

#TorontoStrong Fund

Final Compilation Report

January 21, 2019



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#TorontoStrong Fund

Narrative Outline

#TorontoStrong Fund Narrative Outline

On April 23, 2018 a man driving a van down Yonge Street intentionally hit twenty-six victims. Ten of those hit were killed, and sixteen survived with varying degrees of impact. Two days later Mayor John Tory made a public announcement launching the #TorontoStrong Fund, in partnership with Toronto Foundation.

The Fund was designed to receive and coordinate the outpouring of financial support coming from the community and ensure that it would be directed accountably, transparently and equitably. The emergence of GoFundMe campaigns for individual victims was one impetus; the desire to ensure that all victims would be supported, not just those whose stories captured the public attention. A web page and online giving account were set up through Toronto Foundation that gave donors the opportunity to contribute to a 3-pronged strategy that would support the direct victims first, followed by those impacted by the ripple effects of the crime (bystanders, etc.) and then prevention. This approach led to public criticism from those who had expected that all of the dollars would go to the direct victims. Ultimately, the grave impacts on the victims and the available dollars resulted in a narrowing of scope. We did learn after the fact that some corporate donors had contributed to the broader strategy so clearly different giving motivations were present.

A first for the City and the Foundation, there was no roadmap. We began by tapping local and international expertise. A steering committee was struck and a partnership established with Victim Services Toronto (VST). VST was instrumental in identifying the victims and connecting them to the Fund. An early first disbursement to victims was made through VST to cover out-of-pocket expenses for funerals, accommodation and travel for local and visiting families that were mourning or sitting vigil.

Playing the dual roles of bank and social worker proved problematic for VST so the City took over the disbursement function. This resulted in the first element of a model: an early, equal distribution of funds to cover immediate, short-term costs, based on pre-existing formulas for such costs and paid directly to the victims.

The Steering Committee appointed Barbara Hall as volunteer Fund Administrator to determine the formula for the second and final disbursement to victims. This arms-length and pro bono role gave credibility to the process and decision-making and comfort to the victims whose duty of care was being provided by a high-profile Torontonian and former Mayor.

Given the finite amount of funding available, victims were defined as those most directly impacted: those killed (their families) and the physically injured. Following the example of the Boston One Fund, *impact* became the defining assessment measure and Ms. Hall used this in determining the final disbursement categories and amounts. Boston did not recognize the psychological impacts on the victims. While difficult to measure this was considered as part of the assessment process for #TorontoStrong.

The Fund understood its limitations due to available dollars collected but the Steering Committee also acknowledged the importance of recognizing and supporting other individual and community impacts. As well, it became apparent that there was a need for a larger coordination role among direct service providers that could be explored by the Fund once the allocations were complete. This function was parked temporarily while direct victim support was being met.

On July 22, tragedy struck again, this time on Danforth Avenue, where a shooter gunned down and killed two people, injured 13 others, and turned the gun on himself. The similarities between the two events were undeniable. While the Fund's work in support of the van attack victims was still ongoing, the two lead organizations, along with the Steering Committee, opted to open a second fund for this new group of victims.

In light of what had been tried, tested and modeled, the process to collect and distribute financial contributions for this second tragedy proved more timely and responsive. Unfortunately, the amount of money collected was significantly less. This fact underpinned an important characteristic of the Fund – It is not a fundraising campaign. It is a response to the outpouring of generosity from the community.

Final disbursements to the victims of the Danforth shooting were made within four months of the attack.

Approximately \$88,000 of a \$100,000 gift from one of the banks remains unallocated as of report writing. This donation was intended to go towards the anchor charities involved in the response. As a result, the Fund will use this grantmaking mechanism to develop a new component of the #TorontoStrong Fund model: **Barbara Hall Community Resilience Fund**. The Wellesley Institute will be the first recipient of the Fund, taking on the role of convening and networking anchor organizations that were involved in the relief efforts or should be in the future. Through this work additional grants will be identified to go to anchor charities in 2019.

#TorontoStrong Fund

Leadership Perspectives & Stakeholders

Letter from Barbara Hall Fund Administrator

On April 23, 2018, like most Torontonians, indeed, most Canadians, I was shocked by the murderous attack on pedestrians on Yonge Street in my city. I was horrified for the victims, fearful for the city and wanted to play some positive role in response.

In early June, I was honoured to be asked, and I accepted, to be the volunteer fund administrator for the Toronto Strong Fund, to develop a framework and criteria for the allocation of the monies contributed by the community for the victims of the van attack. After the tragic shooting on the Danforth on July 22, another fund was created and I agreed to play a similar role with respect to it.

As a result, I spent much of my summer and early fall meeting and talking with the families of those who were murdered and the survivors who were injured. I talked with social service workers and medical and trauma experts, legal and insurance experts and those who had allocated monies after attacks in other communities around the world.

From the beginning it was clear that no amount of money would ever alleviate the pain and loss that resulted from these murderous attacks. At the same time, it was very significant and moving for the families and survivors that the funds came from their neighbours, businesses, from their communities in solidarity and with love. That knowledge had a profound positive impact on them.

As I talked with the families and survivors, many expressed the view that the largest amount of the funds should go to those most seriously injured with life changing impacts and, in the case of the deceased, those with dependants. Those views influenced my recommendations which were based on the impact, both physical and psychological although the latter was much harder to determine so soon after the attacks.

I was pleased that all the funds were allocated and paid within 5 months which assisted the recipients in their planning and healing.

The Toronto Strong contributions came from the generosity and caring of the community in the face of horrific crimes. That spirit, which I often referred to as solidarity and love, was taken further by many of those who lost family members or were injured themselves when they gave back part of what they received to others more seriously impacted. This taught me a lot about resilience and true caring in the face of tragedy and I will never forget it.

I would like to thank all those who helped me complete this difficult task: the Steering Committee, Sharon Avery, senior staff and board members at the Toronto Foundation, Mayor John Tory and many senior staff at the City of Toronto, all of the medical and social service experts and officials from other jurisdictions. Special thanks to Deana Shaw, project manager. My final thoughts and gratitude go to the families of those who died and those who survived who met and talked with me at what was surely the worst time of their life. Collectively you make Toronto strong.

Sincerely,



Barbara Hall

Fund Administrator

Letter from a Toronto Foundation board member

Being a board member for a nonprofit like Toronto Foundation is mostly routine: governance debates, careful oversight and policy reviews. Then came our involvement in #TorontoStrong, when the impacts on individuals were profound, emotions ran hot and decisions made a difference in a big hurry.

Like many Canadians I was bewildered when I first heard about both the van attack and the Danforth shootings. My instant reaction was - not here, not us, followed by the sinking recognition that yes, it happened in our community.

But as a board member I didn't see a connection to Toronto Foundation. Our work is focussed on long-term city building and nurturing a network of philanthropists, not dealing with a horrific crisis. Somebody else will take care of all that, right?

However, since these things fortunately happen rarely, there isn't somebody just waiting with resources, processes and experience to help collect and distribute donations for the victims. But our staff team asked the simple question "if not us, then who?" So we stepped in to become a partner with the City to coordinate the #TorontoStrong Fund and to collaborate on building a process that would make giving easy, and make the eventual distribution of funds to the victims equitable. Not exactly our mandate, but in a time of extraordinary need we were glad to be able to help.

My involvement was mostly as a volunteer overseeing the work of former Toronto Mayor Barbara Hall as she tried to do the unthinkable, which was to rank the pain and suffering of the victims to calibrate the disbursements. That's a nice way of saying we had to decide who got more of the donated money and who got less. I asked myself more than once during the process, is this even right, to compare the damage done, the shredding of lives, and to say that one is somehow better or worse than the other? Who gave us the authority to make judgements on behalf of donors? I continually sorted through doubts and discomfort about how this could be done fairly.

Then the process delivered two affirming moments. The first came from listening to Barbara describe how she went about her work. First talking to victims and their families. Learning from the Boston Marathon tragedy and the experiences of other cities, how they responded and what they learned. Listening. And then listening some more.

After the meeting with Barbara I felt differently. No, the approach the team developed wasn't perfect, but it became clear that based on the voices of the victims and learning from others, it was the right call to make these difficult choices and channel the generous gifts of donors to where they could do the most good.

But communities come in different sizes and shapes, morphing and shifting, short-term and permanent, large and small. The Toronto community was the one most immediately impacted by these events. The community of Canadians across the country reached out and made donations to express their sorrow and solidarity.

And then something quite humbling and revealing happened. Another community formed, this time the community of victims. When we told the victims of the van attack what their final allocation of donated funds would be, almost a quarter of them made a statement through their actions. In their judgement other people in their tiny community needed the money more than they did, and so they redirected some of their allocation to other victims. People who had been directly, powerfully and painfully impacted by an experience few of us can even imagine, said others in their community of victims should get more, because their need and pain were greater.

The emotions I felt when I heard about this generous response were jumbled and chaotic: humbled, proud, grateful, and profoundly, deeply and I hope forever reassured that humanity and goodness is all around us. Is in fact in us.

Communities are built from modest gestures and grand ones. But they are fundamentally built on people caring for and about one another.

We have that. Seize it. Nurture it. Teach it. Role model it. Celebrate it.

Keep caring.

