



Meeting: Terrace Lodge Redevelopment Fundraising Committee
Date: November 21, 2019
Time: 3:30 pm
Location: Terrace Lodge Long Term Care Home, Chapel

Attendees: Dominique Giguère, Township of Malahide
Kay Haines, Terrace Lodge Auxiliary
Muriel Carrel, Community Member
Ruth Anne Perrin, Community Member

Staff: Julie Gonyou, Elgin County Chief Administrative Officer
Michele Harris, Director of Homes and Seniors Services
Lisa Penner, Administrator
Tanya Noble, Manager of Program and Therapy Services
Jenna Fentie, Legislative Services Coordinator

Regrets: Fiona Roberts, Municipality of Central Elgin
Pete Barbour, Town of Aylmer
Susan Chilcott, Municipality of Bayham

DRAFT MINUTES

1. Call to Order

The Terrace Lodge Redevelopment Fundraising Committee met this 21st day of November, 2019 at Terrace Lodge, in the Chapel. The meeting was called to order at 3:30 p.m.

2. Review of Agenda

No additions or changes to the agenda.

Moved by: Ruth Ann Perrin

Seconded by: Muriel Carrel

Resolved that the agenda be approved as presented.

- Motion Carried.



3. Adoption of Minutes – October 29, 2019

Moved by: Kay Haines

Seconded by: Ruth Ann Perrin

Resolved that the minutes from the meeting held on October 29, 2019 be approved.

- Motion Carried.

4. Review of Priority Items - Draft Fundraising Catalogue – Website Proposal – Campaign Goal

Tanya Noble presented a draft “Gifts of Care” webpage for the Committee’s review. The webpage would allow donors to “shop” for items to enhance Terrace Lodge (i.e. outdoor leisure equipment, water features, vinyl door coverings, can of paint, bird seed for a year etc.). The webpage is able to keep track of inventory and allows the donor the option of including an engraved plaque. Descriptions can be included with each item detailing how it will be used and how it will benefit residents of Terrace Lodge. Links can be created to include legacy or monthly donations.

The Chair recommended using a licensed platform that has been created specifically for fundraising/giving, with a link on the County of Elgin webpage. Printed copies of the web-based catalogue would be available for Committee members to hand out. The Chair also recommended that the Committee be open to endorsing events to raise funds for the campaign (i.e. quarter auctions similar to those held at Caressant Care and Valleyview, auction with bigger items such as lawn mowers, bedroom sets, etc.). Any events that are held to support the campaign can be advertised on the catalogue website.

The CAO clarified that we do not have charitable status, but we can issue receipts through the county.

The Committee discussed setting a campaign goal of one million dollars raised in three years, over three phases of the campaign. Campaign phases would align with the phases of the redevelopment project. The Committee also discussed the importance of avoiding “donor fatigue” by campaigning for priority items in the first phase of the campaign.

The Committee discussed launching the campaign in July 2020 to align with the commencement of construction as there will be a lot of media attention at that time.



Action Items

1. Tanya, Lisa and Michele will build a spreadsheet listing various desired items organized by priority with estimated costs.
2. Julie will discuss legacy giving with County Financial Services team; Chair Giguère has a contact that has experience with fundraising/legacy giving and will connect Julie/Jim Bundschuh with her to discuss further.
3. Chair Giguère will start to develop a project plan.
4. Julie to contact Jeanette Kebbel to discuss accepting donations at funeral homes.

5. Prospective Donors

The Committee will brainstorm potential to donors and create a list at the next Committee meeting.

6. Other Business

None.

7. Next Meeting Date

Wednesday, January 8, 2019 at 3:00 p.m. at the Terrace Lodge Chapel. Calendar invitations have been sent.

8. Adjournment

The meeting adjourned at 4:48 p.m.

Chair.