

# Aquatics Working Group Update

## SPONSORSHIP & FUNDRAISING UPDATE

May 28, 2009

Building on recent successes\*, AWG continues its urgent efforts toward a long-term, sustainable funding for Toronto community pools on TDSB property and continues to seek sponsors for system-wide and pool specific initiatives to keep these pools open for Toronto. Sponsors are critical to supplementing the revenue generated by pools through permits. An AWG sub-committee is working on this and will report back.

**DONATE NOW**  
through the  
Toronto  
Community  
Foundation

**ONLINE OPTION  
ALSO AVAILABLE**

**For those interested in making a donation, we would ask you to make your cheque payable to the Toronto Community**

**Foundation** – Swim Toronto Fund. Receipts will be issued for donations over \$25. The Toronto Community Foundation will distribute the funds as directed by the Toronto Lands Corporation in consultation with the Aquatic Working Group.

**Cheques can be mailed to:** Toronto Community Foundation  
33 Bloor Street East  
Toronto, ON M4W 3H1

### DONATE ONLINE IN 3 EASY STEPS

1. Go to [www.CanadaHelps.org](http://www.CanadaHelps.org)
2. Where it says "I want to give to": Enter Charity Name or Keyword, type in Toronto Community Foundation and click on "Search"
3. Click on "Donate Now" and Swim Toronto Fund
4. In "Fund/Designation" pull down menu, select "Swim Toronto Fund"

**AWG is meeting with TDSB officials to streamline and update sponsor recognition** opportunities and practices, including recognition on signage associated with each pool. These community pools represent a highly visible sponsorship opportunity for foundations and corporations that want to identify themselves with the health and vibrancy of Canada's leading city.

### AWG CONTACTS

**Karen Pitre**  
Consultant to Toronto Lands Company  
[kpitre@thelonsdalegroup.ca](mailto:kpitre@thelonsdalegroup.ca)  
416-691-7438

**Nicole Swerhun**  
AWG Facilitator  
[nicole@swerhun.com](mailto:nicole@swerhun.com)  
416-778-0186

### Background – Who is the Aquatics Working Group?

In the spring of 2008 Toronto Sports Council hosted an Aquatic Summit to assist David Crombie in his work to develop a long-term sustainable funding solution to keep 39 Toronto community pools located in Toronto District School Board properties, open. The Aquatics Working Group (AWG) which was founded at the Aquatic Summit is made up of members of the Toronto community and aquatics stakeholders who are working together for long-term sustainable funding for these community assets.

In the fall of 2008, volunteer pool captains and expert consultants (Altus Group and Superior Pools) collected data on each pool using a pool template, AWG assessed this data on each pool for viability to develop pool specific and system wide strategies.

\*At its April 24, 2009 meeting, having received a commitment from the Ontario Government for capital funding to renovate the pools, the TDSB approved AWG's report. While the ongoing operation of 13 pools is secure, AWG continues to work to the create strategies to keep another 19 open past June 2009.