



STAFF REPORT ACTION REQUIRED

2010 Toronto Challenge Presenting Sponsor and Budget

Date:	January 21, 2010
To:	Advisory Committee on Long-Term Care Homes and Services
From:	General Manager, Long-Term Care Homes and Services
Wards:	All
Reference Number:	

SUMMARY

The 19th annual Toronto Challenge will be held on Sunday, June 13, 2010 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 help 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 and for dozens of other community organizations serving Toronto seniors. As of this date, there are forty-eight (48) groups that will benefit by the funds raised.

RECOMMENDATIONS

The General Manager recommends that the Advisory Committee on Long-Term Care Homes and Services endorse the 2010 Toronto Challenge event budget.

Financial Impact

There are no financial implications to the Long-Term Care Homes and Services operating budget arising from the 2010 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.

Other returning financial sponsors for the 2010 Toronto Challenge include Nissan Canada Foundation, Booth Centennial Healthcare Linen Service, Medical Pharmacies, R.G. Henderson and Sysco.

In-kind support from The Running Room and Toronto Community News has been maintained. A new media partnership with Zoomer radio 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 print, broadcast and e-media.

Participating agencies register and pay a fee of \$105 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; \$10 for Children, Seniors and the Disabled; and there is Family Registration fee (two adults and two children or one adult and 3 children) at \$40. 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 2010 Toronto Challenge is proposed:

	2010 Budget	2009 Budget
Revenues	132,000	132,000
Registration Fees	23,000	23,000
Corporate Donations	48,000	48,000
Homes Donations/Pledges	54,000	54,000
Agency Registrations	4,500	4,500
Other Donations	2,500	2,500
Expenses	68,000	59,000
Promotions	9,000	7,100
Printing	18,000	16,000
Race Day Costs	35,000	33,400
Prizes	5,000	5,000
Miscellaneous	1,000	500
Net Proceeds	\$64,000	\$70,000

Last year was the most successful Toronto Challenge in the event's history with more runners and walkers than ever before. Even with the major financial sponsor confirmations, there are other companies unable to commit at this time due to the global economic situation and revenue projections remain modest.

Expenses continue to increase as a result of City inter-divisional charge backs for design and delivery services as well as increases for paid duty Police and Emergency Medical Services personnel at the event.

CONTACT

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SIGNATURE

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