

From: [Browne, Elizabeth \(CAB\)](#)
To: [Spadoni, Peter \(MLTC/MSAA\)](#); [Magennis, Shannon \(MLTC\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Huber, Ryan \(CAB\)](#); [Kerec, Cassandra \(CAB\)](#); [Park, Rina \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Pinto, Vanessa \(She/Her\) \(CAB\)](#)
Subject: 25/26 Marketing Decisions & BMBF Allocation
Date: April 4, 2025 4:36:00 PM

Hi Peter and Shannon,

Thank you for your patience as we finalized marketing plans with Premier's Office.

MLTC will be leading the Personal Support Workers Recruitment marketing campaign. We are developing the strategy brief for this campaign and will share with you for review. Given this, please see updated BMBF chart below. Please discuss with your corporate team to determine your financial approvals process, and if you need any assistance, let us know.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
PSW Recruitment	\$1,999,999	May to September 2025	• Creative: reuse creative development in FY 24/25. Some of the approved budget may need to be used to pay for talent rights. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translation and media costs.

Let us know of any questions!

Thanks,
Liz

From: [Browne, Elizabeth \(CAB\)](#)
To: [Proulx, Jennifer \(MPBSDP\)](#); [Cocuzzi, Ashleigh \(MPBSDP\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Huber, Ryan \(CAB\)](#); [Kerec, Cassandra \(CAB\)](#); [Park, Rina \(CAB\)](#); [Ippolito, Shannon \(She/Her\) \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Phan, Janie \(CAB\)](#); [Hall, Nadia \(CAB\)](#)
Subject: 25/26 MPBDSP Marketing Decisions & BMBF Allocation
Date: April 4, 2025 4:44:00 PM

Hi JP and Ashleigh,

Thank you for your patience as we finalized marketing plans with Premier's Office.

MPBDSP will be leading the ServiceOntario Digital Services and Consumer Protection marketing campaigns. We are developing the strategy briefs for these campaigns and will share with you for review. Given this, please see BMBF chart below. Please discuss with your corporate team to determine your financial approvals process, and if you need any assistance, let us know.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
ServiceOntario Digital Services (always-on)	\$1,999,999	Launch in May 2025 to March 31, 2026	• Creative: reuse creative and add in Child Health Card when enacted • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Research: pre/post campaign research to measure awareness levels • Ministry can recoup from BMBF for any creative/production, agency fees, translations, research and media costs.
Consumer Protection (always-on)	\$1,999,999	Launch in June 2025 to March 31, 2026	• Creative: reuse creative • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor

			Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
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Let us know of any questions!

Thanks,
Liz

Not Responsive

From: Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>
Sent: Monday, May 12, 2025 2:38 PM
To: Hall, Maureen (She/Her) (MEDJCT) <Maureen.Hall@ontario.ca>; Fasciano, Ken (MEDJCT/MRTR) <Ken.Fasciano@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Gunaratnam, Emmanuel (MEDJCT) <Emmanuel.Gunaratnam@ontario.ca>
Subject: MEDJCT 2025-26 Marketing Approvals + BMBF Allocation

Hi Maureen and Ken,

We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaigns, budgets, and timing. Noting that PO has asked we proceed with the International campaign again this year, revisiting the markets and messaging from the previous iteration.

We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.

Please consider this email as approval to access BMBF if required for the international campaign.

Campaign	Approved Budget	Timing	Details

U.S. Partnerships	\$150,000,000 <i>(not from BMBF)</i>	TBD	Creative: new, via CO's creative agency • Media: CO's media vendor to plan and purchase media • Ministry can recoup from BMBF for any creative/production, agency fees, translation and media costs. • Ministry can recoup for any costs related to research.
Invest in Ontario International	\$20,000,000	November 2025 to March 2026	• Creative: COC will reach out to discuss messaging/creative, markets • Media: CO media vendor to plan and purchase media • Ministry can recoup from BMBF for any creative/production, agency fees, translation and media costs.

Liz and team will continue to connect with you and your team, set up a kick-off session for the international campaign.

Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



From: [Huber, Ryan \(CAB\)](#)
To: [Smith, Nemone \(She/Her/elle\) \(IAFNER/MND\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Browne, Elizabeth \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Rullo, Stephanie \(She/Her\) \(IAFNER\)](#)
Subject: IAFNER 2025-26 Marketing Approval + BMBF Allocation
Date: May 12, 2025 2:46:00 PM
Attachments: [image001.png](#)

Hi Nemone,

We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaign, budget, and timing. We will set up a kickoff session to discuss this campaign, as we would like to consider net creative to launch this year. We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
National Day for Truth and Reconciliation	\$1,000,000	September 2025	• Creative: new, in-house via CO's Creative Services • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



From: [Huber, Ryan \(CAB\)](#)
To: [Burr, Michelle \(She/Her\) \(TBS\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Browne, Elizabeth \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Jackson, Sarah \(She/Her\) \(TBS\)](#); [Pedias, Christine \(TBS\)](#); [Matthews, Ainsley \(She/Her\) \(TBS\)](#); [Banwait, Satinder \(She/Her\) \(MEPR\)](#); [Benson, Sean \(TBS\)](#)
Subject: RE: MEPR 2025-26 Marketing Approval + BMBF Allocation
Date: May 12, 2025 4:27:00 PM
Attachments: [image001.png](#)

Hi,
Sure, if helpful we can note this campaign as MEPR.
We will schedule a touch base in the next week or two to talk timing.
Thanks,
Ryan

From: Burr, Michelle (She/Her) (TBS)
Sent: Monday, May 12, 2025 3:35 PM
To: Huber, Ryan (CAB)
Cc: Evans, Kirsten (CAB) ; Browne, Elizabeth (CAB) ; DeClara, Greg (CAB) ; Jackson, Sarah (She/Her) (TBS) ; Pedias, Christine (TBS) ; Matthews, Ainsley (She/Her) (TBS) ; Banwait, Satinder (She/Her) (MEPR) ; Benson, Sean (TBS)
Subject: RE: TBS 2025-26 Marketing Approval + BMBF Allocation
Hi Ryan,
Thank you for this confirmation. May I request this campaign be listed against MEPR vs TBS.
We will discuss with our MO and program area in terms of an ideal timing.
Thanks,
-M-

From: Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>
Sent: Monday, May 12, 2025 2:41 PM
To: Burr, Michelle (She/Her) (TBS) <Michelle.Burr@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Jackson, Sarah (She/Her) (TBS) <Sarah.Jackson@ontario.ca>
Subject: TBS 2025-26 Marketing Approval + BMBF Allocation

Hi Michelle,
We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaign, budget, and timing. We will set up a kickoff session to discuss campaign timing, seeking TBS' recommendation.
We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.
Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
Ontario Corps	\$15,000,000	TBD (ministry to determine best timing for this campaign	• Creative: continue work with CO's creative agency, Publicis •

		based on program's status)	Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
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Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



