



STAFF REPORT

Title: Request for Funding - Bonnyville Health Foundation 2023 Gala

Meeting Date: January 24, 2023

Executive Summary:

Bonnyville Health Foundation Executive Director Dawn Weber appeared as a delegation at the January 24, 2022 Council meeting advising that “A Night in the Emerald City” - Annual Bonnyville Health Foundation Gala is being held Saturday, April 15, 2023 and the Foundation are requesting for the City’s consideration in purchasing a silver sponsorship of \$4,000 toward the sold-out comeback event.

Further to the above, if Council would like to attend the event a cost for the table would be an additional \$1,000.

Understanding that time of the essence, administration has generated this issue for Councils consideration on the same evening as the delegation.

Background:

It is understood that Council has expressed interest in attend the Bonnyville Health Foundation 2023 Gala and assist them in fundraising for various healthcare initiatives in Bonnyville.

Various sponsorship opportunities have been attached for reference purposes.

For reference purposes:

Since the inception of Hearts for Healthcare, the City provided various financial assistance and sponsorships to H4H in their annual funding initiatives such as their gala. The financial assistance has ranged from ~\$10,000 to ~\$20,000 inclusive of all related fundraised initiatives.

In November 2019, Hearts for Healthcare requested for additional specific municipal funding of \$20,000 for doctor recruitment initiatives and limited funding for their annual Gala to a purchasing of table.

In November 2020, Hearths for Healthcare requested for additional funding of \$20,000 specific for doctor recruitment initiatives and \$10,000 to provide financial assistance for locums and again limited funding for their annual Gala to a purchasing of a table.



In 2022, Hearts of Health Care's funding jumped to \$41,000 inclusive of Doctor recruitment initiatives, locums and reinstatement of sponsorship funding for their annual gala and purchasing a table to attend the event.

Subject to Council's approval, this will be the first time the City of Cold Lake has provided sponsorship funding to the Bonnyville Health Foundation 2023 Gala Fundraising Initiative.

Council budgeted \$20,000 for Council's Goodwill (General Fund). At the time of this report, no motion of Council has been made relating to the expenditures for Council's Goodwill.

Alternatives:

Council may consider the following options:

- That Council authorize a donation \$5,000 towards the Bonnyville Health Foundation Gala inclusive of a \$4,000 sponsorship and \$1,000 Table being held April 15, 2023 at the Bonnyville Centennial Centre with funds to come from Council Goodwill (1-2-11-20-229).
- That Council authorize a donation \$4,000 towards the Bonnyville Health Foundation Gala for a silver sponsorship being held April 15, 2023 at the Bonnyville Centennial Centre with funds to come from Council Goodwill (1-2-11-20-229).
- That the Request for Funding be referred to Council's Community Grant Advisory Committee for recommendation.

Recommended Action:

That Council authorize a donation \$5,000 towards the Bonnyville Health Foundation Gala inclusive of a \$4,000 sponsorship and \$1,000 table, being held April 15, 2023 at the Bonnyville Centennial Centre, with funds to come from Council Goodwill (1-2-11-20-229).

Budget Implications (Yes or No):

Yes

Submitted by:

Kevin Nagoya, Chief Administrative Officer