



**Town of Aurora
Mayor's Golf Classic Funds Committee
Meeting Agenda**

Date: Wednesday, August 20, 2025
Time: 10 a.m.
Location: Video Conference

	Pages
1. Call to Order	
2. Land Acknowledgement	
3. Approval of the Agenda	
4. Declarations of Pecuniary Interest and General Nature Thereof	
5. Receipt of the Minutes	
5.1 Mayor's Golf Classic Funds Committee Meeting Minutes of June 4, 2025	1
1. That the Mayor's Golf Classic Funds Committee meeting minutes of June 4, 2025, be received for information.	
6. Delegations	
7. Matters for Consideration	
7.1 Application from Sport Aurora; Re: All Kids Can Play Program	5
1. That the Application from Sport Aurora; Re: All Kids Can Play Program be received; and	
2. That the Committee provide direction to:	
a. Grant the funding request; or	
b. Deny the funding request; or	
c. Defer consideration of the funding request to a future meeting.	
7.2 Application from Hockey Ends Hunger; Re: Hockey Ends Hunger Initiative	15
1. That the Application from Hockey Ends Hunger; Re: Hockey Ends	

Hunger Initiative be received; and

2. That the Committee provide direction to:
 - a. Grant the funding request; or
 - b. Deny the funding request; or
 - c. Defer consideration of the funding request to a future meeting.

7.3 Application from One Canada Multicultural Alliance; Re: Funding for Lunar New Year Celebration

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1. That the Application from One Canada Multicultural Alliance; Re: Funding for Lunar New Year Celebration be received; and
2. That the Committee provide direction to:
 - a. Grant the funding request; or
 - b. Deny the funding request; or
 - c. Defer consideration of the funding request to a future meeting.

7.4 Application from Shadowpath Theatre Productions; Re: Funding for Apprenticeship Program

27

1. That the Application from Shadowpath Theatre Productions; Re: Funding for Apprenticeship Program be received; and
2. That the Committee provide direction to:
 - a. Grant the funding request; or
 - b. Deny the funding request; or
 - c. Defer consideration of the funding request to a future meeting.

7.5 Application from Victim Services York Region; Re: Funding for Project ANGEL

35

1. That the Application from Victim Services York Region; Re: Funding for Project ANGEL be received; and
2. That the Committee provide direction to:
 - a. Grant the funding request; or
 - b. Deny the funding request; or

- c. Defer consideration of the funding request to a future meeting.

7.6 Application from Whiskey, Wine & MR Menswear Committee; Re: Funding for Event

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- 1. That the Application from Application from Whiskey, Wine & MR Menswear Committee; Re: Funding for Event be received; and
- 2. That the Committee provide direction to:
 - a. Grant the funding request; or
 - b. Deny the funding request; or
 - c. Defer consideration of the funding request to a future meeting.

8. Informational Items

9. New Business

10. Adjournment



Town of Aurora
Mayor's Golf Classic Funds Committee
Meeting Minutes

Date: Wednesday, June 4, 2025

Time: 10 a.m.

Location: Video Conference

Committee Members: Angela Covert (Chair)
Robert Gaby
Manuel Veloso (Vice Chair)

Members Absent: Elia Elliott
Ping Zhang

Other Attendees: Jason Gaertner, Manager, Financial Management
Michael de Rond, Town Clerk
Ishita Soneji, Deputy Town Clerk

1. Call to Order

The Chair called the meeting to order at 10:06 a.m.

2. Land Acknowledgement

The Committee acknowledged that the meeting took place on Anishinaabe lands, the traditional and treaty territory of the Chippewas of Georgina Island, recognizing the many other Nations whose presence here continues to this day, the special relationship the Chippewas have with the lands and waters of this territory, and that Aurora has shared responsibility for the stewardship of these lands and waters. It was noted that Aurora is part of the treaty lands of the Mississaugas and Chippewas, recognized through Treaty #13 and the Williams Treaties of 1923.

3. Approval of the Agenda

Moved by Robert Gaby

Seconded by Manuel Veloso

That the agenda as circulated by Legislative Services be approved.

Carried

4. Declarations of Pecuniary Interest and General Nature Thereof

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act, R.S.O. 1990, c. M.50*.

5. Receipt of the Minutes

5.1 Mayor's Golf Classic Funds Committee Meeting Minutes of April 2, 2025

Moved by Manuel Veloso

Seconded by Robert Gaby

1. That the Mayor's Golf Classic Funds Committee meeting minutes of April 2, 2025, be received for information.

Carried

6. Delegations

None.

7. Matters for Consideration

7.1 Application from The Lighthouse Learning and Development Centre; Re: Funding for Programs

Moved by Manuel Veloso

Seconded by Robert Gaby

1. That the Application from The Lighthouse Learning and Development Centre; Re: Funding for Programs be received; and

2. That the Committee grant the funding request in the amount of \$5,000.00.

Carried

7.2 Application from CAYR Community Connections; Re: Funding for 'A Taste for Life' Annual Campaign

Moved by Robert Gaby

Seconded by Manuel Veloso

1. That the Application from CAYR Community Connections; Re: Funding for 'A Taste for Life' Annual Campaign be received; and
2. That the Committee grant the funding request in the amount of \$5,000.00.

Carried

7.3 Application from Aurora Cares Community Action Team; Re: Funding for Ongoing Initiatives

Moved by Manuel Veloso

Seconded by Robert Gaby

1. That the Application from Aurora Cares Community Action Team; Re: Funding for Ongoing Initiatives be received; and
2. That the Committee grant the funding request in the amount of \$5,000.00.

Carried

8. Informational Items

None.

9. New Business

There was brief discussion regarding an additional question on the application form.

Mayor's Golf Classic Funds Committee Meeting Minutes
June 4, 2025

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10. Adjournment

Moved by Robert Gaby

Seconded by Manuel Veloso

That the meeting be adjourned at 10:46 a.m.

Carried

Application to Receive Funds

The Aurora Mayor's Charity Golf Classic has raised over \$1 million to date and has financially assisted several community organizations to provide much needed services to residents living in the Town of Aurora. Recipient selection is conducted annually by the application review and disbursement committee of the Town of Aurora Mayor's Charity Golf Classic and is based on the information provided in this application.

Funding Criteria and guidelines;

- Individual applicants and community groups must demonstrate financial hardship or a limited means to retain funds in another manner. Individual applications demonstrating financial hardship will be kept confidential.
- Individuals and organizations may not receive funding for more than two consecutive years.
- Funding requests for more than \$5,000 in a calendar year will not be accepted.
- Funding requests for more than 50% of an initiative will not be considered and applicants must demonstrate how the remaining funds will be or have been obtained
- Applications should demonstrate a benefit to the residents of the Town of Aurora that receiving the funding will provide
- Successful applicants will be required to report back in any way they deem appropriate regarding the utilization of funds within six (6) months of receiving funds

Name of Individual or Community Group *

Sport Aurora All Kids Can Play Program

What percentage of your organization's clients reside in Aurora? *

90%

Address

Street Number and Name *

412 McCaffrey Rd

City/ Town *

Newmarket

Province *

Ontario

Postal Code *

L3X 1T5

Contact Information

Email Address *

executive.director@sportaurora.ca

Phone Number *

(905) 713-5027

On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.