From: [Browne, Elizabeth \(CAB\)](#)
To: [Ross, Ian \(EDU\)](#); [Rigby, Ryan \(EDU\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Fenton, Tannis \(CAB\)](#); [Huber, Ryan \(CAB\)](#); [Leung, Jacqueline \(CAB\)](#); [Park, Rina \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Kosecki, Monika \(CAB\)](#); [Liu, Annissa \(CAB\)](#)
Subject: RE: 2025-26 EDU Marketing and BMBF
Date: November 19, 2025 1:26:32 PM

Hi Ian and Ryan

As you may know, we have been asked to run the Governance Reform campaign to the end of fiscal and to include radio and video tactics. Given this, please find an updated BMBF chart below. Please work with your corporate team to determine your ministry's financial approvals process, and if you need any assistance, let us know.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
Governance Reform	~~\$1,000,000~~ \$3,750,000	~~Launch~~ ~~January~~ ~~2026 in~~ ~~market for 6~~ ~~weeks~~ ~~January to~~ ~~March 31,~~ ~~2026.~~	• Creative: net new creative to be developed by CO Creative Services with some production work from Publicis. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Please let us know of any questions.

Thanks,
Liz

From: Browne, Elizabeth (CAB)
Sent: October 28, 2025 1:08 PM
To: Ross, Ian (EDU) <Ian.Ross@ontario.ca>; Rigby, Ryan (EDU) <Ryan.Rigby@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; Leung, Jacqueline (CAB) <Jacqueline.Leung@ontario.ca>; Park, Rina (CAB) <Rina.Park@ontario.ca>; DeClara, Greg (CAB) <Greg.Declara2@ontario.ca>; Kosecki, Monika (CAB) <Monika.Kosecki@ontario.ca>; Liu, Annissa (CAB) <Annissa.Liu2@ontario.ca>
Subject: 2025-26 EDU Marketing and BMBF

Hi Ian and Ryan

Hope your week is going well so far!

As you know, we've been working with you on the Governance Reform campaign. Yesterday, PO approved the strategy brief. With that, please find a BMBF chart below. Please consider this email as approval to access BMBF, if required.

Campaign	Approved Budget	Timing	Details
Governance Reform	\$1,000,000	Launch January 2026, in market for 6 weeks	• Creative: net new creative to be developed by CO Creative Services • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Please let us know of any questions.

Thanks,
Liz

Not Responsive

From: Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>
Sent: December 15, 2025 9:44 AM
To: Legatto, Lisa (She/Her) (MOH) <Lisa.Legatto@ontario.ca>; Grimes, Shannon (MOH) <Shannon.Grimes@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Leung, Jacqueline (CAB) <Jacqueline.Leung@ontario.ca>; Park, Rina (CAB) <Rina.Park@ontario.ca>; Hall, Nadia (CAB) <Nadia.Hall@ontario.ca>; Ali, Sabeeca (CAB) <Sabeeca.Ali@ontario.ca>; Fiorino, Tania (CAB) <Tania.Fiorino2@ontario.ca>; Liu, Annissa (CAB) <Annissa.Liu2@ontario.ca>; Crittenden, Rebecca (MOH) <Rebecca.Crittenden@ontario.ca>
Subject: RE: 2025-26 Marketing Approvals + BMBF Allocations

Good morning Lisa and Shannon

As you may know, PO would like to run the Health Care Services – Nurses campaign this coming Q4. The campaign has received a budget of \$1,999,999

Not Responsive

With that, please find an updated BMBF allocation chart below. Please work with your corporate team to understand your financial approvals process and let us know of any concerns.

Please consider this email as approval to access BMBF, if required.

Campaign	Approved Budget	Timing	Details
Health Care Services – Nurses	\$1,999,9999	January to March 31, 2026	• Creative: reuse existing with updated figures/stats • Media: in-house via CO's Media Buying Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production agency fees, translations and media costs
Measles	\$4,600,000	In-market through	• Creative: New creative developed via CO's

		September 2025	- Creative Service - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Youth Wellness Hubs (always-on)	\$1,000,000	Launch June 2025 to March 31, 2026	- Creative: reuse existing - Media: in-house via CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Cancer Screening (always-on)	\$1,250,000	Launch August 2025 to March 31, 2026	- Creative: develop new creative via CO's Creative Service - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Health Care Recruitment	\$1,999,999	Launch in June 2025	- Creative: develop new creative via CO's Creative Service - Media: CO's media vendor - Media placements to include medical publications, health care research journals, LinkedIn, Facebook, SEM - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Organ Donation	\$3,000,000	October – December 2025	- Creative: Resume developing creative with creative vendor, Publicis - Media: hybrid, with digital purchased by CO's Media Buying, Performance and

			Optimization team and CO's media vendor Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
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Thanks,
Liz

Not Responsive

From: Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>
Sent: Wednesday, June 18, 2025 11:54 AM
To: Legatto, Lisa (She/Her) (MOH) <Lisa.Legatto@ontario.ca>; Grimes, Shannon (MOH) <Shannon.Grimes@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Kerec, Cassandra (CAB) <Cassandra.Kerec2@ontario.ca>; Park, Rina (CAB) <Rina.Park@ontario.ca>; Hall, Nadia (CAB) <Nadia.Hall@ontario.ca>
Subject: RE: 2025-26 Marketing Approvals + BMBF Allocations

Hi Lisa and Shannon,

As you know, we have been working with your team and PO on extending the Measles Vaccines campaign due to the increasing cases of measles. We have approval to extend the campaign from end of June to end of September, and to support that, the budget will increase from \$1,999,999 to \$4,600,000. With that, please find an updated allocation chart below. Please work with your corporate team to understand your financial approvals process and let us know of any concerns.

Please consider this email as approval to access BMBF if required.

Thanks,
Liz

Campaign	Approved Budget	Timing	Details
Measles	~~\$1,999,999~~ \$4,600,000	In-market through June September 2025	• Creative: New creative developed via CO's Creative Service • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Youth Wellness Hubs (always-on)	\$1,000,000	Launch June 2025 to March 31, 2026	• Creative: reuse existing • Media: in-house via CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Cancer Screening (always-on)	\$1,250,000	Launch August 2025 to March 31, 2026	• Creative: develop new creative via CO's Creative Service • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations

			and media costs.
Health Care Recruitment	\$1,999,999	Launch in June 2025	• Creative: develop new creative via CO's Creative Service • Media: CO's media vendor ◦ Media placements to include medical publications, health care research journals, LinkedIn, Facebook, SEM • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Organ Donation	\$3,000,000	October – December 2025	• Creative: Resume developing creative with creative vendor, Publicis • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

From: Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>

Sent: Monday, May 12, 2025 2:25 PM

To: Grimes, Shannon (MOH) <Shannon.Grimes@ontario.ca>; Legatto, Lisa (She/Her) (MOH) <Lisa.Legatto@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Kerec, Cassandra (CAB) <Cassandra.Kerec2@ontario.ca>; Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>

Subject: 2025-26 Marketing Approvals + BMBF Allocations

Hi Lisa and Shannon,

We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaigns, budgets, and timing. Noting the change in budget to the measles campaign based on PO direction received last week.

