



Election Finances Division

51 ROLARK DRIVE
TORONTO, ONTARIO M1R 3B1

Telephone: (416) 325-9401
Toll Free: 1-866-568-9068
FAX: (416) 325-9466

RAR-1 Referendum Advertising Report

Disponible aussi en français.

RECEIVED

APR 10 2008

Elections Ontario
Election Finances Office
[Signature]

Referendum Campaign Organizer	
Name:	Vote for MMP
Business Tel.:	416-693-7585
Home Tel.:	
Fax:	
Email:	larry.gordon@fairvote.ca
Address:	26 Maryland Blvd
City:	Toronto
Postal Code:	M4C 5C9
Chief Financial Officer	
First Name:	Bronwen
Last Name:	Bruch
Business Tel.:	905-820-5566
Home Tel.:	905-842-0630
Fax:	905-820-5502
Email:	bronwen.bruch@fairvote.ca
Address:	1292 Elgin Cres
City:	Oakville
Postal Code:	L6H 2J7

Statement of Income and Expenses	
Income	
Line 001	Contributions (from Schedule 1).....
Line 002	RCO's own funds (from Schedule 1).....
Line 003	Total Income for Referendum Advertising Purposes.....
Expenses	
Line 004	Total Referendum Advertising Expenses (from Schedule 4).....
<input type="checkbox"/> In accordance with subsection 14(3), O. Reg. 211/07, I/we report that no referendum advertising expenses were incurred.	

Certification of Chief Financial Officer

I, Bronwen Bruch (Name of Chief Financial Officer), have prepared this statement of income and expenses for referendum advertising purposes as set out herein for Vote for MMP (Name of RCO) and hereby certify that to the best of my knowledge and belief the statements and supporting schedules are true and correct. In accordance with subsection 13(1), O. Reg. 211/07, surplus funds have been distributed to contributors who contributed for referendum advertising purposes.

B Bruch Signature of Chief Financial Officer April 10, 2008 Date

Certification of Referendum Campaign Organizer

I, Jane Mac Donald (Name RCO/Official), certify that to the best of my knowledge and belief the statement and supporting schedules as set out herein are true and correct.

J Mac Donald Signature of Referendum Campaign Organizer April 10, 2008 Date



RAR-1 Referendum Advertising Report

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Auditor's Report

To _____ (Name of CFO), Chief Financial Officer for _____ (Name of RCO), Referendum Campaign Organizer:

I/(We) have audited the Statement of Referendum Advertising Income and Expenses of _____ (RCO), under the requirements of Section 15 of O. Reg. 211/07 made under the authority of the *Electoral System Referendum Act, 2007* for the referendum held on October 10, 2007. This financial information is the responsibility of the Chief Financial Officer of _____ (RCO). My (our) responsibility is to express an opinion on this financial information based on my audit.

Except as explained in the following paragraph, I (we) conducted my (our) audit in accordance with Canadian generally accepted auditing standards. Canadian generally accepted auditing standards require that I (we) plan and perform an audit to obtain reasonable assurance whether the financial information is free of material misstatement. An audit also includes assessing the accounting principles used and significant estimates made by the CFO, as well as evaluating the overall financial statement presentation. The Act, however, does not require me (us) to report, nor was it practicable for me (us) to determine, that contributions reported included only those which may be properly retained in accordance with the provisions of the Act.

Due to the nature of the types of transactions inherent in any referendum campaign, the completeness of the various categories of income and expenses is not susceptible of satisfactory audit verification. Accordingly, my (our) verification of income and expenses was limited to the amounts recorded in the referendum campaign records and I (we) was (were) not able to determine whether any adjustments might be necessary to income and expenses.