Application to Receive Funds from the Aurora Mayor's Charity Golf Classic 2025 All Kids Can Play Program

The All Kids Can Play Program has been in existence since 2012 and has been active in providing financially disadvantaged families the opportunity to apply for and receive funding to support their children's sport participation.

Since its inception, the fund has attracted donations to a total of \$62,652.00 from 30 separate donors; many of whom are multiple donors. Most donors are service Organizations, sport organizations, golf tournament organizers and corporations who believe as we do that children of families in financial need have a right to participate in healthy active, socially acceptable programs.

We receive no funding from any other source besides our donors and sponsors and 100% of all donations/sponsorships go to supporting the children who apply for funding, so without donors or sponsors, the fund does not exist.

We have subsidized over 300 children over the life of the Fund, who are now engaged in healthy physical activity within our community and with multiple sport Organizations.

Our fund now attracts more applications than ever and our estimates are that at current funding levels we have less than 12 months of reserve in the fund. Our policy is to maintain 12 months of funding reserve to ensure continuity and sustainability of the Program.

As part of our continued diligence, Sport Aurora recently reviewed the best practices available in terms of donor and sponsor recruitment as well as recipient access and we have now re-launched the Program, confident that our processes are fair, transparent and objective.

- We have revamped our registration processes at www.sportaurora.ca to take advantage of the on-line environment yet securing privileged information.
- Recognizing that funds are needed to support the administration and outreach activities, we have added a sponsor opportunity for those with support interests to provide funding for the outreach to both donors and recipients. In the past, all funds donated were directed to the recipients but now we need funds to outreach and sustain the Program through sponsorship.
- Our 'Outreach Plan' is always updating to use traditional and social media as well as personal appeal to build the fund through new and existing donors and find eligible recipients. This includes an outreach to individual donors through a unique on-line funding that was designed in 2020.
- The Work Plan for the AKCP Program has been approved by the Sport Aurora Board and we are now implementing that plan for 2024.

The Sport Aurora All Kids Can Play Administrator
Executive Director – Laurie Mueller



The Problem:

- According to the Ontario Physical and Health Education Association (OPHEA) school-age children are getting less than the 60 minutes per day of physical activity research suggests is necessary for maintaining health.
- According to ParticipAction, Canada's leading advocate for healthy physical activity, only 35% of children aged 5-17 are getting the required amount of physical activity to maintain health.
- Only 20 minutes of Daily Physical Activity is provided for in the curriculum of elementary school children.
- According to the Harvard Medical School in by the year 2030, fifty percent (50%) of health care dollars will be spent on the diagnosis, treatment and compensation for those suffering from Diabetes. Type 2 Diabetes is now considered an epidemic, It is also being defined as a lifestyle disease, largely preventable with regular physical activity and appropriate nutrition.
- Parents report in multiple surveys that the cost of sport participation is responsible for keeping 1/3 of Canadian youth off of fields and out of gyms and that parents on average spend \$953 per year per child to participate in sports. When surveyed, 87% of parents report they know of a child who cannot afford to participate in sport and physical activity due to cost.
- According to Canadian Tire Jumpstart statistics, in 2018 alone 310,824 kids were helped across Canada distributing over \$26,000.000.00. Typically funding from the CTC Jumpstart Program is depleted and closed before all applicants are served in Aurora.
- Each year there has been an average of 30% increase in subsidies provided by Sport Aurora Member Organizations to children and families who need financial assistance to continue with their programs. Our Member Organizations offer financial assistance through their own means each year to many children. The All Kids Can Play adds funding to more participants.
- The Sport Aurora All Kids Can Play Program has received donations of over \$60,000.00 from local businesses Service Groups and individuals and all funds donated go directly to the kids funded and the administration of the Program is funded by Sport Aurora through their sponsors and supporters.
- Due to cost, there has been no campaign of awareness in Aurora to inform people that help is available and therefore people just don't know of the possibility of subsidy. Sport Organizations are wary of promoting that subsidies exist because they do not have the capacity to subsidize all requests. It is a delicate balance to promote the program and ensure sufficient funds are available.
- While Aurora is considered an affluent Community with comparatively high average incomes for all of Canada (\$106,708.00-2016 Census data), many parents cannot afford to put their children into sports without financial assistance. While assistance is made through agencies such as JumpStart, the availability of funds is less than the need and so additional assistance is needed to ensure All Kids Can Play in Aurora.
- Sport Aurora has partnered with Welcoming Arms in order to streamline the application process for participant families and reach more eligible recipients.



Supplemental Program Information:

What is Subsidized?

AKCP offers financial support registration costs for organized recreational, introductory or developmental Sport Programs. Eligible recreational, introductory or developmental Programs are those that are inclusive of all children regardless of ability and where there are no selection processes of inclusion or where children can be 'cut' from a team or a Program. Programs that focus on recreational play, introductory sport instruction and fundamental movement or sport skill development are eligible. AKCP is designed to reduce financial barriers to entry to sport programs.

Who Is 'Eligible'?

All Kids Can Play Program supports children and youth between the ages of 4 and 18 years. One exception is for participants with documented special needs who are eligible regardless of age. AKCP focus is entirely on the investment in children who wish to explore sport opportunities and become engaged in healthy sport participation at the recreational level and is intended to remove financial barriers to entry to sport. No fee subsidy associated with Competitive Programs are provided, nor are equipment costs subsidized.

What is a 'Program Session'?

Programs offered by a qualified sport or physical activity Organization that are:

- A minimum of eight weeks in duration.
- Provide at least 1 hour per week of activity.
- Considered 'Try Me' Programs that encourage children to participate for the first time in any sport.

What is a 'Funding Period'?

Two Funding Periods exist; Spring and Summer and Fall and Winter periods and continuous intake is provided all year during each Funding Period.

How are Funds Distributed?

Financial support is made directly to the Sport Organization, not the family nor the athlete and only after the application has been approved and registration has been confirmed by the Sport Organization in question.

- The Sport Organization is responsible for providing 25% of the fee charged as a discount to the applicant.
- AKCP will provide 50% of the fees charged up to a maximum of \$300.00 per Funding Period.
- The applicant is required to pay 25% of the fee directly to the Sport Organization but may be waived by that Organization.
- The maximum AKCP subsidy of any and all fees to any given child or youth per Funding Period is \$300.00.
- Children can be funded to a total maximal annual subsidy of \$600.00.
- There is no limit to the number of children subsidized in any family.
- Families can re-apply to subsequent Funding Periods provided all other funding criteria have been met.
- Families must provide evidence of financial need through AKCP application procedures and be approved before funds are advanced to the sport organization.

- Applications are available at local Elementary Schools, Welcoming Arms or the Aurora Public Library. On-line Applications can be printed at www.sportaurora.ca/akcp and submitted confidentially to Sport Aurora at the address identified.
- The decision to fund any applicant is subject to final approval by the Executive Director and Board of Sport Aurora.

