



Report to: General Committee

Date Report Authored: August 28, 2013

SUBJECT: Gala for Giving, April 25, 2013 - Outcomes Report
PREPARED BY: Regional Councillor Gord Landon

RECOMMENDATION:

- 1) THAT the report entitled “Gala for Giving, April 25, 2013 – Outcomes Report” be received;
- 2) THAT the Gala for Giving continue as an annual event, co-organized by the City of Markham and various charities and non-profit organizations, to be selected each year, forming the Gala for Giving Committee;
- 3) THAT the City of Markham continue to be represented by Mayor Frank Scarpitti as Honourary Chair, Regional Councillor Gord Landon as Chair, and Councillors Carolina Moretti, Alan Ho, and Logan Kanapathi as Advisors on the Gala for Giving Committee;
- 4) THAT the City of Markham Finance Department continue to assist in managing the accounts for the Gala for Giving for transparency and consistency purposes;
- 5) THAT the City of Markham Communications and Community Engagement Department continue to assist in designing promotional materials and marketing the event to the public;
- 6) THAT the Gala for Giving select participating charities and non-profit organizations through an open application process;
- 7) AND THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to summarize the outcomes of the Gala for Giving joint fundraising event on April 25, 2013, and to seek Council approval for the City of Markham’s continued support and assistance of this event.

BACKGROUND:

The 1st Markham Gala for Giving, formerly known as the Spring Fundraiser, successfully took place on Thursday, April 25, 2013 at Crystal Fountain Banquet Hall. Over 750 guests attended and enjoyed an evening of entertainment and prizes. This year's event raised a total of \$245,710.02, which helped eight different charities and non-profit organizations improve their services to the Markham community.

The participating organizations were:

- Canadian Human Rights Voice
- Centre for Dreams
- CHERish Integrated Services
- Free The Children
- Kindred Spirits Orchestra
- Markham Arts Council
- Markham Symphony Orchestra
- Markhaven Foundation

The event is a joint fundraiser initiated by Regional Councillor Gord Landon for the purpose of providing small local organizations the opportunity to fundraise in a large gala event. The organizations benefit from exposure to a more diverse audience and develop comradeship with other organizations in the community.

DISCUSSION:

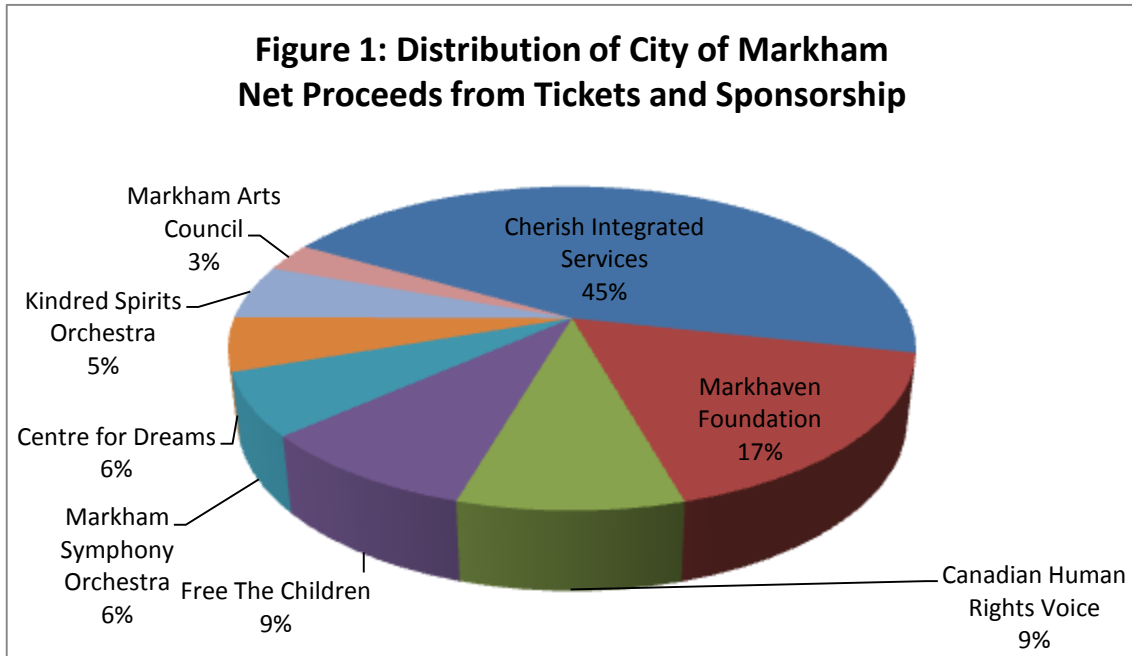
A. Distribution of Proceeds

The councillors representing the City of Markham on the Gala for Giving Committee assisted with fundraising and event planning. Funds raised by the councillors were used to pay for the expenses of the event, and the remaining funds were then distributed to the eight organizations.