In my (our) opinion, except for the effect of adjustments, if any, which I (we) might have determined to be necessary had I (we) been able to satisfy myself concerning the completeness of advertising income and expenses referred to in the preceding paragraph, this Statement presents fairly, in all material respects, the Advertising Income and Expenses of the _____ (RCO) for the referendum held on October 10, 2007 in accordance with the accounting requirements of O. Reg. 211/07 made under the authority of the *Ontario Electoral Systems Referendum Act 2007* and the guidelines issued by the Chief Electoral Officer.

This financial information is solely for the information and use of the Chief Electoral Officer to comply with Section 15 O. Reg. 211/07 made under the authority of the *Electoral System Referendum Act, 2007*. This financial information is not intended to be and should not be used by anyone other than the specified users or for any other purpose.

Signature of Auditor
Licensed Public Accountant

Date

Comments:

See attached.

Auditor

First Name:

Last Name:

Professional Designation:

CA CGA

License No.:

Firm Name:

Business Tel.:

Fax:

Email:

Address:

City:

Postal Code:

Contact Person (if different from above)

First Name:

Last Name:



Kanish & Partners
CHARTERED ACCOUNTANTS

1200 Bay Street, Suite 1203
Toronto, Ontario M5R 2A5

Kanish A. Thevarasa CA
Julian A. Emmanuel CA
Douglas Jung CA

kp@kanish-partners.com
www.kanish-partners.com
T: 416-975-9292
F: 416-975-9275

AUDITORS' REPORT

To the Chief Financial Officer of Vote for Mixed-Member Proportional

We have audited the Statement of Referendum Advertising Income and Expenses of Vote for Mixed-Member Proportional under the requirements of Section 15 of *O. Reg. 211/07* made under the authority of the *Electoral System Referendum Act, 2007* for the referendum held on October 10, 2007. This financial information is the responsibility of the Chief Financial Officer ("CFO") of Vote for Mixed-Member Proportional. Our responsibility is to express an opinion based on this financial information based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial information is free of material misstatement. An audit also includes assessing the accounting principles used and significant estimates made by the CFO, as well as evaluating the overall financial statement presentation. The Act, however, does not require us to report, nor was it practicable for us to determine, that contributions reported included only those which may be properly retained in accordance with the provisions of the Act.

Due to the nature of the types of transactions inherent in any referendum campaign, the completeness of the various categories of income and expenses is not susceptible of satisfactory audit verification. Accordingly, our verification of income and expenses was limited to the amounts recorded in the referendum campaign records and we were not able to determine whether any adjustments might be necessary to income and expenses.

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of advertising income and expenses referred to in the preceding paragraph, this Statement presents fairly, in all material respects, the Advertising Income and Expenses of the Vote for Mixed-Member Proportional for the referendum held on October 10, 2007 in accordance with *O. Reg. 211/07* made under the authority of the *Ontario Electoral Systems Referendum Act 2007* and the guidelines used by the Chief Electoral Officer.

This financial information is solely for the information and use of the Chief Electoral Officer to comply with *O. Reg. 211/07* made under the authority of the *Electoral System Referendum Act, 2007*. This financial information is not intended to be and should not be used by anyone other than the specified users or for any other purpose.

Kanish & Partners

CHARTERED ACCOUNTANTS,
LICENSED PUBLIC ACCOUNTANTS

Toronto, Canada
April 7, 2008



**VOTE FOR MIXED-MEMBER PROPORTIONAL
STATEMENT OF REFERENDUM ADVERTISING INCOME AND EXPENSES
FOR THE REFERENDUM HELD ON OCTOBER 10, 2007**

INCOME

Income for Advertising	\$ 355,433
In kind donations and services received	<u>35,106</u>
	<u>390,539</u>

ADVERTISING EXPENSES

Local advertising	31,675
Materials	57,970
Radio and internet advertising	253,155
In kind advertising	35,106
Web development	<u>12,633</u>
	390,539