Eligibility

To be eligible for funding for one or more children, families must first meet specific financial criteria as per Revenue Canada's Low-Income Cut-Offs (LICO) chart. Direct referral from local Pastors and school Principals is available for those deemed qualified by them. Welcoming Arms and Sport Aurora have reciprocal agreements to accept the qualification of participants.

Application Processes

AKCP applications are accessible to all who qualify for the program and are available as follows:

1. The Sport Aurora Web site.
2. Through personal appeal to Sport Aurora
3. Applications must be submitted and approved prior to the program's start date.
4. Applications must include proof of financial need. Anyone of the following will suffice as proof need to provide one of the following: an income assessment, T4 statement from the previous year, or three consecutive pay stubs.
5. Funding is up to \$300 per funding period, subject to the All Kids Can Play Program's discretion and/or local demands.
6. Children can be funded for successive seasons in an activity, up to a maximum of \$300 per funding period.
7. The annual maximum amount a child is eligible to receive is up to \$600, subject to the All Kids Can Play Program's discretion and/or local demands.
8. Cheques are made payable to the service organization, identified as the "payee" in the application. A payee can be any local sport organization that coordinates the sports or physical activity on behalf of the qualifying youth/child.
9. All approvals will be subject to funding availability through the All Kids Can Play Fund.

Applications must be submitted between **January 15 and November 30**. Funds will be distributed evenly over all spring/summer and fall/winter activities.

Application Procedure

All Kids Can Play (AKCP) Applications are to be completed by the responsible parent or guardian of the child in question. The following is required when the application is sent into Sport Aurora:

1. That the applicant's Sport Organization agrees to the application. The applicant must contact the Club/Organization in order to complete the information asked on the application.
2. The applicant's contact name, number, mailing address and signature from the Organization verifying information is correct and complete.
3. Applicant registration must be confirmed by the Sport Organization to the All Kids Can Play Program.
4. The application must be sent into Sport Aurora, 100 John West Way, Aurora, ON, L4G 6J1
5. A copy of the applicants Income assessment must accompany the application.
6. The application can be delivered by **email or direct mail**.
7. All applications and information are confidential and protected from disclosure.
8. Once application is assessed, the applicant is contacted via email.
9. Applications are assessed once a month.



10. Once the Applicants registration is confirmed by email, a confirmation of approval is sent to both the applicant and the sport Organization.
11. A cheque for the approved amount will then be sent directly to the Sport Organization for all approved applications.
12. Applications from Welcoming Arms are pre-approved as are those from Principals of schools and church pastors.

Marketing and Communications Plan

The goal of the All Kids Can Play Marketing Plan is two-fold:

A) **An Outreach Program** is proposed to inform the public and potential families of the All Kids Can Play Program. It important that this Outreach Program is targeted to various known agencies that work directly with families in need. Public Awareness is important as well so that the Community is fully aware of the Program and that the Program receives high visibility and referrals.

B) **A Donor and Sponsor Recruitment Plan** is to be updated to:

1. Encourage more donations of funds for distribution to families in need.
2. Identify Sponsors of the AKCP Program to financially support the Outreach and administration costs associated with the recruitment of applicants.
3. Celebrate and recognize donors and sponsors publicly.

Strategies

A) Social Media Campaign

The social media campaign for All Kids Can Play includes all social media platforms and email newsletters. The Sport Aurora Facebook page, Instagram page, and Twitter page regularly posts features about the Program to reach as wide of an audience as possible and gain visibility online. The features will include videos, testimonials and thank-you's to donors and sponsors. Through email newsletters, the All Kids Can Play Committee reaches out to schools to create a partnership. This partnership allows the schools to send the details of All Kids Can Play out to the parents of all the students. The targeted schools will be those that are earmarked for financial difficulty. Emails are also sent to as many people as possible in the Sport Aurora Database to spread awareness of the program.

B) Advertising Campaign

The advertising campaign includes a proposed quarterly ad in The Auroran newspaper. The campaign also includes promotional material such as posters and brochures that are available through partners, donors and sponsors. All Kids Can Play posters are posted in municipal sports facilities and all high-traffic locations where approved. Likewise, as part of the school partnership, posters are placed in approved schools. Churches will be engaged through Welcoming Arms.



C) Public Relations Campaign

The goal of the public relations campaign includes outreach to the general public to increase awareness of this Program. This will be done through media releases of gratitude after donations. The idea that every time there is a donation – there's a picture, there's a story, it will show people where their money goes. This is a proven strategy to connect with people. A call for a video intern has been made and this will contribute to the creation of a video about the All Kids Can Play program with a feasible budget provided by Sport Aurora.

Terms

Who is a Donor?

A donor is a person or organization that donates money to the All Kids Can Play program and is to be used exclusively for family support of registration fees. The donations go towards the sports program registration fees required for the kids to participate. A donor can be an Organization an Agency or an individual.

Who is a Sponsor?

A sponsor is an organization, and Agency or an individual who provides financial support to the All Kids Can Play Program to help fund the Outreach Program as well as the administration of the Program required to qualify applicants.

Request for Funding

We request a total of \$5000.00 in 2025 of which 100% will be for direct support of children in need.

We thank you in advance for your consideration of our request.



ALL KIDS CAN PLAY

Sport Aurora is a non-profit Sport Organization with a belief that ALL KIDS CAN PLAY and should be provided with the opportunity to participate in sport.

ALL KIDS CAN PLAY assists under-resourced children and youth to get on fields and rinks, and in gyms and pools so they can participate in healthy, fun and safe organized sport. Our Program mission is to ensure that no child who wants to play is left on the sidelines.



What are the facts?

- 1 in 3 families can not afford to enrol their children in sport and recreation activities due to financial barriers
- School-age children are getting less than 60 minutes per day of physical activity research suggests is necessary for maintaining health (OPHEA)
- Sport leads to healthier lifestyle, leadership skills, positive relationship with peers, increased self-esteem and improved school performance

Who is eligible?

- Those 4 -18 years of age
- Those who would not be able to participate in organized physical activity without assistance
- Individual applicants, not sport groups or teams
- Members of a Sport Aurora affiliated organization

Program Guidelines

ALL KIDS CAN PLAY receives referrals through Sport Aurora Organization membership, local community partners or directly from families in the community. All parents/guardians are required to complete an application form. As part of the application review, the family's financial need is assessed through a simple, confidential "means test". There are two application cycles which include:

Spring/Summer Season:

January 15th – June 15th

Fall/Winter Season:

July 1st – November 15th

Support provided is contingent on the Program funds available through fund-raising efforts of community volunteers. Applications will be reviewed and application approvals are provided within four weeks of submission.



ALL KIDS CAN PLAY helps support children and youth within the Community of Aurora.