We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
Measles	~~\$1,500,000~~ \$1,999,999	In-market through June 2025.	• Creative: New creative developed via CO's Creative Service • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs • Additional budget added at the direction of PO on May 6th.
Youth Wellness Hubs (always-on)	\$1,000,000	Launch June 2025 to March 31, 2026	• Creative: reuse existing • Media: in-house via CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Cancer Screening (always-on)	\$1,250,000	Launch August 2025 to March 31, 2026	• Creative: develop new creative via CO's Creative Service • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
<New campaign> Health Care Recruitment	\$1,999,999	Launch in June 2025	• Creative: develop new creative via CO's Creative Service • Media: CO's media vendor ◦ Media placements to include medical publications, health care research journals, LinkedIn,

			Facebook, SEM • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Organ Donation	\$3,000,000	October – December 2025	• Creative: Resume developing creative with creative vendor, Publicis • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Liz and team will continue to connect with you and your team, set up kick-off sessions for each campaign.

Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



From: [Browne, Elizabeth \(CAB\)](#)
To: [Sullivan, Bryant \(MNR/MNEDG\)](#); [Whytock, John \(MEM\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Huber, Ryan \(CAB\)](#); [Leung, Jacqueline \(CAB\)](#); [Park, Rina \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Kosecki, Monika \(CAB\)](#); [Liu, Anissa \(CAB\)](#); [de Freitas, Karina \(CAB\)](#); [Negash, Noah \(CAB\)](#); [Rajagopal, Savia \(MNR/MINES\)](#); [Urquhart, Karen \(MNR\)](#)
Subject: RE: 2025-26 Ring of Fire Approval + BMBF Allocation
Date: November 13, 2025 9:26:00 AM

Hi John and Bryant

Hope you're both doing well!

With the success of the campaign, PO has requested to extend the campaign to December 23, 2025 on all channels and to have Grey Cup placements. To extend the campaign, we have planned additional media valued at \$2,434,685 and talent usage rights have been secured at an additional \$60,000.

The original campaign budget was \$7,250,000, then World Series was added in October. With the campaign extension including Grey Cup (\$2,434,685) and the extended talent rights and usage (\$60,000), the revised campaign budget is \$12,360,185.

Please find an updated BMBF chart below. Please consider this email as approval to access BMBF, if required.

Campaign	Approved Budget	Timing	Details
Protect Ontario – Ring of Fire	~~\$7,250,000~~ ~~\$9,865,500~~ \$12,360,185	September to December 23, 2025	• Creative: net new creative to be developed by CO's creative agency, Publicis • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any research projects, creative/production, agency fees, translations and media costs.

Thanks,
Liz

From: Browne, Elizabeth (CAB)
Sent: October 23, 2025 12:06 PM
To: Sullivan, Bryant (MNR/MINES) <Bryant.J.Sullivan@ontario.ca>; Whytock, John (MEM) <John.Whytock@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; 'Kerec, Cassandra (CAB)' <Cassandra.Kerec2@ontario.ca>; Park, Rina (CAB) <Rina.Park@ontario.ca>; DeClara, Greg (CAB) <Greg.Declara2@ontario.ca>; Kosecki, Monika (CAB) <Monika.Kosecki@ontario.ca>; Liu, Annissa (CAB) <Annissa.Liu2@ontario.ca>; de Freitas, Karina (CAB) <Karina.deFreitas@ontario.ca>; Negash, Noah (CAB) <Noah.Negash2@ontario.ca>; Rajagopal, Savia (MNR/MINES) <Savia.Rajagopal@ontario.ca>; Urquhart, Karen (MNR) <Karen.Urquhart@ontario.ca>

Subject: RE: 2025-26 Ring of Fire Approval + BMBF Allocation

Hi John and Bryant

Hope your week is going well so far!

As you know, we've been working with your team to secure World Series games to feature the Ring of Fire TV and online video ads. We have secured the media inventory for Games 1 to 7 at an incremental cost of \$2,615,500 (TV: \$2,528,000 + OLV: \$87,500)

With that, please find an updated BMBF chart below. Please consider this email as approval to access BMBF, if required.

Campaign	Approved Budget	Timing	Details
Protect Ontario – Ring of Fire	~~\$7,250,000~~ \$9,865,500	September to December 2025	• Creative: net new creative to be developed by CO's creative agency, Publicis • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any research projects, creative/production, agency fees, translations and media costs.

Please let us know of any questions.

Thanks,
Liz

From: Browne, Elizabeth (CAB)

Sent: September 18, 2025 2:05 PM

To: Sullivan, Bryant (MNR/MINES) <Bryant.J.Sullivan@ontario.ca>; Whytock, John (MEM) <John.Whytock@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>;

Kerec, Cassandra (CAB) <Cassandra.Kerec2@ontario.ca>; Park, Rina (CAB) <Rina.Park@ontario.ca>; DeClara, Greg (CAB) <Greg.Declara2@ontario.ca>; Kosecki, Monika (CAB) <Monika.Kosecki@ontario.ca>; Liu, Annissa (CAB) <Annissa.Liu2@ontario.ca>; de Freitas, Karina (CAB) <Karina.deFreitas@ontario.ca>; Negash, Noah (CAB) <Noah.Negash2@ontario.ca>; Rajagopal, Savia (MNR/MINES) <Savia.Rajagopal@ontario.ca>; Urquhart, Karen (MNR) <Karen.Urquhart@ontario.ca>

Subject: RE: 2025-26 Ring of Fire Approval + BMBF Allocation

Hi Bryant and John,

We have been requested to add multicultural print to the Ring of Fire campaign, with an in-market timing of November 2025. With the addition of 16 multicultural languages across 45 publications, we will see an increase of roughly \$250,000 to the campaign budget.

As such, I have updated your BMBF chart below. Please consider this email as approval to access BMBF, if required.

Campaign	Approved Budget	Timing	Details
Protect Ontario – Ring of Fire	~~\$7,000,000~~ \$7,250,000	September to December 2025	• Creative: net new creative to be developed by CO's creative agency, Publicis • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any research projects, creative/production, agency fees, translations and media costs.

