

NO: R173

COUNCIL DATE: September 16, 2019

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **September 12, 2019**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request- The Saheli Foundation**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve from the Council Initiatives Fund, a sponsorship contribution of \$5,000 to The Saheli Foundation in support of their 2020 event featuring Dr. Shefali Tsabary.

INTENT

The City has received a sponsorship request from The Saheli Foundation in support of an event taking place in Surrey, on February 11, 2020, featuring Dr. Shefali Tsabary.

BACKGROUND

The Saheli Foundation (the “Foundation”) is a local, not for profit organization dedicated to empowering and uplifting youth and providing support to young children and their families facing challenging circumstances. The Foundation has been successfully operating for the last 25 years but was registered as a non-profit charitable organization in 2015. The Foundation serves the community through various programs, such as:

- **Backpack Program:** The annual Backpack program aims to provide 100 fully equipped backpacks to children in need;
- **Post-Secondary Scholarship Program:** The Foundation provides a scholarship for post-secondary education for students facing adverse circumstances; and
- **Grocery Delivery Program:** The Foundation works with the Surrey School Board and local businesses to identify families in need and provide groceries on a bi-weekly basis.

DISCUSSION

In partnership with Simon Fraser University, the Foundation will be hosting an event in February 2020, featuring Dr. Shefali Tsabary.

Dr. Tsabary, is a clinical psychologist, parenting expert, acclaimed author and an international keynote speaker who presents at conferences and workshops globally.

This one-day event taking place in Surrey, on February 11, 2020, aims to bring together parents, counsellors, educators and local businesses to address pivotal issues encountered as a community. The Foundation is seeking a sponsorship of \$5,000 towards this event. This funding will allow the Foundation to assist families in need to attend this event free of charge. All net proceeds from the event will be used to enhance the Foundation's on-going programs.

Staff have evaluated the request and recommend that Council approve a funding of \$5,000 from the Council Initiatives Fund to support the Foundation's 2020 event featuring Dr. Shefali Tsabary.

FUNDING

Staff have evaluated the current request and recommends that Council support the Foundation's 2020 event, featuring Dr. Shefali Tsabary, through a sponsorship of \$5,000 from Council Initiatives Fund. Council has previously provided funding for similar events through the Council Initiatives Fund. Appendix "I" 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 CONSIDERATIONS

This event supports the objectives of the City's Sustainability Charter 2.0. In particular, this event relates to Sustainability Charter 2.0 themes of Inclusion and Education & Culture. Specifically, the event supports the following Desired Outcomes ("DO"):

- Diversity & Accessibility - DO2: Surrey is a caring and compassionate city that learns about and supports its residents of all backgrounds, demographics and life experiences;
- Diversity & Accessibility - DO3: Residents have opportunities to build social connections with people from different backgrounds;
- Community Pride & Engagement - DO20: Surrey residents are proud of their community;
- Community Pride & Engagement - DO21: All residents have opportunities to be meaningfully engaged in civic issues to and to contribute to community life;
- Learning - DO1: Surrey has a culture of learning, with a broad range of diverse learning opportunities available and accessible to meet the needs of all residents; and
- Learning - DO2: Surrey children and youth have access to a high quality comprehensive and inclusive educational system, and opportunities that include experience in and out of school.

CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship contribution of \$5,000 to The Saheli Foundation in support of their 2020 event featuring Dr. Shefali Tsabary.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I" 2019 Financial Plan Council Initiatives Fund

Appendix “I”



2019 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year			
adjusted for amounts not utilized	4,300		
2019 Adopted Budget	<u>260,000</u>		\$ 264,300
Olympic Qualifier Event		80,000	
SFU President's Surrey Gala		5,000	
Downtown Surrey Business Improvement Association		5,000	
102nd Anniversary Vimy Ridge Battle		2,900	
Surrey Poet Laureate		10,000	
Federation of Canadian Municipalities Special Advocacy Fund		20,685	
Darpan Extraordinary Achievement Awards		7,000	
SFU Surrey Diwali Gala		2,500	
West Coast Kings Field Hockey Society		5,000	
Newt Fest		5,000	
Special Olympics		1,000	
The Saheli Foundation (Proposed)		5,000	
Allocations for 2019		<u>\$ 149,085</u>	<u>\$ 115,215</u>