Criteria for Funding

- ALL KIDS CAN PLAY funding covers registration fees for an organized, recreation, grass roots Program offered by Member Organizations of Sport Aurora
- Program must be at least one session per week and a minimum of eight weeks in length
- Support distributed will be dependent on funds available through the Program fund-raising efforts
- Support available to under-resourced families
- Applications must be received and grants approved prior to registration in the selected activity
- Applicants will be asked to disclose previous or pending applications for funding with other agencies prior to approval
- Children and youth related to staff or Board of Directors of Sport Aurora are not eligible without prior written permission by the Sport Aurora President



FOR MORE INFORMATION

For more information on how you can donate OR apply for funding, please call, click or e-mail the following:

Phone: (905) 726-4776

www.sportaurora.ca

E-mail: managing.director@sportaurora.ca

Sport Aurora professionally manages the fund so 100% of all funds collected by donors reaches the recipients.



ALL KIDS CAN PLAY PROGRAM

Any child who wants to play should be able to play.



Application to Receive Funds

The Aurora Mayor's Charity Golf Classic has raised over \$1 million to date and has financially assisted several community organizations to provide much needed services to residents living in the Town of Aurora. Recipient selection is conducted annually by the application review and disbursement committee of the Town of Aurora Mayor's Charity Golf Classic and is based on the information provided in this application.

Funding Criteria and guidelines;

- Individual applicants and community groups must demonstrate financial hardship or a limited means to retain funds in another manner. Individual applications demonstrating financial hardship will be kept confidential.
- Individuals and organizations may not receive funding for more than two consecutive years.
- Funding requests for more than \$5,000 in a calendar year will not be accepted.
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- Applications should demonstrate a benefit to the residents of the Town of Aurora that receiving the funding will provide
- Successful applicants will be required to report back in any way they deem appropriate regarding the utilization of funds within six (6) months of receiving funds

Name of Individual or Community Group *

Hockey Ends Hunger

What percentage of your organization's clients reside in Aurora? *

60%

Address

Street Number and Name *

275 Pinnacle Trail

City/ Town *

Aurora

Province *

Ontario

Postal Code *

L4G 7G2

Contact Information

Email Address *

Phone Number *

On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.

Hockey Ends Hunger is an initiative put on for the town of Aurora to help raise donations and awareness to support the Aurora Food Pantry to combat food scarcity in the town of Aurora.

We are currently going into our third year running the initiative and each year we have grown significantly.

The event takes place at the SARC Arena with a hockey game consisting of about 20 individuals who bring non-perishable food donations in support of the Aurora Food Pantry. Every year, friends, family and additional spectators come as well and support by bringing their own donations. The event always ends as a friendly game with each participant happy that they were able to support the food pantry.

Something we began last year and hope to continue to do again this year is host a gathering after the game at a local restaurant or facility in the town of Aurora. Last year we hosted this at Shoeless Joe's Aurora where over 60 people attended bringing more non-perishable food items and raising monetary funds through raffle prizes. Through this we were able to raise \$2,000 for the Aurora Food Pantry and a generous amount of non-perishable food items.

We would appreciate any amount, however small, from the Mayors Golf Charity Classic to help us continue to grow this initiative such as using the funds to cover the cost of the ice time, and getting a facility booked for the evening portion of the event. We are currently in the process of getting registered as a not for profit organization and would greatly appreciate your support. We would formerly like to request \$2,000 as a grant from the mayor's charity golf fund.

Thank you.

Application to Receive Funds

The Aurora Mayor's Charity Golf Classic has raised over \$1 million to date and has financially assisted several community organizations to provide much needed services to residents living in the Town of Aurora. Recipient selection is conducted annually by the application review and disbursement committee of the Town of Aurora Mayor's Charity Golf Classic and is based on the information provided in this application.

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- Applications should demonstrate a benefit to the residents of the Town of Aurora that receiving the funding will provide
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Name of Individual or Community Group *

One Canada Multicultural Alliance

What percentage of your organization's clients reside in Aurora? *

80%

Address

Street Number and Name *

50 Victoria St

City/ Town *

Aurora

Province *

Ontario

Postal Code *

L4G 1R3

Contact Information

Email Address *

jimsun@onecanadama.com

Phone Number *

(647) 839-6633

On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.



One Canada Multicultural Alliance

Aurora Mayor's Charity Golf Classic – Program Grant Application

Submitted by: One Canada Multicultural Alliance (OCMA)

Contact: Jim Sun, Director

Email: jimsun@onecanadama.com | Phone: (647) 839-6633

Website: www.onecanadama.com

Organization Type: Not-for-profit

Event Address: 50 Victoria Street, Aurora, ON L4G 1R3

Program Name: Aurora Together: First Lunar New Year Celebration

Requested Amount: \$5,000 CAD

Program Description:

The “Aurora Together: First Lunar New Year Celebration” is a multicultural, intergenerational community event hosted by the One Canada Multicultural Alliance (OCMA). It will be held on January 25, 2026, at the David Simone Performance Hall in Aurora Town Square, with an expected attendance of 250–300 participants, including newcomers, families, seniors, and youth.



One Canada Multicultural Alliance

Event Location: Aurora Town Square 50 Victoria St, Aurora, ON, Canada L4G 1R3

Cell: 647 839 6633

Email: jimsun@onecanadama.com

The celebration aims to mark Aurora's first-ever official Lunar New Year event, promoting inclusion, cultural sharing, and social connection during a meaningful festive season.

Programming includes:

- Traditional and contemporary Lunar New Year music and dance performances
- Interactive cultural activities such as calligraphy, paper crafts, and intergenerational storytelling
- Asian-themed refreshments and community volunteer participation

Alignment with Mayor's Charity Golf Classic Goals

We are respectfully requesting \$5,000 from the Mayor's Charity Golf Classic fund to support:

- Venue rental and performer honorariums
- Refreshments to maintain an accessible and inclusive environment
- Volunteer coordination and community outreach efforts

This event is thoughtfully designed to foster a welcoming, inclusive, and vibrant Aurora, in line with the Mayor's commitment to equity, cultural celebration, and social well-being.

Financial Need Statement

The One Canada Multicultural Alliance (OCMA) is a grassroots, not-for-profit organization that began receiving project-based federal funding only in 2025. While we are currently supported through the **Celebrate Canada** and **New Horizons for Seniors** programs—**both funded by the Government of Canada**—these grants are limited in scope and do not fully cover the costs of producing the “Aurora Together: First Lunar New Year Celebration”



One Canada Multicultural Alliance

Event Location: Aurora Town Square 50 Victoria St, Aurora, ON, Canada L4G 1R3

Cell: 647 839 6633

Email: jimsun@onecanadama.com

OCMA operates on a modest annual budget and does not maintain long-term financial reserves. As a newly funded organization, we are facing financial hardship and have limited access to alternative funding streams to support the full scope of this event.

This \$5,000 grant is essential to ensuring that the celebration remains open, inclusive, and free to all Aurora residents. As the first official Lunar New Year celebration in Aurora, this initiative holds symbolic and social significance. It will help promote civic engagement, cross-cultural understanding, and contribute meaningfully to Aurora's growing cultural identity and vibrancy.

Geographic Area Served:

The One Canada Multicultural Alliance (OCMA) primarily serves the Town of Aurora. Currently, OCMA has approximately 200 active members, with 80% residing in Aurora.

