



Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: January 19, 2021

Re: Holiday Toys for Columbia's Youth Donation Appropriation

Executive Summary

The Holiday Toys for Columbia's Youth is a program to provide toys for the holidays for Columbia's underprivileged youth and is supported by voluntary donations from individuals and agencies. The Parks and Recreation Department received cash donations this year in the amount of \$3,272 and expended \$3,416 to purchase new toys for the 2021 Holiday Toys for Columbia's Youth Program. There is a balance of unappropriated donation funds from past years that will be used to supplement the funds collected for this year's program to provide assistance for the increased number of qualifying applicants. The program served 262 youths this year (compared to 224 youths last year) who were provided at least three gifts each from the program. The Department is requesting the City Council approve the ordinance accepting the donations and appropriating funds to the Community Recreation operating account to reimburse the Recreation Services Fund for the amount expended to purchase new toys for the program.

Discussion

The Holiday Toys for Columbia's Youth Program was created to provide toys for the holidays for Columbia's underprivileged youth, ages 12 and under. The goal is to provide at least three gifts for up to three children per family for qualifying households. Registrants must be residents of Columbia who are not receiving holiday assistance from another agency. The Department collaborates with the Salvation Army and Voluntary Action Center to make sure families are not receiving support from more than one service, enabling more families in the community to receive assistance. Participants must provide proof of income or EBT (food stamp) card and a picture ID upon registration. More than 200 youths are served by this program each year.

The program is supported by voluntary donations. Citizens are invited to donate toys and/or make a monetary donation to the program. The Parks and Recreation Department received \$3,272 in cash donations from various individuals and agencies for this year's program. The Department assesses the amount and type of toys donated and the number and ages of the children of registered families to determine how many new toys are needed to be purchased. The Department expended \$3,416 on new toys, which were distributed to children in qualifying families. There is a balance of unappropriated donation funds from past years that will be used to supplement the funds collected for this year's program to provide assistance for the increased number of qualified applicants. The program served 262 youths this year compared to 224 youths last year.



City of Columbia

701 East Broadway, Columbia, Missouri 65201

The Department is requesting the City Council approve the ordinance accepting the donations and appropriating the funds to the Community Recreation operating account to reimburse the Recreation Services Fund for the amount expended to purchase new toys.

Fiscal Impact

Short-Term Impact: None. The donation appropriation will offset the amount expended for the program.

Long-Term Impact: None.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Social Equity, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Livable & Sustainable Communities, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

Legislative History

Date	Action
01/21/2020	Ordinance #024146; Donation appropriation for Holiday Toys for Columbia's Youth
02/20/2017	Ordinance #023093; Donation appropriation for Holiday Toys for Columbia's Youth
02/01/2016	Ordinance #022727; Donation appropriation for Holiday Toys for Columbia's Youth
02/16/2015	Ordinance #022369; Donation appropriation for Holiday Toys for Columbia's Youth

Suggested Council Action

Approve the ordinance accepting and appropriating the donations for the Holiday Toys for Columbia's Youth Program.