



## STAFF REPORT

**Title:** Request for Funding - Hearts for Healthcare Society Gala

**Meeting Date:** March 12, 2019

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### **Executive Summary:**

A letter (attached) has been received from the Hearts for Healthcare Committee requesting table and/or ticket purchases, any monetary sponsorship, donation of any item or prize towards their auction, and/or sponsorship to their 10<sup>th</sup> Annual Hearts for Hospital Gala. This will be the Hearts for Healthcare's 10<sup>th</sup> annual fundraiser which will be held on Saturday, May 4, 2019 at the Cold Lake Energy Centre. Their goal this year is to raise \$200,000 to continue to enhance the local healthcare services by improving patient experiences, supplying up-to-date equipment, and providing support to our healthcare professionals.

Their first nine (9) fundraisers were a tremendous success, and have assisted in the physician recruitment efforts in Cold Lake and various equipment upgrades. To date, their fundraisers have made:

- 2018 - \$160,000+
- 2017 - \$175,000
- 2016 - \$200,000+
- 2015 - \$200,000
- 2014 - \$230,000
- 2013 - \$244,000
- 2012 - \$264,000
- 2011 - \$244,000
- 2010 - \$125,000+

### **Background:**

In March 2010, the Hearts for Healthcare Fundraising Committee requested sponsorship in the amount of \$750 to assist the Committee in covering the rental fees for the Cold Lake Agricultural Society's Agriplex. Following the request, the City of Cold Lake didn't provide any sponsorship; however, the City did purchase a table to the fundraiser. The Committee's 1<sup>st</sup> fundraiser was a tremendous success in that over \$125,000 was raised. Their 2<sup>nd</sup> fundraiser in 2011 raised \$244,000, their 3<sup>rd</sup> fundraiser in 2012 raised \$264,000, their 4<sup>th</sup> fundraiser in 2013 raised \$244,000, their 5<sup>th</sup> fundraiser in 2014 raised \$230,000, their 6<sup>th</sup> fundraiser in 2015 raised \$200,000, their 7<sup>th</sup> fundraiser in 2016 raised over \$200,000, their 8<sup>th</sup> fundraiser in 2017 raised \$175,000, and their 9<sup>th</sup> fundraiser in 2018 raised just over \$160,000.



In 2011 the Hearts for Healthcare Committee were anticipating a larger turnout, so changed their venue location to the Energy Centre and requested the City's consideration in providing a "venue sponsorship. The City supported a "venue" sponsorship in the amount of \$5,445.00, and in 2012 supported another "venue" sponsorship in the amount of \$4,820 and also the purchase of two reserved tables totaling \$960.00. In 2013, the City supported another "venue" sponsorship in the amount of \$7,528 and the purchase of two (2) reserved tables at a cost of \$960.00. In 2014, the City purchased two (2) reserved tables totaling \$1,500.00. In 2015 and 2016, the City provided a sponsorship in the amount of \$10,000 "all in including venue fees" and also purchased one (1) reserved table at a cost of 800.00. In 2017, the City supported a sponsorship in the amount of \$5,000 and purchased one (1) table in the amount of \$800 for a total sponsorship of \$5,800. Last year (2018), the City the City supported a "Loyal" sponsorship in the amount of \$5,000 and purchased one (1) table in the amount of \$800 for a total sponsorship of \$5,800.

In summary, over the past eight (8) years, the City of Cold Lake has provided various levels of funding.

For their 10<sup>th</sup> annual gala, the Hearts for Healthcare Committee are once again requesting table and/or ticket purchases, any monetary sponsorship, donation of any item or prize towards their auction, and/or sponsorship as follows:

- Diamond - \$50,000
- Superior - \$25,000
- Distinguished - \$10,000
- Loyal - \$5,000
- Friendly - \$1,000
- Partner - \$500

Individual tickets are \$100 each or a table of 8 for \$800.

In December 2019, Council restricted \$20,000 in surplus, ear marked for Hearts for Health Care and doctor recruitment initiatives initially requested by Heart for Health Care as contribution to the Gala. That being said, rather than giving the funding to Heart for Health Care in cash sponsorship to the Gala, the City has currently allocated the funding as restricted surplus in its own financial statements. At the time, it appeared that Hearts for Health Care seemed to have a considerable cash in their financial statements ear marked for other projects and purchases for the Hospital.

In 2019, Council budgeted \$60,000 for sponsoring functions, goodwill, and other activities for the staff and community. To date, without consideration of this request or any others on the March 12, 2019 agenda, \$6,885.00 has been formally allocated from the 2019 Council Goodwill by motion of Council.



**Alternatives:**

Council may consider the following options:

1. Council could purchase one (1) of the partner sponsorship varying in price from \$500 to \$50,000
2. Council could provide a \$20,000 donation ear marked for Doctor Recruitment Initiatives funded from restricted surplus.
3. Council could purchase of a table or two (2) in the amount of \$800/table
4. Council could consider the purchase of individual tickets at \$100/ticket.
5. Council could respectfully decline the opportunity for sponsoring the Hearts for Healthcare Gala however confirm that the City of Cold Lake has committed to \$20,000 for doctor recruitment initiatives.

**Recommended Action:**

That the City of Cold Lake purchase one (1) table in the amount of \$800 for the Hearts for Healthcare Gala being held at the Cold Lake Energy Centre on Saturday, May 4, 2019 with funds to come from Council Goodwill (1-2-11-20-229); and confirm that the that the City of Cold Lake has committed to \$20,000 for doctor recruitment initiatives subject to the execution of a funding agreement with Hearts for Health Care and articulating the financial need to access the funding and the specific commitments for the funding.

**Budget Implications (Yes or No):**

Yes

**Submitted by:**

Kevin Nagoya, Chief Administrative Officer