

NO: R012

COUNCIL DATE: January 22, 2018

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **January 10, 2018**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – All Aboard Wanderlust**

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## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report as information; and
2. Approve a sponsorship contribution of \$2,500 to the Kwantlen Polytechnic University (“KPU”) Public Relations Program, in support of their fund-raising event, “All Aboard for Wanderlust”, which will be held on Thursday, March 1, 2018 in the Atrium at City Hall.

## INTENT

The City has received a request from KPU’s Public Relations Program, for a sponsorship in support of their annual fund-raising event that will be held on Thursday, March 1, 2018 in the Atrium at City Hall. This report addresses that request.

## DISCUSSION

As part of their curriculum, the KPU Public Relations students organize an annual fund-raising event. This year’s event, “All Aboard for Wanderlust”, will support the “JustKids” program that is delivered through the Elizabeth Fry Society of Greater Vancouver. This program supports the enhancement of skills, knowledge, and life outcomes of children who have a parent incarcerated. The aim of the program is to help support these marginalized children who are in a challenging situation, not of their doing, and also to break the cycle of incarceration. The KPU students will be seeking sponsorship opportunities to support the fundraising goal and to cover some of the operational expenses. The event will be a cocktail reception with entertainment and various fund-raising activities and will be held on Thursday, March 1, 2018 in the Atrium at City Hall.

Staff has evaluated the request and support a sponsorship of \$2,500 from the Council Initiatives Fund. This level of sponsorship will include tickets for each Councillor who wishes to attend and a speaking opportunity for the Mayor.

## FUNDING

Appendix “I” attached to this report documents the balance in the Council Initiatives Fund based on the assumption that Council will approve the recommendations of this report.

## SUSTAINABILITY

“All Aboard for Wanderlust”, the KPU Public Relations student fund-raising event supports the overall objectives of the City’s Sustainability Charter as related to the theme of Inclusion. Specifically, this grant will support the following Desired Outcomes:

- Inclusion DO2: Surrey is a caring and compassionate city that learns about and supports its residents of all backgrounds, demographics and life experiences.
- Inclusion DO3: Residents have opportunities to build social connections with people from different backgrounds.
- Inclusion DO5: New immigrants and refugees are supported to settle, integrate and become thriving members of the community.
- Inclusion DO24: Surrey has a strong social infrastructure that supports the needs of its diverse and growing population.
- Inclusion DO25: Surrey has a culture of collaboration and innovation to solve complex social problems.

## CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship contribution of \$2,500 from the Council Initiatives Fund to KPU’s Public Relations Program in support of their annual fund-raising event, “All Aboard for Wanderlust”, which will be held on Thursday, March 1, 2018 in the Atrium at City Hall.

Kam Grewal, CPA, CMA  
General Manager, Finance

Appendix “I”: Council Initiatives – Allocations for 2018

## APPENDIX "I"



### 2018 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year			
adjusted for amounts not utilized	600		
<b>2018 Adopted Budget</b>	260,000		<b>\$ 260,600</b>
2018 Sponsor Appreciation Event		10,000	
All Aboard Wanderlust - JustKids Program (Proposed)		2,500	
Young Agrarians Land Matching (Proposed)		10,000	
Allocations for 2018		\$ 22,500	\$ 238,100