

COMMITTEE OF THE WHOLE – SEPTEMBER 7, 2004

SOUTHLAKE HARVEST BALL **AMMENDMENT TO CITY OF VAUGHAN POLICY 08.3.02** **COUNCIL SUPPORTED FUNDRAISING EVENTS**

Recommendation

Local and Regional Councillor Linda Jackson recommends that City of Vaughan Council include the Southlake Regional Health Centre's Drive for Cancer to the list of approved organizations supported by Council with the purchase of a City of Vaughan table for the annual Southlake Harvest Ball.

Purpose

To contribute City of Vaughan assistance to fundraising efforts, the proceeds of which will be dedicated to the Southlake Regional Cancer Centre, to be located in the City of Vaughan and scheduled to be open in September of 2007.

The new Southlake Regional Cancer Centre will cover the area west to Highway 10, east to Highway 48, south to Steeles Avenue and north to just south of Barrie. This facility will, therefore, service all the residents of Vaughan.

Background - Analysis and Options

The new Southlake Regional Cancer Centre is deemed beneficial to the community as a whole.

The City of Vaughan's Policy No. 08.3.02 currently identifies the following four organizations as "Council Supported Fundraising Events": The Woodchoppers Ball, The Humber Regional Hospital Gala, the York Central Hospital Gala, and the York Region Police Chief's Dinner.

The cost of a corporate table for the Southlake Harvest Ball is \$2,500.00, to be allocated to the Council Corporate Budget.

This year's Southlake Harvest Ball is scheduled for Saturday, October 2, 2004.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council.

Attachments

1. Southlake Regional Health Centre Correspondence (3 pages)
2. City of Vaughan Policy No. 08.3.02 – Council Fundraising Events

Report prepared by:

Mirella Compagno, Council Administrative Assistant

Respectfully submitted,

Linda D. Jackson
Local and Regional Councillor



S O U T H L A K E
R E G I O N A L H E A L T H C E N T R E
F O U N D A T I O N

2004 Southlake "DRIVE FOR CANCER"

SOUTHLAKE REGIONAL HEALTH CENTRE

Saturday 2nd October

The Southlake "Drive for Cancer" will be an action packed day of activities culminating in a Gala Dinner to benefit the Southlake Regional Health Centre.

The theme of "Drive" launches with a Car Rally, test drives throughout the day, and the Celebrity Ride and Drive which kicks off the evening gala

The day will open with a Breakfast and Car Rally. The goal is to see 60 cars (with crews numbering from 2 to ? (for those entering retired Greyhound buses!). First car will leave the start at 0900 and the first car should finish at about 12.30. There will be two elements, the first being the rally – who can stay on route and on time - and the second a series of tests (some driving and some medical). Cash and prize sponsors wanted! Volunteers to man the check/test points will be needed.

For those not out exploring the local countryside on the rally (including those who could not get up early enough to make the rally start), there will be a fabulous luncheon with an exquisite fashion show from Biliانا Boutique.

Meanwhile, an Art, Craft and Antique Road Show will be open all day to the public. One of a kind exhibitions, an interactive Children's Village for entertaining the little ones, dressage and carriage driving demonstrations, as well as the opportunity to test drive some fine automobiles, is just a sample of the family entertainment activities at the Southlake "Drive for Cancer". The Waddington Joyner Antique Road Show encourages the entire community to bring their precious collectibles for a professional estimate of value.

Driving action continues at 5.00 pm with the Celebrity Ride and Drive - man, machine and horse against a course – flat for the cars, interspersed with jumps for the horses! This will be followed by the Gala Evening dinner and dance.

The proceeds from this major fundraising event will be dedicated to the Southlake Regional Cancer Centre, scheduled to open in September of 2007. The Centre will have responsibility for York and Simcoe regions.

For more information or tickets call the Southlake "Drive for Cancer" hotline 905-953-3833

Contacts:

1. Event Manager, Irene Bayer (905) 939-7033 irene.bayer@sympatico.ca
2. Luncheon/Fashion Show Chair, Madelaine Adams 905-951-1609 madeleine.adams@sympatico.ca
3. Gala Co-Chairs, Teresa van Schaik tandp@aci.on.ca, Edna Findlay (905) 727-8585 efindlay@van-rob.com
4. Marketing & Media Relations, Liz Shaughnessy lizs@bellnet.ca
5. Family Village, Ride 'n' Drive, John Dunlap, john.dunlap@moffattdunlap.com
6. Car Rally, Martin Headland martin@mha-aviation.com
7. Sponsorship Chairs, Bob & Diane Arnott (416) 747-0558 info@arnottdlst.com



SOUTHLAKE
REGIONAL HEALTH CENTRE
FOUNDATION

SOUTHLAKE *Drive for Cancer*

Saturday, October 2, 2004

to benefit the Southlake Regional Health Centre

SOUTHLAKE HARVEST BALL

The Harvest Ball will open with an action-packed Celebrity Ride n' Drive at 5 p.m., followed by a masterful open fire gourmet menu created by the renowned chefs of Terra & Punzo's. Throughout the evening, the Master of Ceremonies will acknowledge sponsors and patrons, award winners from the morning car rally and late afternoon Ride 'n' Drive.