Greg Wilkinson

Vice-Chair, Toronto Foundation



Steering Committee Members

#TorontoStrong Fund Personnel

Toronto Foundation (Sharon Avery, Julia Howell, senior staff and key board members)

Mayor's Office (Siri Agrell, Don Peat – with Mayor attending post-disbursements)

City of Toronto Office of Partnerships (Phyllis Berck/Manjit Jheeta)

Fund Administrator (Barbara Hall)

Project Manager (Deana Shaw)

Additional Members

City of Toronto Social Development Finance & Administration (Chris Brillinger)

City of Toronto Executive Director Financial Planning (Josie La Vita)

Manulife/Boston One Fund (Thomas Crohan) – best practice

United Way Greater Toronto (Ruth Crammond)

Canadian Women's Foundation (Beth Malcolm) – women/misogyny

Wellesley Institute (Kwame McKenzie) – health/mental health

Stakeholder groups & roles

Toronto Foundation Leadership & Board

Project Direction & Oversight
- Fund stewardship
- Communications

City of Toronto Office of Partnerships

Project Direction & Oversight
- Victim liaison
- Fund Administrator

Mayor's Office & Strategic Communications

Sign off & ongoing risk assessment and media relations

Steering Committee

Third party oversight, framework review, recommendations

GoFundMe

Centralization of multi-victim funds & liaison with TF

Corporate & Community Fundraising Groups

Collection & coordination of donations & liaison with TF & sometimes victims

Victim Services Toronto

Victim identification & support

Ministry of Attorney General

Witness Assistance Program, Children's Lawyer, Executorship, Criminal Injuries Compensation Board

Roles & Responsibilities – Lead Organizations

Toronto Foundation	City of Toronto
Donation collection	Media relations – press release development, media inquiries, spokespeople shared w/ TF
Tax receipting	Fund administration
Donor stewardship (gift acknowledgement, reporting, recognition)	Victim liaison
Strategic Communications	Legal advisor
Website management	Cheque processing & distribution
Corporate relations (pledge management & in-kind support)	Inbound public inquiries with toll free number – donation inquires, third party events, concerned citizens
Social Media Management	First responder recognition
Media spokesperson	Coord of city stakeholders
Lead with anchor charities	Memorial
Coordination with 3 rd party fundraisers (GoFund Me, Canada Zakat, etc.)	Victim Services liaison for victim identification and support

City of Toronto – Coordination of Roles

City of Toronto Stakeholder Coordination

Finance – Account creation and administration, cheque processing and tracking

Arts & Culture – Memorial activity

Strategic Communications – Internal approvals and spokesperson designate

Legal – Risk mitigation and release form documentation

First responders

Community Crisis Response Program (CCRP)

Office of Emergency Management (OEM)

Toronto Foundation – Resource Allocation

Staff – FTE Overview: in-kind

- 55% of full staff complement engaged (20 staff); only core team tracked below
- Vice President, Community Engagement
 - 100% for 6 months; 30% for 2 months
- Communications Coordinator
 - 10% for 8 months
- Development Coordinator
 - 15% for 8 months
- Administration & Finance
 - 10% Director; 10% accountant

Financial Support & Investment: \$116,000 cash contribution

- Van Attack \$25k Donation
- Danforth \$25k Donation
- Outsourced Full-time Project Management Salary (Apr to Dec) \$66k

City of Toronto – Resource Allocation

Toronto Office of Partnership

- Program Director
 - 100% for 5 months
 - 75% for 1 month
- Admin Support – 303 hours
- Program Support – 146 hours

City of Toronto Legal Service

- 10% of a full time employee
- Additional support: Office of the Mayor (intensive launch activity), Strategic Communication Division City of Toronto

#TorontoStrong Fund Victim Disbursement Model

Messaging for victim communications

- No amount of financial support can replace what was lost;
- The finite amount of contributions allocated across such great pain and suffering, will not solve long-term issues, but they will provide support and comfort for individuals and families over the short-to-medium term, and offer some ways to rebuild and move forward;
- It is clear that significant mental and emotional trauma exists in bereaved families and survivors in all categories;
- All the families and individuals are profoundly moved when they learn this support comes from thousands of their neighbours and communities, near and far, and it is received as the love and solidarity which donors intended.

Disbursement Principles

- Victims are the primary audience for the Fund and their privacy should be respected and maintained through the disbursement process. No victim should be revictimized through the activity associated with the Fund.
- The total amount of dollars contributed are allocated as intended. There are no fees or administrative costs charged to donors (save Canadahelps online donations charges)
- There should be no restrictions on how the bereaved families and the survivors use the funds given
- Disbursement amounts are based on categories of impact for deceased victims and survivors
- Assignment to categories be based on a broad gathering of information from many sources. These use the extent of injury as an indicator of physical, psychological and social impact

Main input areas that informed category decisions:

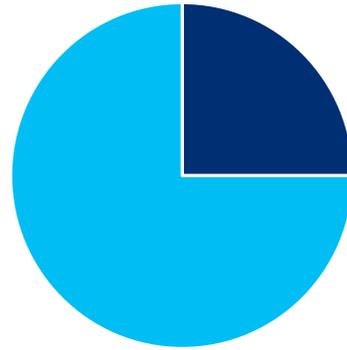
**Victims &
Family
Members**

**Medical &
Social Service
Review**

**Steering
Committee**

**Other
Jurisdictional
Experience**

TorontoStrong Fund Disbursement Framework



- Equal Distribution
- Variable Distribution

EQUAL: a minimum of 25% of the donations be equally distributed to all bereaved families and survivors

IMPACT: 75% of the donations be distributed based on severity of impact (this assumes sufficient dollars to allow for a 2-tiered approach)

Toronto Strong Fund Disbursement Categories

Category Definitions

CATEGORY A: Loss of Life

A1. Loss of life

A2. Loss of life with dependent spouse

A3. Loss of life with child under 18

CATEGORY B: Survivors

B1. Impacted

Suffered significant injury but making substantial or possibly full recovery

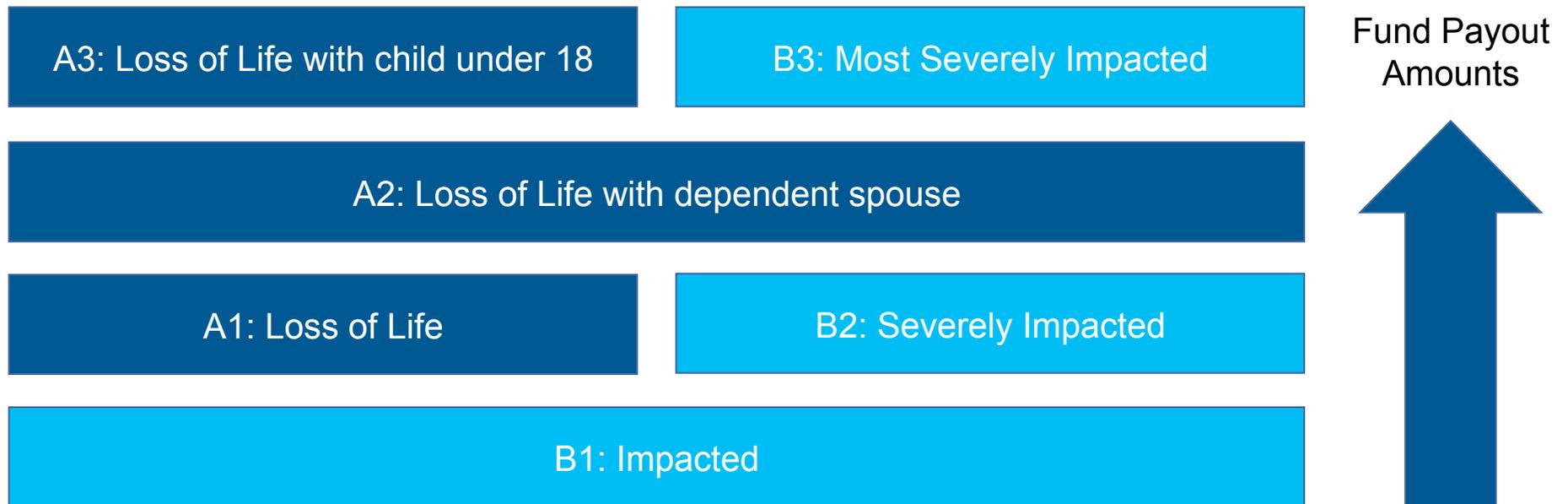
B2. Severely Impacted

Suffered marked physical or neurological injury and making only partial recovery

B3. Most Severely Impacted

Suffered severe and long-lasting physical or neurological injury

Toronto Strong Fund Disbursement Categories



Information on the number of individuals in each category and specific disbursement amounts for each individual was not shared for privacy reasons.

In the case of van attack, all categories were utilized due to the complexity of the impacts. In the case of the Danforth shooting, only 3 categories were applied: deceased; impacted; most severely impacted.

Disbursement Practices

Initial Disbursement

All bereaved families and survivors should received an initial disbursement from the Fund to help with initial expenses. The initial disbursement will be an equal amount for each victim while level of impact is determined. This amount will be taken into account in the final disbursement and final payouts will be adjusted accordingly.

Fund Reallocation

Based on feedback received from bereaved families and survivors a process may be put in place to provide an opportunity, if they so choose, to redirect a portion, or all, of their final disbursement to the surviving child of the deceased and to survivors most severely impacted.

Distribution Closure

The final disbursement will need to have a category placement close date to ensure final disbursements can proceed after Board final disbursement approval and to ensure a flow of funds to victims in a timely manner. Changes in survivor conditions after this date are not considered.

Residual Funds

Any donations received by the Toronto Strong Fund after the Fund closes may be redirected into a Resilience Fund or may be distributed as a final cheque split equally to each of the victims.



Toronto Strong Fund

Key Milestones re Victim Relations

- Fund introduction and initial disbursement cheque distribution
- Category information and timelines provided to victims
- Fund (donations) closure
- Toronto Foundation Board approves categories and donation amounts
- Notification of final donation amount and distribution of final release forms to victims
- Forms received back to process cheques for the final distribution
- Funds transferred from Toronto Foundation to the City
- Cheques couriered to victims



Contributions Overview

Two Efforts: Two Responses

The Yonge Street van attack was a first for Toronto in many ways. Because of this donations came in quickly, abundantly and from far and wide. Much of the support was from corporate Canada. With the Danforth shooting occurring just 4 months later and the donations collection being led again by #TorontoStrong Fund, some donors were not inclined to contribute a second time. This resulted in a smaller pool of donations.

At the same time the community of victims was not as large (16 vs 26). Also notable, a large proportion of the support for the Danforth shooting victims was local with groups of residents coming together to organize events, concerts, sell T-shirts and raise money on GoFundMe. The Danforth BIA and the local City Councillors were key point people on receiving donations, communicating and coordinating neighbourhood action.

The Fund's role was to encourage these individual drives to flow their raised funds to #TorontoStrong so that there would be one centralized response to support the victims. It is important to recognize the time and care required to be the central coordinating body. Donors and organizers feel ownership over the support they are requesting and receiving so it can be difficult for them to transfer responsibility and relationships. Ultimately, what was in the best interest of the victims prevailed so the importance of fairness, efficiency, timeliness and respect for their privacy were embraced by all.

What never emerged as a factor was the call for donor recognition. #TorontoStrong Fund did opt to recognize major donors through news releases, social media, on the web page and in the case of the van attack, through donated full page ads in the Toronto Star and the Globe & Mail. In the case of the Danforth shooting, we opted to minimize public reporting on the tally of donations so as to avoid unhelpful comparisons that would be hurtful to the victims. In all communications, the victims were the first consideration as the "centre of the universe."

