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TORONTO PARKS AND TREES
FOUNDATION

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December 10, 2012

Chair and Members of the Budget Committee
Toronto City Hall
100 Queen Street West
10th Floor, West Tower
Toronto, ON M5H 2N2

Dear Councillor Mike Del Grande, Chair

Re: Toronto Parks and Trees Foundation

I am the Chair of the Toronto Parks and Trees Foundation. The TPTF fundamentally exists to support the City's parks and trees. Since its inception, it has contributed 1.8 million in support of parks and trees on public land throughout the City. The TPTF is seeking to implement a business plan in order to grow its support approved PF & R projects. Since April of this year, we have remitted over \$270,000.00 dollars to the City for public parks and urban forest enhancement and \$300,000 are being held in trust for park enhancements for park 'Friends' groups are actively engaged in fundraising. The Foundation expects to remit over \$250,000.00 in 2013 as well.

We had requested support of \$250,000.00 through PF&R staff which is consistent with and was intended as funding to launch the business plan. Our intention is to leverage this initial grant in order to optimize our fundraising capabilities, and by doing so, maximize donations to the City and build the long term self sufficiency of the Foundation. We have a strategy in place and were looking to this funding to help in the execution of this strategy. With City support in the form of the requested grant, we expect this amount will grow significantly, and we will be able to implement a business plan that will bolster donations, access donors, provide profile to PF&R and the City in its greening efforts as well as other funding initiatives such as grants for City park improvements that might not otherwise be available.

Below is a list of community based parks projects that have been supported through the work of TPTF:

- Rebuilding the Jamie Bell Adventure Playground in High Park
- Douglas B. Ford Playground Refurbishment
- Adopt-A-Bale Children's Teaching Kitchen, a demonstration environmental building. (In progress)
- Fundraising for the continued operation of the High Park Zoo

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- Shade The Barns – Tree Planting and shade structures at Wychwood Barns Park
- Rotary Peace Park Rejuvenation Committee - Rotary Peace Park Playground
- Friends of Flagstaff Park - Flagstaff Park Playground
- Embrace Martingrove Park – park rejuvenation project.
- Friends of Stanley Park – tree planting, bench installation, etc.
- Wabash Building Society - Sorauren Park rejuvenation project
- Riverdale Farm Coalition – Help Save Riverdale Farm
- Friends of Toronto Islands – Help Save Far Enough Farm
- Help Rebuild Jamie Bell High Park Children's Adventure Playground
- Friends of High Park Zoo – Help Save High Park Zoo (operational budget)
- Guardian of the High Park Labyrinth – Labyrinth Upgrade Project
- Douglas B. Ford Park Playground Rejuvenation Group – Playground Rejuvenation
- Friends of Queensland Park – Rejuvenate the park
- Jack Layton Ferry Terminal Community Group – Rejuvenate Harbour Square Park.

Interest is growing from communities as well as business groups. Our Foundation allows for 100% of dollars raised to go directly to improvements to parks and recreational facilities and to plant trees.

Finally, we are confident extensive private sector interest in supporting parks based initiatives and tree planting exists, and the Toronto Parks and Trees Foundation is uniquely positioned to capitalize on this interest and to become a major contributor to Toronto's Parks and Recreation Facilities and to tree planting.

Thank you for your consideration of our request.

Yours truly,



Cynthia MacDougall
Chair, Toronto Parks and Trees Foundation