

<b>TO:</b>	<b>CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING OF OCTOBER 9, 2018</b>
<b>FROM:</b>	<b>ROSANNA WILCOX, DIRECTOR, COMMUNITY &amp; ECONOMIC INNOVATION</b>
<b>SUBJECT:</b>	<b>FEDERATION OF CANADIAN MUNICIPALITIES (FCM) SPECIAL ADVOCACY FUND</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the Director, Community & Economic Innovation, the following actions be taken with respect to the Federation of Canadian Municipalities Special Advocacy Fund:

- a) that the City of London’s financial commitment of \$40,002.00 for the 2018/19 Federation of Canadian Municipalities (FCM) Special Advocacy Fund **BE ENDORSED**; and,
- b) that this report providing information on the FCM Special Advocacy Fund **BE RECEIVED** for information.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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- None

<b>BACKGROUND</b>
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On May 16, 2018 the City of London received a communication from the Federation of Canadian Municipalities (FCM) National Board of Directors inviting London to participate in, and financially support, an optional Special Advocacy Fund (SAF). The SAF will contribute to the development and implementation of an ambitious campaign, driven by a multi-faceted, national strategy that will integrate polling, detailed municipal platform development, sustained member outreach, as well as an innovative communications and media plan. The primary goal of the SAF will be to ensure municipal priorities are kept front-and-centre heading into the 2019 federal election, as well as in the crucial first months of a new government.

Every FCM member municipality has been asked to contribute to the SAF. In general, FCM’s largest members have been asked to pay a larger contribution, while smaller communities – the bulk of FCM’s membership – will pay a smaller amount. Member municipalities have the option of paying in one lump sum, or over two years.

The City of London’s contribution to the SAF is \$40,002.00, as outlined in [Appendix A](#).

<b>UPDATE</b>
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In 2015, the Federation of Canadian Municipalities led a transformative campaign aimed at showcasing the critical role cities and communities play in addressing national challenges. Through a sustained member outreach strategy, the development of a thorough policy platform, and a political engagement approach including all federal parties, FCM was successful in encouraging a “race to the top” on municipal issues in the development of the federal parties’ own policy platforms. The campaign was modelled around the notion that municipalities were developing solutions to some of Canada’s most significant policy challenges and that, fundamentally, “city building is nation building.”

The City of London has taken an active role in communicating the City's priorities during elections at the provincial and federal levels. Contributions to the FCM campaign strategy through the SAF will support the City's outreach and advocacy efforts locally while significantly raising the profile of the shared priorities of cities and communities across the country. By pooling resources from across the country, significant economies of scale are expected to be achieved by contributing to FCM's campaign.

In addition, the contributions from larger cities across the country will help to offset the costs to smaller communities, ensuring that all communities can benefit from FCM's policy and advocacy leadership.

<b>FINANCIAL IMPLICATIONS</b>
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The City's contributions to the SAF can be covered through existing budgets and will be funded over 2 years. There are no additional financial impacts on the current multi-year budget.

<b>CONCLUSION</b>
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London is a committed member of the Federation of Canadian Municipalities (FCM) and has historically taken an active role in promoting the importance of intergovernmental partnerships on critical municipal priorities. The SAF will support London's local outreach and advocacy efforts, as well as FCM's ongoing work to promote and prioritize the shared priorities of Canada's municipal sector in advance of the 2019 federal election.

<b>PREPARED AND SUBMITTED BY:</b>	<b>RECOMMENDED BY:</b>
<b>ADAM THOMPSON MANAGER, GOVERNMENT AND EXTERNAL RELATIONS</b>	<b>ROSANNA WILCOX DIRECTOR, COMMUNITY &amp; ECONOMIC INNOVATION</b>



FEDERATION  
OF CANADIAN  
MUNICIPALITIES

FÉDÉRATION  
CANADIENNE DES  
MUNICIPALITÉS

## Special Advocacy Fund

24, rue Clarence Street  
Ottawa, Ontario K1N 5P3  
T. 613-241-5221  
F. 613-241-7440

Hayward, Martin  
City of London  
PO Box 5035 300 Dufferin Avenue  
London, Ontario N6A 4L9  
Canada

INVOICE/FACTURE: ORD-17858-H7H7K3

DATE: 05/04/2018

ACCOUNT/COMPTE: 58

HST # / No. de TVH: 11891 3938 RT0001  
QST # / No. de TVQ: 1202728231 TQ 0001

ITEM/DESCRIPTION	RATE/TAUX	TAX/TAXE	TOTAL
Contribution year 1 // année 1	\$17,700.00	\$2,301.00	\$20,001.00
Contribution year 2 // année 2	\$17,700.00	\$2,301.00	\$20,001.00
<b>SUBTOTAL/SOUS-TOTAL:</b>			\$35,400.00
<b>HST/TVH:</b>			\$4,602.00
<b>TOTAL:</b>			\$40,002.00

**Learn all about FCM's Special Advocacy Fund and your voluntary contribution:**

<http://fcm.ca/advocacyfund>

**PAYMENT / PAIEMENT**

By cheque payable to / Par chèque à l'ordre de

Federation of Canadian Municipalities  
Fédération canadienne des municipalités

By Electronic Funds Transfer/  
Par transfert de fonds électronique

Royal Bank of Canada (RBC)  
90 Sparks St, Ottawa, ON K1P 5T7  
Transit Number/Numéro de transit: 00006  
Account Number/Numéro de compte: 1006063  
accountsreceivable@fcm.ca

Choose your preferred payment option below / Veuillez choisir votre option de paiement:

Acct# 58

Payment Amount / Montant Payé

Option 1 - Full payment / Paiement complet

OR / OU

Option 2 - Partial payment / paiement partiel

Due immediately - Year 1 - contribution /  
Échéance immédiate - contribution - année 1

Due April 1st, 2019 - Year 2 - contribution /  
Échéance le 1er avril 2019 - contribution - année 2