Canada Blooms Donation

Date: March 28, 2011

To: Advisory Committee on Long-Term Care Homes and Services

From: General Manager, Long-Term Care Homes and Services

Ward: 21 – St. Paul’s

Reference Number:

SUMMARY

For the fourth consecutive year, Canada Blooms donated plants and flowers to seniors after their annual gardening festival.

On Monday March 21, 2011, 700 flowers and potted plants were transported to Castleview Wychwood Towers for distribution to residents. Blooms were also made available to seniors served by other long-term care homes, seniors’ housing and community programs in the neighbourhood including New Horizons Towers, Christie Gardens, Bellwoods Dundas Project, Bellwoods Park House & Community Connect Program; and to clients in supportive housing sites Cedarbrook Lodge, Cliffwood Manor and Winchester Square.

Financial Impact

There are no financial implications arising from this report.

ISSUE BACKGROUND

During the festival approximately 90,000 visitors enjoyed the beautiful gardens at Canada Blooms. At the close of the event, there were hundreds of plants and flowers remaining and it was decided to share the plants with seniors who may not have been able to attend the festival.

At the close of the festival, volunteers from Castleview Wychwood Towers gathered plants for donation and boxed them for shipping. Procter’s Cartage Limited donated their services to bring the items from the Direct Energy Centre to the home.
In the early afternoon a presentation ceremony was held in the auditorium to receive and acknowledge the generous donation. Approximately 75 residents from the home gathered to select a pot of blooms to take back to their room and to enjoy refreshments. City Councillor Joe Mihevc was on hand and helped to distribute the plants as was Gerry Ginsberg, General Manager of Canada Blooms and Stephen Procter from Procter’s Cartage Limited.

COMMENTS

Coordination of the Canada Blooms donation was very successful. Working with neighbourhood groups and community partners, plants were allocated to nearby senior homes and programs.

The two dozen volunteers that helped cull, box and organize the plants were provided with a Live Green Toronto t-shirt and given a complimentary pass to the Canada Blooms show. Supportive housing clients were also provided with free passes to attend Canada Blooms and had plants delivered to their homes following the presentation event at Castleview Wychwood Towers.

There was strong media interest and coverage of the presentation ceremony including newspapers Sing Tao, Town Crier, Ming Pao, Epoch Times and Toronto Community News (Mirror & Guardian). Television coverage, on CITY-TV focused on the colourful donation and the excitement and appreciation of the seniors in receiving the blooms.

Feedback from corporate partners has been very positive. In addition to the support from Canada Blooms and Proctor’s Cartage Limited, assistance and expertise from City Divisions including Toronto Office of Partnerships and Toronto Environment Office enhanced divisional coordination of the donation.

CONTACT

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SIGNATURE

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