

June 28, 2017

Strathcona County
Office of the Elected Officials
2001 Sherwood Drive
Sherwood Park, AB T8A 3W7

RE: Council Priority Funds – Application

Dear Mayor and Councillors;

Please accept this letter in addition to the application submitted in hopes of getting your support for this year's Terry Fox Run being held in Sherwood Park on September 17, 2017. The Terry Fox Run is a well known registered non-profit organization that holds a community event to raise funds and awareness for cancer research.

Our goal is to host a fun family day for all Strathcona residents to attend and enjoy while working towards a world with no cancer. Last year, our event was much more than just a run; we partnered with various community business leaders to offer the county a pancake breakfast, performances by our community's youth, a bouncy castle, face painting and balloon artists. We encouraged all family members, including pets, to come and walk, run, bike or scooter either a 2 or 5-kilometer route around our beautiful Broadmoor Lake Park.

We are looking for assistance from the county to help with the costs associated with our community event. Your funds would help us pay for promotional materials (signage, posters, social media), security, rental tables, chairs and a tent. It would also allow us to buy t-shirts for the volunteers, and hand out buttons or ribbons for those who participate in the event.

Last year we received a lot of very positive responses towards our efforts and we only hope to get the opportunity to grow this even more. We found this event to be very community building, various sports teams attended, participated and volunteered. The goodwill of this event lasted all year round, everywhere Mark and I went we were recognized and thanked for our effort. This was personally very rewarding and we are very thankful for the opportunity to help and raise even more funds beyond last years target of \$26,000.

To put this event on we donate countless hours of our time and we are now seeking assurance and support from you as we continue through the planning process. We thank the Mayor and Councillors for attending and supporting our event in the past and we hope to see you again this year.

Sincerely,

Co-Chair
Terry Fox Run – Sherwood Park

Working Budget

	Budget	Actuals	Variable	Notes
Pancake Breakfast	\$ 1,500.00		\$ 1,500.00	Sponsor Sought
Insurance	\$ -			Terry Fox Foundation Provides
Two Way Communications	\$ 100.00		\$ 100.00	In Kind Donation Sought
MC	\$ -			In Kind Donation Sought
Volunteers	\$ -			No Costs
Medical attendants	\$ 150.00		\$ 150.00	
Civic Service	\$ 1,000.00		\$ 1,000.00	In Kind Donation Sought
Washrooms	\$ -		\$ -	Not Required
Tents	\$ 2,000.00		\$ 2,000.00	In Kind Donation Sought
Fencing	\$ 1,000.00		\$ 1,000.00	In Kind Donation Sought
Waste Management	\$ -		\$ -	Volunteers
Security	\$ 300.00		\$ 300.00	In Kind Donation Sought
Stage	\$ 500.00		\$ 500.00	In Kind Donation Sought
printing and design	\$ 1,000.00		\$ 1,000.00	In Kind Donation Sought
entertainment	\$ 1,000.00		\$ 1,000.00	In Kind Donation Sought
pre-event marketing	\$ 500.00		\$ 500.00	In Kind Donation Sought
Rentals	\$ 3,000.00		\$ 3,000.00	In Kind Donation Sought
Signage	\$ 1,000.00		\$ 1,000.00	In Kind Donation Sought
Marketing / Advertising	\$ 500.00		\$ 500.00	In Kind Donation Sought
staff	\$ -		\$ -	No Costs
water	\$ 500.00		\$ 500.00	In Kind Donation Sought
prizing	\$ -		\$ -	In Kind Donation Sought
Site Services	\$ -		\$ -	No Costs / In Kind
Photographer	\$ -		\$ -	In Kind Donation Sought
Sounds System	\$ 500.00		\$ 500.00	In Kind Donation Sought
	\$ 14,550.00	\$ -	\$ 14,550.00	\$