Donations Tally – 2 efforts

Van Attack

# of Donations	Total \$ Donated	*Total \$ to Victims
7,572	\$3,579,972	\$3.5M

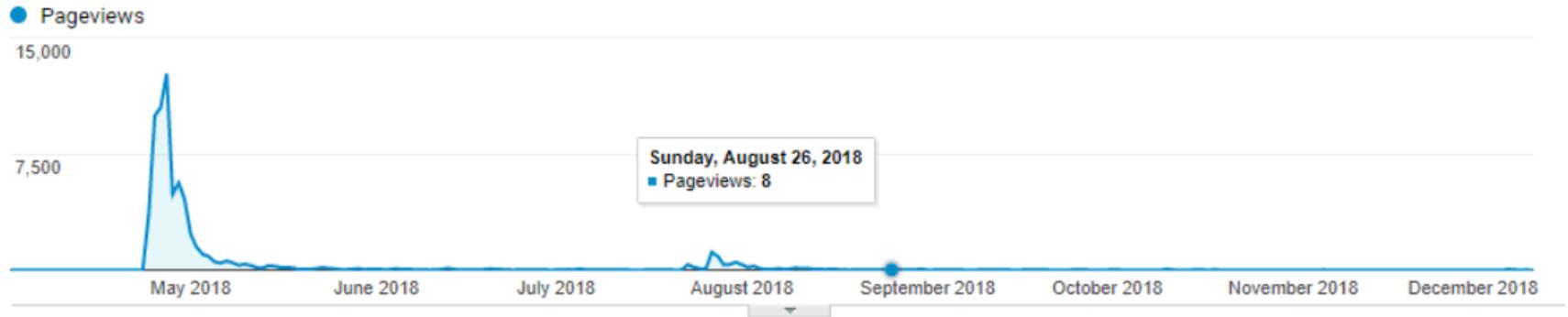
Danforth Shooting

# of Donations	Total \$ Donated	*Total \$ to Victims
278	\$578,139	\$570,000

*Discrepancy between amounts donated and amounts given to victims

Difference of \$79,972 from the Van Attack and \$8,139 from the Danforth shooting are attributable to a contribution from a corporate donor (\$80,000 of \$100,000) to be earmarked to “the ripple effects and prevention” as well as additional donations that came in post-final disbursements to the victims. All surplus funds remain in the Barbara Hall Community Resilience Fund that at time of writing is at \$88,111.

Web & Social Analytics



Primary Dimension: Page Page Title Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

torontostrong/ 🔍 advanced

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	71,406 % of Total: 33.97% (210,185)	62,288 % of Total: 35.11% (177,427)	00:04:06 Avg for View: 00:01:48 (128.94%)	59,381 % of Total: 45.89% (129,395)	85.73% Avg for View: 75.00% (14.31%)	82.87% Avg for View: 61.56% (34.61%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /torontostrong/	70,779 (99.12%)	61,739 (99.12%)	00:04:07	58,859 (99.12%)	85.72%	82.89%	\$0.00 (0.00%)
2. /torontostrong/?from=timeline&isappinstalled=0	197 (0.28%)	183 (0.29%)	00:04:01	178 (0.30%)	94.38%	92.39%	\$0.00 (0.00%)
3. /torontostrong/?rssa=	154 (0.22%)	146 (0.23%)	00:04:25	146 (0.25%)	94.52%	94.16%	\$0.00 (0.00%)
4. /TorontoStrong/	49 (0.07%)	46 (0.07%)	00:00:54	46 (0.08%)	82.61%	83.67%	\$0.00 (0.00%)
5. /torontostrong/?from=groupmessage&isappinstalled=0	34 (0.05%)	22 (0.04%)	00:05:52	22 (0.04%)	77.27%	61.76%	\$0.00 (0.00%)
6. /torontostrong/?from=timeline	33 (0.05%)	29 (0.05%)	00:02:31	27 (0.05%)	88.89%	81.82%	\$0.00 (0.00%)
/torontostrong/?cpc=true&source=							

Twitter Impressions

Toronto Foundation @TorontoFdn
In partnership with **@TorontoComms** we're announcing the **#TorontoStrong** Fund. Dollars raised will be directed to orgs who provide emotional support to victims and practical assistance to cover the cost of emergency expenses.

Learn more & donate here:
<https://torontofoundation.ca/torontostrong/pic.twitter.com/r7ej9JdHSK>

Your Tweet has earned 19,446 new impressions!

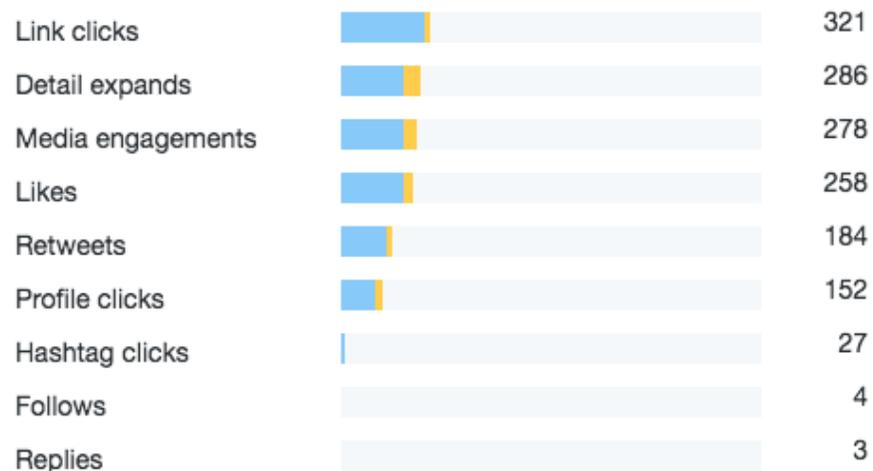
This promotion is complete [View details](#)

[Promote Tweet again](#)

Impressions 165,823



Total engagements 1,513



Our top tweet (impressions) – we also boosted it for an additional 20K promoted impressions



Social Media - Twitter Overview

9 Day Period April 23-May1

- 37 original tweets (not including threads, replies, or retweets)
- Fund activity delivered 48.3K impressions per day, 434.7k over 9 day period. This is a 6486% increase over previous week impressions of 6.6k before Fund activated
- Acquired approximately 80 new followers in a one week period when our average new follower total is around 80 per month
- All top mentions came from @JohnTory or @TorontoComms

Top Tweets

	<p>Toronto Foundation @TorontoFdn · Apr 27</p> <p>We're excited to announce that as of this morning, the #TorontoStrong Fund, started by @TorontoComms has surpassed \$1M. Funds have been raised through personal donations, as well as many generous corporate donations. We're also excited to announce a partnership with @NZFCanada! pic.twitter.com/NLROMXi3IG</p> <p>View Tweet activity</p>	126,547	1,088	0.9%	Promote
	<p>Toronto Foundation @TorontoFdn · Apr 25</p> <p>We are excited to announce that local banks are stepping up and contributing to the Fund. The impact of these gifts will be felt across the city #TorontoStrong</p> <p>Thank you for your donations! \$100,000 from @RBC \$100,000 from @TD_Canada \$50,000 from @cibc</p> <p>torontofoundation.ca/torontostrong pic.twitter.com/x4fdEuqXqK</p> <p>View Tweet activity</p>	18,118	526	2.9%	Promote
	<p>Toronto Foundation @TorontoFdn · Apr 29</p> <p>#TorontoStrong pic.twitter.com/OqDOqIGTA0</p> <p>View Tweet activity</p>	16,058	549	3.4%	Promote
	<p>Toronto Foundation @TorontoFdn · Apr 25</p> <p>Thank you @Raptors!!!! We're cheering for you, while you cheer for us! #TorontoStrong</p> <p>Get more info or donate here: torontofoundation.ca/torontostrong pic.twitter.com/CUIVOC2Ixt</p> <p>View Tweet activity</p>	11,777	235	2.0%	Promote
	<p>Toronto Foundation @TorontoFdn · Apr 27</p> <p>Over the past few days, the outpouring of love, generosity, and collective mourning has been overwhelming. We have received thousands of notes from people around the world, expressing their sorrow and love. Here is volume one, of Love Notes to Toronto, a thread. #TorontoStrong pic.twitter.com/Hrfa7AjFU0</p> <p>View Tweet activity</p>	11,558	206	1.8%	Promote



Storytelling on Twitter

Toronto Foundation @TorontoFdn

On Sunday, Adam Solomon went to the memorial at Mel Lastman Square to play his guitar to honour the victims of the attack, and "ease the hearts and souls of those coming to mourn". Thank you for your beautiful story, Adam, & thank you for your generous donation. [#TorontoStrong](#)



“ At one point, a group of students stopped at the square and asked to join me in an impromptu hymn. People began giving me money in thanks for the music, so my wife penned a sign saying "All proceeds to #TorontoStrong" and placed it in my open guitar case. By the time we left, just before the vigil began, we had collected almost \$170. As we give, please accept it with the same spirit in which it was received. - Adam Solomon

12:18 PM - 1 May 2018

5 Retweets 17 Likes

Toronto Foundation @TorontoFdn

A [#TorontoStrong](#) THREAD:

Tkaronto. Toronto the Good. Hogtown. Screwface Capital. Whatever you call this place, by living here we take on the responsibility of being neighbours to each other. From tall concrete towers to green suburbs, we share in common experiences. 1/6



11:29 AM - 25 Apr 2018

11 Retweets 18 Likes

Toronto Foundation @TorontoFdn · Apr 25
Humid packed transit, sunshine in our public parks, cheering from local bars during international sports games (because there is a bar for every country), dancing on the streets at the countless street festivals, and protest, because we are a city that feels deeply. 2/6

Toronto Foundation @TorontoFdn · Apr 25
Toronto is a beautiful, diverse city. But Canadian exceptionalism is a carpet that we can sweep our own problems under. We are not perfect. This is a moment when we can use the momentum of solidarity and bravery to face chronic, systemic issues. 3/6

Toronto Foundation @TorontoFdn · Apr 25
Toxic masculinity and misogyny, islamophobia and racism, have been beneath the surface reactions to this tragedy. According to [#TOVitalSigns](#) report – hate crimes are reported 3 times a week & the reporting of sexual assaults has increased. 4/6

Toronto Foundation @TorontoFdn

Over the past few days, the outpouring of love, generosity, and collective mourning has been overwhelming. We have received thousands of notes from people around the world, expressing their sorrow and love. Here is volume one, of Love Notes to Toronto, a thread. [#TorontoStrong](#)



4:31 PM - 27 Apr 2018

19 Retweets 34 Likes

Toronto Foundation @TorontoFdn · Apr 27
"To the victims and survivors, I can't imagine what you're going through, but what I do know is Toronto has your back! You are not alone. [#TorontoStrong](#)"

Toronto Foundation @TorontoFdn · Apr 27
"To those who died, those who were injured, families, friends, co-workers, bystanders, people of Toronto, I don't know you, but I love you. A fellow Canadian"

Toronto Foundation @TorontoFdn · Apr 27
"My deepest sympathies and thoughts are with the victims & their families; I love my city and hate that this has happened to us, but I know that together we are [#TorontoStrong](#) and through this, we will become stronger and closer as a community. Love for all, hate for none."

