



Presentation for Parks & Environment Committee

29 January 2013

Partnership Development Unit,
Management Services
Parks, Forestry and Recreation

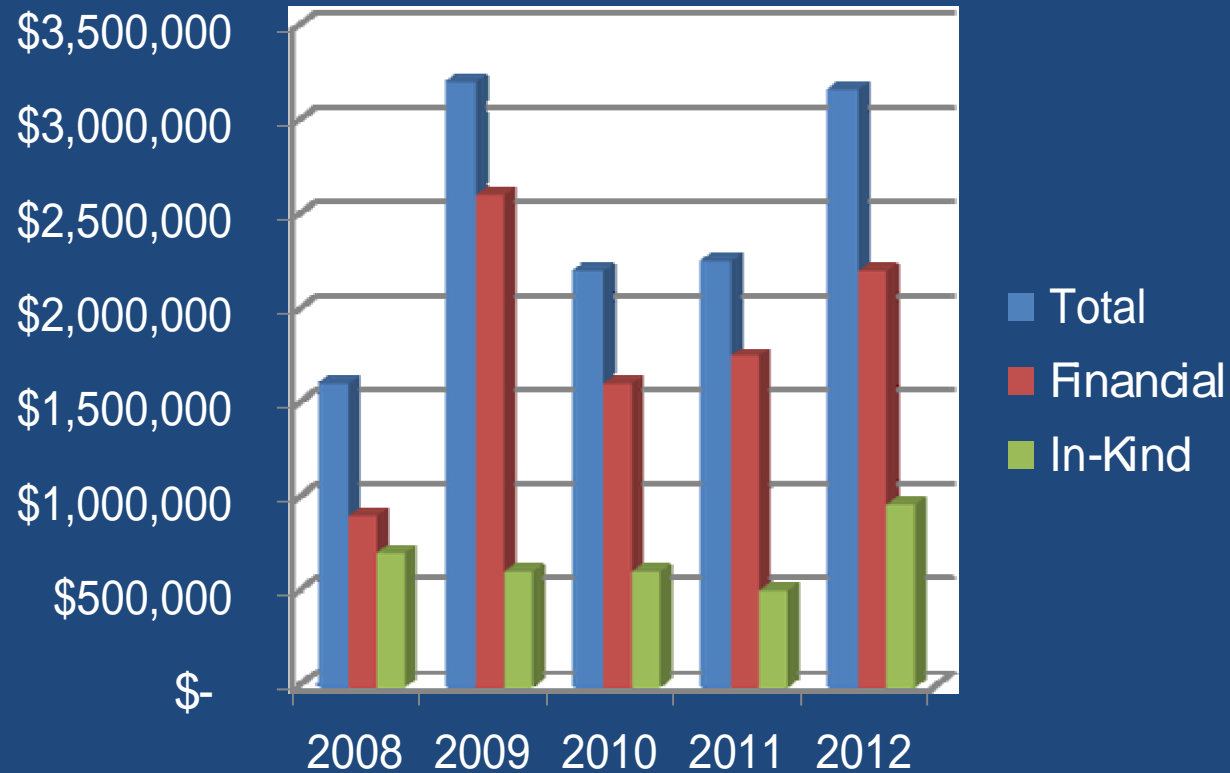




About the Partnership Development Unit

- Generates funding for PF&R approved initiatives through third-party investment
- Implements agreements to support capital and program projects
- Develops funding relationships with corporations, foundations, other orders of government, philanthropists, local citizens, community groups
- In other words, a matchmaking service, connecting funding to projects for a better city
- Motto: Partnerships make it happen!





