



STAFF REPORT INFORMATION ONLY

2009 Toronto Challenge

Date:	August 17, 2009
To:	Advisory Committee on Long-Term Care Homes & Services
From:	General Manager, Long-Term Care Homes & Services
Wards:	All
Reference Number:	

SUMMARY

Overall participation in the 2009 Toronto Challenge presented by MonsterMortgage.ca was up 32 percent over the previous year, with more runners and walkers than ever before; surpassing the 2002 event by 14 registrations.

Fifty-five (55) 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 and are on track to bring in \$425,000.

Financial Impact

There are no financial implications to the operating budget of Toronto Long-Term Care Homes & Services arising from this report.

ISSUE/BACKGROUND

The Division first began fundraising through a run/walk event hosted by Baycrest Centre. In 1992, the first of what became an annual fundraising event, solely involving Toronto's ten homes and their respective residents, volunteers, staff, family and friends was held.

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 four years, MonsterMortgage.ca has been the presenting sponsor of the Toronto Challenge.

COMMENTS

Event Highlights

All participants received a ribbon at the finish line. The fastest male runner was Nick Crocker, in a time of 15:39 (3:08/km pace) and the fastest female runner was Jennifer Arsenault, time 17:48, pace 3:34/km. Medals and prizes were presented to the 1st/2nd/3rd place Male and Female runners in nine (9) age categories and to the oldest and youngest participants in each of the three events: Tom Tritschler, 76 years in the 5k run; 94-year old Grace Ada Lawrence in the 5k walk and 1k walker Donalda Jardine at 100 years old. The youngest participant in the 5k run was 3-year old Agape Sheikh, the youngest 5k walkers were 2-month old twins Emma and Justine Fontaine and the youngest 1k walker was 4-month old William Negus. Dixon Hall received the MonsterInsurance.ca trophy acknowledging them as the agency with the most pre-registered participants.

Sponsors

MonsterMortgage.ca are excellent presenting sponsors, providing significant funds and support; since MonsterMortgage.ca became presenting sponsors, event participation has grown by 42 percent.

In addition to important financial support from the Nissan Canada Foundation, they provided a 2009 Nissan Altima Hybrid pace car and three additional display vehicles were on hand for event day.

Funding support from Booth Centennial, Medical Pharmacies, Johnson Diversey, R.G. Henderson, Dynamic Foot Clinic, Sysco Foodservices, Abbott Nutrition, M.I.P. and SCA Personal Care complement the in-kind support received from CTV, Toronto Community News, Outdoor Broadcast Network and the Running Room, along with the products supplied by Timex, Oasis, Kellogg's, Maple Leaf, Heniz, Canada Bread, Sara Lee, BC Tree Fruits, Chiovitti Bananas, Booster Juice, Danone, Larabar and Wrigley's.

Media

A full page colour ad in 249,000 copies of the Parks & Recreation Spring & Summer Fun Guide focused on the family aspects of the Toronto Challenge. The pep rally kick-off event held at Castleview Wychwood Towers on May 14 was covered in all editions of Toronto Community News Mirror and Guardian publications. One hundred and fifty-eight (158) large format TTC shelter ads were posted from April 27 to May 24 featuring a Register Now call to action. Outdoor Broadcast Network and One Stop video screens played :10 and :15 second ads and the CTV Community Connected on-line calendar and Tom Brown editorials encouraged participation and support.

In-kind ads were placed in Toronto Community News to coincide with the timing and placement of the highway bridge banners across the Don Valley Parkway, Gardiner Expressway and Lakeshore Boulevard West.

Three articles featuring Toronto Challenge participants from Bendale Acres, Carefree Lodge and Kipling Acres drew attention to the positive influence of the event and its supporters when published in the Scarborough Mirror, North York Mirror and Etobicoke Guardian in early June.

Zoomer radio station, AM 740, did a week in advance feature on the event and race day coverage was provided by CP24's live remote broadcast and CTV news.