Thanks,
Liz

From: Browne, Elizabeth (CAB)

Sent: June 12, 2025 10:36 AM

To: Sullivan, Bryant (MNR/MINES) <Bryant.J.Sullivan@ontario.ca>; Whytock, John (ENERGY) <John.Whytock@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; Kerec, Cassandra (CAB) <Cassandra.Kerec2@ontario.ca>; Park, Rina (CAB) <Rina.Park@ontario.ca>; DeClara, Greg (CAB) <Greg.Declara2@ontario.ca>; Kosecki, Monika (CAB) <Monika.Kosecki@ontario.ca>; Liu, Annissa (CAB) <Annissa.Liu2@ontario.ca>; Ippolito, Shannon (She/Her) (CAB) <Shannon.Ippolito2@ontario.ca>; de Freitas, Karina (CAB) <Karina.deFreitas@ontario.ca>

Subject: RE: 2025-26 Ring of Fire Approval + BMBF Allocation

Hi Bryant and John,

As you know, we are including a research component to support the Ring of Fire marketing campaign. The research will include:

- creative/message testing, targeting for end of June
- pre-campaign awareness testing, targeting to go into market 1-2 weeks before the campaign
- post-campaign awareness testing, targeting to go into market 1-2 weeks after the campaign.

As well, the campaign is now targeting to go into market end of September.

As such, I have updated your BMBF chart outlining the research inclusion and updated launch timing.

Please let me know of any questions!

Thanks,
Liz

Campaign	Approved Budget	Timing	Details
Protect Ontario – Ring of Fire	\$7,000,000	October 1 to late September to December 2025	• Creative: net new creative to be developed by CO's creative agency, Publicis • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from RMRF for any research projects, creative/production, agency fees, translations and media costs.

From: Browne, Elizabeth (CAB)

Sent: Tuesday, May 20, 2025 12:14 PM

To: Sullivan, Bryant (MNR/MINES) <Bryant.J.Sullivan@ontario.ca>; Whytock, John (ENERGY) <John.Whytock@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; Kerec, Cassandra (CAB) <Cassandra.Kerec2@ontario.ca>; Park, Rina (CAB) <Rina.Park@ontario.ca>; DeClara, Greg (CAB) <Greg.Declara2@ontario.ca>; Kosecki, Monika (CAB)

<Monika.Kosecki@ontario.ca>; Liu, Annissa (CAB) <Annissa.Liu2@ontario.ca>

Subject: 2025-26 Ring of Fire Approval + BMBF Allocation

Hi Bryant and John,

Thank you for meeting with us to discuss the Ring of Fire marketing campaign.

As discussed, the marketing campaign will be paid for by MNR/MINES and MEM will be the lead ministry. The Ring of Fire campaign will be part of the Protect Ontario marketing series, and will go into market late October, after the main Protect Ontario marketing campaign.

John, we will be sharing the marketing strategy brief with your team for review in the coming week.

Bryant, please discuss with your corporate team to determine your financial approvals process, and if you need any assistance, let us know. Please consider this email as approval to access BMBF, if required.

Campaign	Approved Budget	Timing	Details
Protect Ontario – Ring of Fire	\$7,000,000	October to December 2025	• Creative: net new creative to be developed by CO's creative agency, Publicis • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Thanks,
Liz

Not Responsive

From: Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>
Sent: Monday, May 12, 2025 2:49 PM
To: Kapelus, Aviva (MCM/SPORT) <Aviva.Kapelus@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Phan, Alicia (MCM/SPORT) <Alicia.Phan2@ontario.ca>
Subject: MCM 2025-26 Marketing Approvals + BMBF Allocations

Hi Aviva,

We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaigns, budgets, and timing. Noting the Remembrance Day file is now with MCM.

We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
Remembrance Day	\$1,000,000	November 1 – 11, 2026	• Creative: reuse 2024/25 creative • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production,

			agency fees, translations and media costs.
Order of Ontario	\$500,000	January to March 2026	• Creative: reuse 2024/25 creative concept and update to include recent Order recipients • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Liz and team will continue to connect with you and your team, set up kick-off sessions for each campaign.

Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



Not Responsive

From: Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>

Sent: Tuesday, May 20, 2025 12:06 PM

To: Whytock, John (ENERGY) <John.Whytock@ontario.ca>; Lyon, Sam (ENERGY) <Sam.Lyon@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; Kerec, Cassandra (CAB) <Cassandra.Kerec2@ontario.ca>; Park, Rina (CAB) <Rina.Park@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Hall, Nadia (CAB) <Nadia.Hall@ontario.ca>; Fiorino, Tania (CAB) <Tania.Fiorino2@ontario.ca>

Subject: MEM 2025-26 Marketing Approval + BMBF Allocation

Hi John and Sam,

As you know, we paused work on the It's Happening Here 4.0 campaign last fiscal due to the election. We had the opportunity to meet with PO on 2025-26 marketing planning and we will be resuming the campaign production and targeting to launch in October. The campaign will now be referred to as Protect Ontario – Energy. In the coming week, we'll meet to discuss the campaign at a high level.

Please discuss with your corporate team to determine your financial approvals process, and if you need any assistance, let us know. Please consider this email as approval to access BMBF, if required.

Not Responsive

Campaign	Approved Budget	Timing	Details
Protect Ontario – Energy (formerly IHH 4.0)	\$10,000,000	October to December 2025	• Creative: continue work with CO's creative agency, Publicis • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Thanks,
Liz

Not Responsive

From: Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>
Sent: Friday, August 22, 2025 2:47 PM
To: Gemmiti, Paola (MLITSD) <Paola.Gemmiti@ontario.ca>; Ramhit, Andrea (MLITSD) <Andrea.Ramhit2@ontario.ca>; Lo, Anita (She/Her) (MLITSD) <Anita.Lo@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Negash, Noah (CAB) <Noah.Negash2@ontario.ca>; Esnard, Jesse (CAB) <Jesse.Esnard@ontario.ca>; Phan, Janie (CAB) <Janie.Phan2@ontario.ca>
Subject: RE: MLITSD 2025-26 Marketing Approvals + BMBF Allocations

Hi Paola and team,

I hope you are having a nice summer!

We met with PO yesterday afternoon and based on timing and the climate, the Opioids in Construction campaign will be pushed to next fiscal. We will be regrouping with PO at the end of Q3 to discuss Annual Marketing Planning, and will let you know more once we do. Please let your respective teams know of the shift to next fiscal.

If you have any questions at all, please let us know.

Thank you,
Liz

Campaign	Approved Budget	Timing	Details
Level Up! Skilled Trades Fair	\$500,000	September 2025 to December 2026	- The budget will only be used for media agency fees and media. s. 12 - Ministry can recoup from BMBF for any media agency fees and media costs.

