

COMMITTEE OF THE WHOLE – MARCH 31, 2009

FOUNDATION REQUEST FOR GALA COLLABORATION

The City Manager recommends:

That Council provide direction to staff for responding to the request from The Vaughan Health Care Foundation.

Economic Impact

There is no impact on the City's budget as the City of Vaughan Mayor's Gala is funded through a sponsorship program.

Communications Plan

Not applicable to this item.

Purpose

The purpose of this report is to request Council direction to staff for responding to a proposal from The Vaughan Health Care Foundation.

Background - Analysis and Options

A letter dated March 10, 2009 and addressed to the City Manager was received from Michael DeGasperis, Chair, Board of Directors, Vaughan Health Care Foundation. It is titled "City of Vaughan Mayor's Gala and Vaughan Health Care Foundation Gala Collaboration Request."

In the letter, the Foundation's Executive Committee proposes holding "the City of Vaughan Mayor's Gala and the annual Vaughan Health Care Foundation Gala collaboratively as one event in October of 2009."

The letter states: "We believe that if we integrate the two events, which both raise funds for the same organization and purpose, we will have greater success in securing sponsorships and can leverage economies of scale – demonstrating fiscal responsibility and sensitivity to our sponsors with their generous donations at a time where so many are cutting back on non-essential costs."

The letter also requests that this proposal be brought forward to Council "at the earliest opportunity."

Relationship to Vaughan Vision 2020

This report is consistent with the priorities set forth in Vaughan Vision 2020, specifically in enhancing and ensuring community safety, health and wellness.

Regional Implications

N/A

Conclusion

Council direction will guide staff's response to a proposal from The Vaughan Health Care Foundation to host a joint gala event.

Attachments

Letter from Vaughan Health Care Foundation, dated March 10, 2009

Report prepared by:

Madeline Zito, Director of Corporate Communications

Respectfully submitted,

Michael DeAngelis
City Manager



Vaughan Health
Campus of Care

VIA E-MAIL AND REGULAR MAIL

March 10, 2009

Mr. Michael DeAngelis
City Manager
City of Vaughan
2141 Major Mackenzie Dr.
Vaughan, ON L6A 1T1

Dear Michael,

**RE: CITY OF VAUGHAN MAYOR'S GALA AND VAUGHAN HEALTH CARE FOUNDATION GALA
COLLABORATION REQUEST**

Since 2003, the City of Vaughan Mayor's Gala has raised substantial funds in support of the Vaughan Health Care Foundation to support the Foundation's work to bring additional health services, including a hospital, to our residents. In fact, not only has it raised funds toward our collective goal, but also greatly increased the profile of the Vaughan Health Care Foundation. We cannot thank your staff and Council enough for the time and energy they dedicate to this and other events held in support of the Foundation year after year.

As we move through the planning stages for Vaughan's future hospital, we are fast approaching a time where it will be required for us to demonstrate to the Province that our community is ready with its local share contribution. This means that we must now increase our efforts in community fundraising, at a time where the global economy is being challenged and the resulting impact of this is being felt locally here in Vaughan.

It is with the ailing economy in mind that the Executive Committee, on behalf of the Board of Directors of the Vaughan Health Care Foundation, proposes **the opportunity to hold the City of Vaughan Mayor's Gala and the annual Vaughan Health Care Foundation Gala collaboratively as one event in October of 2009.** The foundation will take the lead in this proposal, and utilize the City's resources when required.

We believe that if we integrate the two events, which both raise funds for the same organization and purpose, we will have greater success in securing sponsorships and can leverage economies of scale – demonstrating fiscal responsibility and sensitivity to our sponsors with their generous donations at a time where so many are cutting back on non-essential costs.

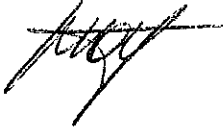
We hope that you will bring forward this request for a collaboration opportunity to Council at the earliest opportunity as we will be commencing planning for the 2009 Gala shortly and want to make sure that we take our first planning steps together on a joint City of Vaughan/Foundation event.

.../2

Mr. Michael DeAngelis
March 10th, 2009
Page 2

Thank you very much for your consideration. We look forward to hearing from you in the very near future.

Sincerely,
VAUGHAN HEALTH CARE FOUNDATION

A handwritten signature in black ink, appearing to read "Michael DeGasperis", written over a horizontal line.

Michael DeGasperis
Chair, Board of Directors

cc: VHCF Executive Committee
Mayor and Members of Council
Clayton Harris, Deputy City Manager, City of Vaughan