

TerraceLodgeRedevelopment Fundraising Committee



AGENDA

Date: Monday, July 19, 2021

Time: 10:00 a.m.

Location: Elgin County Council Chambers/Virtual Hybrid

In-person attendance for members of the public is currently restricted due to COVID-19. Members of the public can view the livestreamed meeting at www.facebook.com/ElginCountyAdmin.

1. Call to Order
2. Review of Agenda
3. Adoption of Minutes: June 21, 2021
4. Disclosure of Pecuniary Interest
5. Donation Update, Manager of Finance/Deputy Treasurer (to be circulated)
6. Media and Advertising Update
 - a) Posters
 - b) Outreach to DeBrigj, translation of materials
7. Donor Recognition
 - a) Photos, Cards, Social Media
8. Fundraising Strategies
 - a) Legacy Giving
9. New Business
10. Closed Session
 - 1) *Municipal Act Section 239 (2) (b) personal matters about an identifiable individual, including municipal or local board employees – Donor Outreach Update*
11. Next Meeting
12. Adjournment



Meeting: Terrace Lodge Redevelopment Fundraising Committee

Date: June 21, 2021

Time: 10:00 a.m.

Location: Virtual

Attendees: Dominique Giguère, Deputy Mayor - Township of Malahide, Chair
Jim Jenkins, Community Member
Jamie Chapman, Community Member
Ruth Anne Perrin, Community Member
Richard Kisuule, Community Member
Peter Barbour, Councillor – Town of Aylmer

Staff: Michele Harris, Director of Homes and Seniors Services
Katherine Thompson, Manager of Administrative Services/Deputy Clerk
Jennifer Ford, Manager of Finance/Deputy Treasurer
Tanya Noble, Manager of Program Therapy Services
Carolyn Krahn, Legislative Services Coordinator

Regrets: Julie Gonyou, Chief Administrative Officer
Kay Haines, Terrace Lodge Auxiliary
Fiona Wynn, Councillor – Municipality of Central Elgin

DRAFT MEETING MINUTES

1. Call to Order

The Terrace Lodge Redevelopment Fundraising Committee met this 21st day of June. All members participated electronically. The meeting was called to order at 10:02 a.m.

2. Review of Agenda

Moved by: Peter Barbour
Seconded by: Jim Jenkins

Resolved that the agenda be approved.

	Yes	No	Abstain
Jamie Chapman	Yes		
Pete Barbour	Yes		
Richard Kisuule	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		



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- Motion Carried.

3. Adoption of Minutes – April 26, 2021

Moved by: Jamie Chapman
Seconded by: Richard Kisuule

Resolved that the minutes from the meeting held on April 26, 2021 be approved.

	Yes	No	Abstain
Jamie Chapman	Yes		
Pete Barbour	Yes		
Richard Kisuule	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	6	0	0

- Motion Carried.

4. Disclosure of Pecuniary Interest

None.

5. Donation Update

The Manager of Financial Services/Deputy Treasurer provided an update regarding donations made to the campaign. As of May 14, 2021, the total donations towards the campaign were \$53,555; and as of June 18, 2021, the total donations towards the campaign are \$65,828. There are still a few outstanding donations that need to be deposited, but they will be included in the next update to the Committee.

Moved by: Jim Jenkins
Seconded by: Richard Kisuule

Resolved that the report titled "Donation Update" from the Manager of Finance/Deputy Treasurer be received and filed.

	Yes	No	Abstain
Jamie Chapman	Yes		
Pete Barbour	Yes		
Richard Kisuule	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		



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- Motion Carried.

6. Media/Advertising Update

a. Themed Campaign Update (Summer)

Councillor Giguère provided an update on the Summer Advertising/Fundraising Campaign. The focus of the Summer Campaign is on outdoor entertainment. Items in the donation catalogue for the Summer Campaign include barbecues and outdoor furniture.

b. Website Updates

The donation catalogue has been updated on the website. A slider has been added to the website to highlight recent donations. The slider automatically cycles through a list of people who have donated to the campaign. The progress heart was also updated.

c. Poster

Committee members previously suggested that print posters be distributed once public spaces start to reopen. The Committee discussed what information to include on the poster and decided to include the names and contact information for two (2) Committee Members. Councillor Giguère and Ruth Anne Perrin volunteered to have their contact information included on the poster. The poster will be circulated to the Committee Members for their feedback. The Committee will reach out to local printing companies, including Sportwood Printing in Straffordville, to see if they would be willing to donate printing services.

d. Elgin This Month

The Manager of Administrative Services contacted *Elgin This Month*. They would be interested in editorials and would be happy to receive press releases for any type of newsworthy information. They also do advertising, and they have a special rate for not-for-profits.

