



## STAFF REPORT

**Title:** Request for Funding - Ronald McDonald House Charities Northern Alberta (RMHCNA) 2020 Charity Events

**Meeting Date:** April 14, 2020

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### **Executive Summary:**

Attached is the Ronald McDonald House Charities Northern Alberta (RMHCNA) 2020 Lakeland Sponsorship Package outlining their three (3) signature fundraising events as follows:

- Run for Ronald - Saturday, May 2, 2020
- Charity Golf Classic: Lakeland Region - Saturday, June 20, 2020
- Winterland Invitational Hockey Tournament (replaced the Rock the House Curling Funspiel) - February 14-16, 2020

This will be the sixth (6<sup>th</sup>) year (third (3<sup>rd</sup>) year for the Winterland Invitational Hockey Tournament) of these annual events. RMHCNA are also hoping the City of Cold Lake will consider putting in a team to the Run for RMHCA: Corporate Challenge. Due to the strong interest in the Winterland Invitational Hockey Tournament (which was held in Bonnyville), the Rock the House Curling event was eliminated last year. In 2017, the Energy Centre was tentatively secured to double the Winterland Invitational Hockey tournament in 2019; however, the City of Cold Lake received a cancellation for the Tournament.

As a previous sponsor, first right of refusal for the Run and Golf will end as of November 23, 2018.

### **Background:**

At Council's regular meeting held October 8, 2019, Council resolved to postpone New Business Item Request for Funding - Ronald McDonald House Charities Northern Alberta (RMHCNA) 2020 Charity Events to the 2020 budget deliberations, with consideration for funding being given at the December 10, 2019 regular meeting of Council after the approval of the 2020 budget.

At their regular meeting held December 10, 2019, Council resolved to postpone this request to their January 14, 2020 regular meeting of Council.

At their regular meeting held January 14, 2020, Council resolved to postpone this request to their March 10, 2020 regular meeting of Council.

At their regular meeting held March 10, 2020, Council resolved to postpone this request to their April 14, 2020 regular meeting of Council.



On March 26, 2020, an email (attached) was received advising that due to COVID-19, the Run for Ronald originally scheduled for May 2, 2020 has been postponed. Further, the June 20, 2020 Charity Golf Classic has been rescheduled to Saturday, September 26, 2020.

As a previous sponsor, first right of refusal for the Run and Golf will end as of November 30, 2019.

Sponsorship options to the various events are attached.

***Sponsor the Run For Ronald event as follows:***

- \$5,000 - Presenting Sponsor (Exclusive)
- \$3,500 - Striped Sock Sponsor (Exclusive)
- \$2,000 - Medal Sponsor (Exclusive)
- \$2,000 - Volunteer Sponsor (Exclusive)
- \$1,000 - Race Kit Sponsor (Exclusive)
- \$1,000 - Kids Zone Sponsor (Exclusive)
- \$2,000+ - House Hero Sponsor
- \$1,000+ - Family Hero Sponsor
- \$500+ - Kid Hero Sponsor

*For 2020, the \$500 Print Sponsor was eliminated.*

*In 2018, the "Presenting Sponsor" decreased from \$10,000 to \$5,000 and the "Striped Sock Sponsor" increased from \$3,000 to \$3,500.*

***Sponsor the Charity Golf Classic: Lakeland Region event as follows:***

- \$5,000 - Presenting Sponsor (Exclusive)
- \$3,000 - Dinner Sponsor (Exclusive)
- \$2,000 - Breakfast Sponsor (Exclusive)
- \$2,000 - Golf Cart Sponsor (Exclusive)
- \$2,000 - Volunteer Sponsor (Exclusive)
- \$1,000 - Players Bag Sponsor (Exclusive)
- \$1,000 - Hole Sponsor (14 available)
- \$1,000 - Home-in-One Sponsor (4 available)
- \$500+ - Kid Hero Sponsor

*For 2020, the \$500 Program Sponsor (Exclusive) was eliminated.*



*In 2018, the "Presenting Sponsor" decreased from \$10,000 to \$5,000, the "Dinner Sponsor" decreased from \$5,000 to \$3,000, and the "Breakfast Sponsor" decreased from \$3,000 to \$2,000.*

Prior to 2015, no documentation could be found confirming any sponsorship funding being provided to the RMHC.