EXCESS OF INCOME OVER EXPENSES

\$ -



Shannon Ashnade
 Christina Agreli
 Patricia Aidana
 Ian Allen
 Paul Antze
 Laurie Arton
 Janaki Balakrishnan
 Dr. Gordon D. Ball
 Julie Barker
 michael barkley
 Charles Battershill
 Wallace Beatson
 Peter Black
 Andy Blair
 Michael Blythe
 David Bondy
 Julian Brown
 Warren Brown
 Barbara Brown
 Russ Caldwell
 Trudi Christanson
 Paul Collins
 Shawn Connelly
 Bruce Conroy
 Bruce Cox
 Steve Crow
 Sonja Davie
 Catherine Daw
 Michael de Pender
 Nina Dekker
 Vivienne Denton
 Kael Deverell
 Olive Doucet
 Mike Dranie
 John Eastwood
 Raymond Edge
 Jeff Edmonds
 Margrt Eichler
 Eugene Eilmen
 Wolfe Erickman
 James Ford
 Matt Foster
 Stephen Fram
 Rosemary Frei
 Dorothy Funke
 William Garrett
 John Gealle
 Paul Gervan
 Brian Gifford
 Sanjeev Goyal
 Mark Goldblatt
 Larry Gordon
 Tim Grant
 Yola Grant
 Robin Green
 Terence Grier
 Adam Guiter
 David Hahn
 Fred Hahn
 Joyce Hall

200.00 Individual A
 200.00 Individual A
 202.00 Individual A
 600.00 Individual A
 101.00 Individual A
 410.10 Individual A
 500.00 Individual A
 101.01 Individual A
 110.10 Individual A
 101.00 Individual A
 100.10 Individual A
 100.00 Individual A
 200.00 Individual A
 200.00 Individual A
 201.00 Individual A
 200.00 Individual A
 150.00 Individual A
 200.00 Individual A
 500.00 Individual A
 250.00 Individual A
 200.00 Individual A
 101.00 Individual A
 202.00 Individual A
 101.00 Individual A
 101.00 Individual A
 150.00 Individual A
 202.00 Individual A
 500.09 Individual A
 500.00 Individual A
 100.00 Individual A
 1,000.00 Individual A
 250.00 Individual A
 251.00 Individual A
 150.00 Individual A
 101.00 Individual A
 200.00 Individual A
 500.00 Individual A
 101.00 Individual A
 300.00 Individual A
 101.00 Individual A
 2,000.00 Individual A
 101.00 Individual A
 101.01 Individual A
 300.00 Individual A
 101.00 Individual A
 101.00 Individual A
 101.00 Individual A
 101.00 Individual A
 250.00 Individual A
 505.00 Individual A
 1,000.00 Individual A
 250.00 Individual A
 1,000.00 Individual A
 101.00 Individual A
 101.00 Individual A
 101.00 Individual A
 101.00 Individual A
 101.00 Individual A
 141.13 Individual A
 500.00 Individual A
 250.00 Individual A
 300.00 Individual A

Jim	Harris
Mary	Higginson
Matthew	Hill
W. J	Hill
Brian	Hopkins
Evan	Hughes
Margaret	Hughes
J David	Hutchanski
Treat	Hull
Aamir	Hussain
Constance	Hutchison
Yaacov	Iland
Avyurn	Jacobson
Hugh	Jerney
Kermech C	Johnson
Linda	Jones
Bradley	Kelleher
Cathy	Kelleher
Bob	Kennedy
Brandon	Kidd
Joel	Kidd
Gerald	Kirk
Chris	Klomp
Margaret	Knitt
Derek	Kraan
David	Kraft
Eva	Krahts
Dorothy	Krawetz
Julien	Lamarche
Kathryn	Langley
Jean	Langlois
Lawrence	Leduc
James	Lemon

Keys Direct Marketing & Communications Inc

June	Maddonald
Richard	Mansfield
Patricia	Marsden Dole
John	Martin
Pierre	Martin
Brett	Matthews
Jodee	McCaw
James	McDonnell Hayes
Paul	McInerney
Russell	McOmmond
J A Tony	McQuail
Michelle	Meyer
Wayne	Millard
Jane	Mowbray
Alex	Murray
Margaret	Murray
Richard	Myers
Kevin	O'Connor
Charles	Osporne
Sharon	O'Sullivan
Elizabeth	Pater
Kevin	Peck
Bloodwen	Piercy
Harry	Pieterma