Employment Ontario (always-on)	\$250,000	Launch May 2025 to March 31, 2026	- Creative: reuse creative - Media: in-house via CO's Media Buying, Performance and Optimization - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Skilled Trades	\$4,000,000	September to December 2025	- Creative: continue work with creative agency, Publicis and align/revise messaging with Protect Ontario. Target those impacted by layoffs/tariffs. - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs
Animals in Construction	\$1,500,000	February to March 2026	- Creative: new in-house via CO Creative Services. Messaging should be more direct. PSA-style. - Media: hybrid with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

From: Browne, Elizabeth (CAB)

Sent: Tuesday, July 8, 2025 10:01 AM

To: Gemmiti, Paola (MLITSD) <Paola.Gemmiti@ontario.ca>; Ramhit, Andrea (MLITSD) <Andrea.Ramhit2@ontario.ca>; Lo, Anita (She/Her) (MLITSD) <Anita.Lo@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; DeClara, Greg (CAB) <Greg.Declara2@ontario.ca>; Negash, Noah (CAB) <Noah.Negash2@ontario.ca>; Esnard, Jesse (CAB) <Jesse.Esnard@ontario.ca>

Subject: RE: MLITSD 2025-26 Marketing Approvals + BMBF Allocations

Hi Paola and team

Thank you for meeting with us about the Level Up! Skilled Trades Fair campaign. We are excited to begin working with you on getting this important message out to Ontarians. As discussed, I have revised your BMBF chart below to now include this campaign.

Please consider this email as approval to access BMBF if required.

-
Let us know of any questions,
Liz

Campaign	Approved Budget	Timing	Details
Level Up! Skilled Trades Fair	\$500,000	September 2025 to December 2026	- The budget will only be used for media agency fees and media s. 12 - Ministry can recoup from BMBF for any media agency fees and media costs.
Employment Ontario (always-on)	\$250,000	Launch May 2025 to March 31, 2026	- Creative: reuse creative - Media: in-house via CO's Media Buying, Performance and Optimization - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Skilled Trades	\$4,000,000	September to December 2025	- Creative: continue work with creative agency, Publicis and align/revise messaging with Protect Ontario. Target those impacted by layoffs/tariffs. - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Opioids in Construction	\$1,500,000	February to March 2026	Creative: new, in-house via CO Creative Services. Messaging should be

			more direct, PSA-style. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
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From: Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>

Sent: Monday, May 12, 2025 2:29 PM

To: Gemmiti, Paola (MLITSD) <Paola.Gemmiti@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Ramhit, Andrea (MLITSD) <Andrea.Ramhit2@ontario.ca>

Subject: MLITSD 2025-26 Marketing Approvals + BMBF Allocations

Hi Paola,

We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaigns, budgets, and timing. We will reach out on the Skilled Trades campaign, noting PO feedback on messaging and some potential edits to creative and messaging prior to re-launching.

We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
Employment Ontario (always-on)	\$250,000	Launch May 2025 to March 31, 2026	• Creative: reuse creative • Media: in-house via CO's Media Buying, Performance and Optimization • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Skilled Trades	\$4,000,000	September to December 2025	• Creative: continue work with creative agency, Publicis and align/revise messaging with Protect

			Ontario. Target those impacted by layoffs/tariffs. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Opioids in Construction	\$1,500,000	February to March 2026	• Creative: new, in-house via CO Creative Services. Messaging should be more direct, PSA-style. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Liz and team will continue to connect with you and your team, set up kick-off sessions for each campaign.

Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



Not Responsive

From: Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>
Sent: December 1, 2025 11:30 AM
To: Gemmiti, Paola (MLITSD) <Paola.Gemmiti@ontario.ca>; Ramhit, Andrea (MCM) <Andrea.Ramhit2@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Negash, Noah (CAB) <Noah.Negash2@ontario.ca>; Esnard, Jesse (CAB) <Jesse.Esnard@ontario.ca>; Kosecki, Monika (CAB) <Monika.Kosecki@ontario.ca>; Fiorino, Tania (CAB) <Tania.Fiorino2@ontario.ca>; Park, Rina (CAB) <Rina.Park@ontario.ca>; Leung, Jacqueline (CAB) <Jacqueline.Leung@ontario.ca>
Subject: RE: MLITSD 2025-26 Marketing Approvals + BMBF Allocations

Hi Paola and team

Hope you are well and had a nice weekend.

With the importance of skilled trades and attracting workers, PO has increased the Workers campaign budget from \$4M to \$8M to ensure ample media coverage. We are currently working with our internal media team and external media agency to revise the media plan. It will be shared in the coming days.

That said, please see updated BMBF chart below. I have also updated the chart to remove the Opioids campaign, given it was cancelled.

Please consider this email as approval to access BMBF if required.

-
Let us know of any questions.
Liz

Campaign	Approved Budget	Timing	Details
Level Up! Skilled Trades Fair	\$500,000	September 2025 to December 2026	- The budget will only be used for media agency fees and media. s. 12

			Ministry can recoup from BMBF for any media agency fees and media costs.
Employment Ontario (always-on)	\$250,000	Launch May 2025 to March 31, 2026	- Creative: reuse creative - Media: in-house via CO's Media Buying, Performance and Optimization - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Skilled Trades Protect Ontario - Workers	\$4,000,000 \$8,000,000	September to December 2025 December 26, 2025 to March 31, 2026	- Creative: continue work with creative agency, Publicis and align/revise messaging with Protect Ontario. Target those impacted by layoffs/tariffs. - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Anitide in Construction	\$1,500,000	February to March 2026	- Creative: new - in-house via CO Creative Services. Messaging should be more direct - PSA-style - Media: hybrid - with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

From: Browne, Elizabeth (CAB)

Sent: July 8, 2025 10:01 AM

To: Gemmiti, Paola (MLITSD) <Paola.Gemmiti@ontario.ca>; Ramhit, Andrea (MLITSD) <Andrea.Ramhit2@ontario.ca>; Lo, Anita (She/Her) (MLITSD) <Anita.Lo@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; DeClara, Greg (CAB) <Greg.Declara2@ontario.ca>; Negash, Noah (CAB) <Noah.Negash2@ontario.ca>; Esnard, Jesse (CAB) <Jesse.Esnard@ontario.ca>

Subject: RE: MLITSD 2025-26 Marketing Approvals + BMBF Allocations

Hi Paola and team

Thank you for meeting with us about the Level Up! Skilled Trades Fair campaign. We are excited to begin working with you on getting this important message out to Ontarians. As discussed, I have revised your BMBF chart below to now include this campaign.

Please consider this email as approval to access BMBF if required.