The One Canada Multicultural Alliance (OCMA), based in Aurora, Ontario, is a not-for-profit community organization dedicated to fostering multicultural understanding, social inclusion, and community engagement among residents from diverse backgrounds.

Guided by the values of unity, compassion, and collaborative development, OCMA seeks to improve the quality of life for newcomers, seniors, youth, and underrepresented groups through programs that promote cultural exchange, integration, and mutual respect.

◆ Our Mandate

OCMA is committed to:

- Empowering newcomers by helping them settle successfully, build community, and develop a strong sense of belonging.



One Canada Multicultural Alliance

Event Location: Aurora Town Square 50 Victoria St, Aurora, ON, Canada L4G 1R3

Cell: 647 839 6633

Email: jimsun@onecanadama.com

- Promoting Canada’s cultural diversity, with a focus on celebrating underrepresented voices and traditions.
- Fostering intergenerational and intercultural dialogue through inclusive events and partnerships tailored to Aurora and York Region’s unique demographics.
- Building resilient and connected communities by creating platforms for meaningful participation, civic engagement, and cultural collaboration.
- Responding to the need for community infrastructure that not only welcomes diversity but also celebrates it as a vital part of Aurora’s identity.

◆ Vision

The vision of the One Canada Multicultural Alliance (OCMA) is to help build a vibrant, inclusive, and unified Canada—a nation where the cultural richness of every resident is embraced as a key contribution to our shared identity.

We envision a society where:

- People from all backgrounds feel safe, respected, and connected.
- Cultural differences are celebrated as opportunities for learning and collaboration.
- Newcomers thrive and actively contribute to shaping their communities.
- Diversity is embraced not only as a principle, but as a practice—through shared spaces, community decision-making, and meaningful cultural celebrations.

At OCMA, we are not just promoting diversity—we are cultivating authentic inclusion. Our vision goes beyond passive acceptance toward active participation and collaboration.



One Canada Multicultural Alliance

Event Location: Aurora Town Square 50 Victoria St, Aurora, ON, Canada L4G 1R3

Cell: 647 839 6633

Email: jimsun@onecanadama.com

Please describe how the initiative seeking funding will serve the Aurora community

“Aurora Together: First Lunar New Year Celebration”, hosted by the One Canada Multicultural Alliance (OCMA), is designed to directly benefit the Town of Aurora by fostering inclusion, cultural understanding, and multigenerational connection during the winter season.

This initiative creates a meaningful opportunity for residents of all backgrounds to come together in celebration of cultural heritage, community spirit, and shared Canadian values.

Key Community Benefits:

1. Promoting Cultural Awareness and Diversity

The event will showcase live multicultural performances—featuring music, dance, and traditional storytelling—by cultural groups representing Aurora’s growing ethnocultural population. This inclusive platform enables community members to share, learn, and appreciate each other’s heritage in an engaging and welcoming environment.

2. Encouraging Community Participation and Belonging

With anticipated attendance of 250+ people, the event offers a space for residents—especially newcomers, seniors, and youth—to feel connected and valued. Through interactive, inclusive activities, the initiative nurtures civic pride and combats isolation by bringing people together.

3. Supporting Local Talent and Economic Activity

By hiring local performers, project assistants, food vendors, and suppliers, the celebration supports Aurora’s creative and small business economy. Involving local service providers helps circulate funding within the town and promotes collaboration with Aurora-based businesses.

4. Fostering Intergenerational Connections

The program is designed to be family-friendly and inclusive of all age groups. Interactive activities such as cultural games and storytelling will be co-hosted by seniors and youth, aligning with Aurora’s strategic objective to support multigenerational engagement.



One Canada Multicultural Alliance

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5. Enhancing Social Cohesion and Civic Pride

The celebration will act as a vibrant, symbolic gathering for all of Aurora. It encourages cross-cultural dialogue and shared celebration, reinforcing community values such as kindness, respect, and inclusion. This strengthens Aurora's social fabric and supports the Town's long-term vision for multiculturalism, equity, and active citizenship.

Intended Target Audience

This event is open to everyone in the community and is designed for all age groups:

- Children (0–11): Fun activities like crafts, games, and performances.
- Youth (12–17): Opportunities to volunteer, perform, and learn about culture.
- Adults (18–54): Involved as performers, organizers, and guests.
- Older Adults (55+): Honored guests and participants in cultural displays and storytelling.

Anticipated attendance:

300-350 People

Please list and explain which pillars of Town of Aurora's Strategic Plan are being addressed by your initiative/organization, and how your project supports these pillars.

"Aurora Together: First Lunar New Year Celebration", presented by the One Canada Multicultural Alliance (OCMA) strongly aligns with the objectives outlined in the Town of Aurora's Strategic Plan.

Under Objective 3: Celebrating and Promoting Our Culture, the Gala highlights diverse cultural performances, cuisine, and traditions from Aurora's growing multicultural population, directly fulfilling the town's goal of promoting inclusive and coordinated cultural services. OCMA collaborates with local artists, performers, and volunteers to co-create an event that reflects



One Canada Multicultural Alliance

Event Location: Aurora Town Square 50 Victoria St, Aurora, ON, Canada L4G 1R3

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Aurora's diverse community identity. These partnerships underscore the town's commitment to grassroots cultural initiatives. By welcoming residents of all backgrounds—including newcomers, seniors, children, and families—the event strengthens Aurora's cultural fabric and creates opportunities for meaningful community bonding through shared cultural experiences.


Under Objective 4: Encouraging an Active and Healthy Lifestyle, the event promotes mental and emotional well-being by reducing isolation, particularly among seniors and newcomers, through joyful and inclusive holiday programming. It is designed to encourage families to attend together, with programs suitable for all ages, fostering cross-generational participation and understanding. The initiative also promotes physical activity through dance and performance and encourages civic engagement through volunteering and organizing, contributing to a socially active and healthy lifestyle.

By aligning with these strategic pillars, the OCMA Gala meaningfully contributes to Aurora's long-term goals of inclusion, cultural vibrancy, and community resilience. It also reinforces the town's reputation as a welcoming, progressive, and culturally rich community.

For more information about our organization and activities, please visit our website and social media:

 Email: jimsun@onecanadama.com

 Website: www.onecanadama.com

 Instagram: [@onecanadama](https://www.instagram.com/onecanadama)



One Canada Multicultural Alliance

Event Location: Aurora Town Square 50 Victoria St, Aurora, ON, Canada L4G 1R3

Cell: 647 839 6633

Email: jimsun@onecanadama.com

Application to Receive Funds

The Aurora Mayor's Charity Golf Classic has raised over \$1 million to date and has financially assisted several community organizations to provide much needed services to residents living in the Town of Aurora. Recipient selection is conducted annually by the application review and disbursement committee of the Town of Aurora Mayor's Charity Golf Classic and is based on the information provided in this application.

