

2009 Night of Lights

Date:	April 2, 2009
To:	Advisory Committee on Long-Term Care Homes and Services
From:	General Manager, Long-Term Care Homes and Services
Ward:	21
Reference Number:	

SUMMARY

Staff, volunteers and family members at Castlevue Wychwood Towers are embarking on a project to enhance the space adjacent to the cafeteria; plans are to create a safe, private and therapeutic environment in the form of a solarium.

Preliminary planning work has begun for “Night of Lights”, a fundraising evening to be held at Famous People Players on Thursday, October 22, 2009. The evening will include a silent auction, sit down dinner, hour long show by a professional black light theatre company featuring Diane Dupuy’s developmentally challenged performers.

RECOMMENDATIONS

The General Manager recommends that the Advisory Committee on Long-Term Care Homes and Services endorse the event and budget for “Night of Lights”.

Financial Impact

There are no financial implications to the Long-Term Care Homes and Services operating budget arising from the “Night of Lights” fundraising event.

ISSUE BACKGROUND

Each year, a fundraising event is held to raise funds for a specific project. Castlevue Wychwood Towers has expressed interest in hosting the 2009 event and want to direct funds toward a solarium to enhance the quality of life for residents.

A solarium at Castlevue Wychwood Towers will provide an extension onto the cafeteria where residents, family members and staff can enjoy a space with comfortable furnishing, beautiful scented plants to stimulate the senses, shaded sitting areas and gardening programs for residents who have a green thumb. The space is also planned for residents to gather for barbecues and ice cream socials and to visit family and friends. The solarium is planned with safety in mind; this space will also promote additional room for the residents with dementia to enjoy and stroll about freely.

It is estimated that the solarium will cost \$100,000; one quarter of that is to be raised through the “Night of Lights” event, the remaining funds will come from donation accounts and proceeds from the Toronto Challenge fundraiser in June.

COMMENTS

A planning committee with members from Building Services, Nursing, Programs and Services, Dietary, and Volunteers are devoted to the event’s success. Preliminary planning has secured Famous People Players Theatre, located at Dufferin and Dupont, just 4 km from Castlevue Wychwood Towers, for the evening of October 22, 2009. The venue is an internationally acclaimed entertainment spot for fine dining and black light theatre and can accommodate 190 guests.

Sponsorships guidelines and benefit fulfillments have also been established. Presenting Sponsor - \$10,000; Reception Sponsor - \$5,000; Gold - \$5,000; Silver - \$2,500; and Bronze - \$1,500. Individual tickets will be \$100 each.

This far, Hunt's Convalescent Equipment has already committed to a Gold Level Sponsorship, the Castlevue Korean Volunteer Association has coordinated a table of guests, and CBC’s Mary Ito has accepted the invitation to be the Master of Ceremonies for “Night of Lights”.

The proposed event budget and fundraising projection for “Night of Lights” is:

Revenues:	
Sponsors/Donations	\$17,000
Tables/Ticket Sales	17,500
Silent Auction/Raffles	4,500
Total	\$39,000
Expenses:	
Dinner and Venue	\$11,000
Printing	2,000
Miscellaneous	1,000
Total	\$14,000
Net Proceeds:	\$25,000

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SIGNATURE

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