-

Let us know of any questions,

Liz

Campaign	Approved Budget	Timing	Details
Level Up! Skilled Trades Fair	\$500,000	September 2025 to December 2026	- The budget will only be used for media agency fees and media s. 12 - Ministry can recoup from BMBF for any media agency fees and media costs.
Employment Ontario (always-on)	\$250,000	Launch May 2025 to March 31, 2026	- Creative: reuse creative - Media: in-house via CO's Media Buying, Performance and Optimization - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Skilled Trades	\$4,000,000	September to December 2025	- Creative: continue work with creative agency, Publicis and align/revise messaging with Protect Ontario. Target those impacted by layoffs/tariffs. - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Opioids in Construction	\$1,500,000	February to March 2026	• Creative: new, in-house via CO Creative Services. Messaging should be more direct, PSA-style. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
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From: Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>

Sent: Monday, May 12, 2025 2:29 PM

To: Gemmiti, Paola (MLITSD) <Paola.Gemmiti@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Ramhit, Andrea (MLITSD) <Andrea.Ramhit2@ontario.ca>

Subject: MLITSD 2025-26 Marketing Approvals + BMBF Allocations

Hi Paola,

We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaigns, budgets, and timing. We will reach out on the Skilled Trades campaign, noting PO feedback on messaging and some potential edits to creative and messaging prior to re-launching.

We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
Employment Ontario (always-on)	\$250,000	Launch May 2025 to March 31, 2026	• Creative: reuse creative • Media: in-house via CO's Media Buying, Performance and Optimization • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Skilled Trades	\$4,000,000	September to	• Creative: continue work

		December 2025	with creative agency, Publicis and align/revise messaging with Protect Ontario. Target those impacted by layoffs/tariffs. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Opioids in Construction	\$1,500,000	February to March 2026	• Creative: new, in-house via CO Creative Services. Messaging should be more direct, PSA-style. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Liz and team will continue to connect with you and your team, set up kick-off sessions for each campaign.

Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



From: [Browne, Elizabeth \(CAB\)](#)
To: [Goltsis, Peter \(MOI\)](#); [Emanuele, Jacquelynn \(MOI\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Huber, Ryan \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Phan, Janie \(CAB\)](#); [Hall, Nadia \(CAB\)](#); [Mickevicius, Vanessa \(CAB\)](#)
Subject: RE: MOI 2025-26 Marketing Approvals + BMBF Allocations
Date: June 26, 2025 3:52:31 PM
Attachments: [image001.png](#)

Hi Peter and Jacquelynn,

As Ontario Place Operations is being migrated to MTCG, the campaigns associated with them will also migrate. From now until June 30, we will continue to work with your team and effective July 1, we will work with MOI.

As such, **MOI will have no marketing campaigns for this fiscal and will not be accessing BMBF.**

If you have any questions, please let us know.

Thank you to you and your team for your collaboration and support on these campaigns thus far!

Liz

From: Goltsis, Peter (MOI) <Peter.Goltsis@ontario.ca>
Sent: Wednesday, May 14, 2025 9:26 AM
To: Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Emanuele, Jacquelynn (MOI) <Jacquelynn.Emanuele@ontario.ca>
Subject: RE: MOI 2025-26 Marketing Approvals + BMBF Allocations

Hi Ryan –

With apologies for the delayed response. Acknowledged and thank you!

Cheers –
Peter

From: Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>
Sent: Monday, May 12, 2025 2:53 PM
To: Goltsis, Peter (MOI) <Peter.Goltsis@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Emanuele, Jacquelynn (MOI) <Jacquelynn.Emanuele@ontario.ca>

Subject: MOI 2025-26 Marketing Approvals + BMBF Allocations

Hi Peter,

We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaigns, budgets, and timing. Noting the SummerSeries and Lumiere event campaigns will have revised creative done in-house by CO.

We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
Ontario Place	\$1,999,999	<i>Timing to be determined based on readiness/completion of renderings.</i>	• Creative: creative to be updated to include approved renderings. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
SummerSeries	\$250,000	July to September 2025	• Creative: new, via CO's Creative Services • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production,

			agency fees, translations and media costs.
Lumiere	\$100,000	March 1 to 31, 2026	• Creative: new, via CO's Creative Services • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Liz and team will continue to connect with you and your team, set up kick-off sessions for each campaign.

Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



Not Responsive

From: Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>

Sent: June 26, 2025 3:49 PM

To: Saint-Martin, Estelle (MTCG) <Estelle.Saint-Martin@ontario.ca>; Heitshu, Tania (MTCG) <Tania.Heitshu2@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Esnard, Jesse (CAB) <Jesse.Esnard@ontario.ca>; Hall, Nadia (CAB) <Nadia.Hall@ontario.ca>; Phan, Janie (CAB) <Janie.Phan2@ontario.ca>; Negash, Noah (CAB) <Noah.Negash2@ontario.ca>; Mickevicius, Vanessa (CAB) <Vanessa.Mickevicius2@ontario.ca>
Subject: RE: MTCG 2025-26 Marketing Approval + BMBF Allocation

Hi Estelle and Tania,

As discussed, with the transition of Ontario Place Operations from MOI to MTCG, effective July 1, I am sharing an updated BMBF chart with you below that includes the marketing campaigns related to Ontario Place. Until July 1, we will continue to work with MOI on the marketing campaigns. As we begin finalizing some of the plans for the campaigns, we will issue estimates/MPAs for your signature.

As well, as the national campaign for Destination Ontario was cancelled, the entry below is updated to reflect this.

Please consider this email as approval to access BMBF, if required.

Please let me know of any questions.

Thanks,
Liz

Campaign	Approved Budget	Timing	Details
Destination Ontario – We Stand	~~\$11,000,000~~ - Ontario campaign: \$7,500,000 - Canada-wide campaign: ~~\$3,500,000~~	Q1-Q2	- Creative and media: to be planned and executed by Destination Ontario's vendors - Ministry can recoup from BMBF for any creative/production, agency fees, research and media costs.
Ontario Place	\$1,999,999	August to November 2025 (TBC)	- Creative: new, via CO's Creative Services - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and

			CO's media vendor Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
SummerSeries	\$250,000	July to August 2025	- Creative: new, via CO's Creative Services - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Lumiere	\$100,000	March 1 to 31, 2026	- Creative: new, via CO's Creative Services - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

From: Browne, Elizabeth (CAB)

Sent: Thursday, June 12, 2025 9:44 AM

To: Saint-Martin, Estelle (MTCG) <Estelle.Saint-Martin@ontario.ca>; Heitshu, Tania (MTCG) <Tania.Heitshu2@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; DeClara, Greg (CAB) <Greg.Declara2@ontario.ca>; Esnard, Jesse (CAB) <Jesse.Esnard@ontario.ca>

Subject: MTCG 2025-26 Marketing Approval + BMBF Allocation

Good morning Estelle and Tania,

As you know, PO has approved Destination Ontario's We Stand marketing campaign.
Please consider this email as approval to access BMBF, if required.

Not Responsive

Please send all financial documents to us as soon as you receive them.

Campaign	Approved Budget	Timing	Details
Destination Ontario – We Stand	\$11,000,000 - Ontario campaign: \$7,500,000 - Canada-wide campaign: \$3,500,000	Q1-Q2	- Creative and media: to be planned and executed by Destination Ontario's vendors - Ministry can recoup from BMBF for any creative/production, agency fees, research and media costs.