Funding Criteria and guidelines;

- Individual applicants and community groups must demonstrate financial hardship or a limited means to retain funds in another manner. Individual applications demonstrating financial hardship will be kept confidential.
- Individuals and organizations may not receive funding for more than two consecutive years.
- Funding requests for more than \$5,000 in a calendar year will not be accepted.
- Funding requests for more than 50% of an initiative will not be considered and applicants must demonstrate how the remaining funds will be or have been obtained
- Applications should demonstrate a benefit to the residents of the Town of Aurora that receiving the funding will provide
- Successful applicants will be required to report back in any way they deem appropriate regarding the utilization of funds within six (6) months of receiving funds

Name of Individual or Community Group *

Shadowpath Theatre Productions

What percentage of your organization's clients reside in Aurora? *

50

Address

Street Number and Name *

24 Hill Drive

City/ Town *

Aurora

Province *

Ontario

Postal Code *

L4G 3A6

Contact Information

Email Address *

alex@shadowpaththeatre.ca

Phone Number *

(905) 955-2299

On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.

Initiative Outline

Project Name

Aurora Apprenticeship Plus: Revitalizing Community Spaces through Art & Technology

Purpose

To expand our existing apprenticeship program by engaging Aurora-based apprentices in a community revitalization project focused on under-utilized properties, using arts, environmental practices and innovative projection mapping technology.

Goals

- Provide hands-on training and professional development to local apprentices.
- Address the issue of abandoned or underused spaces including municipal spaces in Aurora by transforming them into dynamic sites of community engagement.
- Employ projection mapping to create immersive visualizations of potential future uses of these spaces, fostering public imagination, support and community vibrancy.
- Build stronger community connections in Aurora through partnerships with the Town of Aurora and local organizations.

Activities

1. Recruit Aurora-based apprentices with a focus on diversity and inclusion.
2. Host workshops on community-engaged arts, environmental sustainability in the arts and projection mapping techniques.
3. Collaborate with local stakeholders and municipal departments to identify target properties.
4. Develop and present site-specific projection mapping installations that illustrate reimagined uses of abandoned or under-utilized spaces.
5. Organize public engagement events showcasing apprentice work and inviting community feedback.
6. Document the project through video, photography and written reports.

Timeline

- Month 1–2: Recruitment and onboarding of apprentices; partnership formalization.

- Month 3–4: Training workshops and site assessments.
- Month 5–6: Development and installation of projection mapping works.
- Month 7: Public presentation and community engagement events.
- Month 8: Project evaluation and reporting.

Budget

- Total Project Budget: \$20,000 (including \$10,000 TD grant *confirmed* + \$5,000 request from Town of Aurora + other funds TBA)
- Major Expenses: Apprentice stipends, materials & equipment (projection mapping tech rental/purchase), workshop facilitation, marketing & public events, documentation.

Expected Outcomes:

- Increased skill sets and employment readiness for Aurora apprentices.
- Enhanced public awareness and dialogue about local revitalization opportunities via innovative creation.
- Positive activation of underused properties, contributing to community pride and well-being.
- A replicable model of arts + technology-based community engagement.

Supporting Documentation

BUDGET DETAILS

Apprentice Stipends – \$6,000

Three Aurora-based apprentices will receive \$500/month for 4 months.

Projection Mapping Technology – \$3,500

Rental or purchase of projectors, software and tech support.

Materials & Supplies – \$1,000

Art supplies, environmental elements and safety materials.

Workshop Facilitation – \$3,500

Fees for guest artists and tech experts leading trainings.

Space Use / Site Activation – \$2,500

Permits, insurance, rentals and basic equipment for temporary use of municipal spaces.

Marketing & Community Engagement – \$1,000

Flyers, website/socials, signage and public event materials.

Documentation – \$1,000

Photography, videography, and final reporting.

Administration – \$1,500

Project coordination, logistics, and communications.

Total = \$20,000

Notes:

- Apprentice stipends provide support recognizing time commitment.
- Equipment rental is prioritized over purchase for budget efficiency but can be revisited if funds allow.
- Workshops include mentorship and will combine in-person and virtual formats.
- Marketing includes outreach to Aurora residents to maximize local engagement.

TESTIMONIALS FROM PAST APPRENTICES

Being able to perform in unconventional places and environments has been the most refreshing approach to theatre that I have worked on so far in my career. As an actor, it transforms how you adapt and interact with the space, the audience and my fellow cast mates. It has been such a privilege to perform in heritage spaces, and most importantly in my home of York Region.

-Jona V 2024 Apprentice

It's been about 3 years since my first audition with Shadowpath, and it's been a pleasure to work with such a vibrant and driven company and mentor ever since. As an

actor in York Region, one is often made to feel as if one has to figure things out on their own, so I can't thank Alex and the team enough for creating a space where I felt included. The mentorship I've had over the summer has opened my eyes to how an independent theatre company works from the inside, which has given me ideas of branching out into other areas in the future. I don't take any opportunity to support Shadowpath for granted, so hopefully as the years go by, we'll continue to push the envelope on what's possible with the live event together, especially after experiencing the biggest worldwide disaster in our lifetime. Thank you Shadowpath!

-Andile W 2023 Apprentice

This summer I served as an Apprentice with Alex Karolyi at Shadowpath Theatre. In the course of my posting, I had the chance to learn about the grant writing process, budgeting, and other producing responsibilities. It was also educational to see how Alex executed Shadowpath's Theatre out of the Shadows Festival in two distinct spaces.

-Brady M 2023 Apprentice

My first experience in directing happened with Shadowpath this past Spring/Summer. I learned so much about text, design and character development that will help build my professional theatre profile moving forward. I never considered directing before but now I see I have a unique perspective to offer the theatre community and I like it too! Thank you to Shadowpath for the opportunity to explore new ways of working as a female, women of colour, youth in York Region. I will never forget this experience.

-Amber D 2023 Apprentice

Before this apprenticeship, I was seriously considering leaving the arts world altogether. I was a little stuck because I didn't know where my place was and if there even was one. This apprenticeship had a massive impact on my creative future. It opened my eyes to the many possibilities and roles in arts administration and that the world needs more female leaders!

-Alene D, 2016-2017 Apprentice

Awards & Recognition

Town of Aurora Arts and Culture Award	2025
Lieutenant Governor's Ontario Heritage Award for Excellence in Conservation	2024
Most Impactful Theatre Company, Southern Ontario, Canadian Business Awards	2024
Most Outstanding Impact finalist, Charity Village	2022
Community Engagement Award, York Region Arts Council	2022
Leading Women Recognition Award, MPP Chris Ballard, Newmarket	2017
Nominated for Best Not-For-Profit, Vaughan Board of Trade	2016
Best Creative Innovation, Creativity Connected Awards, Richmond Hill	2016
Business of Excellence in Innovation, Newmarket Chamber of Commerce	2016

Images of Most Recent Aurora projects 2023 - 2024

(Top Left: MuralMotions at Town Park Aurora, Top Right: Film Festival Shorts by Seniors at Delmanor, Bottom Left: Aurora in Love at The Royal Rose Art Gallery, Bottom Right: Aurora's Haunted at The Historic Hillary House.)



How residents of Aurora, especially underprivileged residents, will benefit from this project.