The City of Markham raised \$96,965.05 in total (\$92,319.05 from tickets, advertisements, and sponsorships, and \$4646.00 from fundraising activities during the event). These funds were used to pay expenses of \$36,890.84 and save \$4000.02 as reserve start-up funds for the next Gala for Giving event.

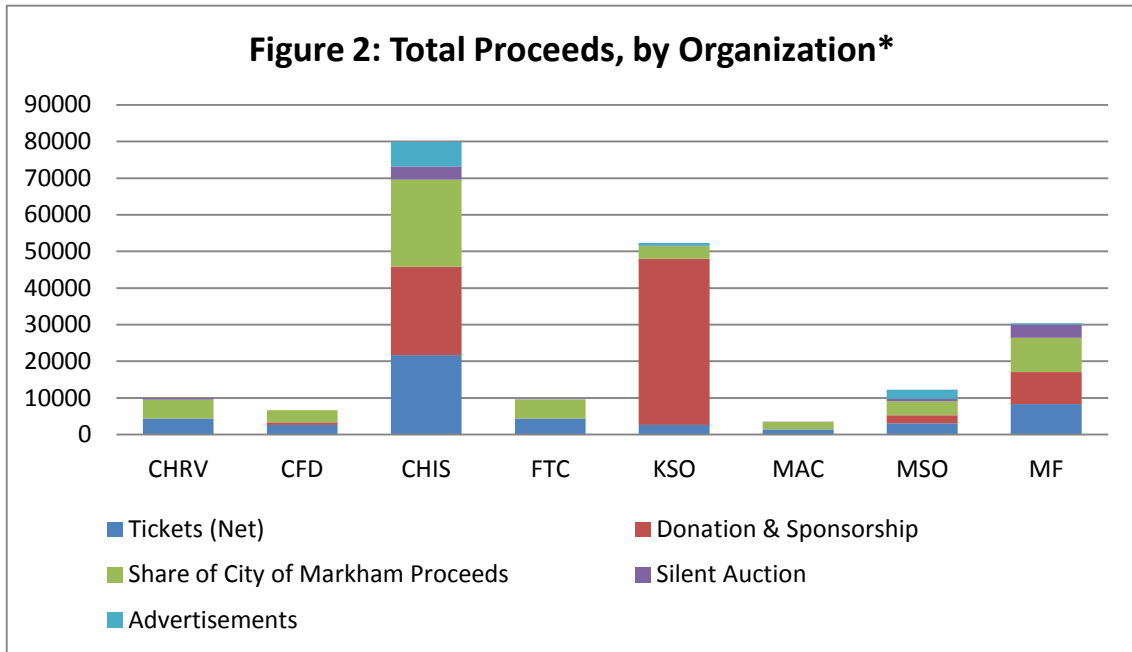
A net of \$56,074.19 was then distributed to the eight organizations. The portion that came from the City's ticket sales, advertisements, and sponsorships was distributed to the organizations based the percentage of tickets they sold, as shown in Figure 1 on the next page. The remaining portion, representing funds raised by the City during the event, through raffle, table prizes, silent, and live auctions was distributed evenly to all eight organizations.

For a detailed breakdown, please see Appendix A.



B. Overall Proceeds

The event raised a total of \$245,710.02 from the combined effort of all eight organizations and the councilors on the Gala for Giving Committee. A detailed breakdown is shown in Figure 2 below. For more information, please see Appendix B.



Note: Values are based on information available to the City of Markham.

C. Improvements

Going forward with the event, the Gala for Giving Committee recommends making the following improvements:

- Developing a formal mission statement for better defining the purpose of the event and selecting participating charities and non-profit organizations;
- Having an open application process to assess the groups' ability to contribute to the event and find sponsors (see Appendix C for draft application form);
- Changing to a larger venue that has a larger capacity, a more central stage, and wider reception area for displaying silent auction items;
- Forming sub-committees that are run and led by representatives from participating organizations to plan and organize the event;
- Minimizing expenses by finding more volunteers and sponsors to cover the work.

FINANCIAL CONSIDERATIONS AND TEMPLATE:

The Gala for Giving has no direct financial implications to the City of Markham as it strictly uses the funds raised by the Committee. There are, however, staffing costs from staff supporting the Gala in the Councillors' Office, Finance Department, and Corporate Communications and Community Engagement Department.

HUMAN RESOURCES CONSIDERATIONS

The Councillors and their assistants will be responsible for advising and coordinating the sub-committees to facilitate the planning of this event. Staff from the Finance Department will be maintaining the revenue and expense accounts for the event, and staff from the Corporate Communications and Community Engagement Department will assist with the promotion of the event.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Markham is the most diverse city in Canada and the Gala for Giving unites groups from various backgrounds together in one event.

ATTACHMENTS:

Appendix A: Distribution of Proceeds

Appendix B: Overall Total

Appendix C: Draft Application Form