Please let us know of any questions.

Thanks,
Liz

Not Responsive

From: Browne, Elizabeth (CAB) <Elizabeth.Browne@ontario.ca>
Sent: Wednesday, November 26, 2025 1:18 PM
To: Hudon, Marc (He/Him) (MTO) <Marc.Hudon@ontario.ca>; Miller, Andrew D. (MTO) <Andrew.D.Miller@ontario.ca>
Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Fenton, Tannis (CAB) <Tannis.Fenton@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Phan, Janie (CAB) <Janie.Phan2@ontario.ca>; Esnard, Jesse (CAB) <Jesse.Esnard@ontario.ca>; Park, Rina (CAB) <Rina.Park@ontario.ca>; Leung, Jacqueline (CAB) <Jacqueline.Leung@ontario.ca>; Merowitz, Debra (MTO) <Debra.Merowitz@ontario.ca>
Subject: RE: MTO 2025-26 Marketing Approvals + BMBF Allocations

Hi Marc and Andrew

With the addition of the Speed Cameras campaign, we wanted to share an updated BMBF access chart below. Please consider this approval to access BMBF, if you need to.

Let us know of any questions!
Thanks,
Liz

Campaign	Approved Budget	Timing	Details
Speed Cameras	\$1,000,000	November 2025 to January 2026	• Creative: new • Media: hybrid with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor

			Ministry can recoup from BMBF for any creative/production agency fees, translations and media costs.
Protect Ontario: Capital Projects (always-on once launched)	\$7,500,000	September 2025 to March 2026	- Creative: new - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Winter Driving	\$1,000,000	November 2025 to March 2026	- Creative: reuse creative - Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor - Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

From: Browne, Elizabeth (CAB)

Sent: June 12, 2025 9:51 AM

To: Hudon, Marc (He/Him) (MTO) <Marc.Hudon@ontario.ca>; Miller, Andrew D. (MTO) <Andrew.D.Miller@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>; DeClara, Greg (CAB) <Greg.Declara2@ontario.ca>; Helsberg, Nicole (She/Her) (MTO) <Nicole.Helsberg@ontario.ca>; Phan, Janie (CAB) <Janie.Phan2@ontario.ca>; Esnard, Jesse (CAB) <Jesse.Esnard@ontario.ca>

Subject: RE: MTO 2025-26 Marketing Approvals + BMBF Allocations

Good morning Marc and Andrew,

As you know, the Capital Projects campaign was approved by PO. Given the number of capital projects across the province, PO would like to increase the budget of the campaign from \$1.99M to \$7.5M. This increase in budget is to ensure there is sufficient media coverage and awareness raising. This change has been reflected in the chart below.

Please work with your corporate team to understand your ministry's financial process and let us know of any questions.

Thanks,

Liz

Campaign	Approved Budget	Timing	Details
Protect Ontario: Capital Projects (always-on once launched)	~~\$1,000,000~~ \$7,500,000	September 2025 to March 2026	• Creative: new, in-house via CO Creative Services. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Winter Driving	\$1,000,000	November 2025 to March 2026	• Creative: reuse creative • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

From: Huber, Ryan (CAB) <Ryan.Huber@ontario.ca>

Sent: Monday, May 12, 2025 2:32 PM

To: Hudon, Marc (He/Him) (MTO) <Marc.Hudon@ontario.ca>

Cc: Evans, Kirsten (CAB) <Kirsten.Evans@ontario.ca>; Browne, Elizabeth (CAB)

<Elizabeth.Browne@ontario.ca>; DeClara, Greg (CAB) <Greg.DeClara2@ontario.ca>; Helsberg, Nicole

(She/Her) (MTO) <Nicole.Helsberg@ontario.ca>; Miller, Andrew D. (MTO)

<Andrew.D.Miller@ontario.ca>

Subject: MTO 2025-26 Marketing Approvals + BMBF Allocations

Hi Marc,

We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaigns, budgets, and timing.

We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.

Please consider this email as approval to access BMBF if required.

Campaign	Approved	Timing	Details
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	Budget		
Protect Ontario: Capital Projects (always-on once launched)	\$1,999,999	September 2025 to March 2026	• Creative: new, in-house via CO Creative Services. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.
Winter Driving	\$1,000,000	November 2025 to March 2026	• Creative: reuse creative • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Liz and team will continue to connect with you and your team, set up kick-off sessions for each campaign.

Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



From: [Huber, Ryan \(CAB\)](#)
To: [Hopper, Valerie \(She/Her/elle\) \(SOLGEN\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Browne, Elizabeth \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Braden, Jackie \(SOLGEN\)](#)
Subject: SOLGEN 2025-26 Marketing Approval + BMBF Allocation
Date: May 12, 2025 2:44:00 PM
Attachments: [image001.png](#)

Hi Val,

We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaign, budget, and timing. We will set up a kickoff session to discuss this campaign, as we will need to revisit the creative approach that was underway prior to the election.

We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
Public Safety	\$5,000,000	January to March 2026	• Creative: new, via CO's creative agency, Publicis. • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



From: [Huber, Ryan \(CAB\)](#)
To: [Burr, Michelle \(She/Her\) \(TBS\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Browne, Elizabeth \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Jackson, Sarah \(She/Her\) \(TBS\)](#)
Subject: TBS 2025-26 Marketing Approval + BMBF Allocation
Date: May 12, 2025 2:41:00 PM
Attachments: [image001.png](#)

Hi Michelle,

We had the opportunity to meet with PO on 2025-26 marketing planning and wanted to note the below approved campaign, budget, and timing. We will set up a kickoff session to discuss campaign timing, seeking TBS' recommendation.

We will continue to update the allocation chart if additional campaigns are approved and/or edited throughout the year.

Please consider this email as approval to access BMBF if required.

Campaign	Approved Budget	Timing	Details
Ontario Corps	\$15,000,000	TBD (ministry to determine best timing for this campaign based on program's status)	• Creative: continue work with CO's creative agency, Publicis • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Let us know of any questions,

Ryan

Ryan Huber (He/Him)

Managing Director | Marketing and Creative Services

Cabinet Office | Ontario Public Service

(437) 288-9405 | Ryan.Huber@ontario.ca



From: [Browne, Elizabeth \(CAB\)](#)
To: [Leaning, Murray \(MCCSS\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Kerec, Cassandra \(CAB\)](#); [Park, Rina \(CAB\)](#); [Huber, Ryan \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Phan, Janie \(CAB\)](#); [Ohno, Guillermo \(MCCSS\)](#)
Subject: MCCSS: 25/26 Marketing Approval + BMBF Allocation
Date: July 21, 2025 4:14:05 PM

Hi Murray

Hope you had a nice weekend.