In 2015, Council provided the following with respect to sponsorships which totaled \$3,500.00:

- Run for Ronald - \$500.00 towards T-Shirts
- Charity Golf Classic: Lakeland Region - \$2,000.00 towards the Gold Sponsorship Package
- Rock the House Curling Funspiel - \$1,000.00 towards a "volunteer" sponsor

In 2016 and 2017, Council provided the following with respect to sponsorships which totaled \$3,000.00:

- Run for Ronald - \$1,000.00 Volunteer Sponsor
- Charity Golf Classic: Lakeland Region - \$1,000.00 Volunteer Sponsor
- Rock the House Curling Funspiel - \$1,000.00 Volunteer Sponsor

In 2018, Council provided the following with respect to sponsorships which totaled \$3,000.00:

- Run for Ronald - \$1,500.00 Sponsor
- Charity Golf Classic: Lakeland Region - \$1,500.00 Sponsor

In 2019, Council provided the following with respect to sponsorships which totaled \$2,000.00:

- Run for Ronald - \$1,000.00 Sponsor
- Charity Golf Classic: Lakeland Region - \$1,000.00 Sponsor

Further to the above, at Council's regular meeting held September 12, 2017 Council respectfully declined the request to sponsor the RMHCNA Winterland Invitational Hockey Tournament being held February 16-18, 2018 at the Bonnyville C2 Centre and Glendon Arena.

The RMHCNA would like to City of Cold Lake to consider sponsorship as a \$2,000 House Hero for the Run for Ronald and put in a Corporate Challenge Team, and become a \$1,000 Hole Sponsor for the Charity Golf Classic (this includes a team entry).



In its' 2020 budget, Council budgeted \$193,000 for sponsoring functions, goodwill, and other activities for the staff and community. The following is a breakdown of the available funding:

- Council General - \$20,000
- Recreation Grants - \$20,000
- Culture Grants - \$20,000
- Community Capital Grants - \$50,000
- Community Events Sponsorship Grants - \$20,000
- Doctor Recruitment - \$18,000
- Special Events Incentives - \$30,000
- Gifts - \$15,000

All of the above highlighted programs are going to be recommended to Council by the Council Committees.

To date, without consideration of this request or any others on the April 14, 2020 agenda, \$2,600.00 (Cold Lake Alpine Ski Society \$2,500, CLMHA \$10,000 (event cancelled due to COVID-19), and Kids Time Out Play Program \$100) has formally been allocated from the 2020 Council Goodwill budget by motion of Council.

#### **Alternatives:**

Council may consider the following options:

- Pass or defeat a motion to support the following Ronald McDonald House Charities Northern Alberta (RMHCNA) 2020 events:
  - \$\_\_\_\_\_ Sponsor - Run for Ronald scheduled for TBD in 2020 in Cold Lake
  - \$\_\_\_\_\_ Sponsor - Charity Golf Classic: Lakeland Region scheduled for Saturday, September 26, 2020 at the Cold Lake Golf & Winter Clubwith funds to come from Council Goodwill (1-2-11-20-229) for 2019.
- Pass a motion to respectfully decline the request to sponsor the events being hosted by the Ronald McDonald House Charities Northern Alberta (RMHCNA) for 2020.
- That Council postpone the request for funding to the April 28, 2020 regular meeting of Council.

#### **Recommended Action:**

That Council motion to respectfully decline the request to sponsor the events being hosted by the Ronald McDonald House Charities Northern Alberta (RMHCNA) for 2020.



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

Yes

**Submitted by:**

Kevin Nagoya, Chief Administrative Officer