Success Story

- Steady funding growth in both financial (cash) and in-kind income
- 2012 best year in three years: \$3.1 million total contribution
- Average \$2.3 million per year contribution





MLSE Team Up Foundation

\$2.7 million donation to refurbish rinks, basketball courts, soccer fields over 5 years



Private Citizen Donor

\$1 million to build sensory garden and accessible waterplay area in Earl Bales Park 2009



Jays Care Foundation

Donations of \$150,000 and \$175,000 to refurbish Stan Wadlow and Smythe Park ball diamonds

Sample Success Stories





Jamie Bell Adventure Playground Castle – Various

More than \$400,000 in cash and in-kind donations to rebuild after fire, from Canadian Tire / Lowe's Home Improvement Warehouse / TD Bank Group / Sprott Foundation / HGTV / Holmes Makes it Right, The Series



TD Bank Group

\$300,000 donation in support of Frankin Children's Garden on Toronto Island



Kraft Canada

\$50,000 donation for rebuilding playground at Jeff Healey Park (Woodford Park)

Sample Success Stories





Neshama Playground

\$750,000 donation from “Bunch of Guys” for new fully accessible playground in Oriole Park



Bay Street Fore a Cau\$e

\$90,000 donation from Bay Street group for Sir Casimir Gzowski Playground refurbishment

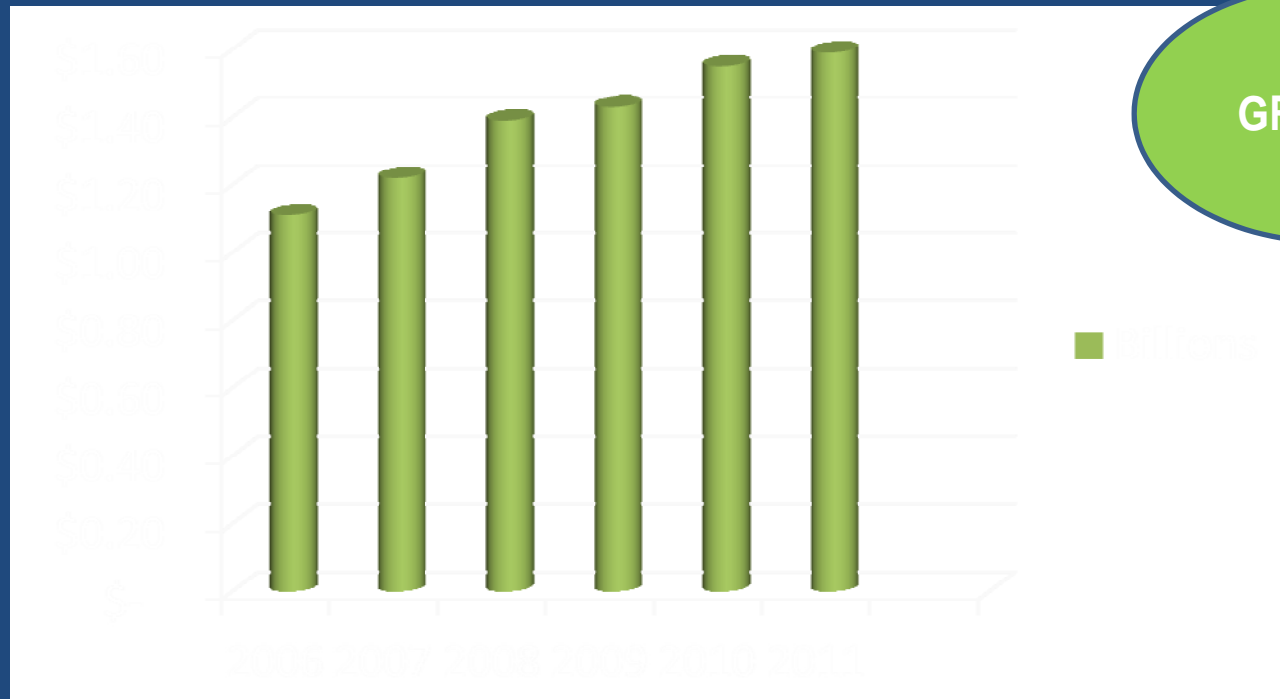


Embrace Martingrove Gardens

\$50,000 donation for playground refurbishment as part of TVO Kids television show, “Giver”