We just heard from PO that your paid social request on Anti-Human Trafficking is approved. Your team is connecting with my team on next steps. Please discuss with your corporate team to determine your financial approvals process, and if you need any assistance, let us know. Please consider this email as approval to access BMBF, if required.

Campaign	Approved Budget	Timing	Details
Anti-Human Trafficking	\$60,000	- July 28 – August 11, 2025, to coincide with World Day Against Trafficking in Persons on July 30. - October 1 – October 15, 2025, National Day of Action for Missing and Murdered Indigenous Women and Girls/Sisters in Spirit Day (October 4) - November 25 – December 10, 2025, 16 Days of Activism Against Gender-based Violence (November 25–December 10) - February 15 – February 28,	- Creative: to be developed by MCCSS - Media: social-only - Ministry can recoup from BMBF for any creative/production, translations and media costs.

		2026, Human Trafficking Awareness Day (February 22)	
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Thanks,
Liz

From: [Browne, Elizabeth \(CAB\)](#)
To: [Brunetti, Andrea \(MECP\)](#); [Burnside, Kathleen \(MECP\)](#)
Cc: [Evans, Kirsten \(CAB\)](#); [Fenton, Tannis \(CAB\)](#); [Huber, Ryan \(CAB\)](#); [DeClara, Greg \(CAB\)](#); [Negash, Noah \(CAB\)](#); [Park, Rina \(CAB\)](#); [Leung, Jacqueline \(CAB\)](#); [Liu, Annissa \(CAB\)](#)
Subject: 2025-26 MECP Marketing and Bulk Media Buy Fund Access
Date: November 26, 2025 3:26:56 PM

Hi Andrea and Kathleen

Thank you for your collaboration thus far on the Ontario Parks Student Recruitment campaign. With approval on the media plan and budget for this campaign, we are now able to share your BMBF access chart. Please see below and consider this approval to access BMBF, if you need to.

Let us know of any questions!

Thanks,
Liz

Campaign	Approved Budget	Timing	Details
Ontario Parks Student Recruitment	\$150,000	January to March 2026	• Creative: re-use • Media: hybrid, with digital purchased by CO's Media Buying, Performance and Optimization team and CO's media vendor • Ministry can recoup from BMBF for any creative/production, agency fees, translations and media costs.

Ministry	Campaign name	Automatic - Do not edit Total Funded Budget	Automatic - Do not edit Total Expenditure
		\$ -	\$ -
EDU	Governance Reform	\$ 500,000.00	\$ 35,620.00
IAFNER	National Day for Truth and Reconciliation	\$ 650,000.00	\$ 632,313.45
IAFNER	Ring of Fire Testimonials	\$ 1,000,000.00	\$ 425,580.00
MCCSS	Anti-human Trafficking - Social campaign	\$ 60,000.00	\$ 44,982.13
MCM	Order of Ontario	\$ 70,000.00	\$ 66,221.48
MCM	Remembrance Day	\$ 1,000,000.00	\$ 982,773.63
MCM	Order of Ontario - Social Campaign	\$ 2,500.00	\$ 1,999.91
MCURES	Learn and Stay Grant	\$ 1,000,000.00	\$ 967,765.53
MECP	Ontario Parks Student Recruitment	\$ 150,000.00	\$ 146,920.94
MEDICT	INTL-Invest in Ontario International	\$ 20,000,000.00	\$ 19,303,126.45
MEDICT	INTL-U.S. Partnerships	\$ 150,000,000.00	\$ 4,923,869.78
Not Responsive			
MEM	Protect Ontario: Energy	\$ 10,000,000.00	\$ 9,840,373.66
MEM	Protect Ontario: Ring of Fire	\$ 12,360,185.00	\$ 12,096,301.23
Not Responsive			
MEPR	Ontario Corps	\$ 3,000,000.00	\$ 2,761,625.48
MUTSD	Employment Ontario	\$ 250,000.00	\$ 247,328.41
MUTSD	Protect Ontario: Workers	\$ 8,000,000.00	\$ 7,845,031.33
MUTSD	Level Up! Skilled Trades Career Pairs	\$ 650,000.00	\$ 478,987.41
MLTC	PSW Recruitment	\$ 1,999,999.00	\$ 1,892,076.04
MNR	Fire Safety	\$ 200,000.00	\$ 198,523.23
MNR	Floods Preparedness	\$ 50,000.00	\$ 49,666.20
MOF	Protect Ontario	\$ 20,000,000.00	\$ 19,600,646.70
MOF	Affordability	\$ 1,999,999.00	\$ 1,797,600.54
MOH	Cancer Screening	\$ 1,250,000.00	\$ 1,205,311.56
MOH	Health Care Recruitment	\$ 1,999,999.00	\$ 1,940,233.83
MOH	Measles Vaccines	\$ 4,600,000.00	\$ 4,518,993.92
MOH	Organ Donation	\$ 3,000,000.00	\$ 2,811,683.99
MOH	Youth Wellness Hubs	\$ 1,000,000.00	\$ 979,874.54
MOH	Health Care Services - Nurses	\$ 1,999,999.00	\$ 1,666,471.69
MPBSDP	Service Ontario Digital Services	\$ 1,999,999.00	\$ 1,946,293.32
MSAA	David Onley Leadership in Accessibility award - So	\$ 1,500.00	\$ 790.78
MTCG	Lumiere	\$ 100,000.00	\$ 89,549.19
MTCG	Ontario Place	\$ 1,999,999.00	\$ 1,954,106.64
MTCG	Summer Series	\$ 250,000.00	\$ 244,569.86
MTCG	Destination Ontario - We Stand	\$ 7,500,000.00	\$ 6,979,951.06
MTCG	Tourist Attractions	\$ 182,825.00	\$ -
MTD	Protect Ontario: Capital Projects	\$ 3,575,000.00	\$ 2,407,413.34
MTD	Winter Driving	\$ 1,000,000.00	\$ 960,673.47
MTD	Speed Cameras	\$ 1,000,000.00	\$ 955,710.19
OMAF	Foodland	\$ 3,000,000.00	\$ 2,949,682.05
Not Responsive			
SOLGEN	Public Safety	\$ 500,000.00	\$ 495,500.00
Not Responsive			
Not Responsive			
MTCG	Huronia Historical Park	\$ -	\$ 76,494.75
MCCSS	Soldier's Aid Commission	\$ -	\$ 14,998.21
MCURES	My Career Journey: Phase 1	\$ -	\$ 1,979.32
MCURES	My Career Journey: Phase 2	\$ -	\$ 1,039.15
MCURES	My Career Journey	\$ -	\$ 1,763.81
Total		\$ 268,130,004.00	\$ 117,005,836.64

Not Responsive

Total Campaign Budget (BMBF+Ministry Funded)	\$ 268,130,004.00
Total Actuals	\$ 117,005,836.64