



Internal Allocation Request – TransformTO 2.0

Date: September 13, 2017
To: Toronto Atmospheric Fund Board of Directors
From: Chief Executive Officer

SUMMARY

Approval of an internal project allocation totalling \$27,000 is requested.

RECOMMENDATIONS

The Chief Executive Officer recommends that the TAF Board of Directors approve an internal project allocation of \$27,000 over nine months to add capacity within TAF to attract external funding for TransformTO.

FINANCIAL IMPACT

The recommended internal project allocation would come out of TAF's 2017 budget.

Internal Program Budget	2017
Total available funding	\$360,000
Internal program allocations committed to date	\$329,250
Recommended allocation	<u>\$27,000</u>
Remaining internal program allocations	\$3,750

BACKGROUND

On July 4, 2017, Toronto City Council approved a new climate plan for the City to achieve its target of 80% reduction in GHG emissions by 2050. TransformTO (TTO) is designed to leverage community support because the pace and scale of GHG reduction work required to meet the City's targets cannot be achieved using City resources alone. At its meeting of April 21, 2017, the TAF Board directed TAF staff to use the findings and recommendations of the TransformTO plan to guide future investments and activities. And in a letter of August 2, 2017, TAF was directed, via a recommendation from Toronto City Council, to align its strategies with the recommendations, goals, and principles presented in the TransformTO report, which was unanimously approved by City Council on July 4, 2017.

Engaging and developing relationships with the wider community and starting to attract the public and private funds needed for implementation is urgent. City funding for supporting TTO implementation will be considered during the 2018 Budgeting process scheduled for January and February 2018. This project aims to maintain and build momentum during the next six months, and in particular, to take advantage of provincial, federal and private interest in low-carbon city activities. The proposed program allocation would add capacity within TAF to attract funding for the following priority early actions:

1. Expanded modelling and visualization of future low-carbon scenarios
2. Development of the three TransformTO "campaigns"
3. Co-benefits analysis related to key low-carbon actions
4. Development of financial mobilization strategies to attract private investment

The project objectives include:

1. Development of a fundraising plan to secure \$500,000 for TransformTO by September 30, 2018. The plan would include scoping/refinement of early TransformTO projects, activities and costs, and identification of relevant prospects (criteria, timelines for applications, etc).
2. Development of fundraising materials, both general and project-specific by December 31, 2017.
3. Preparation and advancement of 4-6 fundraising proposals in collaboration with City of Toronto Environment and Energy Division (EED) staff by June 30, 2018.

The funds would be used to contract junior communications support for nine months to allow TAF's Communications Manager to lead the TransformTO fundraising activity. The fundraising work would be supervised by TAF's VP Programs and Partnerships and Co-Director of the TransformTO, in collaboration with TransformTO staff within the City of Toronto's Environment and Energy Division. Also, \$5,400 is budgeted for expenses such as events, travel, and design support.

TAF is optimistic that this fundraising target can be met. For instance, there is currently very strong interest from the Ontario and federal governments in supporting GHG reduction actions in cities, particularly those that advance co-benefits. New programs are being announced imminently supported in Ontario by dedicated cap-and-trade proceeds and on the federal level by robust federal budgets, and are providing

unprecedented fundraising opportunities; but there are risks and challenges. For instance, the TransformTO initiative has not yet received funding support from the City of Toronto, pending its budget discussions of 2018. Early budget signals are showing that there is strong tension and challenge with respect to funding new initiatives, given City Council's wish to prevent tax increases. Given this situation there is some skepticism within the community about the viability of the program, and this may pose a barrier to fundraising.

TAF is well-positioned to build on the momentum that has been created by the successful adoption of TransformTO and prepare for accelerating action/campaigns, should the plan be funded by the City.

We will continue to work in partnership with EED on this file, and will be co-operating closely with City colleagues to develop and advance funding proposals. The fundraising activity will also allow for exploration of supplementary partnerships that may comprise active participation and leadership activity, technical or professional expertise, as well as financial support.

CONTACT

Mary Pickering, Vice-President, Programs and Partnerships, mpickering@taf.ca

SIGNATURE

Julia Langer
Chief Executive Officer