Members of the Southlake Foundation will launch activities surrounding the plans for the new Cancer Centre.

The evening will close with dancing. Truly an evening to remember.



How you can participate:

1. Title to the evening event including head table (of 10), acknowledgement in the evening program, onsite signage and introduction from the Master of Ceremonies. Title recognition in all media relations, advertising (200,000 households in York Region), posters, invitations and website **\$10,000**.
2. Gold Patron includes a premier VIP table for 10, acknowledgement in program of gold status, as well as inclusion and thanks during the evening presentation **\$5,000**.
3. Silver Patron includes a premier VIP table for 10, acknowledgement in program of silver status **\$3,500**.
4. In-kind sponsorship of product (e.g wine, beverages, flowers, gift bags). Includes acknowledgement in program and 4 VIP invitations \$3,500 in value.
5. Sponsorship of individual elements (e.g. cocktail reception, dessert). Includes acknowledgement in program and 4 VIP invitations **\$3,500**.
6. Buy a table for 10 **\$2,500**
7. Buy a ticket to attend **\$250 p.p.**
8. Volunteer to help set-up/tear-down VIP tent.

Note: Tax Receipts will be issued by the Southlake Foundation for the allowable amount.

Event Manager: Irene Bayer
Event Co-Chairs: Teresa van Schaik
Edna Findlay
Sponsorship Chairs: Bob & Dianne Arnott

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The proceeds from this major fundraising event will be dedicated to the Southlake Regional Cancer Centre, scheduled to open in September 2007. The centre will have responsibility for York and Simcoe Regions. For more information visit our website.

Website: www.southlakeregional.org
Email: foundation@southlakeregional.org



Income Tax Receipt Guidelines
“Southlake Drive for Cancer”

- The Foundation can issue tax receipts only to those organizations or individuals who make a donation without receiving any product or tangible item in return. Income tax receipts will not be issued for sponsorship purposes as the company is receiving a benefit from it.
- Tax receipts cannot be issued for the cost of donated services. This includes special services that necessitate hiring someone/thing for an event (tent set-up, food or entertainment.)
- Gift-In-Kind receipts may be issued for material goods once we have received documentation of the value of the donated item. If the item is new and has been recently purchased, a receipt of invoice is adequate proof of value. We cannot receipt a corporation for a gift that has come from its own inventory, however it falls under Revenue Canada’s category of a business expense.
- Most companies prefer to claim contributions as business expenses since there is less tax advantage for a corporate charitable donation than for a business expense write-off. If a corporation wishes to receive a receipt for its donation, we will be happy to issue one upon request, provided certain conditions set by Revenue Canada are met.
- If the value of your total annual charitable donation is \$250 or less, an official income tax receipt will provide a 17% deduction. The percentage rate of the deduction increases after \$250. An accountant can advise you whether a tax receipt or business deduction is of greater benefit.
- We are able to issue a tax receipt for a donation of services where the donor requests that, instead of payment for his/her services, they be supplied with a donation receipt to the value of services rendered. **NOTE: it is acceptable for a person who has been paid for services rendered to then make a donation for which a receipt can be issued.)**
- Income tax receipts will not be issued until after the event. All receipts will be for the maximum amount allowed by law.
- If an individual/corporation wishes to make an outright donation to the event, in order for them to receive an income tax receipt, the cheque must be made payable to Southlake Regional Health Centre Foundation.

**CITY OF VAUGHAN
POLICY MANUAL**

SECTION: ECONOMIC/TECHNOLOGY DEVELOPMENT AND COMMUNICATIONS	POLICY NO.:08.3.02
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CNL: 01.11.12

DEPARTMENT: CORPORATE COMMUNICATIONS	SUBJECT: COUNCIL SUPPORTED FUNDRAISING EVENTS
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Hospital Gala, and the York Region Police Chiefs 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

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Council resolved:

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 choice 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 Chiefs 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

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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.