



Report to: General Committee

Date Report Authored: January 30, 2013

Subject: Markham to support local charities in hosting a joint fundraising event – April 25, 2013.
Prepared By: Gordon Landon, Regional Councillor

RECOMMENDATION:

1. THAT the report entitled “Markham to support local charities in hosting a joint fundraising event – April 25, 2013” be received;
2. THAT this joint fundraising event be for two to three organizations sharing the same venue, entertainment, and program book;
3. THAT the City of Markham be represented by the Mayor as Honourary Chair, Regional Councillor Gord Landon as Chair, and Councillors Carolina Moretti, Alan Ho, and Logan Kanapathi as Advisors;
4. THAT all finances for the event be through the City’s Finance Department for the purposes of centralizing accounting, issuing tax receipts, and transparency;
5. THAT the City’s Corporate Communications and Community Engagement Department assist in designing and printing tickets, posters, and program books, and promoting the event;
6. THAT the promotion, printing, and entertainment costs be paid for by sponsorship revenue found by Councillors;
7. THAT all participating organizations be responsible for selling tickets and finding their own sponsors;
8. AND THAT all net profit (or deficit) from Councillor sponsorship funds after promotion, printing, and entertainment costs, be split to all participating groups.

PURPOSE:

The purpose of this report is to obtain Council approval for the City to assist two to three local charities in hosting a joint fundraising event on April 25, 2013.

The selected organizations have difficulty obtaining personnel and securing funds to cover the cost of hosting their own fundraising event. The City's assistance can directly benefit them by eliminating some of their costs.

BACKGROUND:

The City has hosted similar events in the past to raise funds for different beneficiaries. The Mayor's Chinese New Year Dinner is one example where the City assists with promoting, printing, and finding sponsorship.

DISCUSSION:

Advantages of a joint fundraising event:

Time-saving:

- Councillors can attend one event to support multiple organizations
- Councillors seek out sponsors once, but proceeds help multiple organizations
- Less likely to conflict with other events because it is on a weeknight

Cost and risk-saving:

- Participating organizations save on administrative, printing, promotion, and entertainment costs
- A greater portion of proceeds from ticket sales and sponsorship goes directly to organization
- Lower costs reduces the risk to organizations

Higher profile:

- A joint fundraiser would appeal to a larger and more diverse group of people
- Organizations can attract new members and sponsors who would otherwise not attend its event.

Can start a tradition for the future:

- There is an opportunity for Markham to help out other local organizations in the future.

Challenges and Mitigation

Co-operation:

- Volunteers from each organization will be divided into sub-committees that are co-ordinated by 1-2 councillors and their assistants.
- Participating organizations are to agree on a common sponsorship package, ticket price, and event rundown.

Contacting Sponsors:

- Organizations are to submit a list of sponsors they wish to contact to a sponsorship co-ordinator for approval to ensure the same sponsor is not contacted more than once.

Splitting proceeds:

- Net proceeds from Councillor sponsorship will be divided to participating organizations based on their percentage of total ticket sales.

FINANCIAL CONSIDERATIONS:

This joint fundraising event will have no financial implications to the City of Markham.

HUMAN RESOURCES CONSIDERATIONS:

The Councillors and their assistants will be responsible for finding sponsors to cover the cost of printing, promotion, and entertainment. They will also act as advisors and co-ordinators to the sub-committees to facilitate the planning of this event.

The Corporate Communications and Community Engagement department will assist with designing and printing the tickets, posters, and program books.

The Finance department will be responsible for receiving cheques on behalf of the organizations and issuing tax receipts to the sponsors.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Markham is the most diverse city in Canada and the joint fundraising event unites groups from various backgrounds together in one event.

ATTACHMENTS:

A: Organization Profiles – CHERish Integrated Services, Markham Symphony Orchestra, Markhaven
B: Spring Fundraiser Proposal – as of January 31, 2013.

Appendix A: Organization Profiles

CHerish Integrated Services

CHerish Integrated Services (CHIS) for Persons with Developmental Disabilities was founded to provide services and supports to promote the social inclusion of persons with developmental disabilities. CHIS provides a systematic and structured teaching program with personal growth and life skills development as the core program for all service receivers. CHIS is in active process of planning and developing a comprehensive range of person-centred services such as person-directed planning services and case management, counseling and specialized services, activities of daily living services, community participation services, caregiver relief, residential services, and other services.

Contact Information

Address: 431 Alden Road, Unit 10, Markham, ON L3R 3L4
Phone: (905) 604-9290
E-mail: info@cherishis.org
Website: www.cherishis.org

Markham Symphony Orchestra

As a symbolic representation of the cultural and artistic life of the City of Markham and the northern communities, the Markham Symphony Orchestra is a non-profit, charitable organization that seeks to promote community interest and appreciation in the performing arts. The orchestra consists of the best players including professional, university and post-graduate musicians around the region and the Greater Toronto Area. We are also involved in community outreach programs and performances in city events. This past season witnessed the successful re-launching of the Orchestra under the versatile baton of our Music Director and Conductor, Maestro Ephraim Cheung, with dazzling performances by our young Resident Guest Artist and Violinist, Mercedes Cheung. We are also grateful to all our sponsors for their generous support and involvement to enable the Orchestra to bring beautiful music to the communities for many unprecedented seasons to come.

Among the Orchestra's board members include Markham Mayor Frank Scarpitti (Honorary Chair), Deputy Mayor Jack Heath (Honorary board member), Regional Councillor Gordon Landon (Chair), Dr. Nancy Tye (Co-Chair), Ward 6 Councillor Alan Ho, Dr. Alvin Tung, Dr. Juliana Haddad-Jaskot, Janice Lui (Secretary-Treasurer) and Shengyi Duan.

Contact Information

Address: 2920 Major Mackenzie, P.O. Box 7032, Markham, ON L6C 0J1
Phone: (905) 887-9909
E-mail: markhamsymphony@yahoo.com
Website: www.msocanada.com

The Markhaven Foundation

The Markhaven Foundation is the fundraising arm of Markhaven Home for Seniors. Established in 1999, the Foundation's purpose is to raise funds to further the objectives of Markhaven Home for Seniors. Funding from the Markhaven Foundation allows the home to provide an enhanced environment and services for the residents who call Markhaven "home". Markhaven has been caring for the elderly in Markham and surrounding communities for over 50 years.

Contact Information

Address: 54 Parkway Avenue, Markham, ON L3P 2G4
Phone: (905) 472-4779 ext. 3401
E-mail: info@markhavenfoundation.ca
Website: www.markhavenfoundation.ca