



Canada Day Together Festival 2019 ANNUAL REPORT

OUR MISSION

Our mission is to host a unique, culturally-diverse event on Canada Day in Ward 10, where people of all backgrounds can appreciate one another's perspective while celebrating a shared experience.

The Canada Day Together Festival celebrates the unity we share as Canadians while recognizing the vast and varied cultural diversity of the people that call Mississauga home. The Festival draws thousands of attendees each year and includes delicious ethnic food, games and activities for all ages, entertaining performances. The event culminates in a dazzling fireworks display. In 2019, the fourth annual Canada Day Together Festival was held on Monday, July 1st at the Churchill Meadows Community Common.

ORGANIZATION

The Canada Day Together Festival is organized by a Steering Committee. The individuals on the Steering Committee are also referred to as the Board of Directors. These two terms are used interchangeably. The work of organizing the Festival is divided into five main areas: Sponsorship, Program, Logistics, Promotions and Volunteers. A subcommittee is responsible for each of these areas. Additionally, there is a Governance Subcommittee and an Executive Subcommittee. For the past three years the Steering Committee has employed the services of a professional event planner to help shoulder the workload associated with planning an event of this magnitude. The Steering Committee met seven times between November 2018 and June 2019. Additionally, the various subcommittees met as needed over the course of the year.

2019 Steering Committee Members:

- Denise Gordon-Mohamud, President
- Deborah Walton, Vice-president
- Sonja Williams, Treasurer
- Colleen Ramalheiro, Secretary and Logistics Chair
- Shaifali Ranjan, Program Chair
- Firasat Hashmi, Sponsorship Chair
- Graeme Melvin, Promotions Chair
- Sabina Alam, Volunteer Chair
- Jamal Ahmed, Member at large
- Sara Caitlen Barron, Member at large
- Jainstein Dookie, Member at large
- Faisal Javaid, Member at large
- Parvez A. Kasmani, Member at large
- David Raakman, Member at large
- Amjad Rana, Member at large

2019 Non-voting Members

- Councillor Sue McFadden, Honourary Chair
- Eddie Suliman, Event Planner

HOST PARTNERS

Each year the Steering Committee partners with a number of local grass roots community organizations to help deliver the Festival. Host Partner groups have helped us recruit volunteers, source sponsorship funding, run activities and promote the Festival through their own communication channels. Host Partners benefit from the exposure that comes from being associated with the Festival. In 2019, a seat on the Steering Committee was reserved for a representative from each of the Host Partners.

2019 Host Partners

- Harmony Social Services (Represented by Amjad Rana)
- Muslim Neighbour Nexus (Represented by Jamal Ahmed)
- The Meadows Church (Represented by Graeme Melvin)
- Upward Sports Toronto (Represented by Caitlen Barron)

2019 ACHIEVEMENTS

Programming

Once again, our Festival featured a strong lineup of talented entertainers.

2019 Performers

- Edward the Juggler, juggling and balloon animals
- Barry O'Neil, puppetry
- Elsa & Anna, costume characters
- Tyler Fergus, magician
- All Masters, Chinese cultural lion dance
- The Southdowns, rock band
- Elyse Saunders, country singer
- Saveria, singer from TV's the Launch
- Roberta Battaglia, sensational young singer
- Victoria Duffield, pop singer and 2019 Canada Day Together Festival headliner

At the end of her performance, Victoria Duffield was joined on stage by Steering Committee members to lead the audience in the singing of O Canada. This led into the spectacular 20-minute long continuous fireworks display.

Festival activities included inflatables, face painting, Upward Sports Kids' Zone, a scavenger hunt and a gaming RV. New for 2019, the Festival offered a demonstration cricket match, a Bazooka Blast capture the flag game and the very popular Little Tracks pony rides and petting zoo.

Food Offerings

One of our goals for 2019 was to ensure that we had enough food offerings, terms of both overall quantity of food as well as a diversity of options. We successfully secured eight food vendors. Additionally, Host Partners the Meadows church and Muslim Neighbour Nexus had food and drinks available at their booths.

