty-four (924) of the participants indicated on the registration form a particular fundraising partner to support with their fundraising efforts. Another one hundred and twenty (120) walked and/or ran for Toronto Long-Term Care Homes and Services and those pledge dollars totalling \$6,000.00 will be re-distributed to enhance the individual Home's fundraising results.

## Participants

Each of the three events has distinct demographics – 65 percent of the runners are in the age range of 20-49 years of age. Overall, more women (63 percent) are involved in the events than men (37 percent); more than half of the women in the 5k walk are between 30 and 60 years of age and the majority (53 percent) of the 1k walk participants are children (13 percent) and seniors (41 percent).

The Toronto Challenge remains a family event suitable for all ages and levels. Family pricing, prizes, and the post run/walk barbeque makes the event most enjoyable.

More information, including event day photos and a video are available on the Toronto Challenge website [www.toronto.ca/challenge](http://www.toronto.ca/challenge) and will be shown at the Advisory meeting.

## Event Budget and Financial Results

The final budget and financial summary for the 2008 Toronto Challenge:

	<b>Budget</b>	<b>Actual Result</b>
<b>Revenues:</b>	<b>140,000</b>	<b>151,768</b>
Registration Fees	20,000	22,042
Corporate Donations	52,500	56,850
Home Donations	60,000	64,637
Agency Registrations	4,500	4,515
Other Donations	3,000	3,724
<b>Expenses:</b>	<b>59,000</b>	<b>51,350</b>
Promotions	8,400	4,901
Printing	14,500	10,250
Race Day Costs	31,100	31,090
Prizes	5,000	5,109
<b>Net Proceeds</b>	<b>\$81,000</b>	<b>\$100,418</b>

In the final accounting, net proceeds exceeded the budgeted net result by 24 percent. Revenues from all sources grew and expenditures were lower than planned, cost controls reduced the amount of items purchased, food and refreshments for the participants were

donated, and a complete re-design of the highway banners was delayed for one year to accommodate the divisional name change.

The next and 18<sup>th</sup> annual Toronto Challenge will be held on the second Sunday in June, which will be June 14, 2009.

## **CONTACT**

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## **SIGNATURE**

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