Garden Gate Ltd

10,003.00	Individual	A
400.00	Individual	A
500.00	Individual	A
200.00	Individual	A
119.26	Individual	A
101.00	Individual	A
200.00	Individual	A
250.00	Individual	A
101.00	Individual	A
500.00	Individual	A
300.00	Individual	A
191.00	Individual	A
200.00	Individual	A
190.00	Individual	A
150.00	Individual	A
150.00	Individual	A
500.00	Individual	A
500.00	Individual	A
100.10	Individual	A
500.00	Corporation	A
113.20	Individual	A
200.00	Individual	A
445.00	Individual	A
101.00	Individual	A
300.00	Individual	A
200.00	Individual	A
101.00	Individual	A
101.00	Individual	A
101.00	Individual	A
1,200.00	Individual	A
101.00	Individual	A
101.00	Individual	A
500.00	Individual	A
200.00	Individual	A
125.00	Corporation	A
500.00	Individual	A
101.00	Individual	A
235.00	Individual	A
101.00	Individual	A
101.00	Individual	A
750.00	Individual	A
101.00	Individual	A
125.00	Individual	A
250.00	Individual	A
202.00	Individual	A
700.00	Individual	A
100.00	Individual	A
110.00	Individual	A
101.00	Individual	A
101.00	Individual	A
500.00	Individual	A
200.00	Individual	A
101.00	Individual	A
625.00	Individual	A
500.00	Individual	A
200.00	Individual	A
1,000.00	Individual	A
200.00	Individual	A
101.00	Individual	A

Michael	Polley
Mark	Pomerantz
Paul	Popper
Alan	Poulsen
Stephen	Provencher
Govind	Rao
Judy	Rebick
Donna	Reid
David	Robinson
Harvey	Rotenberg
Alan	Roy
Jonathan	Rudin
Tim	Rudkins
Geoffrey	Ryell
Eric	Scheureman
Steven	Sculion
Alexander	Sellers
Jacqueline	Sharp
Linda	Sheppard
Linda	Silver Dranoff
Sergio	Sistrondo
Kevin	Smith
Terry	Stawnyck
James	Stuart
Edward	Sweet
Richard	Swift
Colin	Szakacs
Jason	Tanguay
Brian	Teevan
Jan	Tetelaar
Karel	Thorjpson
John	Tiefenbach
Peter	Tindal
Chris	Tyssen
Richard	Valleau
John	Van den Hoven
Adrian	Van Herzon
Bill	Waldron
Tricia	Walker
Henry	Warner
Barbara	Watson
Susan	Westlake
Lea	Willard
Sandra	Wolframe
Barry	Wood
Jason	Woodard
Douglas	Woodgold
Catherine	Woodrow
Bruce	Zolad
Greg	

CEP Ontario
 CEP Union of Canada
 CUPE 3907
 CUPE 4207
 CUPE Local 1281
 CUPE Local 4400
 CUPE Ontario Div
 Hastings-Prince Edward Elementary Teachers' Local
 Near North District 4 OSSTF
 OECTA - Toronto Secondary Unit

