



STAFF REPORT INFORMATION ONLY

True Revue - 35th Anniversary Celebration

Date:	November 12, 2008
To:	Advisory Committee on Long-Term Care Homes and Services
From:	General Manager, Long-Term Care Homes and Services
Ward:	31
Reference Number:	

SUMMARY

On Tuesday evening, October 28, 2008, two hundred and forty (240) guests attended True Revue, a celebration of 35 years at True Davidson Acres, raising funds to support the home's goal to transform the bath environment into a spa experience, to significantly benefit current and future residents of True Davidson Acres. The dinner, silent auction, hat sale, a professionally staged Variety Show and tribute to the legendary Miss True Davidson, Reeve and Mayor of East York from 1961 to 1972 has, to date, already netted over \$30,000.00.

Financial Impact

There are no financial implications to the Long-Term Care Homes and Services operating budget arising from the True Revue fundraising event.

DECISION HISTORY

Each year, a Home gala is held to raise funds for a specific project. True Davidson Acres expressed interest and was selected in 2008. All funds raised will go toward enhancement and transformation of the bathrooms into spas for the residents.

ISSUE BACKGROUND

True Davidson Acres 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. It

was planned that event revenues would be \$43,500.00 (actual received to date \$43,542.00) with net proceeds from this one event, True Revue, to generate \$26,000.00 – this has been realized and exceeded by \$4,000.00 and counting.

COMMENTS

The 35th anniversary of True Davidson Acres provided 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 True Davidson, a colourful politician rarely seen without an exotic hat. Part of the fundraising program included creation of a hat wall in the Great Hall at True Davidson Acres. Symbolic hats priced at \$35.00 to commemorate 35 years of quality care in East York were sold. Also, the table centrepieces were hats decorated by the current residents at True Davidson Acres.

The Home Advisory Committee worked diligently, estimated at 400 volunteer hours of planning time, to ensure success and secure support for True Revue. This included strong local political support from an impressive list of patrons including Lorenzo Berardinetti (MPP Scarborough Southwest), Jack Layton (MP Toronto Danforth), Case Ootes (City Councillor Ward 29), John Parker (City Councillor Ward 26), and Peter Tabuns (MPP Toronto Danforth). The three local representatives from all levels of government were patrons and each attended True Revue and sat together – Janet Davis, City Councillor Ward 31, Maria Minna, MP Beaches East York, and Event Honourary Chair Michael Prue, East York's final Mayor before amalgamation and the current MPP for Beaches East York.

The True Revue Variety Show was produced by Pro File Productions and featured the talents of Chagall, Roberta Harris, Madame DuBarry, Mantee, Kristen Pottle, the Toronto Police Choir, Michelle Berting, Johnny Toronto, Heather Smith, Evans & Evans and the True Revue Dancers – Christine Donato, Melissa Moore, Dayna Tietzen, Lindsay Kramer, Melissa Mitro, and Natalie Cultraro. Performances began during the Reception with a flutist and harpist, continued through dinner and dessert, wrapping up over two hours of entertainment with a grand finale medley of 70's songs, popular when True Davidson Acres opened in 1973. A presentation on the life of Miss Jean Gertrude (True) Davidson, Reeve (1960-1966), was the first Mayor of the Borough of East York (1966-1971) was also enjoyed by the guests.

Guests purchasing tables included Bendale Acres, Bonnyview Farms, Metro Hall LTC Managers, Martinway Contracting, Pine Hills Cemetery, Simple Alternative Funeral Centre, Tri-Air Systems, and True Davidson Acres Volunteers. There were four tables of residents who were able to attend compliments of the volunteers, Eye Contact, Golden Care Dental Services, TD Canada Trust, Tri-Air Systems and individuals who could not attend but donated ticket(s) for resident guests. Medical Pharmacies were Gold Sponsors of the event; Bronze sponsorship came from W. Barraclough & G. Hegge.

The East York Mirror provided excellent media support including two front page articles on September 12 and October 3, two additional stories on September 5 and 19 helped to generate community interest, a listing in the Community Events section the week prior to

the event and then another photo in the October 31 paper taken on event night showing members of the planning committee and part of the musical entertainment.

True Revue was an entertaining evening enjoyed by residents, family members, staff, volunteers, members of the community and corporate sponsor representatives, all of whom gathered to help raise funds for this important project while increasing the profile of True Davidson Acres within the community.

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SIGNATURE

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