

A Summary of the City's Donation Activity for 2023

Date: July 2, 2024

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 2023 as outlined in the annual reporting requirements of the Donations to the City of Toronto for Community Benefits Policy.

For the 2023 fiscal year, 7,618 donations for which tax receipts were issued were received, with a total value of \$1.59 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, and from the United States of America.

It is important to note that this summary includes donations for which tax receipts were issued by the City. 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

As per Financial Control By-law: Chapter 71, Toronto Municipal Code, Division Heads may accept and spend donations of \$50,000 or less in respect of a program or capital project they are responsible for, based on several conditions. A subsequent budget adjustment and reporting to City Council is required at the next available opportunity for

associated program or capital expenditures. Donations of over \$50,000 are accepted with the approval of City Council, through a report to the appropriate Committee. A subsequent budget adjustment is required for associated programs.

The donated funds for the 2023 fiscal year are made available to divisions and agencies to allocate toward specific programs and initiatives for which the donations were designated. In cases where donated funds are used to enhance a program or initiative, an in-year budget adjustment is made to the budget to reflect the increase in gross expenditures and increase in donated revenue. In some cases, these funds are deferred to be spent in future years.

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 of Toronto 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 City Council with an annual report summarizing the City's donation activity.

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), ePET (online pet licensing system) and e-transfers.

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 emails as applicable. The online portal offers features such as ecards for in honour or in memory donations, links to applicable City policies, guidance on ways to give, listings of

City programs and partners to allocate donations to, and intake for specific initiatives and emergencies.

2. 2023 Donations Summary

The City's donation activity for the 2023 fiscal year (Attachment 1 and Attachment 2) can be summarized as follows:

- a) Approximately \$1.59 million was received in 2023, from 7,618 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 were also received from other parts of the province and the country, and from the United States of America.
- d) Of the 7,618 donations received in 2023, 88% (6,737) of donations were for \$100 or less.
- e) In 2023, the City received a few sizeable cash donations: nine donations had a value of over \$5,000, including two donations over \$15,000 each.
- f) Donations were designated to many City divisions and programs. Of the total number of donations received, 84% (6,400) were directed to Municipal Licensing & Standards (MLS), primarily for Toronto Animal Services.
- g) In terms of value of donations, Parks, Forestry and Recreation, MLS, and the City Clerk's Office received approximately 91% of the \$1.59 million in tax receipted donations.

Table 1 shows the donation funds received each year from 2012 to 2023.

Number and Value of Donations from 2012 to 2023		
Year	Number of Donations	Total Value of Donations
2023	7,618	\$1.59 Million
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

Number and Value of Donations from 2012 to 2023		
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 building 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 the donors.

4. Continuous Improvement

Work continues to evolve the City's financial donations platform, DonateTO, and associated processes to further improve the donor experience, and present impactful opportunities to invest in City programs and initiatives. For example, in 2023 the City quickly leveraged the DonateTO platform to intake offers of housing and direct in-kind donations in support of refugee relief efforts.

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 - 2023 Divisional Summary of Tax-Receipted Donations
Attachment 2 - Number of 2023 Divisional Donations by Value Thresholds

Attachment 1 - 2023 Divisional Summary of Tax-Receipted Donations

	Cash Donations		In-Kind Donations	
Division	Number	Value	Number	Value
City Clerk's Office				
City of Toronto Archives	1	\$162,963	3	\$3,123
Merry Malvern Market	3	\$4,500		
Toronto Paramedic Services				
Safe City Program - Donate a Defibrillator	2	\$45		
You are the Strongest Link - First Aid and CPR Courses	1	\$500		
Children Services				
Children, Youth and Parenting	1	\$300		
Economic Development & Culture				
Blackhurst Cultural Centre	1	\$250		
Toronto History Museums Acquisition Fund	1	\$250		
Municipal Licensing & Standards				
Animal Services	5919	\$528,324		
All Animals Count General Fund	467	\$33,921		
Spay - Neuter Your Pet Mobile Clinic	14	\$1,385		
Parks, Forestry & Recreation				
Commemorative Tree & Bench Program	579	\$706,399		
Urban Forestry	21	\$1,535		
Fred Hamilton Park	7	\$2,800		
Riverdale Park West	2	\$300		
High Park Zoo	18	\$1,515		
Sakura Cherry Trees project	5	\$625		
SkateAid Donation - Dieppe Park	1	\$875		
Pollinate TO	2	\$310		
Toronto Shelter & Support Services				
Various Shelters & Centre	2	\$2,610		

Social Development, Finance & Administration				
Equitable Food Access Programs	2	\$275		
Toronto Police Service				
Toronto Police Service Community Benefits	1	\$240		
Police Dog Service Unit	2	\$6,653		
Toronto Police Service Human Trafficking Conference	3	\$5,500		
Strategic Partnerships				
Area of Greatest Need	51	\$24,670		
Long Term Care Homes and Services				
Various Homes	488	\$72,507		
Cecil C.C.				
Children and Youth Fund	8	\$21,570		
General Donations	13	\$2,620		
Grand Total	7,615	\$ 1,583,442	3	\$3,123

Attachment 2 - Number of 2023 Divisional Donations by Select Value Thresholds

	\$20-\$24	\$25-\$100	\$101-\$500	\$501-\$1,000	\$1,001-\$5,000	\$5,001-\$10,000	>\$10,000	Total
City Clerk's Office			2	1	3		1	7
Toronto Paramedic Services	2		1					3
Children Services			1					1
Economic Development & Culture	0		2					2
Municipal Licensing & Standards	3,897	2,322	157	14	6	3	1	6,400
Parks, Forestry & Recreation	19	38	40	339	199			635
Toronto Shelter & Support Services				1	1			2
Social Development, Finance & Admin	1		1					2
Toronto Police Service			2		3	1		6
Strategic Partnerships	8	32	4	2	5			51
Long Term Care Homes/Services	187	222	64	8	6	1		488
Cecil C.C.	4	5	9	1		2		21
Total Number	4,118	2,619	283	366	223	7	2	7,618