



Meeting: Terrace Lodge Redevelopment Fundraising Committee
Date: January 8, 2020
Time: 3:00 p.m.
Location: Terrace Lodge Long Term Care Home, Chapel

Attendees: Dominique Giguère, Township of Malahide
Fiona Roberts, Municipality of Central Elgin
Pete Barbour, Town of Aylmer
Kay Haines, Terrace Lodge Auxiliary
Muriel Carrel, Community Member
Ruth Anne Perrin, Community Member

Staff: Michele Harris, Director of Homes and Seniors Services
Lisa Penner, Administrator
Tanya Noble, Manager of Program and Therapy Services
Megan Shannon, Legislative Services Coordinator

Regrets: Susan Chilcott, Municipality of Bayham

MINUTES

1. Call to Order

The Terrace Lodge Redevelopment Fundraising Committee met this 8th day of January, 2020 at Terrace Lodge, in the Chapel. The meeting was called to order at 3:04 p.m.

2. Review of Agenda

The Chair deferred Donations/Legacy Giving to the February 12, 2020 meeting (as consented to by the Chair). The Chair added the discussion of the budget under Other Business (as consented to by the Chair).

Moved by: Fiona Roberts

Seconded by: Ruth Anne Perrin

Resolved that the agenda be approved as amended.

- Motion Carried.

The Committee discussed recruiting additional representatives for the Committee. The Chair recommended reviewing the Terms of Reference before making a final decision. The Committee



discussed recruiting additional representatives from each municipality via social media. The Chair directed staff to create a draft letter outlining the Terms of Reference for potential representatives. The letter will then be sent to each Municipal Council in Elgin County.

3. Adoption of Minutes – November 21, 2019

Moved by: Kay Haines

Seconded by: Ruth Ann Perrin

Resolved that the minutes from the meeting held on November 21, 2019 be approved.

- Motion Carried.

4. Review of Priority Items and Estimated Costs – Fundraising Spreadsheet – Goal

The Committee reviewed the Fundraising spreadsheet containing various value added organized by priority with estimated costs (spreadsheet attached).

The Committee discussed the idea of having local businesses and service groups contribute to the redevelopment items needed for each phase. The Chair directed staff to look into this approach. The Chair discussed how we should manage fundraising for each redevelopment item on a case-by-case basis.

Michele advised that some redevelopment items were priced higher than others to incorporate inflationary costs (i.e. many items not required until phase 3). Michele also discussed whether or not the Community Pool Change Room should be considered an item on the Fundraising spreadsheet to improve accessibility and increase the number of change rooms. Michele advised that the Community Pool is currently being used by members of the community (swimming lessons, aqua fit, stroke program), but there was discussion regarding potential future resident use. The Chair suggested that the item could be fundraised separate to the redevelopment fundraising project, but simultaneously. The Committee recognized the value of the Terrace Lodge pool and supported this recommendation.

The Committee discussed the target goal for fundraising, and recommended adjusting it to seven hundred and fifty thousand dollars (\$750,000) to support additional items that are identified and added to the list during the project. The Chair discussed the range of items on the Fundraising spreadsheet and how some could be donated by members of the community. The Chair directed staff to add a column to the spreadsheet for any items that have significant, long term operational cost implications, such as software license subscriptions.



Action Items

1. Chair Giguère to work with Julie Gonyou and Megan to create a draft letter outlining the Terms of Reference for additional representatives to join the Committee.
2. Tanya and Lisa to add a column to the spreadsheet for any items that have significant long-term operational costs implications.

5. Project Plan

The Chair presented a draft project plan to the Committee (project plan attached). The Committee reviewed the tasks to be completed on a monthly basis prior to launching the campaign in July 2020.; minor adjustments were made.

The Committee discussed having either local businesses or students from local secondary and post-secondary institutions to design the logo. The Committee also discussed the option of writing an RFP. The Chair advised that these options will be considered later on.

6. Other Business

i. Budget

The Chair presented the draft budget to the Committee (budget attached). The Committee discussed various options for planning fundraising campaigns and whether the Committee wished to establish an operating budget in support of the campaign. The Committee agreed that there should be an operating budget to fund professional services such as graphic design, fundraising advice, printing, advertising, promotional events.

The Committee also discussed whether the campaign should include credit card donations and an online presence, recognizing that this will involve fees.

