



STAFF REPORT INFORMATION ONLY

2010 Toronto Challenge

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| Date: | September 8, 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

Promoting the theme “CELEBRATE your ability & support SENIORS in your community”, the 2010 Toronto Challenge presented by MonsterMortgage.ca brought together fifty-three (53) agency partners in a celebration of physical activity and community spirit, raising funds to help improve the quality of life for Toronto seniors. Overall fund-raising pledges have increased 17% over last year. In total \$497,250 was raised.

Financial Impact

There are no financial implications to the division’s operating budget arising from this report.

ISSUE/BACKGROUND

The Long-Term Care Homes and Services 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 five 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 Adrian Lehmann in a time of 14:38 and the fastest female runner was Donna Verge, time 19:14. 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: Gary Waller, 76 years in the 5k run; 95 year old Grace Lawrence in the 5k walk and 1k walker Chuen Szeto at 95 years old. The youngest participant in the 5k run was 2 year old Bella Stock, the youngest 5k walker was 5 month old Julianna Lawrence, Grace's great grand-daughter and the youngest 1k walker was 5 month old Noah Shelkh.

Dixon Hall received the MonsterInsurance.ca trophy acknowledging them as the agency with the most pre-registered participants. Cheerleaders from Bishop Allen Academy were at the finish line and proved to be the largest youth group, thus receiving the Students Supporting Senior award sponsored by CTV.

Zoomer radio personality John Gallagher welcomed everyone and set the stage for the day beginning with the aerobic warm-up, then assisted City Councillor Janet Davis with the official start of the run and walks events. CTV News reporter Michelle Dubé hosted the awards presentation following the events from the stage in Metro Hall Square.

Sponsors

MonsterMortgage.ca is an excellent presenting sponsor, providing significant funds and support. This year they had 72 participants in the run and walk events.

In addition to important financial support from the Nissan Canada Foundation, they provided a 2010 Nissan Altima Hybrid pace car.

Funding support from Booth Centennial, Medical Pharmacies, Johnson Diversey, R.G. Henderson, SCA Personal Care, Sysco Foodservices, Dynamic Foot Clinic, Sara Lee Foodservice and Arthur Weaver Flooring compliment the in-kind support received from CTV, Toronto Community News, Zoomer Magazine, Zoomer Radio AM 740, One Stop Media, Outdoor Broadcast Network and the Running Room, along with the products supplied by Timex, Oasis, Kellogg's, Maple Leaf, Heinz, Canada Bread, Sara Lee, BC Tree Fruits, Chiovitti Bananas, Danone, Gatorade and Wrigley's.

Media

A kick-off event held at Metro Hall on May 12 was covered by CTV News and featured 5 live cut in segments with Anwar Knight where he was able to focus on the Toronto Challenge to encourage participation and advance registration while showcasing activities for all ages and abilities – from day care children playing with balls, to high school cheerleaders, middle aged hula-hooping, and senior bocce ball and line dancing - the focus was to get fit and ready to take the Challenge in one month's time. Toronto

Community News, the Toronto Sun and Metro covered the event featuring good visuals on the inter-generational aspect of the Toronto Challenge run and walk events.

Large format TTC shelter ads were posted from April 26 to May 23 featuring a "Register Now" call to action. One Stop video screen ads ran in TTC stations from May 1 to event day and Outdoor Broadcast Network video ads screened at 7 locations from May 31 to June 13. 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.

A quarter-page ad ran in the Ontario edition of Zoomer magazine's April edition. Zoomer radio station, AM 740 had website support for the month leading up to the Toronto Challenge, provided a morning show interview to promote the event, provided a 3-week live promotion encouraging participation and support for the runners and walkers.

Homes' Participation

Toronto's ten (10) Homes were represented by 219 runners and walkers. Over one hundred and sixty 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.

Bendale Acres coordinated the volunteer assignments. Castlevue Wychwood Towers coordinated the race kit preparation, distribution and event day registrations. The Lakeshore Lodge team prepared 1,600 hot dogs on the barbeque and handed out 800 slices of pizza, juice, fruit, yogurt and snacks to participants. Staff and Managers from Metro Hall assisted with set-up, stage ceremonies, communications and award presentations.

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 who summarized their experience:

"We had an outstanding walk this year. We raised \$70,000 up from \$38,000 last year.

