



STAFF REPORT INFORMATION ONLY

Night of Lights for Castleview Wychwood Towers

Date:	December 1, 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

On Thursday evening, October 22, 2009, a capacity crowd of 200 guests gathered at the new home of Famous People Players for dinner and a black-light theatrical performance. The event, "Night of Lights", was held to raise funds for a solarium at Castleview Wychwood Towers; to date, over \$37,500 net has been raised by the gala for this project.

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.

DECISION HISTORY

Each year, a Home gala is held to raise funds for a specific project. Castleview Wychwood Towers expressed interest and was selected in 2009. All funds raised will go toward building a solarium for the residents.

ISSUE BACKGROUND

Castleview Wychwood Towers identified the need to build a solarium 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 parties, ice cream socials and to visit family and friends. The solarium is planned with safety in mind and this space will provide for the residents with dementia to enjoy and stroll about freely.

It is estimated that the solarium will cost \$100,000; in addition to the funds raised through Night of Lights, funds from existing donation accounts and from proceeds raised by the Toronto Challenge will contribute.

COMMENTS

Night of Lights received strong sponsor support including Medical Pharmacies as Reception Sponsor; Gold Sponsors: Hunts Healthcare Inc. and the Castlevue Wychwood Towers Volunteer Executive; Silver Sponsor: REA; and Bronze Sponsor: Kudlak-Baird. Benefit fulfillment will include a recognition plaque in the solarium.

Seventeen tickets were donated allowing residents to attend the event. Community and business support was secured by these table sponsors: Castlevue Korean Volunteer Association, Castlevue Wychwood Towers Managers, Castlevue Wychwood Towers Staff, Crossey Engineering & Montgomery Sisam Architects, Dr. James Edney, Dr. William Etzkorn, Fudger House, HN Construction Limited, Long-Term Care Homes & Services Administrators, Long-Term Care Homes & Services Managers, Metro Hall, Martinway Contractors Limited, Mary Hunt, Momiji Foundation, REA, and True Davidson Acres.

Bringing greetings on behalf of Mayor David Miller and Toronto City Council was Ward 21 Councillor Joe Mihevc who attended with his wife. CBC Radio's Mary Ito was the Master of Ceremonies.

The venue, Famous People Players was a very positive site selection and gave the audience a chance to learn more about Diane Dupuy and her troupe of developmentally challenged performers, servers and food preparation staff.

Night of Lights was a very successful fundraising event. As noted below, actual revenues far exceeded projections, while event expenses were within the planned amounts resulting in a 50 percent net increase in funds raised for the solarium at Castlevue Wychwood Towers.

Night of Lights Budget	Projected	Actual
Revenues:		
Sponsors/Donations	17,000	22,525
Tables/Ticket Sales	17,500	19,100
Silent Auction/Raffles	4,500	9,303
Total	\$39,000	\$50,928
Expenses:		
Dinner & Venue	11,000	11,000
Printing	2,000	1,648
Miscellaneous	1,000	690
Total	\$14,000	\$13,338
Net Proceeds:	\$25,000	\$37,590

The 50-item silent auction raised over \$4,400; ticket sales for the grand prize 50" flat screen television and blue ray player added \$1,895; \$690 was generated by the Pick-a-Prize items. All guest tickets were numbered and the door prize winner was Fran Wensley who received Toronto Football Club tickets and team jersey.

Night of Lights 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 Castlevue Wychwood Towers within the community.

CONTACT

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SIGNATURE

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