While gathering information about *Elgin This Month*, the Manager of Administrative Services came across the *North Shore Beacon*, the editor contacted Councillor Giguère and interviewed her. The editor wanted to learn everything about the campaign, and he requested an interview with the president of the resident council.

Jamie Chapman let the Committee know that CTV London is doing a segment on Aylmer beginning in June with a focus on bringing people back to Aylmer. MyFM is also interested in a similar campaign. Jamie Chapman will reach out to them to see if they would be interested in including information about the Terrace Lodge Fundraising Campaign.



Richard Kisuule also recommended that the Committee get in touch with the Low German Radio Station De Brigj to promote the project in the German community as well.

7. Adjusting Annual Targets

The Committee discussed the annual targets. The Committee previously agreed to a \$650,000 fundraising campaign over three (3) years with a bigger target for the first year. The Committee agreed to update the target to \$675,000 and divide that amount equally among all three (3) years for an annual target of \$225,000.

8. Upcoming Events

The Committee discussed scheduling a photo opportunity for donors. The Manager of Administrative Services will schedule something for the week of July 5, 2021. The donors will be scheduled for specific time slots to ensure that gathering limits are not exceeded.

9. Fundraising Strategies

a. Virtual 50/50

The Manager of Administrative Services contacted organizations who run virtual 50/50 events. The Terrace Lodge campaign goals are not high enough for these organizations. They take a percentage of what is raised through the campaign, and they request information about monies raised annually. This fundraising campaign is in the first year of a three-year campaign, and so that information is not available. The Committee agreed that a virtual 50/50 would not be a good fit for this campaign.

b. Grants

Councillor Giguère provided an update on possible grant opportunities. A grant promoting physical activity for seniors came up recently. The grant deadline is August, and staff are looking into the opportunity.

The Aylmer Community Foundation and the St. Thomas – Elgin Community Foundation offer grants a few times a year, and Councillor Giguère will work with staff to submit applications. The grants are for imminent needs, and the request will be made for items that can be used right away.

10. Closed Session

Moved by: Jim Jenkins

Seconded by: Ruth Anne Perrin

RESOLVED THAT we do now proceed into closed meeting session in accordance with the Municipal Act to discuss the following matters under Municipal Act Section 239 (2) (b) *personal matters about an identifiable individual, including municipal or local board employees* – Donor Outreach Update.



	Yes	No	Abstain
Jamie Chapman	Yes		
Pete Barbour	Yes		
Richard Kisuule	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	6	0	0

- Motion Carried.

11. Motion to Rise and Report

Resolved that we do now rise and report; and that the verbal report regarding Donor Outreach be received.

	Yes	No	Abstain
Jamie Chapman	Yes		
Pete Barbour	Yes		
Richard Kisuule	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	6	0	0

- Motion Carried.

12. Next Meeting Date

Monday July 19, 2021 at 10:00 a.m.

13. Adjourn

Moved by: Richard Kisuule
Seconded by: Ruth Anne Perrin

Resolved that we do now adjourn at 11:17 a.m. to meet again on July 19, 2021 at 10:00 a.m.

	Yes	No	Abstain
Jamie Chapman	Yes		
Pete Barbour	Yes		
Richard Kisuule	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		



Dominique Giguère	Yes		
	6	0	0

- Motion Carried.

DRAFT



REPORT TO TERRACE LODGE FUNDRAISING COMMITTEE

FROM: Jennifer Ford, Manager of Financial Services/Deputy Treasurer

DATE: May 14, 2021

SUBJECT: Fundraising Financial Update

RECOMMENDATION:

THAT the May 14, 2021 report titled, Fundraising Financial Update, submitted by the Manager of Financial Services/Deputy Treasurer, be received and filed for the Committee's information.