400.00	Individual	A
301.00	Individual	A
1,500.00	Individual	A
101.00	Individual	A
101.00	Individual	A
101.00	Individual	A
110.00	Individual	A
250.00	Individual	A
200.00	Individual	A
250.00	Individual	A
200.00	Individual	A
101.00	Individual	A
1,000.00	Individual	A
200.00	Individual	A
100.10	Individual	A
700.00	Individual	A
351.00	Individual	A
2,000.00	Individual	A
200.00	Individual	A
200.00	Individual	A
120.00	Individual	A
101.00	Individual	A
500.00	Individual	A
200.00	Individual	A
200.00	Individual	A
705.00	Individual	A
200.00	Individual	A
200.00	Individual	A
101.00	Individual	A
2,000.00	Individual	A
101.00	Individual	A
500.00	Individual	A
280.00	Individual	A
101.00	Individual	A
101.00	Individual	A
1,010.10	Individual	A
200.00	Individual	A
218.00	Individual	A
500.00	Individual	A
200.00	Individual	A
400.00	Individual	A
1,550.00	Individual	A
202.00	Individual	A
101.00	Individual	A
400.00	Individual	A
300.00	Individual	A
500.00	Individual	A
200.00	Individual	A
4,155.30	Trade Union A	A
11,500.00	Trade Union A	A
200.00	Trade Union A	A
1,000.00	Trade Union A	A
300.00	Trade Union A	A
5,000.00	Trade Union A	A
5,300.00	Trade Union A	A
300.00	Trade Union A	A
150.00	Trade Union A	A
401.28	Trade Union A	A

OPSEU
 OPSEU 505
 OPSEU 527
 OPSEU Local 545
 OPSEU Local 596
 OSSTF
 Tara Natural Foods
 Zip.ca
 OPSEU
 McQuail
 Stephana
 Tina
 Wilf
 Tom
 Johnston
 Agrell
 Day
 Lawson

137,077.17 Trade Union A
 300.00 Trade Union A
 300.00 Trade Union A
 300.00 Trade Union A
 200.00 Trade Union A
 107,500.00 Trade Union A
 250.00 Corporation A
 6,840.60 Corporation B
 408.69 Individual B
 24,496.63 Trade Union B
 1,482.00 Individual B
 900.49 Individual B
 609.17 Individual B
 300.00 Individual B
 371,930.54
 Individuals 65,734.56
 Corporations 7,715.60
 Trade Unions 298,480.38

Advertising Expenses
Vote for MIMP

DATE	SUPPLIER/REIMBURSEMENT TO:	AMOUNT	Date and Place of Media
July 20/07	Cavan	2,850.57	Referendum Period
July 30/07	Forsefield	1,333.80	Referendum Period
Aug 15/07	Cash	82.08	Referendum Period
Aug 15/07	Sean Cain	25.00	Referendum Period
Aug 21/07	Thistle Printing	3,363.00	Referendum Period
Sept 4/07	M. Acaron Inc. (Dylan O'Laughlin)	3,500.00	Referendum Period
Sept 4/07	Sean Cain	37.50	Referendum Period
Sept 4/07	Thistle Printing	2,895.60	Referendum Period
Sept 4/07	Thistle Printing	4,446.00	Referendum Period
Sept 25/07	Forsefield	399.00	Referendum Period
Sept 25/07	Sean Cain	50.00	Referendum Period
Sept 25/07	Balloon Corporate Events	2,337.00	Referendum Period
Sept 27/07	Bronwen Bruch	450.81	Referendum Period
Sept 29/07	Lakefront Graphix	6,828.60	Referendum Period
Oct 3/07	Thistle Printing	3,363.00	Referendum Period
Oct 3/07	Thistle Printing	10,999.86	Referendum Period
Oct 16/07	Union Communications	227,532.35	<i>Oct 2/07 to Oct 8/07 - Radio Commercials</i>
Oct 16/07	Thistle Printing	9,085.80	Referendum Period
Oct 16/07	Bruce Budd	773.04	Referendum Period
Oct 16/07	Thistle Printing	4,155.30	Referendum Period
Oct 16/07	Lakefront Graphix	222.60	Referendum Period
Nov 13/07	Larry Gordon	176.10	Referendum Period
Nov 13/07	Dora Robinson	256.79	Referendum Period
Nov 13/07	24/7 Canada Inc.	20,511.00	Referendum Period
Nov 23/07	Forsefield	228.00	Referendum Period
Dec 16/07	Peter Burbridge	74.53	Referendum Period
Dec 16/07	Sandra Willard	36.32	Referendum Period
Jan 25/08	Envtronics - <i>replaces Oct 10/7 cheque.</i>	5,112.00	Referendum Period