1. Access to Paid Skill-Building Opportunities for Underrepresented Youth

Underprivileged residents, particularly youth from marginalized communities, will have access to hands-on training in arts, environmental sustainability, and projection mapping—a rare and innovative tech-art intersection. This can lead to future employment or entrepreneurial opportunities in creative and tech industries.

2. Revitalized Public Spaces for Community Use

The program that the apprentices create will be for the direct benefit of Aurora’s residents. Transformation of abandoned or underused spaces into vibrant, artistic community hubs provides welcoming, accessible spaces where residents can gather, feel safe, and participate in cultural life—especially meaningful for those who lack access to recreational or artistic amenities.

3. Free and Inclusive Community Events

The public showcases and installations will be free, inclusive, and accessible, offering underprivileged families a rare opportunity to engage in cultural experiences without financial barriers—reducing isolation and fostering joy and inspiration.

4. Strengthened Community Connections and Support Networks

Partnerships with local organizations will be leveraged to connect residents with local resources, services, and networks. The project acts as a catalyst for collaboration between artists, municipal services, and social support groups—helping underserved residents become more integrated and supported in their community.

Application to Receive Funds

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Name of Individual or Community Group *

Victim Services York Region

What percentage of your organization's clients reside in Aurora? *

30%

Address

Street Number and Name *

16640 Yonge St., Unit 1, P.O. Box 93339,

City/ Town *

Newmarket

Page 36 of 48

Province *

Ontario

Postal Code *

L3X 1A3

Contact Information

Email Address *

cortney@cassidyeventmgmt.com

Phone Number *

[REDACTED]

On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.



ABOUT VICTIM SERVICES OF YORK REGION

Victim Services of York Region is a non-profit, charitable agency that works in partnership with York Regional Police and the O.P.P. to provide 24-hour emotional support and practical assistance to persons victimized by crime or tragic circumstance.

Each year, Victim Services of York Region plays a vital role in our community, supporting thousands of people who need it. They believe every person experiences the impact of a crime or tragedy in a unique way and have made it their mission to help victims cope with the impact of a crime or tragedy.

Victim Services of York Region helps people in our community through early interventions where support and healing are focuses allowing community members to regain a sense of control over their lives after a crime or tragedy.

The organization provides awareness programs that promote the benefits of health and healing. Through outreach and education VSY is dedicated to prevention through education focusing on healthy relationships in all areas of a person's life.

PROGRAMMING

VSY is available 24/7 to respond to incidents within the community. Through trauma-informed support interventions, the VSY team help individuals come together to heal after traumatic events, ultimately strengthening the fabric and resilience of our community.

This program is designed to offer immediate financial assistance to victims of Homicide (including attempted murder), Serious Physical Assault, Domestic Violence, Sexual Assault, Hate Crime, Human Trafficking.

FUNDRAISING INITIATIVE

This September, a dedicated group of volunteers and supporters have embarked on a journey to revive an event that delighted audiences while raising critical funds and awareness for this outstanding organization. ***Lip Sync Battle for Victim Services of York Region***, will be held at Aurora

Town Square, where we'll be hitting the stage once again with local community "celebrities" who will be giving their all in a lip sync battle for a live audience!

Part of the proceeds from the revival of Lip Sync Battle for Victim Services will go to support an important initiative in our community. **Project ANGEL** is a vital, life-saving service for individuals at the highest risk of violence from an intimate ex-partner. Specifically designed for those in immediate danger, this automated GPS emergency locator alarm is unique in its direct link to Northern 911, bypassing traditional alarm companies.

When activated, the alarm:

- Instantly connects with 911 dispatch—not a third-party monitoring service.
- Pinpoints the user's exact location, providing critical real-time information.
- Enables two-way voice communication, allowing the user to speak directly with emergency services.

This cutting-edge alarm has already saved lives, including a recent case where a client activated her device during a violent incident. Thanks to the system's immediate connection to 911, emergency responders arrived in time to prevent a potential tragedy.

Unfortunately, Project ANGEL receives no designated funding. We rely solely on fundraising and the generosity of donors to continue offering this critical service.

Currently, in York Region, we have only 10 alarms in total, yet the demand far exceeds our capacity. We have 75 individuals currently enrolled in our high-risk program, Each one in potential danger.

The cost of one alarm alone is \$683 per year which does not include the services that go along with this including individualized safety plans from a qualified social worker. With your support, we can protect more lives and expand this essential service to those who need it most.

Please help us continue to offer Project ANGEL in York Region by supporting this initiative through the Aurora Mayor's Charity Golf Classic Fund.

FUNDING REQUEST

\$5,000

Application to Receive Funds

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Name of Individual or Community Group *

Whiskey, Wine & MR Menswear Committee

What percentage of your organization's clients reside in Aurora? *

85%

Address

Street Number and Name *

225 Industrial Pkwy S #1

City/ Town *

Aurora

Province *

Ontario

Postal Code *

L4G 3V2

Contact Information

Email Address *

mosmond@southlake.ca

Phone Number *

(905) 836-7333

On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.

To whom it may concern,

As a long-time Aurora resident, owner of the local clothing store MR Menswear, and two-time cancer survivor, I believe in the power of our community. Seeing my loved ones and neighbours rallying to support me during my cancer journey has inspired me to give back. Since 2016, my biannual fundraising event, Whiskey, Wine & MR Menswear, has championed cancer care at Southlake Health. This event is a staple in the community, bringing together more than 300 people to enjoy an evening of food, drinks, and fashion, all while helping our local hospital continue to deliver leading edge care close to home for other cancer patients, just like me.

I am writing today to apply for \$5,000 in funds from the Aurora Mayor's Charity Golf Classic, which will help cover the expenses of hosting the event and empower us to achieve our ambitious \$75,000 fundraising goal. Additional funds will be generated through sponsorship opportunities, in-event drink tickets, online and live auctions, and in-event fundraising, including donations toward our Southlake's Next Top Model competition.

The population of Aurora is the third-largest user base within Southlake's catchment area. In 2024, Southlake saw over 27,000 inpatient admissions, with Aurora residents accounting for 3,119 of those admissions (behind only residents of Newmarket and Georgina). Southlake is also home to renowned regional programs, like its Regional Cancer Centre. Aurora residents are among the highest-volume users of the Regional Cancer Centre. In 2024, Southlake supported over 16,000 chemotherapy and supportive treatment visits, with more than 1,700 of those visits specifically from residents of Aurora. There were also over 86,800 outpatient visits, with over 8,850 of these visits from Aurora residents. Aurora residents also made up 1,732 of the over 27,300 Radiation Fractions completed in 2024 in the Regional Cancer Centre.

When you hear "you have cancer," you want to be close to home. That's why I am so grateful Southlake and its Regional Cancer Centre are there to provide our communities with the advanced cancer care they need and deserve, without having to take on the burden of travelling to a downtown Toronto hospital. The money raised through Whiskey, Wine & MR Menswear will support **HERE is Where Cancer Meets its Match**, Southlake's \$20M campaign to grow its capacity, minimize wait times, and bring the latest lifesaving technology to the Cancer Centre. Contributions from Southlake supporters are crucial to ensuring that the hospital's talented cancer clinicians have access to state-of-the-art equipment and an environment that enables them to deliver the best care and increase the chances of survival for cancer patients.