Lessons Learned

Recommendations on Implementation

Implementation Recommendations

Administration:

- MOU to be created between Toronto Foundation and City of Toronto to firm up respective roles and terms of reference for the #TorontoStrong Fund
- Core team members commit to at least 50% of their time initially to dedicate to the Fund in the first month of activation; more time for some

Focus of Work:

- We learned from the Boston One Fund that the victims must be treated as the centre of the universe. Keeping this in mind in all efforts and in communications, in particular, is fundamental

Communications:

- Central communications plan to include social media
- Regular internal communications meetings to socialize key messages, etc.
- Do not establish fundraising target or goal upfront; this is not a fundraising campaign

Confidentiality:

- Transparency is important but not at the expense of victim privacy. Keeping the fund categories and dollar amounts confidential proved essential

Implementation Recommendations

Fund Allocation & Disbursement:

- Provide an initial disbursement to all victims to help with initial expenses
- For deceased victims, have the family select and sign off on a family designate for a single point of contact and to have the initial disbursement sent to them. This is important as it allows for flexibility in initial financial support. The final disbursement should be made out to the estate of the deceased to align with their final wishes
- All victims must sign off and have a witness for final release form before final release is distributed
- All electronic copies of official victim communication be provided to the City of Toronto and placed on the 'shared drive' for future access
- City solicitor to review all victim communication, where a sign off is required, and provide language for release forms
- Keep a two step approach to final disbursement – the first step is to disclose the Fund category (without sharing \$ values) and a time frame to get back with any questions and concerns, the second step is to disclose of value of Fund category along with final release form (s) (It's very important step to vet categories first in order to deal with any category conflict without a financial filter)

Implementation Recommendations

Fund Allocation & Disbursement:

- If victim has a personal lawyer, then they are encouraged to take release documentation to solicitor before sign off
- Fund Administrator and victim liaison to jointly meet victims for input into categories and victim category discussion
- If injuries are complex there may be a need to have a high level medical panel review for category placement discussion
- Recommendation to acquire all victim medical discharge documentation and length of hospital stay prior to final disbursement category placement
- Check with all bereaved families after initial disbursement on whether the deceased victim had a Will and if not, families can interact with Ministry of Attorney General to get Executor status for the deceased victim or sign off on a family designate form
- Victims or recipients of funds who are under the age of 18 must be considered for different consideration for disbursement and contact should be made with the Office of the Children's Lawyer as part of the Ministry of the Attorney General for recommendations at <https://www.attorneygeneral.jus.gov.on.ca/english/family/ocl/>

Implementation Recommendations

Pay mind to the character, competency and integrity of frontline people:

“The character, disposition and competency of the people interacting with families is important. Dealing with some services was extremely stressful as the people dealt with mixed up information and were insensitive. Toronto Strong was the opposite. They were empathetic, knowledgeable, and followed up with us and kept us organized. In turn, this lessened anxiety and stress of staying on top of yet another thing, knowing you were reliable and would keep us posted of dates, timelines, etc. I can’t imagine what it would be like if people had to handle all of this on their own. To know that a capable person/group is advocating for them is a tremendous relief. You were patient and respectful which reinforced the trust.”

Implementation Recommendations

Let victims know early on that they will receive some sort of financial support and they will get it within a timely manner:

In such circumstances, people are often removed from media and outside sources and they're barely functioning. Some victims had no idea what #TorontoStrong was, that money was being raised for the victims and when they did hear about it, they didn't know what that meant in the long run. There are probably many people who don't have the extended support. Perhaps knowing very early on that a fund has been set up and that money, although undetermined at the beginning, will be awarded would help alleviate some added stress. Knowing there will be some extra money may make the decision of whether someone goes for continued counselling, takes some time off work to heal, doesn't stress over funeral expenses, etc., and allows them the "luxury" of focusing on dealing with their trauma and grief.

Future Activation

Rationale for consideration

Activation - Rationale

Based on the experiences of the van attack and the Danforth shooting, we now have a methodology and a collection of resources to respond to an outpouring of financial support following a future mass act of violence. The #TorontoStrong Fund is a tool, and just one mechanism in a citywide response to a mass act of violence.

The lead partners will have to decide if a) they want to take on ongoing activation of the Fund; b) under what circumstances they would re-activate; or c) if they do not want to embrace an ongoing role, to whom the role should be transferred. The next slides outline a recommendation on re-activation of the Fund. The option of transferring the responsibility to a third party will not be explored in this document. The final phase of work (rolling out in 2019) may point to this. A preliminary conversation with the Red Cross suggests that they may consider playing a role in the future.

Activation - Definitions

Mass Violence

The Office for Victims of Crime (OVC) and the American Red Cross define mass violence as an intentional violent criminal act, for which a formal investigation has been opened by the Federal Bureau of Investigation (FBI) or other law enforcement agencies, that results in physical, emotional, or psychological injury to a sufficiently large number of people to significantly increase the burden of victim assistance and compensation for the responding jurisdiction as determined by the OVC Director. (U.S. Department of Justice [DOJ], Office of Justice Programs [OJP], OVC & American Red Cross, 2005, p. 3).

<https://www.samhsa.gov/sites/default/files/dtac/srb-mass-violence-behavioral-health.pdf>

Mass murder is the act of [murdering](#) a number of people, typically simultaneously or over a relatively short period of time and in close geographic proximity. The [FBI](#) defines mass murder as murdering four or more persons during an event with no "cooling-off period" between the murders. A mass murder typically occurs in a single location where one or more people kill several others (Wikipedia) https://en.wikipedia.org/wiki/Mass_murder

Activation - Considerations

Recommendation: these should be present in order to activate*:

- Outpouring of public support exists to provide victim compensation (#TorontoStrong Fund is responding to community generosity)
- Mass violence with a minimum of (estimated) 10 injuries/deaths
- Ability to activate Fund within 48 hours (fundraising peaks within the first week post event)
- Event likely occurs in a public location and many if not all of the victims are randomly targeted
- Lead partners have the bandwidth, resources and commitment to carry out activation activity

* These are guidelines only but absence of any of these factors should raise flags

New Operating Model - Donations

Recommendation: donor choice be given

While most individual donors wanted to see their support going straight to the victims, others, and many major corporate donors wanted to contribute to the charitable organizations on the frontlines of support, service and prevention.

The #TorontoStrong Fund would then offer two options to donors:

1. Donate to the those most directly impacted (the victims)
2. Donate to the anchor charities involved in the relief effort and community resilience

New Operating Model: Functions

It is important to recognize that the Fund has two very distinct functions:

1. Administration & Donor Stewardship
2. Victim Support

We learned that the direct personal contact with the victims played a helpful role in the aftermath of the tragedies: they gratefully received a message of solidarity and love from their neighbours. We also learned that this is very hard work for those making contact and providing support. It is not simply a transactional relationship.

Future activations should take into account the need for self-care for those doing victim liaison and perhaps include training in dealing with bereaved families and victims impacted by trauma.

New Operating Model - Roles

Steering Committee

- *Makeup:* representatives from lead organizations plus leading health, safety, social service and philanthropy organizations
- *Role:* recommendation on disbursement model to Toronto Foundation board, third party oversight, community input, risk mitigation

Core Team

- *Makeup:* One senior rep from each of the lead organizations and two internal staff teams with the capacity to take the work on; dedicated contracted or seconded project manager working across both organizations to build milestone timelines and manage day-to-day administration; dedicated contracted or seconded victim liaison to be the primary contact for victims and to support the Fund Administrator
- *Role:* Overall project leadership and execution

Fund Administrator

- *Criteria:* independent, volunteer, well-respected, high-profile individual with high empathy
- *Role:* accountable for the allocation/disbursement recommendations; spokesperson to the victims and the media

#TorontoStrong Fund Next Steps

Next Steps – Phase II

Strategy Overview

The Fund made an early decision to allocate all donations to the directly impacted victims. This was largely due to public criticism of our initial 3-pronged strategy that would flow funds to organizations as well as individuals. Later, we learned that a number of corporate donors had intended that their donations would go to registered charities, due to their mandates and restrictions around funding individuals. One corporate donor, in particular, had an agreement with the Foundation indicating that much of their \$100,000 gift could not go to individuals. As a result and along with late donations received post-victim disbursements, there remains \$88,111 in reserve that must be allocated to registered charities involved in the response to the van attack and the Danforth shooting.

We are opting to use this as an opportunity to extend the reach and impact of the Fund. This work can flow in two parts:

Identify anchor charities who were instrumental in the relief effort and make grants/awards to them to spend down the \$88,111 in 2019;

In achieving the above, convene a series of meetings with key stakeholders that would surface the above shortlist and also serve to play an important coordinating role, thereby filling a gap that currently exists in crisis response, following a mass act of violence.

These actions will form a 2nd piece of the model that #TorontoStrong has developed that can be activated in the case of a future tragedy. The Fund may opt to convene the community of responders in the aftermath of a tragedy as a way of coordinating and centralizing efforts. As well, donors would henceforth be given two giving options: to support the victims; or to support the anchor charities. Toronto Foundation would then establish two separate funds, the 2nd being the Community Resilience Fund. At the November 21st Steering Committee, the group opted to name this second fund after our Fund Administrator: The Barbara Hall Community Resilience Fund.

Role of the Wellesley Institute

The Fund will engage the Wellesley in developing and executing the above strategy to be carried out in 2019. As a lead partner in this initiative, WI will be supported with a charitable gift from the Fund.

Comments from Victims

Thank you for your work during this darkest time in our lives . “TorontoStrong Lives On” for us.

Thank you for keeping us connected and informed always...we are very grateful for the constant support.

I really appreciate your hard works and effort. The Fund was incredibly helpful to my family and I am sure it was for all the other victims too. I will visit xxx memorial place in Korea and will tell her how much you guys help me and her family out. I will tell her all of your support and love. Thank you so much. She would appreciate and thank you too.

We are overwhelmed with the generosity shown by the whole city. A big thank you goes out to all for your hard work in supporting our family. We appreciate it very much.

Thank you from the bottom of our hearts for all the work you have done to support our family.

We thank you and everyone that assisted with The Toronto Strong Fund. Given the stance that the insurance is taking the generous donation will be necessary now more than ever! Thank you so much for your help and dedication.

