



SUBJECT: Amendment to the Corporate Donations and Sponsorships Policy

TO: Environment, Infrastructure & Community Services Cttee.

FROM: Recreation, Community and Culture Department

Report Number: RCC-04-21

Wards Affected: all

File Numbers: 100-02

Date to Committee: June 10, 2021

Date to Council: June 22, 2021

Recommendation:

Amend the Donations and Sponsorships Policy, paragraph one of the Policy Statement section, by inserting “Any organization or individual requesting to provide a donation or sponsorship to the City of Burlington must be able to endorse the Halton Equity, Diversity and Inclusion (EDI) Charter.” Between the sentences “public image.” and “The City of Burlington retains”.

PURPOSE:

Vision to Focus Alignment:

- Building more citizen engagement, community health and culture

Background and Discussion:

The City of Burlington is committed to fostering a community where equity, diversity and inclusion are supported. It is important that all our policies reflect that commitment.

With the support of the City of Burlington’s Accessibility Advisory Committee and Inclusivity Advisory Committee, City Council recently signed the Halton Equity, Diversity and Inclusion (EDI) Charter: an explicit declaration of commitment to the values of equity, diversity and inclusion. The Charter, found [here](#), also lists commitments and guiding principles to follow.

When organizations reach out to the City of Burlington with offers of donation or to sponsor city events and initiatives, we have a responsibility to ensure the organizations and individuals behind them align with our commitment to equity, diversity and inclusion. Related policies and procedures must explicitly support this goal.

In April of 2021 [City Council voted unanimously](#) to pass a motion (CC-02-21) to revise language in the Corporate Naming Policy for similar reasons and it makes logical sense to take similar action with the Donations and Sponsorships policy as well.

The first paragraph of the existing policy already states that:

“all donations/sponsorships will be consistent with the City of Burlington’s Vision and Mission and will not in any way compromise or contravene any policy of the City or reflect negatively on the City’s public image. The City of Burlington retains the right to reject any gift or donation in whole or in part.”

Additional language will help further clarify how equity, diversity and inclusion are a part of that evaluation process.

Strategy/process

This report seeks approval to add the following wording (bolded) to the first paragraph of the [existing policy](#) so it reads as follows:

The City of Burlington welcomes and encourages gifts, donations and fundraising activities undertaken to assist in the provision of City services and projects. All donations/sponsorships will be consistent with the City of Burlington’s Vision and Mission and will not in any way compromise or contravene any policy of the City or reflect negatively on the City’s public image. **Any organization or individual requesting to provide a donation or sponsorship to the City of Burlington must be able to endorse the Halton Equity, Diversity and Inclusion (EDI) Charter.** The City of Burlington retains the right to reject any gift or donation in whole or in part.

Options Considered

Not applicable

Financial Matters:

Not applicable

Other Resource Impacts

Not applicable

Climate Implications

Not applicable

Engagement Matters:

With the support of the City of Burlington's Accessibility Advisory Committee and Inclusivity Advisory Committee, City Council recently signed the Halton Equity, Diversity and Inclusion (EDI) Charter: an explicit declaration of commitment to the values of equity, diversity and inclusion.

Conclusion:

The City of Burlington is committed to fostering a community where equity, diversity and inclusion are supported. It is important that all our policies reflect that commitment. This report seeks approval to include language in the Corporate Donations and Sponsorships policy that reflects the City's support of the Halton Equity, Diversity and Inclusion (EDI) Charter.

Respectfully submitted,

Denise Beard

Manager of Community Development

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Report Approval:

All reports are reviewed and/or approved by Department Director, the Chief Financial Officer and the Executive Director of Legal Services & Corporation Counsel.