Sample Success Stories





Sponsorship Industry Growth = Opportunity

- Sponsorship industry has grown 43 per cent since 2006 (Canadian Sponsorship Landscape Study)
- \$1.59 billion in sponsorship rights fees nationally
- Increased interest from foundations and corporations wanting to “give back”
- PF&R well positioned to take advantage of increased sponsorship interest in Sports, Community (“grassroots”), Cause, Unique categories (CSLS)



Community Engagement

- Emergence of “Friends of” parks groups, now more than 60
- New groups every month
- Founding of non-profit Park People in 2011
- Growth in community-based donations through Toronto Parks and Trees Foundation
- Foundation expects record year for donations in 2012





GROWTH

Toronto Parks and Trees Foundation

- Uniquely positioned as key tool for parks and tree canopy fundraising initiatives
- Over 1,800 individual donations worth more than \$300,000 to date FY 2012/13
- Offers charitable status and online fundraising tools for community groups
- \$250,000 in new Council support... poised to grow to respond to PF&R funding priorities
- All-volunteer board of directors, registered charity





GROWTH

Other Governments, Foundations, Philanthropists

- PDU success in obtaining grants for City projects from other government bodies
- Opportunity to source more funding from these sources for PF&R projects

Image: David Samuel, Wikimedia Commons





Partnership Process #1 (summary)

Project initiated by **community group/donors**:

1. Identify need for park or facility enhancement
2. PDU prepares Partnership Briefing Note for approval by PF&R senior management team.
Added to PDU Work Plan
3. Funding partner commitment to project
4. Council or GM approval granted to proceed
5. Project build/volunteer component/launch event

Projects with full funding can move more quickly to completion





Partnership Process #2 (summary)

Project initiated by [staff/capital plan/councillors](#):

1. Added to PDU work plan
2. Prospecting (research) potential funders
3. Pitches/grant applications
4. Approvals
5. Implementation





Funding Sources

1. Community-led fundraising campaigns
2. Donors (no consideration expected; Donation Policy)
3. Corporate sponsors/foundations (consideration expected; Sponsorship Policy)
4. Granting bodies (foundations, other government)

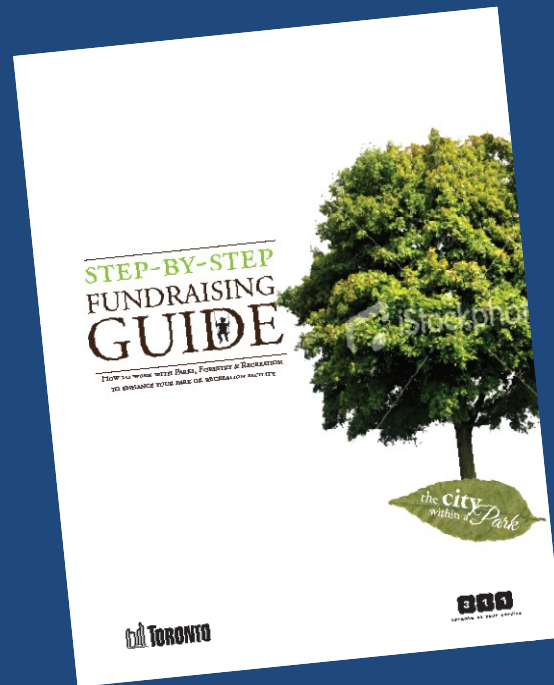




Challenges

- Managing donated funds over multi-year projects (easier with Toronto Parks and Trees Foundation)
- Increased capital planning workload with new projects
- Increased future maintenance – maintenance endowments being explored
- Purchasing process needs to be planned to meet project timelines
- Increasing requests from community groups (workload)





Step-by-Step Fundraising Guide

How to work with Parks, Forestry and Recreation to enhance your park or recreation facility

- Response to increased requests from community groups
- Explains PF&R processes to save time
- Helpful tips and resources
- Inspirational success stories
- Print and continually updated web version
- Now in final production, publication Q1 2013





Thank you