I wanted to say again and again my gratitude and appreciation of a great work Toronto Strong Fund is doing. I understand that is not just allocating the fund which is itself a work of consideration of physical, social and mental impacts of all the victims. Choosing time to visit personally each of the victims family and survivors. I can imagine that is a hard, thoughtful, ethical work to do, it is a Humanity Work, the support provided us behind the scenes to all of us- victims and survivors. Nowadays, when we have to deal with horror from unexpected sources and places,- Members of Strong Fund help turn down the evil and turn the tragedy into a force for change and the betterment of humanity. I forever will be thankful.

Thankyou for your continued support to our family through a very heartbreaking and unthinkable time in our lives.



**TORONTO
FOUNDATION**

Thanks to you and the Toronto Strong Fund for thinking of me during this time. Thankyou for staying in touch and continuing to update me with everything. You have been extremely supportive and generous.

We wish to thank the Toronto Strong Fund and the team for all their support during this difficult time. You have made it so much easier.

Thank you to everyone who was involved in the process of Toronto Strong. Me and my family are thankful for all the support we received from you and our fellow Canadians.

We are hoping that you could communicate the gratitude and love we feel and to check in with the needs and care of our nuclear family. We are very heart touched by the outpouring of support and kindness that has wrapped itself around us. Without the constant love of our family, friends, neighbors, community and city the loss would not be survivable. Thankyou for everything that you continue to do for us.

I guess from meeting with so many victims of senseless tragedies over the last couple months, you've realized they all have different backgrounds and stories. I would wager the commonality is the drive to get well and continue with their life. Thank you, I'm sure it hasn't been an easy undertaking but rest assured, your hard work and diligence are truly appreciated.

I was very happy with and impressed with the way I was consulted with and with the final rankings of the categories. I believe the categories were well thought out and very fair. Those who needed the most support received a greater portion of the Fund. I also liked that best practices were developed using input from a broad group of sources and that an option was provided to redirect some of the funds provided to those suffered the most. Thank you.



i am sorry this world
could not keep you safe
may your journey home
be a soft and peaceful one

rest in peace - rupi kaur

Quote submitted by Claudine & Doug Fallon
in memory of their daughter Reece

Appendix A

Jurisdictional Overview

	Manchester	Melbourne	Boston	Paris
Were central funds created?	<p>Following the attack, a number of different funds were quickly and independently established, e.g. through a national newspaper, generic public fundraising websites and the We Love Manchester Emergency Fund.</p> <p>The local authority worked with the British Red Cross to bring together all fundraising under the We Love Manchester Emergency Fund (which was established as a charity). The fund is for bereaved families and people who were injured or traumatized by the attack.</p> <p>More recently the Manchester Memorial Fund has also been established.</p> <p>Public information about the We Love Manchester Emergency Fund and Manchester Memorial Fund is available at http://www.welovemcrcharity.org/</p>	<p>- A central government trust fund (the Bourke Street Fund or "BSF") was established to receive donations from the public, from which all funds would be distributed to victims.</p> <p>-The advantages of creating a central government fund were that government would absorb all administration costs (so all donations went to victims and none to administration), and it was perceived as trustworthy.</p>	<p>Yes. Boston chose to create a single purpose fund, One Fund Boston, which closed after the final distribution of funds.</p>	<p>Yes, though delegated to a specialized NGO (http://www.pav75.fr/)</p>
What was the approach to funding?	<p>The approach was about ensuring appropriate management of the pro-active / existing public fundraising, not about calling for funds. The intention has been for short term arrangements to achieve this, not long term fundraising.</p>	<p>- The BSF fund was used to receive donations from the public.</p> <p>- Federal and the State (Victorian) government contributed money to the BSF</p> <p>- Victims of the incident were also able to access statutory compensation / insurance schemes -</p> <p>- The distributions from the statutory schemes were expedited and, under</p>	<p>The approach was to offer needs blind monetary gifts only to those who could document physical injury as well of course to those families who lost loved ones. While we understood the profound emotional harm that many experienced it was determined that monetary assistance</p>	<p>There is a French law and legal governmental funding disposal for such situations. A "victim" is clearly defined by the law, as well as the amounts, etc. It doesn't exist in most</p>

	Manchester	Melbourne	Boston	Paris
	Clear criteria and purpose of the fund was key.	ministerial directions, more generous than would normally apply, but were made in accordance with the statutory scheme rules. - Distributions from the BSF were distributed as gifts, with the intention that they be distributed as the public would presumably have intended - ie, as money to those most in need.	would go to those families who lost loved ones and to those who suffered physical injury.	of the countries so the French example is difficult to compare, and as it's managed by the national governmental level. : we opened a single-desk dedicated to the victims and their families and built internal processes to facilitate and accelerate all their demands regarding other issues than funding : advice to deal with insurances, funerals, paperwork regarding these things; to find a new apartment when it became impossible to afford because the dead husband or wife was earning the most ; to relocate children in schools or kinder gardens when they had to move for such reason, and, of course, to provide psychological assistance.
Did they have a committee to govern the fund	The fund was formally established as a charity with charity commissioners.	- The BSF was governed by a panel comprising 3 prominent community members. The individuals were independent of government, but were selected and appointed by the	The One Fund Boston board was comprised of three well regarded business and philanthropic leaders with a long history of working together	

	Manchester	Melbourne	Boston	Paris
and, if so, what was the make up?	<p>A group of trustees (involving government, business and non-profit leaders) was established. It was key that this group had the right skills mix. It was also imperative that the trustees were actively involved, accessible and acting quickly to ensure no delays in decision making processes.</p> <p>A local law firm and a local accountancy firm provided pro-bono support.</p>	<p>government. The members were offered remuneration.</p>	<p>and who are highly invested in the life of the City of Boston. Mayor Menino was an honorary board member and reached out in the early days of the tragedy to these leaders.</p> <p>Ken Feinberg, an attorney with extensive experience in tragedy assistance funds, established the protocol for the distribution including a town hall style listening session with those impacted to explain the rationale behind the protocol and to answer questions.</p>	
How much did the fund grant?	<p>On track to raise £22m (approaching 12 month anniversary)</p>	<p>- The fund received over \$1.6m in funds in total. All of this was distributed to victims of the tragedy. More was distributed through the statutory schemes.</p>	<p>Approximately \$80M</p>	
How long did it take to grant all the money out?	<p>£18m paid out to date.</p> <p>Categories of gift were broad for early payments. There were 3 main categories:</p> <p>Bereaved received 20k (all figures in British Pounds) Those remaining in hospital for longer than 7 days received 6k Those who required an overnight stay in hospital received 3.5k</p> <p>Subsequent / further rounds of payment of 250k were made for the bereaved.</p>	<p>- The vast majority of funds were distributed within 6 months of the tragedy. Distributions occurred in 2 phases. An initial distribution of a relatively modest amount was made as soon as possible (within about 2 months, but would have been made much sooner if possible); and the final distribution was made within 6 months. The timing was delayed due to the difficulties involved in communicating with victims, and in obtaining relevant information to guide decision making. The initial distribution was made without regard to specific circumstances (except for whether they were bereaved or injured, with bereaved receiving a greater sum), while the main distribution was</p>	<p>Ken oversaw the first distribution of approximately \$60 million dollars. This distribution occurred July, 1, 2013, two and half months, after the Marathon bombing. An advisory panel of medical professionals who had experience in treating those who were injured advised the One Fund on the second distribution of an additional \$20 million approximately a year after the first distribution</p>	<p>The desk is still open in Paris 2 years and a half after the terrorist attack.</p>

	Manchester	Melbourne	Boston	Paris
	<p>Lots of medical advice was sought / received in relation to making payments for those psychologically affected. Those meeting criteria received 10k.</p> <p>Existing personal financial circumstances e.g. earnings did not influence decisions regarding payments from the fund.</p> <p>Trustees were brought together quickly to make decisions.</p> <p>The local authority established a finance stream to enable quick payments.</p> <p>Police Family Liaison Officers engaged with those affected regarding applications to the fund. Proof of identification was required as part of the application process.</p> <p>There was a recognition that early payments needed to be made to meet early needs, e.g. funeral costs, flight costs, etc. However, the fund / trustees did not determine what the money should be spent on – this was decision for recipients.</p> <p>It was important to determine what was defined as next of kin and to recognize the varying composition of different families</p>	<p>made with regard to the specific circumstances of individuals / families.</p> <p>- The closure of the fund and some final distributions were delayed due to a delay in receiving publicly committed funds from a charity, where the amount available could not be determined until several months after the main distribution.</p>		

	Manchester	Melbourne	Boston	Paris
<p>What were their communication tactics and how long did they keep communicating to the public?</p>	<p>- The communications strategy focused on identifying and preventing reputational risk, providing a sensitive and professional service to those affected by the attack, aiding the recovery and ensuring that the Fund is a positive story.</p> <p>- two key themes: Solidarity (The money held by the Fund is a gift and an expression of love and solidarity from the donors. It must be treated with respect and the needs of the victims and survivors must be foremost in the work of the charity); and Transparency and Accountability</p> <p>Secondary theme was 'recovery': The fund offers people a chance to move forward and rebuild their lives and create a positive message.</p>	<p>- Communication with the victims was by letter. Assistance was obtained in drafting letters from a clinical psychologist as well as social workers. In two instances, for bereaved families, the chair of the panel met individuals in person, after they requested meetings. Those particular individuals wished to communicate their needs to the panel in person.</p> <p>- The chair of the panel also was spoken to by media outlets, and recorded some videos which were posted on the government website for the tragedy.</p> <p>- In light of the sensitivities involved, a very low key approach was taken to public communications. The panel was concerned not to be 'spruiking' (i.e. pushing) for funds, and not to be upsetting the victims or their families.</p>	<p>The outreach to those who would be potential recipients of assistance was through the treating hospitals as well as print and social media. Mr. Feinberg developed an application for the funds, which was widely distributed.</p> <p>The outreach to the wider community regarding the One Fund Boston, for those who wished to contribute, was extensive throughout virtually every outlet in the Boston community including media, sports teams, corporations, and local retailers all providing an opportunity for giving including many corporations who offered matching grants. It is important to note that the One Fund Boston did not conduct overt fund raising or spend money on fund raising...it was truly an organic outpouring from every aspect life in the City of Boston.</p>	
<p>What were the long term (if any) outcomes/ learnings from their experiences ?</p>	<p>Key learning points identified to date are as note above / below however an independent review of the fund will be commissioned to identify further learnings.</p> <p>See also https://www.kerslakeareanareview.co.uk/documents/</p>	<p>- The panel's view (and previous experience) was that rapid distribution of donations would best help the victims and their families.</p> <p>- Some victims / bereaved had particular wishes with respect to government involvement - eg. establishment of ongoing charitable trusts. The panel felt that this was outside the scope of the</p>		

