



REPORT TO

STUDENT ACHIEVEMENT AND WELL BEING, CATHOLIC EDUCATION AND HUMAN RESOURCES COMMITTEE

ANGEL FOUNDATION FOR LEARNING CENTS-OFF PROGRAM

For where your treasure is, your heart will be also. (Matthew 6:21)

Created, Draft	First Tabling	Review
September 24, 2018	October 4, 2018	Click here to enter a date.

Michael Caccamo, Superintendent of Education, Area 3 and Nurturing our Catholic Community
 John W. Yan, Chief Communications and Government Relations Officer

INFORMATION REPORT

Vision:

At Toronto Catholic we transform the world through witness, faith, innovation and action.

Mission:

The Toronto Catholic District School Board is an inclusive learning community uniting home, parish and school and rooted in the love of Christ.

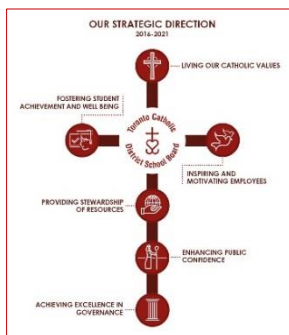
We educate students to grow in grace and knowledge to lead lives of faith, hope and charity.

Rory McGuckin
 Director of Education

D. Koenig
 Associate Director
 of Academic Affairs

T. Robins
 Acting Associate Director
 of Planning and Facilities

L. Noronha
 Executive Superintendent
 of Business Services and
 Chief Financial Officer



A. EXECUTIVE SUMMARY

This report will provide information to the Board of Trustees regarding the Angel Foundation for Learning's *Cents-Off Program*, a fundraising initiative of the Foundation with employees of the TCDSB. The Report will outline efforts already in place to promote the Cents-Off campaign, as well as other opportunities for further promotion of the Program.

The cumulative staff time required to prepare this report was 10 hours.

B. PURPOSE

1. At the Regular Board of Trustees meeting on May 17, 2018, the Executive Director of the Angel Foundation for Learning (AFL) presented the organization's Annual Report highlighting the many initiatives that support students by nurturing their body, mind and soul through nutritional, educational, and spiritual programs.
2. The AFL is an official charity of the Board. The presentation included an overview of the Foundation's various fundraising efforts, including its *Cents-Off Program*. The Board of Trustees approved a motion that the annual report be:

“Received and that staff come back with a report on how the *Cents-Off Program* can be promoted to employees.”

C. BACKGROUND

1. This Report provides information regarding the *Cents-Off Program* and how Board staff can provide additional marketing assistance to the AFL's efforts to increase overall TCDSB employee participation.
2. Through its four wings of support – student nutrition programs, school allocations, guardian angel funds, and bursaries and awards – the Foundation works to give every student an equal opportunity to succeed.
3. The work at the AFL is sustained by the donations received and through its fund-raising activities. The *Cents-Off Program*, which is available to all

TCDSB employees, has the potential to be one of the Foundation’s largest sources of revenue.

4. TCDSB employees are invited to take part in the *Cents-Off Program*, whereby the cents from each pay-cheque is automatically donated to the Angel Foundation for Learning. Participants receive a tax receipt for the donation amount, which will be reflected on the employee’s annual TCDSB T4 slip. (Employees can also choose to increase their donation to a set amount each pay-cheque. Some employees choose to donate a set amount; this ranges from \$1.00 to \$35.00 each pay.)
5. The TCDSB has approximately 14,000 full and part-time employees; all are eligible to participate in the program. The average bi-weekly donation is .47 cents, for those employees that are only donating the “cents”. This is an average total of \$12.22 yearly. Current enrolment in the *Cents-Off Program* is 1,569 employees. In 2017-18, 1,571 participants generated \$37,613.90.
6. Data for the past 6 years:

Year	Number of Participants	Total Donation
2012-13	1,600	\$34,699.04
2013-14	1,716	\$39,875.11
2014-15	1,771	\$35,586.95
2015-16	1,707	\$37,421.98
2016-17	1,620	\$36,107.54
2017-18	1,571	\$37,613.90

7. Although individual donations can amount to less than \$25.74 per year, the donations add up and contribute to funding the Foundation’s student support programs; specifically, money generated through the *Cents-Off Program* helps fund the Social Work Emergency Fund, the Camp Fund and the School Allocations Fund.
8. All money raised through the *Cents-Off Program* goes directly to support TCDSB students. Many of the Foundation’s Programs receive grants and/or directed donations; however, the Foundation must still raise the bulk of the

money for the School Allocation Fund (\$50,000), the Social Work Emergency Fund (\$75,000), and the Camp Fund (\$40,000). The Foundation also needs funds to help student nutrition Programs that are in communities where they cannot generate enough parent donation money to carry the Program. Needs and requests increase yearly: in 2012-13, the Social Work Emergency Fund budget was \$25,000; in 2017-18, the budget was \$75,000 but this was exceeded by \$12,000; in 2018-19, the budget will be \$90,000 for this fund.

D. EVIDENCE/RESEARCH/ANALYSIS

1. The following strategies have been used to date to help promote the *Cents-Off Program* with TCDSB employees:
 - Human Resources provides new employees with a brochure providing details about the program and how to register
 - Presentations are made at every orientation session to NTIP teachers
 - Emails are sent frequently to employees inviting participation
 - Presentations are made to schools' staff at staff meetings
 - Presentations are made at principals' meetings inviting participation and requesting principals to promote the program with their school staff
 - Awareness campaign continues at all events and functions of the AFL, including *Annual Feed the Soul Gala* (November) and Annual Charity Golf tournament.
 - The Foundation holds monthly random draw for existing participants
2. Further opportunities to promote up-take of the *Cents-Off Program*:
 - Explore with leadership of union and non-union partners, the feasibility of introducing a mandatory participation automatic payroll deduction program as a feature embedded in employment contracts and local collective agreements, which is a best-practice used by other unions and associations in similar academic institutions (e.g. York University).
 - Develop further strategies to market the program and to enhance the awareness campaign at the local school level.
 - Emphasize leadership by example centrally with efforts to maximize *Cents-Off Program* participation rates by Trustees, Executive Office, Senior Staff, CEC management staff and all CEC-based employees.

- Continue ongoing collaboration and joint marketing activities with the TCDSB Communications Department.

E. METRICS AND ACCOUNTABILITY

1. The success and growth of the Angel Foundation for Learning's *Cents-Off Program* can be monitored through statistics provided within the Foundation's Annual Report.
2. The Angel Foundation for Learning can report to the Board upon invitation from the Board.

F. IMPLEMENTATION, STRATEGIC COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT PLAN

1. The Communications Department will continue to suggest and innovate new collaborative, out-of-the-box marketing initiatives with the AFL team. As an example, the first-ever CEC Staff Appreciation Year-End BBQ on June 28, 2018 featuring tickets sales for a "Dunk Tank" targeting the Board Chair, Director, and Senior Staff collected over 91 new *Cents-Off* contributors in one afternoon.
2. More coordinated and targeted marketing efforts are already being planned between the Communications Department and the AFL with a goal to increase *Cents-Off Program* participation rate from the current 11 percent level to 25 percent of all TCDSB employees by December 31, 2019.
3. Engage the leaders of our union and non-union partners to communicate the critical benefits of the *Cents-Off Program* funding for AFL services to promote participation with the ultimate goal of encouraging mandatory participation through a mutually agreed upon automatic payroll deduction program.

G. CONCLUDING STATEMENT

This report is for the consideration of the Board to endorse the actions outlined above as part of the Report's implementation, strategic communications and stakeholder engagement plan.