

# Memorandum to Council

Office of the Town Clerk



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**To:** Mayor and Members of Council  
**CC:** Christopher Harris, Town Clerk  
**From:** Natalie Pagana, Legislative Specialist  
**Date:** January 5, 2024  
**File #:** n/a  
**Subject:** 2022 Municipal Election - Contribution Rebate Program Review

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**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

The purpose of this memorandum is to present a review of the 2022 Municipal Election Contribution Rebate Program.

## 1. Highlights

- The 2022 Whitby Municipal Election was the first election to operate the Contribution Rebate Program under the parameters established by [By-law # 7585-19](#) which increased contribution rebates for eligible electors over the former program which had been in place since 2010;
- A total of \$12,959.48 in contribution rebates were issued for the 2022 Municipal Election resulting in a cost per elector of \$0.13 based on the total amount of rebates issued divided by the total number of eligible electors;
- Contribution rebates issued increased by 66% compared to the 2018 Municipal Election from \$7,788.75 to \$12,959.48;

## 2. Background

In accordance with Section 88.11(1) of the Municipal Elections Act, 1996 (the MEA), a municipality may, by by-law, provide for the payment of rebates to individuals who made contributions to candidates for office on the municipal council.

Rebates under the Contribution Rebate Program for the 2022 Municipal Election were calculated as follows:

- Total contributions of \$25.00 or less did not receive a rebate;
- If the total of the applicant's contribution(s) to all candidates was \$100.00 or less, the rebate paid was 75% of that total; and,

- If the total of the applicant’s contribution(s) to all candidates was \$100.01 or more, the rebate paid was 75% of \$100.00 plus 25% of the difference between the total contribution and \$100.00, up to a maximum rebate of \$200.00.

When Staff presented an overview of the 2022 Municipal Election at the Committee of the Whole meeting on May 8, 2023 through [Staff Report CLK 04-23](#), data regarding the Contribution Rebate Program was unavailable as the deadline had not yet passed for rebate applications to be submitted. With the deadline having now passed for candidates to submit their financial statements and contributors to submit their rebate applications, Staff have compiled and reviewed all submitted rebate forms.

### 3. 2022 Contribution Rebate Program Uptake

For the 2022 Municipal Election the Office of the Town Clerk received a total of 120 rebate application forms, noting that some electors submitted multiple forms to cover contributions to more than one candidate. Upon review of the applications, 103 applications were received from eligible individuals that resulted in contribution rebates being issued. 17 application forms were rejected based on rebate ineligibility detailed in the program by-law. See Table 1 below for reasons why forms from the 2022 Election were rejected:

Table 1 - Reasons for Rejected Contribution Rebate Forms

Count	Reason
1	Form does not match Financial Statement of Candidate
2	Ineligible - Family Member of the Candidate
4	Received maximum rebate amount of \$200 with other form submissions
10	Ineligible - Non-Residents
<b>17</b>	<b>Total Ineligible Forms</b>

Individuals receiving a rebate increased 4% from the 2018 Municipal Election to the 2022 Municipal Election from 94 individuals to 98 individuals.

Noting that the Town’s rebate program changed for the 2022 Municipal Election to increase the total maximum rebate a contributor could receive from \$150 to \$200 and to increase the rebate percentage to 75% for contributions between \$25.01 and \$100, there is an increase in the total monetary value of rebates issued from the 2018 Municipal Election to the 2022 Municipal Election (+66%) and the average rebate payment to individuals (+60%).

Despite fewer eligible candidate campaigns for which a rebate could be issued in 2022 versus 2018 due to less candidates for Town of Whitby Council positions, the program had a similar number of campaigns for which a rebate was issued, showing greater participation in the program by candidates. 61% of eligible candidates had contributors that participated in the program, representing an increase from 50% in 2018 and 40% in 2014. Please refer to Table 2 – Participation in Whitby’s Contribution Rebate Program below for a summary of the Contribution Rebate Program participation from 2014 to 2022.

**Table 2 – Participation in Whitby’s Contribution Rebate Program**

	2014	2018	2022
Eligible Electors	87,406	90,099	102,613
Number of Individuals Receiving a Rebate Payment	43	94	98
Total (\$) Contribution Rebates Paid	\$3,750.00	\$7,788.75	\$12,959.48
Cost per Elector (Contribution rebates issued/ number of electors)	\$0.04	\$0.08	\$0.13
Average Rebate Payment (\$) (Total contribution rebates paid/Individuals receiving a payment)	\$87.21	\$82.86	\$132.24
Number of Eligible Candidate Campaigns	35	30	23
Number of Candidate Campaigns for which a Rebate was Paid	14 (40% of eligible campaigns)	15 (50% of eligible campaigns)	14 (61% of eligible campaigns)
Number of Elected Candidate Campaigns for which a Rebate was Paid	5 of 8	6 of 9	7 of 9

**4. Financial Considerations:**

Municipal elections are funded through annual contributions to the election reserve over a four-year period between each election. Funding for the Contribution Rebate Program has been considered and included in the 2026 election budget.

**5. Communication and Public Engagement:**

Staff from the Office of the Town Clerk will work with the Communications and Creative Services Division to deliver a communications plan for the 2026 municipal election and will integrate promotion of the Contribution Rebate Program to both electors and candidates.

A copy of this memorandum will be publicly posted to the Town’s election webpages at [www.whitby.ca/election](http://www.whitby.ca/election) given the public interest in making information about the contribution rebate program available to past and future candidates and electors.