



## STAFF REPORT ACTION REQUIRED

### 2009 Toronto Challenge Presenting Sponsor and Budget

<b>Date:</b>	February 11, 2009
<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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The 18<sup>th</sup> annual Toronto Challenge will be held on Sunday, June 14, 2009 with the presenting sponsorship support of MonsterMortgage.ca and the returning sponsorship and in-kind support of dozens of corporate partners. Funds contributed by the presenting sponsor of the Toronto Challenge pay for promotional materials, race day logistical costs, and printed materials associated with staging the 5k run, 5k walk and 1k walk.

With strong sponsorship support and a controlled event budget, the Toronto Challenge is a significant fund and awareness raising event for Toronto Long-Term Care Homes and Services (LTC) and for dozens of other community organizations serving Toronto seniors. As of this date, there are eight (8) new community partners, thirty (30) returning organizations plus the directly-operated LTC divisional sites that will benefit from the funds raised at this year's event.

#### **RECOMMENDATION**

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The General Manager recommends that the Advisory Committee on Long-Term Care Homes and Services endorse the 2009 Toronto Challenge event budget.

#### **Financial Impact**

There are no financial implications to the Long-Term Care Homes and Services operating budget arising from the 2009 Toronto Challenge.

## **DECISION HISTORY**

The Division stages 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 Long-Term Care Homes and Services.

## **ISSUE BACKGROUND**

The Division first began fundraising through a run/walk event hosted by Baycrest Centre. In 1992, it 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 support 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, in 2008 and for 2009.

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.

Given the current economic climate, we are fortunate to have the major financial sponsors returning for the 2009 Toronto Challenge: MonsterMortgage.ca, Nissan Canada Foundation, Booth Centennial Healthcare Linen Service, Medical Pharmacies, Johnson Diversey, R.G. Henderson and Sysco.

In-kind support from The Running Room and Toronto Community News has also been maintained. A new media partnership with CTV Toronto has been confirmed. These communication vehicles allow the event to be promoted at no cost within the running community and to reach potential participants through traditional broadcast and e-media.

Participating agencies register and pay a fee of \$105.00 to help cover the costs of their basic supplies including registration brochures, posters, displays and ads promoting the event.

For runners and walkers, individual adult fees are \$20.00; \$10.00 for Children and Seniors; and there is Family Registration fee (two adults and two children or one adult

and three children) at \$40.00. These funds help to pay for the event t-shirts and race day costs like permits, police and road closures.

## COMMENTS

All revenues 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 to enhance the quality of life for residents and clients. In the past, funds have been used to purchase furnishings for common areas, to enclose patios, for musical entertainment, large print books, fireplaces, big screen televisions and for special outings and day trips.

The following budget for the 2009 Toronto Challenge is proposed:

	<b>2009 Budget</b>	<b>2008 Budget</b>
<b>Revenues</b>	<b>132,000</b>	<b>140,000</b>
Registration Fees	23,000	20,000
Corporate Donations	48,000	52,500
Homes Donations/Pledges	54,000	60,000
Agency Registrations	4,500	4,500
Other Donations	2,500	3,000
<b>Expenses</b>	<b>62,000</b>	<b>59,000</b>
Promotions	7,100	8,400
Printing	16,000	14,500
Race Day Costs	33,400	30,935
Prizes	5,000	5,000
Miscellaneous	500	165
<b>Net Proceeds</b>	<b>\$70,000</b>	<b>\$81,000</b>

The number of participants, and revenue from registration fees, is expected to increase with the added publicity and promotions to be realized through the CTV Toronto media support. Even with the major financial sponsor confirmations, there are other companies unable to commit at this time due to the global economic situation; this may also have an impact on others and is reflected with reduced donation and pledge expectations for this year's event budget in comparison to last year.

Expenses have increased slightly as all signs need to be replaced, including the large highway bridge banners, to reflect the new divisional name. There are also additional inter-divisional charge backs (EMS) that are no longer provided free of charge.

## **CONTACT**

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## **SIGNATURE**

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