

# Political Campaigning 101

## THE MONEY

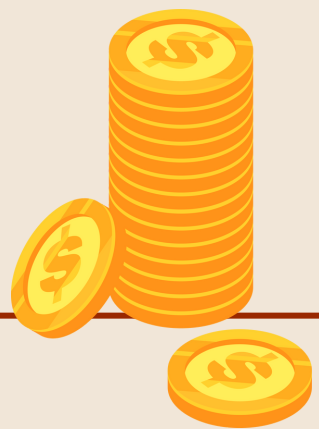
### Overview

The rules around finances and fundraising in campaigns is set out by the *Municipal Elections Act*.

Campaign finances have a large influence in local politics, and getting to know how they work helps us make informed decisions in how we donate and vote for candidates.

Some things to consider when thinking about campaign finances as a whole:

- Do I care about where candidate funding comes from? (ie Developers, Lobbyists, or Far Right Groups)
- How is a campaign's finances influencing my perception? Does everyone seem to like a candidate, or have I been seeing a lot of ads?
- Do I want to donate to a candidate? Will I be eligible for a rebate?



### Info for Candidates

#### Spending Limit:

Campaign spending limits are in place to try and level the playing field for candidates. The spending limit will be communicated by the city clerk as it is partially dependent on how many voters live in the area.

Head of council: \$7500 + 85 cents per elector

All other offices: \$5000 + 85 cents per elector

Expenses that are not subject to the general campaign spending limit include:

- holding a fundraising event or activity
- expenses related to a recount
- expenses incurred by a candidate with a disability that are directly related to the disability
- audit and accounting fees expenses related to a compliance audit
- expenses related to a court action for a controverted election
- expenses incurred after voting day

*Expenses to the spending limit are spent during the electoral period, up to election day.*

*They can include items like brochures, consultants, office expenses, staff salaries and more.*

**Note: Third party advertisers are subject to campaign spending limits and financial disclosures as well as candidates.**

### Info for Donors

#### Rebates:

- Candidates will provide donors who donate over \$25 with a contribution rebate form, with up to 75% of donation rebated
- Donors (who legally reside in Ontario) can submit for a rebate for all campaigns they contributed to for a maximum of a \$1,000 rebate

#### Transparency:

The city of Toronto keeps records of campaign finances publicly accessible, use the Open Data portal to search:

- Contributions
- Financial Filing Status
- Campaign Expense Reports
- And more