2019 Food Vendors

- Kismart, popcorn and slushies
- Alb softy, ice cream
- Panago Pizza, pizza
- Avo Convenience, kebobs and shawarma
- Hot Dogs @ the Park, hot dogs
- Popeye's Chicken, fried chicken
- Twisted Tomato, mac and cheese
- Falafel Plus, Mediterranean cuisine
- The Meadows Church, iced coffee and lemonade
- Muslim Neighbour Nexus, samosas

Community Engagement

The Canada Day Together Festival's audience continues to grow year over year. Peak attendance during the fireworks in 2019 was estimated at 30,000.

In addition to the 15 Steering Committee members, the Festival was supported by approximately 80 volunteers on the day of the Festival, many of who were students.

Social Media exposure, a critical part of our promotions plan, provides a forum for engagement with the broader community. We have accounts on Instagram, Twitter and Facebook. We have 107 followers on Instagram and 2900 people expressed an interest in our Festival on Facebook.

Safety Record

St John's Ambulance and Alegna Security were present at the event to provide first aid and security services respectively. No serious health issues or injuries were reported. St John's treated minor scrapes and several cases of heat exhaustion. Committee members, St John's Ambulance and Alegna dealt with 18 lost child (or other vulnerable person) situations. Each case had a happy outcome with no need for further escalation.

To improve public safety, the Steering Committee extended the fireworks fallout zone. No injuries associated with the fireworks display were reported.

Financials

As in past years, the Sponsorship Subcommittee has been incredibly successful in securing Festival sponsors. Our forecast budget projected approximately \$98,000 in total revenue; whereas we raised approximately \$112,000. This amount includes private sponsors, grants, vendors fees and gift-in-kind donations. The 2019 Festival came in under budget with a total cost of approximately \$87,000, leaving us with surplus of approximately \$25,000. This, added to previous years' surpluses, gives us a bank balance of approximately \$50,000. We head into 2020 in a very strong financial position.

Governance

Over the course of the year, the Steering Committee worked to strengthen its Governance. We adopted an updated constitution, a code of conduct and a conflict resolution procedure. These changes were necessary for us to be accepted into as a registered group with the City of Mississauga. Our affiliation with the city entitles us to more support including access to a city staff liaison and third-party liability insurance.

In 2019 we became an incorporated not-for-profit. This demonstrates an increased degree of responsibility that could help us secure future sponsorships and grants. Additionally, incorporation will help shield Steering Committee members from any potential personal liability.

GOALS FOR 2020

The 2019 Steering Committee has set a list of recommended goals for the 2020 Festival:

- Include more culturally diverse performances.
- Improve communications with our volunteers and better define roles and responsibilities for the day of the event.
- Continue to develop our food offerings to include a wide variety of diverse options.
- Improve our lost child protocol to ensure that our Festival remains safe and fun.

A WORD OF THANKS

The Steering Committee would like to thank all of our generous sponsors:

- Freedom Mobile, Lead Sponsor
- Mattamy Homes, Entertainment Sponsor
- Flato Developments, Platinum sponsor
- Gold Sponsors:
 - Argo Developments, Daniel's Corporation, Stewart Turk / Your Home Developments, City of Mississauga, Lakeview Community Partners, Government of Canada, Alaa Yousif, Pacific Paving
- Silver Sponsors:
 - Lullaboo Nursery, The Region of Peel Police Services Board, Scotia Events, Councillor Sue McFadden
- Bronze Sponsors:
 - Cesta Developments Inc, Marc LeBlanc Photography, Senso Group, Shahid Khawaja Real Estate, Paradise Homes Corp, Land Squared, Dunpar Developments, Tacc / Churchill Meadows Commercial Inc, Legacy Masonry, Sam McDadi
- Additional Sponsors:
 - Panago Pizza, Starbucks Coffee, Entripy, Glen Schnarr & Associates, GTAA (Toronto Pearson)

Engaged volunteers are crucial to the success of our Festival. The Steering Committee thanks each and every volunteer who donated their time and passion to Canada Day in Ward 10.