MINUTES

1. Call to Order

The Terrace Lodge Redevelopment Fundraising Committee met this 11th day of March, 2020 at Terrace Lodge Long Term Care Home. The meeting was called to order at 8:00 a.m.

2. Review of Agenda

Resolved that the agenda be approved as presented.

3. Adoption of Minutes – February 12, 2020

Moved by: Ruth Anne Perrin
Seconded by: Kay Haines

Resolved that the minutes from the meeting held on February 12, 2020 be approved.

- Motion Carried.

4. Prospective Donors

The Chair deferred this item to a future meeting.
5. Member Recruitment Update

County Warden sent letters to Town of Aylmer, Township of Malahide, Municipality of Bayham, and Municipality of Central Elgin requesting their assistance identifying individuals to apply to serve on the Fundraising Committee.

An advertisement for vacant positions on the Terrace Lodge Redevelopment Fundraising Committee were posted on the County’s website, through various social media platforms and paid advertisements were featured in local newspapers.

County Chief Administrative Officer will request that the Warden send additional letters to all of Elgin County’s partner municipalities.

6. Items List & Cost Update – Fundraising Spreadsheet

The Chair deferred this item to a future meeting. The members of the committee reviewed the list and provided clarification to new members. Some items needed some explanation and rationale in order to be fully supported and justified as part of the campaign. It was agreed that in the catalogue, each item would include a brief description, the purpose of the item, and a brief explanation of the benefits associated with the item. Staff will work on developing these descriptive paragraphs and include them in the spreadsheet in preparation for the catalogue.

7. Budget & Project Plan Update

Committee Chair presented the campaign framework and proposed fund development budget over three (3) years. This presentation was shared with the Terrace Lodge Redevelopment Committee on March 10, 2020. (attached)

Items on the fundraising list were discussed. The Terrace Lodge Pool is not available to the public and is not something that is used frequently by residents. The Fundraising Committee is not able to support the pool/change rooms component of the project as part of their campaign.

Moved by: Ruth Anne Perrin
Seconded by: Muriel Carrel

Resolved that the report from Committee Chair Giguère entitled “Fundraising Update and Proposal” dated March 10, 2020, be received; and that the preliminary budget, including an upper limit cost ratio of 4% be approved as presented.

- Motion Carried.

8. Correspondence:

None.
9. Other Business

None.

10. Next Meeting Date

April 20, 2020 at 8:00 a.m. at the Terrace Lodge Chapel. Calendar invitations will be sent.

11. Adjournment

Moved by: Kay Haines
Seconded by: Ruth Anne Perrin

Resolved that the meeting adjourn at 9:10 a.m. to meet again on April 20, 2020 at 8:00 a.m.

- Motion Carried.

________________________________________  _______________________________________
Julie Gonyou,                                        Dominique Giguère,
Chief Administrative Officer.                      Chair.
Overview & Fundraising Target

In support of $30M Terrace Lodge re-development project, the community intends to initiate a fundraising campaign to raise $750k over 3 years.

This additional funding will allow the lodge to provide innovative, person-centered approaches to care, making the lodge *feel like home*. 
“The greatness of a community is most accurately measured by the compassionate actions of its members”

- Coretta Scott King
Campaign Approach: Something for Everyone

- Aligned with best practices and public expectations for charity fundraising: professional
- Accessible, flexible
- Fun and engaging
- Cost efficient
- Accountable, transparent

Inclusive
Trustworthy
Tangible
From Avon to Amazon: everyone loves shopping!

- Catalogue-driven
- Print or Online
- Familiar and concrete
- Single to group donations
- Recognition, gift giving
Proposed Budget

- 3-year plan
- Professional services will be needed
- In-kind donations of goods and services will be sought through partnerships
- It takes money to make money…. 

4% cost ratio
upper limit
very low
<table>
<thead>
<tr>
<th>Budget</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th><strong>Total</strong></th>
<th>Notes/Comments</th>
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<tbody>
<tr>
<td>TARGET</td>
<td>$ 350,000.00</td>
<td>$ 200,000.00</td>
<td>$ 200,000.00</td>
<td><strong>$ 750,000.00</strong></td>
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<tr>
<td>Online platform</td>
<td>$ 600.00</td>
<td>$ 600.00</td>
<td>$ 600.00</td>
<td><strong>$ 1,800.00</strong></td>
<td>Print catalogue, promo kits, ads</td>
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<tr>
<td>Printing &amp; Advertising</td>
<td>$ 4,000.00</td>
<td>$ 2,000.00</td>
<td>$ 2,000.00</td>
<td><strong>$ 8,000.00</strong></td>
<td>Fundraising advice, graphic design, website, media assets</td>
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<tr>
<td>Professional Services</td>
<td>$ 5,000.00</td>
<td>$ 1,000.00</td>
<td>$ 500.00</td>
<td><strong>$ 6,500.00</strong></td>
<td></td>
</tr>
<tr>
<td>Credit Card fees</td>
<td>$ 5,250.00</td>
<td>$ 3,000.00</td>
<td>$ 3,000.00</td>
<td><strong>$ 11,250.00</strong></td>
<td>Assuming 3% on 50% of donations</td>
</tr>
<tr>
<td>Expenses</td>
<td>$ 14,850.00</td>
<td>$ 6,600.00</td>
<td>$ 6,100.00</td>
<td><strong>$ 27,550.00</strong></td>
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<tr>
<td>Cost ratio</td>
<td>4.24%</td>
<td>3.80%</td>
<td>3.05%</td>
<td><strong>3.67%</strong></td>
<td></td>
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</tbody>
</table>
Action Items

- Finalize budget and plan
- Contract / partner for professional services
- Select and develop online platform
- Recruit, complete committee
- Design, print all materials
- Organize kick off event
THANK YOU for YOUR SUPPORT