

A Summary of the City's Donation Activity for 2022

Date: November 21, 2023

To: Executive Committee

From: Chief of Staff, City Manager's Office

Wards: All

SUMMARY

The purpose of this report is to provide a summary of the City's donation activity in 2022 as outlined in the annual reporting requirements of the Policy on Donations to the City for Community Benefits.

For the 2022 fiscal year, over 7,500 donations for which tax receipts were issued were received, with a total value of \$1.15 million. Donations were made by both individuals and organizations. While most donations came from individuals and organizations that live or operate within the city, donations were also received from other parts of the province and country.

It is important to note that this summary only pertains to donations for which tax receipts were issued by the City. For example, this summary does not include donations under \$20, gifts from foundations which do not qualify for a tax receipt, or in-kind donations where a tax receipt is not requested by the donor. Agencies and corporations that issue their own tax receipts are also not included in this summary.

RECOMMENDATIONS

The Chief of Staff recommends that:

1. Executive Committee receive this report for information.

FINANCIAL IMPACT

There are no financial implications arising from this report.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the information as presented in the Financial Impact Section.

DECISION HISTORY

At its meeting on October 30, 2012 City Council adopted the "Amendment to the Donations to the City for Community Benefits Policy" (EX23.17) staff report. This report amended the donor requirements in the Donations to the City for Community Benefits Policy: <https://secure.toronto.ca/council/agenda-item.do?item=2012.EX23.17>

At its meeting on May 26 and 27, 2008 City Council adopted the "Delegation of Authority to Receive and Spend Donations to the City for Community Benefits" (EX20.3) staff report, as amended. The report updated the Policy on Donations to the City for Community Benefits: <https://www.toronto.ca/legdocs/mmis/2008/cc/decisions/2008-05-26-cc21-dd.pdf#page=7>.

COMMENTS

The Donations to the City for Community Benefits Policy (<https://www.toronto.ca/business-economy/partnerships-sponsorships-donations/donate/donations-to-the-city-of-toronto-for-community-benefits-policy/>) requires Strategic Partnerships to provide Council an annual summary of the City's donation activity for the prior fiscal year.

1. Donations Process

Donations are accepted by the City through DonateTO (www.toronto.ca/donate), in person, by mail, eFun (for commemorative tree & bench program), and e-transfers.

Launched in 2017, DonateTO is the City's corporate, online donor resource and donation platform that supports the donation transaction and the issuance of tax receipts and thank you letters as applicable. The online portal includes features such as ecards for in honour or in memory donations, a list of City programs to allocate the donation, and intake for specific initiatives and emergencies.

2. 2022 Donations Summary

The City's donation activity for the 2022 fiscal year (Attachment 1 and Attachment 2) can be summarized as follows:

- a) Approximately \$1.15 million was received in 2022, from 7,507 donations.
- b) Most donations were received from individuals. While several individuals and organizations donated on more than one occasion, donors usually gave once to a particular cause.

c) Most donations were received from Toronto residents and Toronto-based organizations. However, donations did come in from other parts of the province and the country.

d) Of the 7,507 donations received in 2022, 90% (6,771) of donations were for \$100 or less.

e) In 2022, the City received a few sizeable cash and in-kind donations: 20 had a value of over \$5,000, including six donations at \$15,000 each.

f) Donations were designated to many City divisions and programs. 87% (6,567) of the total number of donations received were designated for Municipal Licensing & Standards (MLS), primarily for donations to the 24-hour online pet licensing system (ePET).

g) Parks, Forestry and Recreation, MLS, and Seniors Services and Long-Term Care Divisions received approximately 88% of the \$1.15 million in tax receipted donations.

Table 1 shows the donation funds received each year from 2012 to 2022.

| Number and Value of Donations from 2012 to 2022 | | |
|---|---------------------|--------------------------|
| Year | Number of Donations | Total Value of Donations |
| 2022 | 7,507 | \$1.15 Million |
| 2021 | 8,423 | \$1.55 Million |
| 2020 | 9,651 | \$2.30 Million |
| 2019 | 7,439 | \$1.31 Million |
| 2018 | 7,855 | \$1.10 Million |
| 2017 | 7,820 | \$1.08 Million |
| 2016 | 7,325 | \$1.35 Million |
| 2015 | 7,133 | \$1.25 Million |
| 2014 | 7,171 | \$1.12 Million |
| 2013 | 7,996 | \$1.09 Million |
| 2012 | 9,121 | \$1.28 Million |

* Includes only donations that received a tax receipt.

The information provided includes donations for which tax receipts were issued by the City. The actual value of donations collected by the City is higher as donations under \$20 and gifts from foundations do not qualify for a tax receipt.

3. Privacy

Acknowledging the goodwill of Toronto residents and businesses is part of the City's ongoing commitment to improving donor stewardship and cultivating relationships. However, due to privacy and confidentiality requirements and considerations, the City is not authorized to disclose the names of donors nor amounts given without the express consent of these donors.

4. Future Opportunities

Work continues to evolve the City's financial donations platform, DonateTO, and associated processes to further improve the donor experience, present impactful opportunities to invest in City programs, and bolster the platform as an efficient corporate solution.