The funds raised will allow us to provide subsidies for more than 40 people with aphasia to attend our community programs this year. This is truly outstanding given that the need for our service is growing, and the costs to deliver our services are not fully covered by government agencies.

We had 102 clients, family, volunteers and staff at the event, which is a 22% increase over last year. We saw a 25% increase in the number of people collecting donations, and the number of individual donors reached 845, which is a 27% increase from last year's walk."

Ten (10) more community partners report to have raised over \$10,000 with another five (5) which are well over the \$5,000 threshold.

Funds raised this year by Toronto Long-Term Care Homes and Services totalled over \$64,000, up 24% from last year. Leading the way with significant increases:

Fudger House up 163% over previous year raising \$9,054

Seven Oaks up 146% over previous year raising \$6,757

Bendale Acres up 144% over previous year raising \$10,890

The overall top fundraiser, contributing \$4,800 in pledges, was Fudger House volunteer Ann Lawson.

Carefree Lodge is recognized as Leader of the Pack for having the highest contribution ratio, with funds raised per resident of \$48.17 and an overall result of \$13,330.

Funds raised contribute to improving the quality of life for residents in the 10 homes with enhancement projects including special entertainment, new patio furniture, outdoor gardens, and the living environments in common areas for the residents.

An additional \$277,000 is reported as the fund-raising result from the community agencies.

Registration

For runners and walkers, individual adult fees were \$20; \$10 for children, seniors and the adults with disabilities; and there was family registration fee (two adults and two children or one adult and 3 children) at \$40.

Sixty-two (62) families, representing 243 participants registered using the special \$40 family fee; 415 registrations were received on-line through the Running Room website; volunteers processed 292 registrations on event day and 1,532 had signed up in advance. One thousand one hundred and sixty-one (1,161) participants indicated on the registration form a particular fundraising partner to support with their fundraising efforts.

Participants

After the 2009 record-breaking number of participants, this year's event held despite G20 security zone confusion, reduced media attention in the week leading up to the event and uncertain early morning weather. Registration was just twenty-seven (27) individuals less than the previous year. In fact, we were on track to see an overall increase with walkers up 3.2% compared to last year but the number of event day registrants, most of whom are runners, did not materialize on event day morning.

Each of the three events has distinct demographics – 60% of the runners are in the age range of 20-49 years of age. Overall more women (63%) are involved in the events than men (37%); youth participants represent 19% of all runners and walkers and 60% of the walkers and half of all the participants are in the 50+ Zoomer demographic.

The Toronto Challenge remains a family event suitable for all ages and levels. Family pricing, prizes, and the post run/walk participant barbeque when combined with the successful grass-roots fund-raising for seniors makes the event a significant part of the division's leadership and community outreach.

Support and expertise from other City services including City Clerks, Emergency and Medical Services, Facilities Management, Fleet Services, Social Development Finance and Administration, Special Events, Protocol, Transportation Right of Way Management, Toronto Water, Web Services, Toronto Public Library and Toronto Police Service augment divisional coordination of the Toronto Challenge.

Event Budget and Financial Results

In the final accounting, net proceeds exceeded the budgeted net result by more than \$33,000 as revenues from all sources grew and there were some savings in printing costs which lowered planned expenditures.

Corporate donations cover race day costs including event t-shirts, permits, police, road closures and event promotion; participant registration fees and agency registrations assist with printing and prize costs.

The financial summary for the 2010 Toronto Challenge:

| | Budget | Actual Result |
|------------------------|-----------------|-----------------|
| Revenues: | 132,000 | 154,018 |
| Registration Fees | 23,000 | 27,850 |
| Corporate Donations | 48,000 | 52,600 |
| Home Donations/Pledges | 54,000 | 64,000 |
| Agency Registrations | 4,500 | 4,305 |
| Other Donations | 2,500 | 5,263 |
| Expenses: | 68,000 | 56,873 |
| Promotions | 9,000 | 9,726 |
| Printing | 18,000 | 10,146 |
| Race Day Costs | 34,175 | 31,042 |
| Prizes | 5,825 | 5,959 |
| Miscellaneous | 1,000 | - |
| Net Proceeds | \$64,000 | \$97,145 |

Additional information, including event day photos and a video are available on the Toronto Challenge website www.toronto.ca/challenge.

Next year the Toronto Challenge run and walk in support of seniors will celebrate its 20th anniversary on Sunday June 12, 2011.

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SIGNATURE

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