

COMMITTEE OF THE WHOLE (WORKING SESSION) OCTOBER 30, 2001

COUNCIL SUPPORTED FUNDRAISING EVENTS

Recommendation

The Director of Corporate Communications, in consultation with the Director of Recreation and Culture, recommends that the following policy be adopted:

- 1) That the City of Vaughan continue to support the United Way, through staff resources and that continued staff involvement and commitment be encouraged;
- 2) That the City of Vaughan support a major charity, to be determined annually by Council, through the Mayor's Annual Golf Tournament;
- 3) That, notwithstanding existing policies on support of Community Service and Social Service Organizations and with the exception of the United Way, the City not allocate resources for fundraising efforts of non-profit or charitable organizations on the principle that charitable donations are a personal choices best made by the individual; and
- 4) That the four organizations, previously supported by Council due to their being deemed beneficial to the community as a whole, be grand-fathered under this policy, and that the nature of such support be the purchase of a City of Vaughan table at the fundraising event, with the cost being allocated to the Council Corporate Budget. The four events are identified as being The Woodchoppers Ball, The Humber Regional Hospital Gala, The York Central Hospital Gala, and the York Region Police Chief's Dinner.

Purpose

The purpose of this report is to create a policy to govern the use of City resources for fundraising events for charitable or non-profit organizations.

Background - Analysis and Options

At a Working Session of Committee of the Whole on August 28, 2001, a report was brought forward which identified the need to re-examine the policy of supporting the four fundraising events: The Woodchoppers Ball, The Humber Regional Hospital Gala, The York Central Hospital Gala, and the York Region Police Chief's Dinner. Following discussion, it was felt that a comprehensive policy was required to address this issue.

The following is a synopsis of the existing practices and policies that exist in the City pertaining to support of charitable or non-profit organizations:

United Way

The United Way is an umbrella organization that provides a wide range of services throughout York Region. Through 33 service providers and five one-year community initiative projects, the United Way of York Region provides services for over 200,000 people annually.

This initiative involves a significant investment of staff and City resources over a period of two months each year.

Community Service Organizations (C.S.O.'s)
Social Service Organizations (S.S.O.'s)

Registered C.S.O.'s and S.S.O.'s are eligible for subsidized use of City Facilities and Services-In-Kind through application to the Department of Recreation and Culture.

Support for Charities Through Reduced Facility Costs

Council supports registered charities by reducing permit fees for recreation facilities by 50% for groups operating fundraising events. Groups must provide supporting documentation to show that a minimum of 50% of the reduced permit fee is donated to the charity.

Purchase of Tables at Fundraising Events

Historically, it has been the practice for the City to purchase a table at the four previously mentioned fundraising events, on the basis that these organizations are beneficial to the City as a whole. The cost of the tickets for Members of Council and their spouses were, in the past, allocated to the Individual Council Budgets of those Councillors who attended. Recommendation number 4 states that the cost of the table in future, should Council adopt this policy, be allocated to the Council Corporate Budget.

Mayor's Annual Golf Tournament

In 2000 Mayor Jackson initiated what was to become an annual City Golf Tournament, with all proceeds going to charity. In 2000, the tournament supported the Alzheimer's Association, and in 2001, the Canadian Cancer Society.

Organization of the event is carried out through staff resources and assistance from the chosen charity in the form of volunteers, banners and promotional materials. A portion of the registration fees are tax deductible. There are no direct public funds allocated to charity through this event. Due to the high degree of involvement of the chosen charity, it would not be feasible to divide the proceeds among more than one charity at a time.

Other Requests for Support

The City regularly receives requests for support from a variety of charitable and non-profit organizations, mainly through the provision of staff resources or services-in-kind. The following Council policy dated February 9, 1998, precludes allocation of staff resources to such organizations:

"That as a matter of policy, with the exception of the United Way, the City not allocate staff resources for fundraising efforts of non-profit or charitable organizations."

Conclusion

Council is currently providing support to charitable and non-profit organizations through a variety of sources, mainly non-monetary.

The Golf Tournament is a further opportunity for Council to target one specific charity per year to support, at no cost to the taxpayers.

Notwithstanding existing policies, it is recommended that further support be discontinued on the principle that charitable donations are a personal choice best made by an individual, and that the four events which have received support historically, be grand-fathered under this policy, it being identified that the cost will be charged to the Council Corporate Budget.

Attachments

N/A

Report prepared by:

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Respectfully submitted,

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