The Committee agreed to recommend to the Steering Committee that the Terrace Lodge fundraising be supported with an overall operating budget worth approximately 3% of the campaign goal, including campaign expenses and credit card fees. The Chair discussed presenting this proposal to the Terrace Lodge Redevelopment Steering Committee at the next meeting.

7. Prospective Donors

The Committee discussed prospective donors and whether or not fundraising outside the County borders should be considered – statistics regarding current residents of Terrace Lodge place of



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residence pre-admission supports this need. The Chair has drafted a template prospective donor spreadsheet and will circulate to the Committee. The Committee will brainstorm prospective donors and create their own list to share at the February 12, 2020 meeting. Megan Shannon will compile individual lists into one spreadsheet.

8. Next Meeting Date

Wednesday, February 12, 2020 at 3:00 p.m. at the Terrace Lodge Chapel. Calendar invitations to be sent.

9. Adjournment

Moved by: Fiona Roberts

Seconded by: Kay Haines

Resolved that the meeting adjourn at 4:35 p.m. to meet again on February 12, 2020 at 3:00 p.m.

- Motion Carried.

Michele Harris,
Director of Homes and Seniors Services.

Domingue Giguère,
Chair.

Terrace Lodge Redevelopment Fundraising

Item	Area	Item Source	Price Per Item	Number Required	Extended Price	Phase of Redevelopment Item Needed For	P Le (1
Door Decal	Indoor	RMS Wraps	\$ 700.00	100	\$ 70,000.00	Phase 3	
Wall Mural	Indoor	RMS Wraps	\$ 700.00	4	\$ 2,800.00	Phase 3	
Resident Keepsake Box	Indoor	Amazon	\$ 25.00	100	\$ 2,500.00	Phase 3	
Decorative Wallpaper	Indoor	Local Vendors, Wayfair	\$ 1,000.00	4	\$ 4,000.00	Phase 3	
Outdoor Solar Lighting	Outdoor	Local Vendors, Wayfair	\$ 330.00	8	\$ 2,640.00	Phase 3	
Entryway Décor	Indoor	Local Vendors, Wayfair	\$ 600.00	1	\$ 600.00	Phase 3	
Beauty Nook Desk	Indoor	Local Vendors, Wayfair	\$ 150.00	1	\$ 150.00	Phase 3	
Beauty Nook Supplies	Indoor	Local Vendors, Wayfair	\$ 100.00	1	\$ 100.00	Phase 3	
Library Nook Book Case	Indoor	Local Vendor	\$ 500.00	1	\$ 500.00	Phase 3	
Library Nook Supplies	Indoor	Local Vendor	\$ 500.00	1	\$ 500.00	Phase 3	
Aviation Nook	Indoor	Local Vendor / online?	\$ 500.00	1	\$ 500.00	Phase 3	
Art Nook	Indoor	Local Vendor	\$ 500.00	1	\$ 500.00	Phase 3	
Music Nook	Indoor	Local Vendor / online?	\$ 500.00	1	\$ 500.00	Phase 3	
Wardrobe Nook	Indoor	Local Vendor	\$ 500.00	1	\$ 500.00	Phase 3	
Paint Can	Indoor	Local Vendor	\$ 50.00	200	\$ 10,000.00	Phase 2	
Plaque it Word Cloud	Indoor	Local Vendor	\$ 40.00	100	\$ 4,000.00	Phase 3	
Abbey System	Indoor	Ambient Activity	\$ 6,885.00	6	\$ 41,310.00	Phase 3	
Abbey System Support Annual	Indoor	Ambient Activity	\$ 395.00	6	\$ 2,370.00	Phase 3	
Abbey Individual Subscription	Indoor	Ambient Activity	\$ 285.00	30	\$ 8,550.00	Phase 3	
Water Feature	Outdoor	Local Vendor (Silverthorn)	\$ 2,000.00	1	\$ 2,000.00	Phase 3	
Benches	Outdoor		\$ 300.00	20	\$ 6,000.00	Phase 3	
Outdoor Tables (wheelchair)	Memory Care Ou	Local Vendor	\$ 1,000.00	2	\$ 2,000.00	Phase 3	
Outdoor Tables (wheelchair)	Main Courtyard		\$ 1,000.00	5	\$ 5,000.00	Phase 3	
Gazebo Large	Outdoor	Local Vendor	\$ 10,000.00	2	\$ 20,000.00	Phase 3	
Sheds	Main Courtyard	Local Vendor	\$ 5,000.00	1	\$ 5,000.00	Phase 3	
Stainless Steel Barbeque	Outdoor	Local Vendor	\$ 1,200.00	2	\$ 2,400.00	Phase 3	
Outdoor stackable chairs	Main Courtyard	Local Vendor	\$ 200.00	60	\$ 12,000.00	Phase 3	
Duet Wheelchair Bike	Outdoor	Mobility and Access Inc.	\$ 10,000.00	1	\$ 10,000.00	Phase 3	
Above Ground Planters	Main Courtyard	Local Vendor or Costco	\$ 250.00	4	\$ 1,000.00	Phase 3	