With the limitations of government funding for new hospital equipment and upgrades to healing spaces, fundraising events like mine are vital to Southlake's ability to provide residents of Aurora with exceptional healthcare services. The added support from the Aurora Mayor's Charity Golf Classic will ensure that the funds raised by Whiskey, Wine & MR Menswear will have the most significant possible impact on Southlake and the care it provides to its cancer patients in Aurora and beyond. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Mike Rathke". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Mike Rathke

Owner and Founder, MR Menswear



SPONSORSHIP OPPORTUNITIES

OCTOBER 30, 2025





ABOUT WHISKEY, WINE & MR MENSWEAR

Join us for the 2025 Whiskey, Wine & MR Menswear event, featuring a fashion show where the evening's stylish volunteer models are also brilliant physicians from Southlake Health. The physician model who raises the most donations from their fundraising page will earn the coveted title of **Southlake's Next Top Model**.

WHY WE FUNDRAISE

When you hear "you have cancer," you want to be close to home. Thankfully, Southlake and its Regional Cancer Centre are proud to provide our communities with the cancer care they need and deserve.

The funds raised through the Whiskey, Wine & MR Menswear event will support **HERE is Where Cancer Meets its Match**, Southlake's \$20M campaign to grow our capacity, minimize wait times, and bring the latest technology to our Cancer Centre. Funds raised will ensure that Southlake's talented cancer clinicians have the state-of-the-art equipment and spaces to deliver the best care and chance to survive cancer – HERE, close to home.

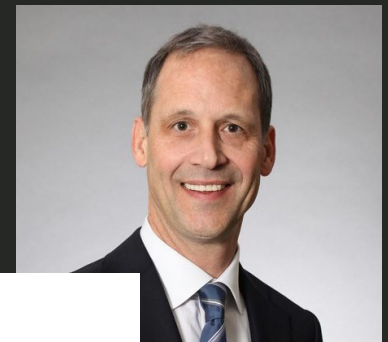




Mike and his parents

MIKE RATHKE'S STORY

As a long-time resident of Aurora and the Owner and Founder of MR Menswear, Mike Rathke is a true philanthropic champion for his community — demonstrated by the tremendous support the community has shown him. As a two-time cancer survivor, seeing his friends, family, and community rally around him inspired Mike to give back. Since 2016, the Whiskey, Wine & MR Menswear Fashion Show has supported Southlake Health, ensuring our hospital continues delivering leading edge care close to home to thousands of patients just like Mike.



“If you have cancer, this is the place to be. We have such incredible talent here — doctors, nurses, radiation therapists, and many. Thanks to the generosity of our donors, we can put the latest cancer care diagnostic and treatment equipment and technology in their hands.”

Dr. Peter Anglin, Physician Leader, Southlake's Regional Cancer Centre
2025 event fashion show model



SPONSORSHIP OPPORTUNITIES

Supporting Southlake Health isn't just good for the community – it's good for business! Your customers and employees care about access to leading edge healthcare, close to home. Demonstrate your commitment to the health of your customers, employees, family, friends, and neighbours while bolstering your brand and elevating your profile through the sponsorship opportunities below.

Sponsor Benefits	Next Top Model Sponsor \$10,000	Auction Sponsor \$5,000	Entertainment Sponsor \$5,000	Bar Sponsor \$2,500	Food Sponsor \$2,500	Gift Sponsor \$1,500
Sponsorship announcement on Southlake Health Foundation social media channels	X	X	X	X	X	X
Inclusion on event webpage	X	X	X	X	X	X
Mention of sponsorship in event-related hospital communications	X	X	X			
Company logo included in all promotional materials	X	X	X			
Complimentary VIP tickets to the event	6	4	4	2	2	2
Company logo included on in-event step and repeat photo wall	X	X	X	X	X	X
Recognition specific to your custom activation	X	X	X	X	X	
Speaking opportunity at the event	X					
Verbal recognition of sponsorship during formal remarks	X	X	X	X	X	X
Opportunity to include item in swag bag for all attendees (approx. 500)	X	X	X	X	X	X
Inclusion in post-event thank you	X	X	X	X	X	X
Invited to join and participate in post-event ceremonial cheque presentation	X					

Custom sponsorship packages available.

SPONSORSHIP OPPORTUNITIES

\$10,000

Next Top Model Sponsor

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Mention of sponsorship in event-related hospital communications
- Company logo included in all promotional materials
- Six (6) complimentary VIP tickets to the event
- Company logo included on in-event step and repeat photo wall
- Recognition specific to your custom activation
- Speaking opportunity at the event
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you
- Invited to join and participate in post-event ceremonial cheque presentation

\$5,000

Auction Sponsor

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Mention of sponsorship in event-related hospital communications
- Company logo included in all promotional materials
- Four (4) complimentary tickets to the event
- Company logo included on in-event step and repeat
- Recognition specific to your custom activation
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you

\$5,000

Entertainment Sponsor

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Mention of sponsorship in event-related hospital communications
- Company logo included in all promotional materials
- Four (4) complimentary tickets to the event
- Company logo included on in-event step and repeat
- Recognition specific to your custom activation
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you



\$2,500**Bar Sponsor**

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Two (2) complimentary tickets to the event
- Company logo included on in-event step and repeat
- Recognition specific to your custom activation
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you

\$2,500**Food Sponsor**

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Two (2) complimentary tickets to the event
- Company logo included on in-event step and repeat
- Recognition specific to your custom activation
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you

\$1,500**Gift Sponsor**

- Sponsorship announcement on Southlake Health Foundation social media channels
- Inclusion on event webpage
- Two (2) complimentary tickets to the event
- Company logo included on in-event step and repeat
- Verbal recognition of sponsorship during formal remarks
- Opportunity to include item in swag bag for all attendees (approx. 500)
- Inclusion in post-event thank you





2025 SPONSORSHIP REGISTRATION

October 30, 2025

PLEASE COMPLETE & SUMBIT THIS FORM TO SECURE YOUR SPONSORSHIP TODAY

Send to Catherine Chown at cchown@southlake.ca

- ☐ \$10,000 Next Top Model Sponsor
- ☐ \$5,000 Entertainment Sponsor
- ☐ \$5,000 Auction Sponsor
- ☐ \$2,500 Bar Sponsor
- ☐ \$2,500 Food Sponsor
- ☐ \$1,500 Gift Sponsor

Contact Name _____

Contact Title _____

Sponsor Name (as it should appear in print)

Address _____ City _____

Province _____ Postal Code _____ Telephone _____

Email _____

I would like to donate to the event:

Amount: \$ _____

☐ Visa ☐ MasterCard ☐ American Express

Cardholder Name: _____

Card #: _____ Exp: _____ CSV: _____

☐ Cheque (Payable to Southlake Regional Health Centre Foundation)