

NO: R132

COUNCIL DATE: June 11, 2018

---

## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **May 30, 2018**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Fraser Region Aboriginal Friendship Centre Association**

---

## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship request of \$3,500 from the Council Initiatives Fund to Fraser Region Aboriginal Friendship Centre Association (“FRAFCA”) for their third annual Guiding Youth Home Charity Event on November 10, 2018 at Aria Banquet Hall and Convention Centre in Surrey.

## INTENT

The purpose of this report is to request that Mayor and Council support a sponsorship request from the Council Initiatives Fund towards the 2018 FRAFCA Guiding Youth Home Charity Event.

## DISCUSSION

FRAFCA received its Friendship Centre designation in 2012 and joined a large network of sister agencies that collectively work to improve the lives of Indigenous people locally, provincially and nationally. Friendship Centers represent Canada’s most significant off-reserve Indigenous service delivery infrastructure and are the primary providers of culturally enhanced programs and services to urban Indigenous residents. For over half-a-century, Friendship Centres have been facilitating the transition of Indigenous people from rural, remote and reserve life to an urban environment.

Surrey-based FRAFCA is often the first point of contact for Indigenous people seeking services and support. Many of the Indigenous people in Surrey have used FRAFCA’s services. FRAFCA’s approach and philosophy is to bridge the best of both western and traditional knowledge to provide a place of support, healing, and advocacy. FRAFCA continues to support the community and promote a vision of strong, healthy and successful Indigenous people.

FRAFCA will be hosting their third annual Guiding Youth Home Charity Event to benefit their All Nations Youth Safe House. The event’s focus is on raising funds for transitional housing for youth between the ages of 19 and 24. FRAFCA’s goal is to expand their youth services further by building transitional housing to serve youth who are aging out of Provincial ministry care and

youth supportive services. The vision includes transitional living units supported by wraparound services including addictions and mental health support, life-skills workshops, work experience and health care services. The goal is to integrate youth into the community in a way that allows them to be independent during their transition into adulthood.

The recommended level of sponsorship in this report will designate the City as a “Silver” sponsor, which provides three complimentary event tickets along with inclusion of the City’s logo in all advertising and signage for the event and on FRAFCA’s website for a one year period. Complimentary event tickets will be allocated to members of Council who plan to attend the event and additional tickets may be purchased as necessary. Details of the sponsorship are included in Appendix “I”.

## **FUNDING**

On May 29, 2017 Council approved corporate report R109; 2017 authorizing a sponsorship of \$3,500 for FRAFCA’s 2017 annual fundraising gala from the Council Initiatives Fund. Staff have evaluated the request and support sponsorship for the 2018 charity event in an amount equal to last year’s contribution.

Staff recommend that Council approve a “Silver” sponsorship of \$3,500 from the Council Initiatives Fund in support of the 2018 Guiding Youth Home Charity Event and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event.

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

## **SUSTAINABILITY**

The FRAFCA supports the overall objectives of the City’s Sustainability Charter 2.0 as related to the theme of Inclusion. Specifically, this sponsorship will support the following desired outcomes (DO):

- Inclusion DO1: Surrey welcomes, includes, embraces and values the diversity of people who live here.
- Inclusion DO2: Surrey is a caring and compassionate city that supports its residents of all backgrounds, demographics and life experiences.
- Inclusion DO7: Surrey’s Urban Aboriginal community is thriving with high educational outcomes, meaningful employment, and opportunities for cultural connections.
- Inclusion DO9: Supports and services are in place to prevent and help people transition out of poverty.

## CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship of \$3,500 from the Council Initiatives Fund to the Fraser Region Aboriginal Friendship Centre Association in support of their 2018 Guiding Youth Home Charity Event and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event.

Kam Grewal, CPA  
General Manager, Finance

Appendix "I" - FRAFCA 2018 Guiding Youth Home Charity Event Sponsorship Flyer  
Appendix "II" - Council Initiatives Fund- Allocations for 2018

## The Fraser Region Aboriginal Friendship Centre Association

### *Presents*

## All Nations Youth Safe House Fundraiser: Guiding Youth Home

Raising funds for Transitional Housing for Youth Ages 19-24

### **Diamond Sponsor: \$ 10,000 or more**

- Opportunity for sponsor to speak at event
- 20 tickets to the event
- Reserved tables at the event
- Logo featured on website permanently as a supporting sponsor; as well on organization brochures
- Recognition by event speakers from the podium
- Inclusion in press releases and event programs
- Featured on all screens at event & all advertising and signage
- Placement of any advertisement material during the event
- VIP Auction Preview

### **Platinum Sponsor: \$7500**

- 10 tickets to the event
- Reserved seating at the event
- Logo featured on website for 1 year
- Inclusion in event programs, signage and big screens at event
- Recognition by event speakers from the podium
- Placement of any advertisement material during the event
- VIP Auction Preview

### **Gold Sponsor(s): \$5000**

- 5 tickets to the event
- Featured in all advertising and signage for the event
- Logo featured on website for 1 year
- Inclusion in event programs and big screens at event

### **Silver Sponsor(s): \$3500**

- 3 tickets to the event
- Logo featured on website for 1 year
- Featured in all advertising and signage for the event

**Bronze Sponsor(s): \$1000 or less**

- 2 tickets to the event
- Logo featured on website for 1 year
- Featured in all advertising and signage for the event

**\*We are a registered non-profit, our charitable registration number is: 888555042RR0001**



## Appendix "II"


**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>	<b>260,000</b>		<b>\$ 260,600</b>
2018 Sponsor Appreciation Event		10,000	
All Aboard Wanderlust - JustKids Program		2,500	
Young Agrarians Land Matching		10,000	
SFU President's Surrey Gala		5,000	
Foam Free Vaisakhi Initiative		5,000	
Indo-Canadian Dental Association		2,500	
Darpan Extraordinary Achievement Awards		7,000	
Canucks Autism Network (CAN) 2018		5,000	
Youth Helping Youth Society		250	
Canada India Networking Initiative 2018		2,000	
100 Year Journey Gala		6,500	
West Coast Kings Field Hockey Society		3,500	
2018 Surrey Social Innovation Summit		70,000	
Surrey Women's Centre 25th Anniversary		1,000	
Ag Week Pie in the Plaza (Proposed)		30,000	
Crescent Beach Concours d' Elegance (Proposed)		2,000	
<b>Fraser Region Aboriginal Friendship Centre Association (Proposed)</b>		<b>3,500</b>	
<b>Allocations for 2018</b>		<b>\$ 165,750</b>	<b>\$ 94,850</b>