

HALIFAX

P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 18.4
Halifax Regional Council
September 24, 2019

TO: Mayor Savage and Members of Halifax Regional Council

Original Signed by 

SUBMITTED BY: _____
Jacques Dubé, Chief Administrative Officer

DATE: September 24, 2019

SUBJECT: WE Day Atlantic Canada 2019

ORIGIN

September 16, 2019 request from WE co-founder Craig Kielburger for a contribution of \$65,000 to support the WE Day Atlantic Canada event on October 16, 2019.

LEGISLATIVE AUTHORITY

79A (1) Subject to subsections (2) to (4), the Municipality may only spend money for municipal purposes if (a) the expenditure is included in the Municipality's operating budget or capital budget or is otherwise authorized by the Municipality;

RECOMMENDATION

It is recommended that Halifax Regional Council

1. suspend the rules of procedure requiring the Audit and Finance Standing Committee to approve a withdrawal from General Contingency Reserve (Q421) and a contribution in support of WE Day Atlantic Canada and to make recommendations on these to Regional Council, and
2. approve a \$65,000 withdrawal from General Contingency Reserve (Q421) and approve a contribution of \$65,000 in support of WE Day Atlantic Canada.

BACKGROUND

WE Day is an initiative of WE Charity, an international charity and educational partner that works through WE Day events, WE school program and WE villages to build community and promote the spirit of volunteerism in the young. WE Charity is registered charitable organization. Students earn attendance at the WE Day event by participating through the WE Schools program and undertaking one local and one global action.

In 2013, Halifax was selected as the location for the Atlantic Canada event which was held on November 27th at the Halifax Metro Centre. In 2013, Regional Council approved funding in the amount of \$50,000 from the Marketing Levy and Special Events Reserve. HRM continued to contribute to WE Day events through to 2018.

On May 31, 2016, Regional Council approved funding in the amount of \$37,500 from the Culture Development Reserve Q321 for the WE Day event. On November 22, 2016, Regional Council approved an increase in funding of \$27,500 for 2016/17 from the Communities and Events Reserve Q621, as well as a direction to staff to develop a multi-year sustainable funding plan to maintain the funding level of \$65,000 for the 2017/2018 budget.

On October 31, 2017, Regional Council approved funding in the amount of \$27,500 from the General Contingency Reserve Q421 for 2017/18 and 2018/19, as well as funding in the amount of \$37,500 from the Cultural Events and Showcases program Q621 for 2017/18 and 2018/19.

The 2018/19 approved funding was not spent as the 2018 WE Day event did not take place. Upon notification from the organizers that the 2018/19 event was being cancelled, the commitment was reversed and \$27,500 was returned to Q421 and \$37,500 to Q621.

HRM did not receive an application from the organization through the 2019/20 event grant application intake. However, WE Charity submitted the request in a letter received on September 16, 2019 (Attachment 1).

DISCUSSION

WE Charity is requesting funding in the amount of \$65,000 for the 2019 WE Day Atlantic Canada event. WE Charity initiatives support the engagement of youth and the WE Day event has a successful track record across Canada and North America of empowering and informing youth. This request aligns with HRM's mandate to provide effective means for reaching youth groups and delivering youth programs.

As noted above, Regional Council previously approved three-year funding in support of the WE Day Atlantic Canada event. This funding has now expired. Typically, requests for Regional Special Events grants are considered by the Grants Committee. However, there was no application made to the 2019/20 program intake and as there is insufficient funding available in the Cultural Events and Showcases stream to consider the request, it does not fall under mandate of the Grants Committee outlined in its terms of reference. Rather, since it is an unbudgeted request for funds, this request would normally be considered by Audit & Finance Standing Committee. Given time constraints as a result of the event being held on October 16th, the recommendation is being made directly to Regional Council.

FINANCIAL IMPLICATIONS

The General Contingency Reserve, Q421 business case outlines the purpose of the reserve as being to receive the annual operating surplus of the Municipality as prescribed by the Provincial Financial Accounting and Reporting Manual, and can be used to fund operating costs, offset deficits, new operating initiatives and/or capital expenditures.

General Contingency Reserve, Q421 Summary:

Projected balance (as at August 31, 2019)	\$3,222,606
Withdrawal per recommendations	<u>(\$65,000)</u>
Revised projected balance,	\$3,157,606

Risk Reserve – General Contingency Reserve Q421, is to receive the annual operating surplus of the Municipality as prescribed by Provincial Financial Accounting and Reporting Manual, and can be used to fund operating costs, offset deficits, or fund new operating and / or capital expenditures. Per this report it would be \$65,000 for We Day unbudgeted withdrawal from the reserve but does not negatively affect the anticipated planned usage of the reserve for the next 5 years.

RISK CONSIDERATION

Risks associated with this recommendation are not considered significant. To determine this, consideration was given to financial and reputational risks.

COMMUNITY ENGAGEMENT

No community engagement was undertaken in the development of this report.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

1. Halifax Regional Council may choose to decline the request for funding.
2. Halifax Regional Council may choose to fund a different amount from the recommended amount.

ATTACHMENTS

Attachment 1 – WE Day Canada letter of request

A copy of this report can be obtained online at halifax.ca or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Maggie Macdonald, A/Manager, Program Support Services 902.490.6252

Original Signed

Financial Approval by: _____
Jane Fraser, Director of Finance, Asset Management and ICT/CFO, 902.490.4630

Original Signed

Report Approved by: _____
Denise Schofield, Director, Parks and Recreation, 902.490.4933



September 16, 2019

Dear Mayor Savage,

I hope this finds you well.

We are looking forward to another inspiring celebration of service in Halifax at WE Day Atlantic Canada on Wednesday, October 16th. The city of Halifax has been a tremendous supporter of the next generation of young leaders, and instrumental to bringing WE Day to life for youth across the East Coast.

After scaling back last year's event to a smaller venue, we're delighted to be hosting a traditional stadium-size celebration in October. We'll be welcoming more than 8,000 youth to this year's event at the Scotiabank Centre. To provide context, the students will represent 550 school groups and 179,000 of their peers in Atlantic Canada, with the majority coming from Halifax.

As we evolve the impact of our programs, we will support more young people across the East Coast year-round with new and innovative curricula and program offerings. For example, in the coming year, we'll be introducing in Halifax schools our WE Well-being program to empower youth and families with the tools and resources they need to promote their own mental well-being and the well-being of their communities. The program will also be prominently featured throughout WE Day.



We will also be joined by our incredible WE Day Co-Chairs and youth champions, Ken Power, Regional Vice President, TELUS; Sean and Crystal Murray, President, CEO and Creative Director of Media Operations, Advocate Printing & Publishing; and Doug Reid, Atlantic Managing Partner, KPMG.

With that said, allow me to advance a couple ideas for your consideration:

- 1) **On-stage segment:** We would love to welcome you on-stage at this year's celebration to share a few words of empowerment with the youth audience—this would be the perfect way to show the community's support of their efforts from the always-gracious host city of Halifax.
- 2) **Renewed support for WE Day:** We're grateful for the Halifax Regional Municipality's past support of WE Day. May I ask if there might be an openness from the city to renew its support (at the previous contribution level of \$65,000) to off-set the city-owned rental costs of the event?

Thank you, as always, for your continued support of our work and, more importantly, for your commitment to empowering our young leaders to change the world.

Sincerely,

Original Signed

Craig Kielburger
Co-Founder, WE