Homes' Participation

Toronto's ten (10) Homes were represented by 243 runners and walkers, up from 180 last year; Supportive Housing had two (2) participants. Over one hundred and twenty volunteers helped make the day possible providing water and refreshments for the participants, assisting with parking, road closures, venue signs and set-up, the aerobic warm-up, stage ceremony and assisting participants in wheelchairs and with mobility aids complete the course. Castlerview Wychwood Towers coordinated the race kit preparation, distribution and day of registrations. The Lakeshore Lodge team prepared 1,600 hot dogs on the barbeque and handed out 800 slices of pizza to participants.

For the third year in a row, the Leader of the Pack Award goes to Carefree Lodge recognizing their overall fundraising result of \$14,862.75 and the involvement of twenty-five (25) run/walk participants. Bendale Acres' Saryu Deasi was the Top Individual Fund Raiser contributing \$3,384 in pledges to the campaign. Cummer Lodge had the most participants with eighty-five (85). Lakeshore Lodge had the most improved year-over-year fundraising increase and the CTV Students Supporting Seniors Award was given to the Kipling Acres Volunteer Youth Council.

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 \$37,515 in pledges.

Seven (7) more community partners report to have raised over \$10,000 with another ten (10) well over the \$5,000 threshold. Twenty-six (26) of the fundraising partners report an increase over the previous year's event.

Funds raised this year by Toronto Long-Term Care Homes & Services totalled over \$54,000 and will be used toward patio furniture, outdoor gardens, entertainment, and improving the living environments in common areas for the residents.

An additional \$275,000 is reported as the fundraising result from the community agencies.

Registration

Fifty-nine (59) families, representing 230 participants registered using the special \$40 family fee; 420 registrations were received on-line through the Running Room website;

volunteers processed 332 registrations on event day and 1,515 had signed up in advance. One thousand one hundred and eight-six (1,186) participants indicated on the registration form a particular fundraising partner to support with their fundraising efforts. Ninety-six (96) walked and/or ran for Toronto Long-Term Care Homes and Services and those pledge dollars totalling \$3,000 will be re-distributed to enhance the individual Home's fundraising results.

Participants

Participation in the MonsterMortgage.ca 5k run was up by 36 percent over the previous year; the Nissan Canada Foundation 5k walk increased by 22 percent and the 1k walk participation rate rose 18 percent.

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); youth participants represent 15 percent of all runners and walkers and 29 percent are in the 50+ demographic.

Cheerleaders from Bishop Allen Academy were at the Finish Line and another squad from Cardinal Newman High School at the half-way point on the 5k route to encourage the runners and walkers; Miss Teen World Ontario assisted with the presentation of awards alongside Ward 31 Councillor Janet Davis.

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

Event Budget and Financial Results

In the final accounting, net proceeds exceeded the budgeted net result by almost \$20,000.

Corporate donations cover race day costs; participant registration fees and agency registrations assist with promotional, printing and prize costs.

Revenues from all sources grew and some savings in printing costs lowered planned expenditures.

The financial summary for the 2009 Toronto Challenge:

	Budget	Actual Result
Revenues:	132,000	143,670
Registration Fees	23,000	29,656
Corporate Donations	48,000	52,700
Home Donations/Pledges	54,000	54,283
Agency Registrations	4,500	4,725
Other Donations	2,500	2,306

	Budget	Actual Result
Expenses:	62,000	54,343
Promotions	7,100	5,576
Printing	16,000	12,496
Race Day Costs	33,400	31,126
Prizes	5,000	5,145
Miscellaneous	500	0
Net Proceeds	\$70,000	\$89,327

Beautiful weather, strong media coverage and great community and volunteer support made for an enjoyable day and celebration of seniors. The next and 19th annual Toronto Challenge will be held on Sunday, June 13, 2010.

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

CONTACT

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SIGNATURE

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