



TORONTO PARKS AND TREES
FOUNDATION

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Friday, January 25, 2013

To the Members of the Parks and Environment Committee,

The Toronto Parks and Trees Foundation would like to express our continued support of the Item PE18.5 - Community Fundraising for Park Enhancements (Ward All). The City of Toronto is now poised to further leverage the work of the Foundation, in order to garner private financial donations in support of Toronto's parks system, recreational facilities, and urban forests.

The Toronto Parks and Trees Foundation, is a charitable foundation dedicated to enhancing the city's parks, by promoting philanthropy, corporate support, and extensive community involvement. We have been a critical catalyst for fundraising and mobilizing millions of dollars in donations since its inception in 2002.

The support from Toronto City Council has allowed TPTF to grow its ability to become an effective fundraising arm for our public parks, open spaces, recreational spaces, and natural areas across the City. From 2002-2012, the Toronto Parks and Trees Foundation has raised over \$2 million from donations, fundraisers, and grants for the City of Toronto.

The Foundation currently holds about \$300,000 awaiting disbursement to specific Toronto Parks projects for 2013. This year alone, some 19 community group projects are being actively supported by the Foundation at no cost to them or the City of Toronto. 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 growing interest. We intend to become a major contributor to Toronto's parks and recreation facilities, and reforest the city through tree planting programs at no cost to the City.

As interest grows from communities and business groups across Toronto, our Foundation will allow 100% of the dollars raised to go directly into improvements to parks and recreational facilities. The enormous potential of this funding model has been demonstrated in cities across North America, in order to garner extensive future private sector support for Toronto's parks system and urban forests.

On behalf of the Board of Directors of the Toronto Parks and Trees Foundation, we would like to thank you all for Toronto City Council continued support of our community fundraising for park enhancement efforts.

Sincerely,

Hon Q. Lu, P.Eng, MCIP/RPP, Director
Toronto Parks and Trees Foundation
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Cc: Cynthia A. MacDougall, Chair, Toronto Parks and Trees Foundation
Andrew Sorbara, Vice Chair, Toronto Parks and Trees Foundation
Members of Toronto City Council

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