

A Summary of the City's Donation Activity for 2024

Date: June 24, 2025

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 2024 as outlined in the annual reporting requirements of the Donations to the City of Toronto for Community Benefits Policy.

For the 2024 fiscal year, 6,370 donations for which tax receipts were issued were received, with a total value of \$1.06 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 only 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

In accordance with the Financial Control By-law, Toronto Municipal Code Chapter 71-19, donations between \$50,000 but not exceeding \$500,000 may be accepted and spent with the appropriate authority and reported to Council through a report to the appropriate Committee.

For the 2024 fiscal year, donated funds have been made available to City Divisions and Agencies for designated programs and initiatives. Where donations exceed \$50,000 and are used to enhance a program or initiative, an in-year budget adjustment is made to increase both gross expenditures and donated revenues. In some cases, donated funds may be deferred for future use.

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 City staff 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, ActiveNet (for commemorative tree & bench program), DocuPet (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 thank you emails and tax receipts 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. 2024 Donations Summary

The City's donation activity for the 2024 fiscal year (Attachment 1 and Attachment 2) can be summarized as follows:

- a) Approximately \$1.06 million was received in 2024, from 6,370 donations.
- b) Most donations were received from individuals. While several individuals and organizations have donated on more than one occasion, donors usually give 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 6,370 donations received in 2024, 80% (5,151) of donations were for \$100 or less.
- e) In 2024, the City received a few sizeable donations: 11 donations had a value of over \$5,000, including five donations over \$15,000 each, and two donations with a value of over \$50,000.
- f) Donations were designated to many City divisions and programs. Of the total number of donations received, 91% (5,797) were directed to Municipal Licensing & Standards (MLS), primarily for Toronto Animal Services.
- g) In terms of value of donations, Parks and Recreation, MLS, and the City Clerk's Office received approximately 91% of the \$1.06 million in tax receipted donations.

Table 1 shows the donation funds received the past ten years from 2015 to 2024.

Number and Value of Donations from 2015 to 2024		
Year	Number of Donations	Total Value of Donations
2024	6,370	\$1.06 Million

Number and Value of Donations from 2015 to 2024		
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
2017	7,820	\$1.08 Million
2016	7,325	\$1.35 Million
2015	7,133	\$1.25 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 2024 DonateTO and Docupet (online pet licensing system) were integrated in order to deliver timely, automated thank you emails and tax receipts (as applicable).

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1 - 2024 Divisional Summary of Tax-Receipted Donations
Attachment 2 - Number of 2024 Divisional Donations by Value Thresholds

Attachment 1 - 2024 Divisional Summary of Tax-Receipted Donations

	Cash Donations		In-Kind Donations	
Division	Number	Value	Number	Value
City Clerk's Office				
City of Toronto Archives	2	\$34,124	7	\$248,370
Merry Malvern Market	4	\$5,500		
Avondale Block Party, Community Market & Movie Night	1	\$735		
Harvest Fest	2	\$1,000		
Toronto Paramedic Services				
You are the Strongest Link - First Aid and CPR Courses	4	\$365		
Safe City Program - Donate a Defibrillator	7	\$3,832		
Children Services				
Children, Youth and Parenting	1	\$300		
Economic Development & Culture				
Blackhurst Cultural Centre	2	\$1,092		
Museum and Heritage Services			1	\$4,800
Municipal Licensing & Standards				
Animal Services	5258	\$252,777		
All Animals Count General Fund	516	\$42,223		
Spay - Neuter Your Pet Mobile Clinic	23	\$1,815		
Parks & Recreation				
Commemorative Tree & Bench Program	273	\$380,698		
Fred Hamilton Park	2	\$135		
Parks, Gardens & Beaches and Recreation	1	\$200		
High Park Zoo	23	\$840		
Sakura Cherry Trees project	5	\$200		
Wabash Recreation Centre	1	\$200		
Pollinate TO	11	\$967		

	Cash Donations		In-Kind Donations	
Division	Number	Value	Number	Value
Toronto Shelter & Support Services				
Housing and Shelter	2	\$700		
Warming Centre	1	\$200		
Robertson House	1	\$650		
Shelters - Women's Residence	1	\$5000		
Urban Forestry				
Protect our Land and Water	18	\$10,029		
Toronto Police Service				
Police Mounted Unit	1	\$11,300		
Strategic Partnerships				
Area of Greatest Need	40	\$6,722		
Long Term Care Homes and Services				
Various Homes	123	\$39,013	2	\$1,200
Home/Program with greatest need	9	\$1,629		
Cecil C.C.				
Children and Youth Fund	5	\$1,425		
General Donations	23	\$6,605		
Grand Total	6,360	\$810,275	10	\$254,370

Attachment 2 - Number of 2024 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-\$50,000	>\$50,001	Total
City Clerk's Office		1	2	6	3		2	2	16
Toronto Paramedic Services	2	4	3		2				11
Children Services			1						1
Economic Development & Culture		1			1	1			3
Municipal Licensing & Standards	2,832	2,195	718	36	15		1		5,797
Parks & Recreation	14	34	30	137	117		1		333
Toronto Shelter & Support Services		1	1	2		1			5
Urban Forestry						1			1
Toronto Police Service							1		1
Strategic Partnerships	3	21	14	1	1				40
Long Term Care Homes/Services		35	73	13	12	1			134
Cecil C.C.		8	13	4	3				28
Total Number	2851	2300	855	199	154	4	5	2	6370