



Municipal District of Bonnyville No. 87

Request for Decision (RFD)

Meeting: Regular Meeting of Council
Meeting Date: April 9, 2024
Originated By: Esther Quiambao, General Manager of Planning and Community Services
Title: Cold Lake Hearts for Healthcare – 2024 Gala Sponsorship Request

PROPOSAL & BACKGROUND

At the Regular Meeting of Council on March 26, 2024, a delegation was made by Cold Lake Hearts for Healthcare (H4H) providing information on, and requesting sponsorship for, their annual Fundraising Gala happening on May 6, 2024 at the Cold Lake Energy Centre. Council directed Administration to bring their request back to a future meeting of Council for consideration.

DISCUSSION ON BENEFITS, DISADVANTAGES & OPTIONS

The M.D. supports communities' healthcare services through annual grants and sponsorship to Cold Lake Hearts for Healthcare, Bonnyville Health Foundation and the Bonnyville Child & Adolescent Mental Health Collaborative.

Historically, the M.D. has provided \$10,000 to \$15,000 in sponsorship of the annual Gala for over 10 years for items such as direct sponsorship, equipment specific sponsorship, silent auction prize donations and the purchase of two tables to attend the event:

- Annual Fundraising Gala: 2023 \$10,000 Sponsorship plus 3 silent auction items; 2022 \$15,000 Sponsorship plus auction items; 2021 \$10,000 Sponsorship; 2020 \$15,000 Sponsorship
- Annual Mega Bounce Run: 2023 \$5,000 valued CAG (monetary and donations); 2022 \$3,150 valued CAG; 2018 \$1,500 donation
- Annual Sparkle in the Park event: 2023 and 2022 donation of Cold Lake M.D. Park and associated services

This year the Hearts for Healthcare Foundation has invited the M.D. to consider the Superior Level Support in the amount of \$25,000 (as per the attached Appendix A) to include two tables of eight at the event. They have also requested the provision of two promotional item donations for their online and live associated prize auction event.

Attached for Council's review:

- Appendix A – H4H Delegation Material from the March 26, 2024 Council Meeting

REFERENCE TO STRATEGIC PLAN

Goal 1: Building a Prosperous and Sustainable Community

REFERENCE TO PROVINCIAL/FEDERAL LEGISLATION

N/A

COSTS & SOURCE OF FUNDING

Cost: \$25,000 Superior level support sponsorship and promotional item donation

Source of funding:

2024 Council Operating Budget (Grants to Industry & Non-Government Organizations) not already allocated towards multi-year annual contributions. Balance = \$26,000.

COMMUNICATIONS STRATEGY

The Cold Lake Hearts for Healthcare will be notified in writing of the decision of Council.

ADMINISTRATION RECOMMENDED ACTION

THAT Council approves the request for sponsorship by Cold Lake Hearts for Healthcare for their 2024 Annual Fundraising Gala in the amount of \$25,000 as a Superior level sponsor, to be funded from the 2024 Operating Budget.

COUNCIL OPTIONS

1. THAT Council approves the request for sponsorship by Cold Lake Hearts for Healthcare for their 2024 Annual Fundraising Gala in the amount of \$25,000 as a Superior level sponsor to be funded from the 2024 Operating Budget.
2. THAT Council approves the request for sponsorship by Cold Lake Hearts for Healthcare for their 2024 Annual Fundraising Gala in the amount of \$_____ as a _____ sponsor and donation of promotional items to be funded from the 2024 Operating Budget.
3. THAT Council accepts the request for sponsorship by Cold Lake Hearts for Healthcare for their 2024 Annual Fundraising Gala as information.
4. THAT Council denies the request for sponsorship by Cold Lake Hearts for Healthcare for their 2024 Annual Fundraising Gala.

Report Approval Details

Document Title:	Hearts for Healthcare - Request for Sponsorship Funding.docx
Attachments:	- Appendix A - Request for Decision of March 26, 2024.pdf
Final Approval Date:	Apr 9, 2024

This report and all of its attachments were approved and signed as outlined below:

Esther Quiambao

Stephanie Severin