

NO: R115

COUNCIL DATE: June 10, 2024

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 10, 2024**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Options Community Services**

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## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship contribution of \$25,000 from the Council Initiatives Fund to Options Community Services (“Options”) in support of their fundraising Gala Concert taking place on Saturday, September 28, 2024.

## INTENT

The City received a sponsorship request from Options for their fundraising Gala Concert called “Hanging by a Thread”, to be held at Bell Performing Arts Centre on Saturday, September 28, 2024.

## DISCUSSION

Options is a non-profit registered charity committed to empowering individuals, supporting families, and promoting community health. In their early years, Options provided transition houses, crisis lines, counselling, youth shelters, and transportation for seniors and the disabled. Through the past decade, Options has expanded their services to provide a variety of social services primarily in Surrey, Delta, White Rock, and Langley. In 2021 Options launched their first Women of Options fundraiser when funds were directed to an affordable housing project in Newton. In 2022, Options launched the Gamechangers campaign to help at-risk youth and young adults who need the financial support as well as enhanced mentorship. This campaign has brought life-altering differences in the lives of youth and young adults in the Community.

Options will be hosting a fundraiser Gala Concert “Hanging by a Thread” on Saturday, September 28, 2024, at Bell Performing Centre in Surrey. All funds raised at the Concert will support affordable housing initiatives. The City of Surrey is invited to join as a sponsor by contributing \$25,000 to offset the costs of the concert. The City will be recognized as a sponsor during the formalities of the event and will be acknowledged as a sponsor on the event website, social media platforms, and displays during the event.

## **FUNDING**

Staff have evaluated the request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommend that Council consider supporting this event through a sponsorship of \$25,000 from the Council Initiatives Fund. 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.

## **CONCLUSION**

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship of \$25,000 to Options Community Services in support of their fundraising Gala Concert.

Kam Grewal,  
CFO/General Manager,  
Finance

Appendix "I": Council Initiatives Fund – Allocations for 2024

# Appendix “I”



## 2024 FINANCIAL PLAN COUNCIL INITIATIVES

| Description   | Amount         | Allocation to date       | Remaining                |
|---|----------------|--------------------------|--------------------------|
| Carried Forward from Prior Year                                   | 240,000        |                          |                          |
| <b>2024 Proposed Budget</b>                                       | <u>260,000</u> |                          | <b>\$ 500,000</b>        |
| Surrey Hospitals Foundation - Celebration of Care Gala            |                | 12,500                   |                          |
| SFU President's Surrey Community Mixer                            |                | 5,000                    |                          |
| Immigrant Link Centre Society                                     |                | 5,000                    |                          |
| Princess Margaret Secondary School - LeoCraft Design Team         |                | 15,000                   |                          |
| Balsar Community Foundation - Run Surrey Run                      |                | 20,000                   |                          |
| Penmar Community Arts Society - Salmon Sessions Music Festival    |                | 15,000                   |                          |
| Surrey Pride Society - Rainbow Gala and Awards Night              |                | 4,000                    |                          |
| UNITI Employment Services   |                | 8,000                    |                          |
| Car Free Day Surrey   |                | 25,000                   |                          |
| Fraser Region Aboriginal Friendship Centre Association (Proposed) |                | 25,000                   |                          |
| International Yoga Day Celebration (Proposed)                     |                | 2,500                    |                          |
| <b>Options Community Services (Proposed)</b>                      |                | <b>25,000</b>            |                          |
| <b>Allocations for 2024</b>                                       |                | <u><b>\$ 162,000</b></u> | <u><b>\$ 338,000</b></u> |