



Legislation Text

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TO: Mayor and City Commission

FROM: Douglas E. Smith, City Manager

DATE: October 7, 2015

APPROVING PARTICIPATION IN THE TD BANK “BRING CHANGE” INITIATIVE ON NOVEMBER 20, 2015 TO BENEFIT THE CITY OF MARGATE HOMELESS OUTREACH PROGRAM

BACKGROUND: The TD Bank “Bring Change” Initiative is a fundraising campaign designed to donate funds to a selected community need. This program is featured across the east coast of the United States from Maine to Florida. Every “Green Friday” TD Bank invites people to a participating branch where they host a community coin counting event and fundraiser using the branch’s Penny Arcade (change counting machine). The Margate branch (located at 490 North State Road 7) reached out to the City requesting funding candidates. TD Bank selected the City’s Homeless Outreach Program as the project it wishes to support as part of this program. For one day only, November 20, 2015, individuals who come into the Margate branch to use the Penny Arcade can choose to donate all or a portion of the coins counted to the selected project. TD Bank will match up to \$2,000 in coins counted as part of the Bank’s donation.

The City of Margate Police Department's Homeless Outreach Program is part of Broward County’s Multi-Agency Homeless Taskforce which serves to connect homeless citizens to the County’s available social services. Margate’s Homeless Outreach Program consists of a team of eight officers and one sergeant that all have been certified through the Broward Sheriff’s Office as Homeless Outreach Specialists. Each specialist receives 40 hours of training concerning how to interact with homeless individuals, understanding their needs and issues, and also being a liaison between the homeless individual and social service providers. In addition, the Homeless Outreach Team conducts at least four homeless counts per year to include the Multi-Agency Homeless Point in Time count. The Team makes at least 5-15 referrals for services each month and have anywhere from 10 to 20 encounters with the homeless population per week.

TD Bank will present the City’s Homeless Outreach Program with a check at a location of the City’s choosing on November 20, 2015 at 6:00 P.M.

RECOMMENDATION: Approve.

FISCAL IMPACT: The funds received will help to promote the program and offer additional resources to assist homeless citizens. No matching funds are required.

CONTACT PERSON: Douglas E. Smith, City Manager