Landscape Area (adopt)	Outdoor	Local Garden Centre	\$ 2,000.00	12	\$ 24,000.00	Phase 3
Bird Centre	Main Courtyard	Wholesale Vendor	\$ 1,000.00	2	\$ 2,000.00	Phase 3
Bird Seed for a year	Main Courtyard	Local Vendor	\$ 1,200.00	2	\$ 2,400.00	Phase 3
Garden Ornaments	Outdoor	Wholesale Vendor	\$ 1,000.00	2	\$ 2,000.00	Phase 3
Bench Roof/cover	Outdoor	Local Vendor / online?	\$ 600.00	6	\$ 3,600.00	Phase 3
Chapel Stained Glass Panel	Chapel	Medlyn Studio	\$ 2,000.00	3	\$ 6,000.00	Phase 2
Chapel Curtains	Chapel	Local Vendor	\$ 6,000.00	1	\$ 6,000.00	Phase 2
Book Cases	Chapel	Local Vendor/online	\$ 600.00	2	\$ 1,200.00	Phase 2
Sound System	Recreation	Century Sound	\$ 8,000.00	1	\$ 8,000.00	Phase 2
Large TV or Wall Screen	Chapel	Century Sound	\$ 5,000.00	1	\$ 5,000.00	Phase 2
Gift Shop Shelving	Gift Shop	Wholesale Vendor	\$ 5,000.00	1	\$ 5,000.00	Phase 3
Gift Shop Clothing rack	Gift Shop	Wholesale Vendor	\$ 500.00	1	\$ 500.00	Phase 3
Gift Shop Table Chairs	Gift Shop	Local Vendor	\$ 1,000.00	1	\$ 1,000.00	Phase 3
Dining Set - family dining room	Diningroom	Local Vendor	\$ 5,000.00	1	\$ 5,000.00	Phase 3
Electric Fireplace Family Dining Room	Diningroom	Local Vendor	\$ 2,500.00	1	\$ 2,500.00	Phase 3
Folding Tables	Recreation	Healthcare Vendor	\$ 600.00	18	\$ 10,800.00	Phase 3
Electric Fireplace Lounge	Recreation	Local Vendor	\$ 2,500.00	4	\$ 10,000.00	Phase 2
Baby Station Package	Recreation	Local Vendor/online	\$ 1,000.00	1	\$ 1,000.00	Phase 3
Montessori Package	Recreation	Montessori and/or local	\$ 500.00	5	\$ 2,500.00	Phase 3
Orientation Board	Indoor	Healthcare Vendor	\$ 1,000.00	4	\$ 4,000.00	Phase 3
Lounge Chairs colourful	Indoor	Healthcare Vendor	\$ 2,000.00	8	\$ 16,000.00	Phase 3
Lounge Loveseat colourful	Indoor	Healthcare Vendor	\$ 2,500.00	2	\$ 5,000.00	Phase 3
Recreation Room TV	Activity Rooms	Century Sound	\$ 2,000.00	4	\$ 8,000.00	Phase 3
Outdoor Music Therapy	Main Courtyard	TBD	\$ 20,000.00	1	\$ 20,000.00	Phase 3
Outdoor Fitness Equipment	Main Courtyard	TBD	\$ 20,000.00	1	\$ 20,000.00	Phase 3
Recreation Whiteboards	Recreation	Online	\$ 200.00	4	\$ 800.00	Phase 3
colour blocking	Indoor	Local vendor	\$ 200.00	10	\$ 2,000.00	Phase 2
Admission pkg - word cloud, vinyl,paint, keepsake box	Other	for future admissions	\$ 815.00	50	\$ 40,750.00	Phase 3
Stacking Chairs Main Event Space	Other		\$ 300.00	60	\$ 18,000.00	Phase 3
Fireplace Main Lobby	Lobby	Local Vendor	\$ 2,500.00	1	\$ 2,500.00	Phase 3
Curtains / Blinds Main Event Space	Indoor	Local Vendor	\$ 12,000.00	1	\$ 12,000.00	Phase 3
Lobby Furniture	Lobby		\$ 10,000.00	1	\$ 10,000.00	Phase 3
iPad Centre, iPads 4, stands, locks	Lobby		\$ 3,500.00	1	\$ 3,500.00	Phase 3
Annual Technology Package, Spotify, Prime Video, Netf	Activity Rooms		\$ 500.00	5	\$ 2,500.00	Phase 3