	Manchester	Melbourne	Boston	Paris
		BSF, and was best handled separately by government.		
How would they approach it differently next time?	As per the key learnings above / below.	<ul style="list-style-type: none"> - Delays in establishing the fund and obtaining initial information meant that the initial distribution was not made as early as preferable - the initial distribution was intended to assist with immediate financial needs, so a rapid distribution was preferable. - It was important to explain early the process that the Fund and Panel had - ie, not compensating individuals for specific losses. - It was important to ensure that communications were in all instances signed, clearly communicated, and timed appropriately with actual funds (in some instances funds were distributed before communications were received). 		
What other advice would they give?	<p>Don't underestimate the resource requirements. Put in place dedicated staff if possible.</p> <p>Act quickly.</p> <p>Don't underestimate the demand for public comms.</p> <p>Plan for responding to complaints regardless.</p>	<ul style="list-style-type: none"> - The panel's guiding principles were equity and compassion, with regard to the intentions of the donors of the fund. Following closure of the Fund, they felt that this was an appropriate approach. - The panel used the assistance of government agencies as much as possible (a secretariat function, as well as using counsellors involved in the statutory funds to deliver communications), which worked well. - the Panel established firm criteria for donor recipients (ie, bereaved (next of kin) and seriously injured (hospitalised) individuals, while retaining discretion to include other particularly affected individuals (eg, a fiancée) - relatively narrow criteria ensured that the funds 	<p>It would be important, as people apply for funds, to require that the hospitals and medical providers submit documentation of the injuries that were treated rather than the person making the request for assistance. Unfortunately in any tragedy of this nature, human nature being what it is, there are people who will take advantage.</p> <p>We also found that it was very important to gather people on a regular basis for community support as well as to understand the particular</p>	

	Manchester	Melbourne	Boston	Paris
		<p>weren't distributed too widely and thus diluted from those most in need.</p> <ul style="list-style-type: none"> - the Panel established criteria for assessing need, categorising potential recipients by level of need, and making distributions on that basis. - The panel's independence in decision making from government engendered trust, and was key in ensuring perceptions of a fair distribution. - The assistance of experienced social workers / counsellors and the clinical psychologist were very helpful in drafting communications and in understanding the situation of victims. - Although the majority of victims were very grateful for the funds they received, a few expressed their view that in light of their situation, they should have received a larger sum. The clinical psychologist indicated that this is not an uncommon response. - Money was always expressly given as reflecting the public's desire to support victims, and was expressly given for any use. - the Panel felt that closing the fund and distributing the fund within a relatively short period of time was important (this was a learning from previous public fund donations from Victoria's 2009 bushfires - were potential recipients were angered by the time taken to distribute funds). 	<p>needs of those who were injured as well as the families who lost loved ones. There were also regular communications by email to those who had applied for assistance to keep them in the loop and updated.</p> <p>The convening function has outlasted the monetary purpose and actually continues to this day.</p> <p>It was also critically important, and Mayor Menino made this a priority early on, that the distribution of funds be accomplished as quickly as possible, so that people could receive the benefit when they most needed it and the fund was not sitting on money over a long period of time. We are aware that this was a problem with other similar funds that required receipts to be reimbursed or in other ways became overly bureaucratic.</p>	

Appendix B

News Releases

24-Apr-2018

City of Toronto establishes #TorontoStrong Fund to support victims of tragic incident at Yonge and Finch

The City of Toronto, in partnership with Toronto Foundation, has established the #TorontoStrong Fund in response to the tragic incident at Yonge and Finch. All money donated will go to supporting victims and their families and those affected by the trauma, through organizations including Victim Services Toronto and other supporting partner organizations.

"Toronto is a generous, diverse and proud city that stands strong and supports those in need. We are seeing a tremendous generosity of spirit and an outpouring of public support across Toronto, Canada and from around the world," said Mayor John Tory. "At this time of great pain and sadness, many are seeking ways to help and support those who need it. To help coordinate and direct this compassionate response, the City of Toronto has partnered with Toronto Foundation today to initiate the #TorontoStrong Fund."

"In this moment of tragedy, we are witnessing our city's tremendous capacity for resilience," said Sharon Avery, President of Toronto Foundation. "Through this fund, people can help out with the confidence of knowing that their funds will impact those whose lives have been touched by the tragedy, and start our city on its path towards healing."

The #TorontoStrong Fund will be working with supporting organizations, including Victim Services Toronto, to coordinate efforts to make sure that this generosity is captured and coordinated in a responsible, accountable and truly impactful manner, for those who need it most.

To learn more about the #TorontoStrong fund and to contribute visit torontofoundation.ca/torontostrong.

Toronto is Canada's largest city, the fourth largest in North America, and home to a diverse population of about 2.8 million people. It is a global centre for business, finance, arts and culture and is consistently ranked one of the world's most livable cities. For information on non-emergency City services and programs, Toronto residents, businesses and visitors can visit toronto.ca, call 311, 24 hours a day, 7 days a week, or follow us on Twitter at twitter.com/TorontoComms, on Instagram at [instagram.com/cityofto](https://www.instagram.com/cityofto) or on Facebook at [facebook.com/cityofto](https://www.facebook.com/cityofto).

toronto.ca

Call 3 1 1

About Toronto Foundation

Established in 1981, the Toronto Foundation is one of the top 191 Community Foundations in Canada. We pool philanthropic dollars and facilitate charitable donations for maximum community impact. Our individual, family and organizational Funds number more than 500 and we administer more than \$400 million in assets. Through the Vital Toronto Fund we engage in city building, mobilizing people and resources to increase the quality of life in Toronto. To learn more, visit torontofoundation.ca.

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25-Apr-2018

#TorontoStrong Vigil planned for Sunday evening

The City of Toronto will host the #TorontoStrong Vigil this Sunday evening at Mel Lastman Square. Members of the public are encouraged to attend and support all those who have been affected by Monday's tragedy in Toronto.

Date: Sunday, April 29
Time: 7 p.m.
Location: Mel Lastman Square, 5100 Yonge St.

Details, including arrangements to accommodate broadcast media, are still being finalized.

This City-hosted vigil, organized in collaboration with community groups Faith in the City and the Toronto Area Interfaith Council, will be an interfaith demonstration of Toronto's diverse communities as well as a display of the city's resiliency.

Additional details, including how residents and faith groups can participate, as well as the expected vigil program, will be posted on the following web page as they become available: ow.ly/eYEH30iFJQ9.

Members of the public are encouraged to ride public transit to the #TorontoStrong Vigil as road closures may be in effect in the area. More information about Faith in the City is available at faithinthecity.ca. More information about the Toronto Area Interfaith Council is available at taic.ca/about-us.

Residents and the public can also contribute to the #TorontoStrong fund which will support victims and their families, first responders and those affected by the trauma, through organizations including Victim Services Toronto and other supporting partner organizations. To learn more about the #TorontoStrong fund and to contribute visit torontofoundation.ca/torontostrong.

Toronto is Canada's largest city, the fourth largest in North America, and home to a diverse population of about 2.8 million people. It is a global centre for business, finance, arts and culture and is consistently ranked one of the world's most livable cities. For information on non-emergency City services and programs, Toronto residents, businesses and visitors can visit toronto.ca, call 311, 24 hours a day, 7 days a week, or follow us on Twitter at twitter.com/TorontoComms, on Instagram at instagram.com/cityofto or on Facebook at facebook.com/cityofto.

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toronto.ca

Call 3 1 1

26-Apr-2018

Media walk-through and pool feed details for Sunday's #TorontoStrong Vigil

The City of Toronto will host a media walk-through tomorrow for Sunday evening's #TorontoStrong Vigil.

Date: Friday, April 27
Time: 11 a.m.
Location: Mel Lastman Square, 5100 Yonge St.

Media are asked to meet at the fountain on the west side of Yonge Street on the Square.

Media pool feed details
Due to limited space for cameras in front of the stage, a pooled single head-on camera shot of the stage and podium will be made available to all broadcasters with no restrictions during Sunday evening's vigil. HDSDI video with embedded audio will be available on site, at TOC and satellite (pending available satellite transmission). Networks are asked to contact brian.carr@bellmedia.ca for video distribution arrangements.

Media and members of the public attending the #TorontoStrong Vigil are encouraged to ride public transit.

Additional details about the #TorontoStrong Vigil are available here: toronto.ca/TorontoStrongVigil

Residents and the public can contribute to the #TorontoStrong fund, which will support victims and their families and those affected by the trauma, through organizations including Victim Services Toronto and other supporting partner organizations. To learn more about the #TorontoStrong fund and to contribute, visit torontofoundation.ca/torontostrong.

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toronto.ca

Call 3 1 1

27-Apr-2018

#TorontoStrong Fund surpasses \$1 million mark

The #TorontoStrong Fund, established by the City of Toronto and Toronto Foundation in response to this week's tragedy on Yonge Street, has surpassed \$1 million in donations.

"The horrific events of April 23 have shown the world how Toronto responds to tragedy. We are united in grief and the desire to support those affected by Monday's attack," said Mayor John Tory. "Through the generosity and outpouring of support from individual donors, corporate citizens and community organizations, the City of Toronto's partnership with the Toronto Foundation to create the #TorontoStrong Fund has now raised more than \$1 million."

The funds were raised from personal donations as well as from many generous corporate donations. To date, the following corporations have made financial donations, commitments of point-of-sale donations and employee donation matching campaigns: Bell Canada, BMO Financial Group, Canada Goose, Cara Foods, CIBC, CN Rail, Franklin Templeton, Holt Renfrew, HSBC, LCBO, Manulife, MLSE, National Bank of Canada, POI Business Interiors Inc., Qwestrade Inc., RBC, Rio Can, Scotiabank, Shopify, TD Bank and Tridel.

Toronto Foundation is also pleased to announce a new partnership with Canada Zakat. Canada Zakat, a project of DawaNet, has already raised close to \$200,000 through its GoFundMe campaign, one of the first to launch in the aftermath of the tragedy. The organization will continue to fundraise with all donations going to the #TorontoStrong Fund. To learn more about Canada Zakat, visit facebook.com/CanadaZakat

Rogers initiated the expedited launch of a cross-carrier text-to-donate campaign through the Mobile Giving Foundation Canada. Those interested in supporting the #TorontoStrong Fund can now donate \$5, \$10, \$20 or \$25 by texting TORONTO to 80100. After texting 80100, donors will receive a text asking them to indicate the amount they wish to donate, as well as a confirmation text.

