City of Toronto
2012 Partnership Achievements

Toronto Office of Partnerships
Director: Phyllis Berck
October 23, 2013
Definitions / Qualifications

- **Sponsorship** - Contributions to events, programs and facilities in return for a substantive marketing benefit. Does not qualify for a tax receipt.

- **Donation** - Cash or in-kind contributions, whether designated or not, which provide assistance to the City. Donors do not receive a substantive benefit in return. Qualifies for a tax receipt.

- **Grant** - Cash or in-kind contribution towards a specific project, often with the goal of helping the grantor achieve specific social benefits or objectives.

- **Joint Venture** - Where the City and one or more partners invests in an initiative so that each party shares the business risks and rewards of the project's outcome.

- **Government** – Government partnerships does not include transfer payments, fees for service, service manager, or other regular forms of funding.

- **Not for Profit** - Includes partnerships with social enterprises

- **Private** - Includes partnerships with private individuals or families

- **Partnership Revenue** - Net impact to the City's budget, assets, or initiatives, excluding volunteered time/expertise
2012 Executive Summary

- A total of 250 partnerships brought $26 million to the City to enhance existing programs and services.

- Total value decreased by 22.2% ($7.44M) due to the exclusion of joint municipal-provincial public health initiatives, as well as the conclusion of some time-limited program partnerships such as the Integrated Multi-Family Recycling Strategy program, the Toronto Newcomer Initiative pilot, and the POL capital construction partnerships.

- Investments from partners are generally directed to specific program enhancements, with commitments of no more than one to three years. As such, notable fluctuations in divisional totals can be expected from year to year as past partnerships conclude and new ones begin.

- Partnerships were reported from 17 divisions from all three clusters.
250 Partnerships totalling $26 million were reported by 17 divisions from all three Clusters

<table>
<thead>
<tr>
<th>City Division</th>
<th>Revenue*</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's Services</td>
<td>$0.06</td>
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<tr>
<td>Economic Development &amp; Culture</td>
<td>$7.66</td>
<td>84</td>
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<tr>
<td>Emergency Medical Services</td>
<td>$0.34</td>
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<tr>
<td>Facilities Management</td>
<td>$0.20</td>
<td>2</td>
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<tr>
<td>Fire Services</td>
<td>$0.06</td>
<td>3</td>
</tr>
<tr>
<td>Fleet Services</td>
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</tr>
<tr>
<td>Long-Term Care Homes &amp; Services</td>
<td>$0.17</td>
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<tr>
<td>Municipal Licensing &amp; Standards</td>
<td>$0.08</td>
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<tr>
<td>Parks, Forestry &amp; Recreation</td>
<td>$6.52</td>
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</tr>
<tr>
<td>Shelter, Support &amp; Housing Administration</td>
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<tr>
<td>Social Development, Finance &amp; Administration</td>
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<tr>
<td>Solid Waste Management</td>
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<td>Technical Services</td>
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<td>Toronto Environment Office</td>
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<td>Toronto Office of Partnerships</td>
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<td>Toronto Public Health</td>
<td>$0.32</td>
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<tr>
<td>Transportation Services</td>
<td>$1.63</td>
<td>6</td>
</tr>
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</table>

* in millions of dollars
Who Partnered with the City

- 187 organizations partnered with the City** including:
  - Private-sector businesses such as the CFL, Devon Consulting, Great Gulf Homes, Jleaver Presentations, NOW Magazine, PetSmart, TD Bank Canada, State Farm Insurance, the Walrus and Target Canada.
  - Charitable foundations including the Heart and Stroke Foundation, Canadian Tire Jumpstart, Aki Latvala Foundation, CP24 CHUM City Wish, Kuriou Foundation, MLSE Team-Up Foundation and KaBOOM!
  - Not-for-profit organizations such as Access Community Capital, the Life Saving Society, Osteoporosis Canada, Second Harvest, Toronto Sports Council, Trees Ontario and the YMCA of Greater Toronto.
  - Federal and Provincial programs including Metrolinx, Canadian Heritage, Citizenship and Immigration Canada, Ministry of Tourism, Culture and Sport, Public Safety Canada, and Service Canada

** Many partners continue to work with the city year after year.
partnerships by
Partner Sector

**Does not include regular forms of intergovernmental funding**
partnerships by Geographic Scope

**Partnership Revenue**
(in millions)

- **2012**
  - $8.97 (34%)
  - $17.04 (66%)

- **2011**
  - 24%
  - 76%

- **2010**
  - 29%
  - 71%

**Number of Partnerships**

- **2012**
  - 88 (35%)
  - 162 (65%)

- **2011**
  - 48%
  - 52%

- **2010**
  - 63%
  - 37%
Partnerships by Form of Investment

**Partnership Revenue (in millions)**

- **2012**
  - Cash: $6.37 (24%)
  - Cash & In-Kind: $5.99 (23%)
  - In-Kind: $13.66 (53%)

- **2011**
  - Cash: $5.99 (15%)
  - Cash & In-Kind: $6.37 (29%)
  - In-Kind: $13.66 (56%)

- **2010**
  - Cash: $13.66 (30%)
  - Cash & In-Kind: $5.99 (5%)
  - In-Kind: $6.37 (65%)

**Number of Partnerships**

- **2012**
  - Cash: 91 (36%)
  - Cash & In-Kind: 35 (14%)
  - In-Kind: 124 (50%)

- **2011**
  - Cash: 38% (44%)
  - Cash & In-Kind: 18% (19%)
  - In-Kind: 33% (19%)

- **2010**
  - Cash: 33% (48%)
  - Cash & In-Kind: 19% (19%)
  - In-Kind: 30% (65%)
TOP working on two initiatives designed to attract new partners and sustain existing ones

1. City-wide e-Donations system to make it easier for residents to provide funds and goods for City programs and services
2. Corporate Partnership Strategy which will focus and enhance the City’s partnership activities
2012 Partnership Achievements

For more information:

Toronto Office of Partnerships
Where innovative partnerships start

www.toronto.ca/top

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