Overnight Suite Package, Sofabed, bedding, clock radio,	Other		\$ 12,000.00	1	\$ 12,000.00	Phase 2
Stacking chairs	Activity Rooms		\$ 300.00	20	\$ 6,000.00	Phase 3
Altar/podium	Chapel		\$ 500.00	1	\$ 500.00	Phase 2
Paint	Chapel		\$ 50.00	10	\$ 500.00	Phase 2
Paint	Lobby		\$ 50.00	6	\$ 300.00	Phase 3
Annual Technology Package, Spotify, Prime Video, Netf	Lobby		\$ 500.00	1	\$ 500.00	Phase 3
Lobby Games Tables	Lobby		\$ 500.00	3	\$ 1,500.00	Phase 3
Window Film for Hair Salon (Custom)	Indoor		\$ 1,000.00	1	\$ 1,000.00	Phase 3
Book Cases	Lobby		\$ 1,000.00	1	\$ 1,000.00	Phase 3
Community pool change rooms?	Indoor		\$ 60,000.00	1	\$ 60,000.00	Phase 2
Grand Total					\$ 564,270.00	

Donated by:	Item Received?	Resource
		www.rmsraps.com/door-wrap store
		www.rmsraps.com/door-wrap store
		https://www.homehardware.ca/en/?gclid=EAlaIQobChMIkku15OvE5gIVVP_jBx2TagmUEAAYASAAEgJTyfD_BwE
		www.ambientactivity.com
		www.ambientactivity.com
		www.ambientactivity.com
		https://silverthornlandscape.com/
		http://www.waglermini-barns.com/
		https://www.homehardware.ca/en/?gclid=EAlaIQobChMIkku15OvE5gIVVP_jBx2TagmUEAAYASAAEgJTyfD_BwE
		https://www.homehardware.ca/en/?gclid=EAlaIQobChMIkku15OvE5gIVVP_jBx2TagmUEAAYASAAEgJTyfD_BwE
		http://www.frankmobility.com/
		https://www.costco.ca/

Terrace Lodge Fundraising

MONTH	TASKS TO COMPLETE	DECISIONS	TO DO	NAME	STATUS	NOTES / COMMENTS
January	Decisions on budget: -decision on platform -decision on the use of consultant -decision on credit card / online donations -any other professional fees (web, graphic design...)					
	Begin prospect list					
	Present proposal to TL Committee					
February	Finalize list of items					
	Finalize fundraising targets					
	Finalize platform					
March	Develop print and web material; brand; graphic design					
April	Catalogue mock up					
	Develop communication plan					
	Begin planning of launch event					
	Identify advisory / focus group member					

May	Testing (platform)						
	Develop key messages						
	Feedback / Focus Group						
June	Soft launch (online)						
	Print catalogue						
	Advertising						
July	Kick Off						

Budget	2020	2021	2022	Total	Notes/Comments
TARGET	\$ 500,000.00	\$ 300,000.00	\$ 200,000.00	\$ 1,000,000.00	
Online platform	\$ 600.00	\$ 600.00	\$ 600.00		
Printing	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		
Advertising	\$ 2,000.00	\$ 1,500.00	\$ 1,000.00		
Professional Services	\$ 5,000.00	\$ 1,500.00	\$ 1,000.00		Fundraising advice, graphic design, web site, media assets
Credit Card fees	\$ 7,500.00	\$ 4,500.00	\$ 3,000.00		Assuming 3% on 50% of donations
Expenses	\$ 16,100.00	\$ 9,100.00	\$ 6,600.00	\$ 31,800.00	
Cost ratio	3.22%	3.03%	3.30%	3.18%	