Subtotal Advertising Expenses

\$ 311,125.65

Local Advertising Expenses

Oct 1/07	Martin Reid	251.00	Referendum period
Oct 1/07	Guelph Tribune	622.14	Oct 2/07 and Oct 5/07
Oct 3/07	Peter Black - re:Lakefront Graphix	7,494.00	Referendum period
Oct 1/07	Lakefront Graphix	525.29	Referendum period
Oct 1/07	Lakefront Graphix	650.92	Referendum period
Oct 4/07	Lakefront Graphix	342.00	Referendum period
Sept 30/07	Bronwen Bruch	351.92	Referendum period
Oct 10/07	Andy Blair	4,198.06	Referendum period
Oct 1/07	Guelph Ontario	132.50	Referendum period
Oct 16/07	Barbara Caldwell	908.36	<i>Oct 5/07</i>
Oct 16/07	Lea Westlake	3,593.02	Referendum period
Oct 16/07	Darko Matovic	660.20	Referendum period
Oct 16/07	Stuart Parker	2,000.00	Referendum period
Nov 13/07	Stuart Parker	830.00	Referendum period
Oct 16/07	Fenton Sign Supplies	807.34	Referendum period
Oct 10/07	Cambridge Mobile Signs	440.00	Referendum period
Dec 16/07	Wliff Day	455.00	Referendum period
Dec 16/07	Don Page	638.09	Referendum period
Dec 16/07	Hugh Jenney	41.76	Referendum period
Dec 16/07	Sandra Willard	1,110.15	Referendum period
Dec 16/07	Andy Blair	821.21	Referendum period
Dec 16/07	Chris Schultz	219.78	Referendum period
Dec 16/07	Vicky Smallman	307.45	Referendum period
Dec 16/07	Peter Black	2,040.14	Referendum period
Dec 16/07	Darko Matovic	80.75	Referendum period
Dec 16/07	Lea Westlake	1,853.82	Referendum period
Jan 3/08	Sandra Willard	300.00	Referendum period

Total Local Expenses

\$ 31,674.90

Web Development and Web Content

	75%	100%	
July 20/07	HJC	3,527.81	4,703.75 Referendum period
July 20/07	HJC	3,527.81	4,703.75 Referendum period
Sep 27/07	Torenware Networks	270.00	360.00 Referendum period
Sep 28/07	Henry Sansam	2,764.60	3,686.13 Referendum period
Oct 2/07	HJC	1,689.38	2,252.50 Referendum period
Oct 16/07	Hart House	112.50	150.00 Referendum period
Nov 13/07	Jim Harris re:OISE video	18.75	25.00 Referendum period
Nov 13/07	Dan Howard	609.38	812.50 Referendum period
Jan 21/08	Fair Vote Canada - replaces Nov 107 cheque	112.69	150.25 Referendum period

Total Web Development and Web Content Expenses \$ 12,632.91 16,843.88

Total Advertising Expenses (except in kind) \$ 355,433.46

In Kind Contributions

Sep-07	Zip.ca	1,376.92	Referendum period
Sep-07	Zip.ca	5,313.68	Referendum period
Sep-07	Zip.ca	150.00	Referendum period
Sep 13/07	Tony McQuail	408.69	Referendum period
Sep/Oct-07	OPSEU	24,496.63	Referendum period
Aug 30/07	Stephana Johnston	1,482.00	Referendum period
Aug-Oct/07	Tina Agrell	900.49	Referendum period
Sep-Oct/07	Wlf Day	609.17	Referendum period
Sep-Oct/07	Tom Lawson	300.00	Referendum period
Sep 27/07	Brian Lynch	68.40	Referendum period

\$ 35,105.98

Total Advertising Expenses

390,539.44