CONTACT

Allan Olexson, Partnership Advisor
Strategic Partnerships
416-392-6122
allan.olexson@toronto.ca

SIGNATURE

Kate Bassil
Chief of Staff
City Manager's Office

ATTACHMENTS

Attachment 1 - 2022 Divisional Summary of Tax-Receipted Donations
Attachment 2 - Number of 2022 Divisional Donations by Value Thresholds

Attachment 1 - 2022 Divisional Summary of Tax-Receipted Donations

| Division | Cash Donations | | In-Kind Donations | |
|---|----------------|-----------|-------------------|---------|
| | Number | Value | Number | Value |
| City Clerk's Office | | | | |
| Archives/Corporate Information Mgmt | 2 | \$1,300 | 1 | \$300 |
| | | | | |
| Toronto Paramedic Services | | | | |
| Safe City Program - Donate a Defibrillator | 5 | \$3,725 | | |
| You are the Strongest Link - First Aid and CPR Courses | 1 | \$680 | | |
| | | | | |
| Toronto Public Health | | | | |
| Vaccine Equity Transportation Program: COVID-19 Relief & Recovery | 5 | \$250 | | |
| | | | | |
| Economic Development & Culture | | | | |
| Museums & Heritage | | | 1 | \$6,955 |
| Blackhurst Cultural Centre | 7 | \$17,000 | | |
| Spadina Museum | 2 | \$1,533 | | |
| Toronto History Museums | | | 1 | \$350 |
| Toronto History Museums Acquisition Fund | 1 | \$150 | | |
| | | | | |
| Municipal Licensing & Standards | | | | |
| Animal Services | 6,349 | \$256,121 | | |
| All Animals Count General Fund | 198 | \$19,424 | | |
| Spay - Neuter Your Pet Mobile Clinic | 20 | \$1,050 | | |
| | | | | |
| Parks, Forestry & Recreation | | | | |
| Commemorative Tree & Bench Program | 442 | \$614,040 | | |
| 167 Armour Blvd Parkette | 1 | \$1,288 | | |
| Fred Hamilton Park | 26 | \$10,514 | | |
| Riverdale Farm | 1 | \$10,000 | | |
| Riverdale Park West | 9 | \$1,350 | | |
| High Park Zoo | 11 | \$1,225 | | |
| PollinateTO | 5 | \$1,457 | | |
| Sakura Cherry Trees project | 8 | \$675 | | |
| Urban Forestry | 19 | \$8,550 | | |
| | | | | |

| Division | Cash Donations | | In-Kind Donations | |
|---|----------------|---------------------|-------------------|----------------|
| | Number | Value | Number | Value |
| Shelter, Support & Housing Administration | | | | |
| Various Shelters & Centres | 8 | \$4,610 | | |
| | | | | |
| Social Development, Finance & Administration | | | | |
| Equitable Food Access Programs – COVID-19 Relief and Recovery | 1 | \$50 | | |
| | | | | |
| Toronto Police Service | | | | |
| Toronto Police Service Community Benefits | 5 | \$60,240 | | |
| Toronto Police Service Horse Purchase | 2 | \$30,000 | | |
| | | | | |
| Strategic Partnerships | | | | |
| Area of Greatest Need | 54 | \$13,088 | | |
| COVID-19 Relief and Recovery | 2 | \$125 | | |
| | | | | |
| Long Term Care Homes and Services | | | | |
| Various Homes | 308 | \$89,875 | | |
| | | | | |
| Toronto Public Library | | | | |
| Programming | 1 | \$20 | | |
| | | | | |
| Cecil C.C. | | | | |
| Children and Youth Fund | 4 | \$930 | | |
| General Donations | 7 | \$1,675 | | |
| | | | | |
| Grand Total | 7,504 | \$ 1,150,946 | 3 | \$7,605 |

Attachment 2 - Number of 2022 Divisional Donations by Select Value Thresholds

| | <\$25 | \$25-\$100 | \$101-\$500 | \$501-\$1,000 | \$1001-\$5,000 | \$5001-\$10,000 | >\$10,000 | Total |
|-------------------------------------|--------------|--------------|-------------|---------------|----------------|-----------------|-----------|--------------|
| City Clerk's Office | | | 1 | 1 | 1 | | | 3 |
| Toronto Paramedic Services | | | 2 | 4 | | | | 6 |
| Toronto Public Health | 2 | 3 | | | | | | 5 |
| Economic Development & Culture | | | 3 | | 8 | 1 | | 12 |
| Municipal Licensing & Standards | 4,117 | 2,310 | 123 | 11 | 6 | | | 6,567 |
| Parks, Forestry & Recreation | 12 | 31 | 46 | 263 | 165 | 4 | 1 | 522 |
| Shelter, Support & Housing | | 4 | 3 | | 1 | | | 8 |
| Social Development, Finance & Admin | | 1 | | | | | | 1 |
| Toronto Police Service | | | 1 | | | 6 | | 7 |
| Strategic Partnerships | 5 | 36 | 12 | 2 | 1 | | | 56 |
| Long Term Care Homes/Services | 95 | 147 | 45 | 7 | 11 | 3 | | 308 |
| Toronto Public Library | 1 | | | | | | | 1 |
| Cecil C.C. | 2 | 3 | 5 | 1 | | | | 11 |
| Total Number | 4,234 | 2,535 | 241 | 289 | 193 | 14 | 1 | 7,507 |