To learn more about the #TorontoStrong fund and to contribute, visit torontofoundation.ca/torontostrong

About Toronto Foundation

Established in 1981, the Toronto Foundation is one of the top 191 Community Foundations in Canada. We pool philanthropic dollars and facilitate charitable donations for maximum community impact. Our individual, family and organizational Funds number more than 500 and we administer more than \$400 million in assets. Through the Vital Toronto Fund we engage in city building, mobilizing people and resources to increase the quality of life in Toronto. To learn more, visit torontofoundation.ca

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29-Apr-2018

Media arrangements for this evening's #TorontoStrong Vigil

The City of Toronto is providing additional details for media on coverage of tonight's #TorontoStrong Vigil. City staff and volunteers will be available on site to respond to additional questions. The evening's program is included as part of this advisory.

Accreditation - Media accreditation is not required to cover this evening's vigil, scheduled to begin at 7 p.m. Please ensure that you can be easily identified as a member of the media.

Video pool feed - Due to limited access near the stage, networks requiring a video pool feed of the stage should email Brian.Carr@bellmedia.ca for video distribution arrangements.

Audio pool feed - An audio pool box will be available for radio, print and online reporters located beside the video pool feed position in front of the stage.

Photographers - Due to space considerations, photographers will not be permitted access to the stage area at ground level, but will be able to roam at the event.

Getting to Mel Lastman Square - On account of road closures, media and members of the public attending the #TorontoStrong Vigil are encouraged to ride public transit. TTC subway stops near the square include North York Centre Station (central), Finch Station (north) and Sheppard-Yonge Station (south).

Parking will only be provided for network broadcast trucks. Those trucks should be parked on the northbound curb lane of Yonge Street at the east end of Mel Lastman Square. No additional parking has been reserved for media.

North York Civic Centre - North York Civic Centre will not be accessible to the media to file stories.

An overhead image of Mel Lastman Square is available at toronto.ca/data/parks/prd/facilities/complex/956/index.html.

Additional details about the #TorontoStrong Vigil are available at toronto.ca/TorontoStrongVigil.

Residents and the public can contribute to the #TorontoStrong fund, which will support victims and their families, first responders and those affected by the trauma, through organizations including Victim Services Toronto and other supporting partner organizations. More information about the #TorontoStrong fund and contributions are available at torontofoundation.ca/torontostrong.

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- 30 -

Media contacts:

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4-May-2018

#TorontoStrong Fund donates first \$500,000 to support victims and families of Toronto attack

The #TorontoStrong Fund, established by the City of Toronto and Toronto Foundation in response to the April 23 attack on Yonge Street, has surpassed \$2.5 million in donations and will make its first transfer of funds to Victim Services Toronto to cover the initial expenses of families connected to the victims and survivors. The initial \$500,000 donation will be allocated towards the families' funeral expenses, travel, accommodation and other immediate costs incurred following the tragedy.

A Steering Committee has been established to determine the ongoing allocation of the #TorontoStrong funds. Working from a three-pronged strategy, this steering committee will build the community investment plan, identify charity recipients and direct the funds for the greatest impact possible. The committee will include representatives of Toronto Foundation, the Mayor's Office, the City of Toronto, Manulife, United Way of Greater Toronto, Canadian Women's Foundation and The Wellesley Institute.

"The #TorontoStrong Fund was created to ensure generous donations from individuals, corporate citizens and community organizations motivated to help after the terrible tragedy on Yonge Street reach those who need it most," said Mayor John Tory. "We will work with our partners to ensure this Fund is distributed in a thoughtful, impactful and accountable manner and thank all those who continue to support our City through these donations."

In addition to the corporate donors recognized last week, the following corporations have made financial donations, commitments of point-of-sale donations and employee donation-matching campaigns: 407 ETR, Capital One, Diageo Canada, Edmonton Community Foundation, Green Shield Canada, J. Armand Bombardier Foundation, Kijiji, LCBO, P&G Canada, Samuel, Son & Co., Sun Life Financial, Tim Hortons, Toronto Area Ford Dealers and Unifor.

Donations have also continued to come in through a partnership with Canada Zakat, a project of DawaNet. The GoFundMe campaign set up by the organization has now raised approximately \$220,000 to support the families and victims of the attack.

"We are pleased to collaborate with the City of Toronto, Mayor John Tory's Office and the Toronto Foundation on the #TorontoStrong Fund," said Junaid Sohail, Project Manager, Canada Zakat. "Our prayers and thoughts are with those affected by this tragedy. Together, Toronto is strong."

Those interested in supporting the #TorontoStrong Fund can donate online at torontofoundation.ca/torontostrong, by cheque or can text TORONTO to 80100. Donors can select a \$5, \$10, \$20 or \$25 donation through the Mobile Giving Foundation campaign, facilitated by Rogers.

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To learn more about the #TorontoStrong fund and to contribute, visit torontofoundation.ca/torontostrong.

About Toronto Foundation

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13-Jun-2018

#TorontoStrong Fund names former Mayor Barbara Hall as administrator

The #TorontoStrong Fund has named former Toronto mayor Barbara Hall as the pro bono fund administrator to allocate and distribute philanthropic donations that were made in the wake of the April 23 attack on Yonge Street.

The #TorontoStrong Fund was established by the City of Toronto in partnership with the Toronto Foundation to ensure that the generous outpouring of philanthropic donations from across Toronto and around the world was collected and distributed to those affected in an accountable, impactful and transparent manner. To date, approximately \$3.4 million has been raised. The Fund will continue to accept donations until it closes on August 31.

Hall, chosen by the Fund's volunteer steering committee, has been asked to allocate the entirety of donated funds to the 26 victims and survivors of the attack, based on models and best practices from around the world. She has been asked to determine the allocations and distribute the funds by September 28.

"Nothing can compensate for the loss these families have suffered," said Hall. "My job is to ensure that the #TorontoStrong Fund carries out the generous intentions of all its donors and offers the most support possible to those whose lives have been forever changed."

Within 10 days of the Yonge Street attack, the Fund made its initial \$500,000 transfer of funds to Victim Services Toronto to help cover the expenses of affected families, including funeral expenses, travel and accommodation. This donation was made available through an allocation of \$20,000 per family which was provided through reimbursement and direct transfer of funds.

"The #TorontoStrong Fund was created so that the people of Toronto and beyond could express their support for these affected families," said Mayor John Tory. "Ms. Hall has a distinguished career and I know that she will approach the task of distributing these donations with the compassion, empathy and rigour that is required."

Following the distribution of funds to the victims, the volunteer steering committee will offer recommendations for long-term strategies related to the city-wide impact of this tragedy, as well as violence prevention and mental health supports.

To learn more about the #TorontoStrong Fund and to contribute, visit torontofoundation.ca/torontostrong.

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About Barbara Hall

Barbara Hall, former Chief Commissioner of the Ontario Human Rights Commission and former Mayor of Toronto, has served for more than 50 years as a community worker, lawyer, municipal politician and champion of a grassroots approach to community-building. In 1998, she received an Honorary Doctor of Laws from Ryerson University. She is an honorary witness of the work of the Truth & Reconciliation Commission. In 2016, Hall was made a Member of the Order of Canada for leadership in Human Rights.

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27-Jul-2018

#TorontoStrong Fund to co-ordinate donations for victims of Danforth shooting

The #TorontoStrong Fund will open a designated account for donations to the victims of the July 22 shooting on the Danforth. This fund will ensure that the generous outpouring of philanthropic support is collected and distributed to those affected in an accountable and transparent manner. The entirety of these donated funds will be distributed to the victims through a process established following the April 23 van attack on Yonge Street and informed by models and best practices from around the world.

The #TorontoStrong Fund is a partnership between the City of Toronto and Toronto Foundation, advised by a volunteer steering committee. Following the van attack, the fund raised approximately \$3.5 million to help support the 26 killed and injured. This account is still actively accepting donations until August 31.

Mayor John Tory announced the new philanthropic effort with Danforth councillors Mary Fragedakis (Ward 29 Toronto-Danforth) and Paula Fletcher (Ward 30 Toronto-Danforth), along with former Mayor Barbara Hall, who is acting as the pro bono #TorontoStrong Fund Administrator and who will stay on to allocate and distribute philanthropic donations to the victims of the shooting on the Danforth.

The fund will also be co-ordinating with existing community-led fundraising initiatives and GoFundMe to look for opportunities to collaborate and unite in an effort to provide city-wide support for victims.

In addition to co-ordinating the collection and distribution of donations, the #TorontoStrong Fund is working to aggregate existing support mechanisms for victims of major violent events, and identify gaps and make recommendations for future efforts to combat violence and support local communities.

"No city should have to experience the grief and tragedy that Toronto has faced in these two incidents," said Mayor Tory. "The #TorontoStrong Fund was established to ensure that people have a transparent, accountable way to express their support for those killed and injured, and to learn from these events so we can provide help to those who need it."

"The #TorontoStrong Fund has developed a model to help support the victims of senseless tragedy through philanthropic action," said Hall. "This fund will provide some much needed support to those who have lost loved ones, sustained life-altering injuries and heartbreaking loss in a thoughtful, impactful and accountable manner."

"Tragedies like this unite our neighbourhood and our city in grief," said Councillor Fletcher. "The community is committed to coming together in the face of violence and to support these victims and their families."

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"The support that this community has already received is truly incredible," said Councillor Fragedakis. "The Danforth neighbourhood is heartbroken, but coming together as a community to support these victims in this difficult time is essential."

Those interested in supporting the #TorontoStrong Danforth Fund can donate online at torontofoundation.ca/torontostrong or by cheque. Donations can also be made using the Rogers-initiated cross-carrier text-to-donate campaign through the Mobile Giving Foundation Canada. Text TORONTO to 80100 donate \$5, \$10, \$20 or \$25. After texting 80100, donors will receive a text asking them to indicate the amount they wish to donate, as well as a confirmation text.

The fund will be partnering with Islamic Relief Canada and DawaNet to ensure that the funds raised through their joint effort, which involves more than 50 Muslim organizations across Canada, will flow directly to this co-ordinated campaign to support the victims.

To learn more about the #TorontoStrong fund and to contribute, visit torontofoundation.ca/torontostrong.

About Toronto Foundation

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11-Oct-2018

#TorontoStrong Fund distributes \$3.5 million raised for victims of Yonge Street tragedy

The #TorontoStrong Fund has distributed \$3.5 million to the 26 victims and families of the April 23 van attack on Yonge Street, following months of generous donations from residents, businesses and community groups.

