

## Fall Bulletin for Registered Third Party Advertisers

This document provides information to help you meet your requirements as a registered third party advertiser (or the official representative of a registered third party advertiser). Registered third party advertisers should familiarize themselves with the [Municipal Elections Act, 1996](#) (Act), its regulations, and all other relevant legislation and by-laws for specific provisions and details. The City of Toronto cannot provide legal advice or interpretations of the Act.

### Election Signs

Beginning September 27, 2018, election signs may be displayed in the City of Toronto. Your signs are subject to rules under the City's [Election Sign By-law](#), as well as the Act. For information about when, where and how signs may be displayed, you can visit the [Election Sign webpage](#) and review the [guidelines](#) on where to place election signs. Under the Sign By-law, election signs must be removed 72 hours after the completion of voting on election day (October 22, 2018). After election day, you must also remove any other advertisements that have been put up, including online ads.

### MyCampaign and EFFS

As a registered third party advertiser, you have access to MyCampaign and the Electronic Financial Filing System (EFFS). MyCampaign is a secure web portal that provides information, campaign management tools, and allows you to submit contact information that will appear on the [List of Registered Third Party Advertisers](#) on the City's website. EFFS is a free application to assist you with meeting financial filing requirements. To set up your account, e-mail [thirdpartyinfo@toronto.ca](mailto:thirdpartyinfo@toronto.ca) or call 416-338-5998.

### Duties of Registered Third Party Advertisers

Among other requirements, [Section 88.26](#) of the Act outlines duties that a registered third party advertiser must meet. These duties are provided below for your reference.

A registered third party advertiser shall ensure that,

- (a) no contributions of money are accepted or expenses are incurred in relation to third party advertisements that appear during an election in a municipality unless one or more campaign accounts are first opened at a financial institution exclusively for the purposes of the election campaign;
- (b) all contributions of money are deposited into the campaign accounts;
- (c) all funds in the campaign accounts are used exclusively for the purposes of the election campaign;
- (d) all payments for expenses are made from the campaign accounts;
- (e) contributions of goods or services are valued;
- (f) receipts are issued for every contribution and obtained for every expense;
- (g) records are kept of,
  - (i) the receipts issued for every contribution,
  - (ii) the value of every contribution,
  - (iii) whether a contribution is in the form of money, goods or services, and
  - (iv) the contributor's name and address;

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- (h) records are kept of every expense including the receipts obtained for each expense;
- (i) records are kept of any claim for payment of an expense that the registered third party disputes or refuses to pay;
- (j) records are kept of the gross income from a fund-raising function and the gross amount of money received at a fund-raising function by donations of \$25 or less or by the sale of goods or services for \$25 or less;
- (k) records are kept of any loan and its terms under section 88.17;
- (l) the records described in clauses (g), (h), (i), (j) and (k) are retained by the registered third party for the term of office of the members of the council or local board and until their successors are elected and the newly elected council or local board is organized;
- (m) financial filings are made in accordance with sections 88.29 and 88.32;
- (n) proper direction is given to the persons who are authorized to incur expenses and accept or solicit contributions under the direction of the registered third party;
- (o) a contribution of money made or received in contravention of this Act or a by-law passed under this Act is returned to the contributor as soon as possible after the registered third party becomes aware of the contravention;
- (p) a contribution not returned to the contributor under clause (o) is paid to the clerk of the municipality in which the registered third party is registered;
- (q) an anonymous contribution is paid to the clerk of the municipality in which the registered third party is registered; and
- (r) each contributor is informed that a contributor shall not make contributions exceeding,
  - (i) a total of \$1,200 to any one registered third party in relation to third party advertisements, and
  - (ii) a total of \$5,000 to two or more registered third parties registered in the same municipality in relation to third party advertisements.

### Exclusion of certain expenses

(2) Expenses described in paragraph 2 of subsection [88.19](#) (3) are not expenses for the purpose of clause (1) (a).

### Contributions paid to clerk

(3) Contributions paid to the clerk under clause (1) (p) or (q) become the property of the local municipality.

### Further Resources

- Election Services website: <http://www.toronto.ca/elections/thirdparty>
- E-mail [thirdpartyinfo@toronto.ca](mailto:thirdpartyinfo@toronto.ca) or call 416-338-5998
- Government of Ontario's [2018 Guide for Third Party Advertisers](#)