The fund, a partnership between the City of Toronto and Toronto Foundation, was established following the April incident. The fund has also opened a separate fund account for the victims of the July 22 shooting on the Danforth.

The fund administrator, former Toronto mayor Barbara Hall, met with bereaved families, survivors, medical and social service personnel, reviewed best practices from around the world and received guidance from the #TorontoStrong Steering Committee to create a framework for allocating the funds raised. The goal was to ensure the donated funds would be designated to those affected in a meaningful, accountable and transparent way.

"Allocating these funds has involved many difficult discussions and decisions," said Hall. "There is no perfect way to understand all the long-term impacts these families and survivors will face. Meeting with them and other key stakeholders helped us develop a framework to disburse all the funds to survivors and families in a way that we believe will support their recovery and healing."

In developing the disbursement framework, the review process took into account the short- and long-term physical and psychological injuries sustained by survivors, as well as the impact of loss of life on families left behind. The final disbursement formula was based on allocating 25 per cent of all gifts received to the 26 victims of the van attack equally, and the remaining 75 per cent contributed based on severity of impact and other mental and physical care needs.

Recipients of the fund were also offered an option to re-direct funding to those families and survivors with more traumatic injuries or who were more severely impacted by the tragedy. Almost one quarter of recipients generously chose that option.

#TorontoStrong Danforth Fund Update

Since the event on the Danforth in July, community groups, residents and businesses have come together to express their grief, compassion and to show their support to the 15 victims and families of the shooting.

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A number of noteworthy fundraising initiatives have helped raise more than \$550,000 for the victims of this event: fundraising efforts were led by the LCBO, which raised \$255,000 thanks to the generosity of customers and staff; Billy Talent and Friends' Toronto TOgether benefit concert raised more than \$60,000; neighbours and friends in the Danforth community raised \$75,000 through a fund organized by Keiley Routledge; a LaunchGood campaign co-organized by Islamic Relief Canada and DawaNet raised \$31,000; and select Loblaws, No Frills, valu-mart and Zehrs stores raised \$29,000.

"In the wake of this tragic event, the community has come together in solidarity to help provide support to those most directly affected," said Sharon Avery, President and CEO of Toronto Foundation. "No amount of financial support can replace what was lost or the significant injuries sustained, but acts of giving provide a sense of community, a sense of action and a sense of comfort, while providing some financial relief."

The #TorontoStrong Danforth Fund will continue to accept donations for the victims and families until October 18. All financial contributions received will be allocated in their entirety to the 15 victims and families through a process and disbursement framework similar to the one established following the April 23 van attack. Final disbursements to the Danforth victims and families will be made in November. The #TorontoStrong Steering Committee will meet in late November to make recommendations regarding the role of the fund. To make a donation visit torontofoundation.ca/torontostrong.

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To be issued at 9 a.m. by Bob L. EG
Mayor's quote approved. EG
BW approved. EG
Hashtag: #TorontoStrong

News Release

December 7, 2018

#TorontoStrong Fund distributed to victims and families of Yonge Street van attack and the Danforth shooting

The over \$4 million donated to the #TorontoStrong Fund has now been distributed to the 41 victims and families of the Yonge Street van attack and the Danforth shooting.

The fund, a partnership between the City of Toronto and Toronto Foundation, was created to ensure the generous outpouring of philanthropic support was collected and distributed to those affected in an accountable and transparent manner.

"I would like to sincerely thank all of the generous Toronto residents, businesses and community groups who made donations to support these victims and families," said Mayor John Tory. "These events, while tragic, highlighted the compassion, resilience and humanity of the people of Toronto. While we will never forget these events, we will also never forget how so many people came together dedicated to helping those affected and to healing their communities."

To distribute the collected funds, the pro bono fund administrator, former Toronto mayor Barbara Hall, met with bereaved families, survivors, medical and social service personnel, reviewed best practices from around the world and received guidance from the #TorontoStrong Steering Committee to create a disbursement framework. The review process also took into account the short- and long-term physical and psychological injuries sustained by survivors, as well as the impact of loss of life on families left behind.

Following the disbursement of all the donations to the victims, Toronto Foundation announced the creation of The Barbara Hall Community Resilience Fund. Working in partnership with the Wellesley Institute, this new initiative will develop and support a network of crisis responders to ensure strong coordination and collaboration between organizations.

To mark these tragic events and memorialize the victims, the City of Toronto will launch consultations with survivors, bereaved families and impacted communities on permanent memorials in early 2019.

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Appendix C

Sample Victim Communications

Victim Communications

- Fund Introductory letter
 - Author – City of Toronto & TF or Fund Administrator
- Initial Disbursement & Sign Off
- Category Letter
- Final Disbursement Letter & Release Form A & B
- Final Communication Letter sent with cheque

Note: All victim communication and release forms are saved on the shared drive at the City of Toronto if required

Sample Communication



1_SAMPLE CAREGIVER.PDF



1_SAMPLE LETTER SELF VICTIM.PDF



1_SAMPLE DECEASED.PDF



1_SAMPLE DECLINED.PDF



1_SAMPLE INFO FAMILY MEMBER DECLINED.PDF



1_SAMPLE EXECUTOR.PDF



1_SAMPLE INFO LETTER EXECUTOR.PDF



1_SAMPLE INFO LETTER FAMILY.PDF



1_SAMPLE INFO LETTER POA.PDF



1_SAMPLE LEGAL REPRESENTATIVE.PDF



1_SAMPLE LETTER POA.PDF



3_SAMPLE A1.pdf



ATT_4 SAMPLE.PDF



September 6th letter – Sample.pdf

Appendix D

Media Coverage

Media Coverage – Direct Requests

Breakfast Television Toronto	TV	Wednesday, April 25, 2018	
CityTV News at 6pm	TV	Wednesday, April 25, 2018	
Humber Radio	Radio	Wednesday, April 25, 2018	
Reuters Canada	Online	Wednesday, April 25, 2018	https://ca.reuters.com/article/domesticNews/idCAKBN1HW281-OCADN
CP24 Live at Noon	TV	Wednesday, April 25, 2018	
Zoomer Radio	Radio	Wednesday, April 25, 2018	
CBC The National	TV/Online	Wednesday, April 25, 2018	https://www.youtube.com/watch?v=1Es5Y3IfUTo
Toronto Star	Print/Online	Thursday, April 26, 2018	https://www.thestar.com/news/gta/2018/04/25/thousands-raised-through-torontostrong-gofundme-campaigns-to-help-van-victims.html
CBC Here and Now	Radio	Thursday, April 26, 2018	
The John Oakley Show, Global News Radio 640 Toronto	Radio	Thursday, April 26, 2018	
Global News	TV	Saturday, April 28, 2018	
CP24	TV	Saturday, April 28, 2018	
CBC Radio Canada	Radio	Sunday, April 29, 2018	
CBC Radio Canada	Radio	Monday, April 30, 2018	



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Media Coverage – No Direct Requests

CP24	TV	Tuesday, April 24, 2018	
Globe and Mail	Print/Online	Tuesday, April 24, 2018	https://www.theglobeandmail.com/canada/article-alek-minassian-faces-multiple-counts-of-first-degree-attempted-murder/
Paula Fletcher (Ward 30 Councillor)	Online	Wednesday, April 25, 2018	http://councillorpaulafletcher.ca/city-of-toronto-establishes-torontostrong-fund-to-support-victims-of-tragic-incident-at-yonge-and-finch/
Durhamradionews.com	Radio/Online	Wednesday, April 25, 2018	http://www.durhamradionews.com/archives/110281
680 News (CFTR AM)	Radio/Online	Wednesday, April 25, 2018	http://www.680news.com/2018/04/25/toronto-strong-fundraising/

Media Coverage – No Direct Requests

Country 94 (CHSJ FM)	Radio/Online	Wednesday, April 25, 2018	http://country94.ca/news/243029663/fundraisers-created-help-victims-deadly-van-attack
CKBW.ca	Online	Wednesday, April 25, 2018	http://www.ckbw.ca/news/243029663/fundraisers-created-help-victims-deadly-van-attack
98.1 The Tide (CHTD FM)	Radio/Online	Wednesday, April 25, 2018	http://www.thetide.ca/news/243029663/fundraisers-created-help-victims-deadly-van-attack
CJHK 100.7	Radio/Online	Wednesday, April 25, 2018	http://www.cjhc.ca/news/243029663/fundraisers-created-help-victims-deadly-van-attack
97.3 The Wave FM	Radio/Online	Wednesday, April 25, 2018	http://www.thewave.ca/news/243029663/fundraisers-created-help-victims-deadly-van-attack
CKNI-FM	Radio/Online	Wednesday, April 25, 2018	http://www.919thebend.ca/news/243029663/fundraisers-created-help-victims-deadly-van-attack



Media Coverage – No Direct Requests

Global News Online	Online	Thursday, April 26, 2018	https://globalnews.ca/news/4169566/toronto-van-attack-fundraisers/
What's Brewin	Online	Thursday, April 26, 2018	http://whatsbrewin.ca/lcbo-launches-donation-campaign-in-support-of-torontostrong-fund/
Z103.5 FM	Radio/Online	Thursday, April 26, 2018	http://z1035.com/torontostrong-fund-launched-to-support-those-affected-by-mondays-van-attack/
Canada 24 News	Online	Friday, April 27, 2018	http://www.canada24news.com/canada/toronto-van-attack-fundraisers-everything-you-need-to-know-about-helping-those-affected/80520-news
Narcity.com	Online	Friday, April 27, 2018	https://www.narcity.com/ca/on/toronto/news/the-torontostrong-fund-has-now-passed-this-insane-mark



Media Coverage – No Direct Requests

Kiss Toronto 92.5 (CKIS FM)	Radio/Online	Friday, April 27, 2018	http://www.kiss925.com/2018/04/27/toronto-van-attack-support/
100.5 Fresh Radio (CKRU FM)	Radio/Online	Friday, April 27, 2018	https://1005freshradio.ca/news/4169566/toronto-van-attack-fundraisers/
boom997.com	Radio/Online	Friday, April 27, 2018	https://boom997.com/news/4169566/toronto-van-attack-fundraisers/
98.1 FM (CHFI FM)	Radio/Online	Saturday, April 28, 2018	http://www.chfi.com/2018/04/27/toronto-van-attack-support/
Canada 24 News	Online	Sunday, April 29, 2018	https://www.canada24news.com/canada/over-17-million-raised-for-victims-of-toronto-van-attack/80795-news