INTRODUCTION/DISCUSSION/FINANCIAL IMPLICATIONS:

This report serves to provide an update on the status of donations outstanding, pledged and received for the Fundraising Committee as it relates to the Terrace Lodge Fundraising Campaign.

Donations Received for Terrace Lodge Fundraising as at	May 14, 2021	
<i>REVENUE (Donations to date)</i>	<i>Received</i>	<i>Outstanding</i>
Cash/Cheque	22,650	2,000
Credit	11,740	
Donations Prior to Campaign Start	8,105	
Pledges (Expected Value)		10,000
In Kind Services donated to the campaign		9,494
Total Donations	42,495	21,494
<i>EXPENSES</i>	<i>Paid</i>	<i>Outstanding</i>
Fees (credit card)	335	
Fundraising Consultants	2,250	
Signage	2,719	
Meeting Room Rental	150	
Advertising and Promotion	4,980	
Total Expenses	10,434	
Total Donations towards campaign	53,555	



ALIGNMENT WITH STRATEGIC PRIORITIES:

Serving Elgin	Growing Elgin	Investing in Elgin
<input checked="" type="checkbox"/> Ensuring alignment of current programs and services with community need. <input type="checkbox"/> Exploring different ways of addressing community need. <input checked="" type="checkbox"/> Engaging with our community and other stakeholders.	<input type="checkbox"/> Planning for and facilitating commercial, industrial, residential, and agricultural growth. <input type="checkbox"/> Fostering a healthy environment. <input checked="" type="checkbox"/> Enhancing quality of place.	<input checked="" type="checkbox"/> Ensuring we have the necessary tools, resources, and infrastructure to deliver programs and services now and in the future. <input checked="" type="checkbox"/> Delivering mandated programs and services efficiently and effectively.

LOCAL MUNICIPAL PARTNER IMPACT:

None

COMMUNICATION REQUIREMENTS:

None

CONCLUSION:

No other concerns at this time.

All of which is Respectfully
Submitted

Jennifer Ford
Manager of Financial
Services/Deputy Treasurer

Approved for Submission

Julie Gonyou
Chief Administrative Officer



REPORT TO TERRACE LODGE FUNDRAISING COMMITTEE

FROM: Jennifer Ford, Manager of Financial Services/Deputy Treasurer

DATE: June 18, 2021

SUBJECT: Fundraising Financial Update

RECOMMENDATION:

THAT the June 18, 2021 report titled, Fundraising Financial Update, submitted by the Manager of Financial Services/Deputy Treasurer, be received and filed for the Committee's information.

INTRODUCTION/DISCUSSION/FINANCIAL IMPLICATIONS:

This report serves to provide an update on the status of donations outstanding, pledged and received for the Fundraising Committee as it relates to the Terrace Lodge Fundraising Campaign.

Donations Received for Terrace Lodge Fundraising as	June 18, 2021	
<i>REVENUE (Donations to date)</i>	<i>Received</i>	<i>Outstanding</i>
Cash/Cheque	24,650	12,300
Credit	12,240	
Donations Prior to Campaign Start	8,105	
Pledges (Expected Value)		10,000
In Kind Services donated to the campaign		9,494
Total Donations	44,995	31,794
<i>EXPENSES</i>	<i>Paid</i>	<i>Outstanding</i>
Fees (credit card)	367	
Fundraising Consultants	2,250	
Signage	2,719	
Meeting Room Rental	150	
Advertising and Promotion	5,475	
Total Expenses	10,961	
Total Donations towards campaign	65,828	

ALIGNMENT WITH STRATEGIC PRIORITIES:

Serving Elgin	Growing Elgin	Investing in Elgin
<input checked="" type="checkbox"/> Ensuring alignment of current programs and services with community need. <input type="checkbox"/> Exploring different ways of addressing community need. <input checked="" type="checkbox"/> Engaging with our community and other stakeholders.	<input type="checkbox"/> Planning for and facilitating commercial, industrial, residential, and agricultural growth. <input type="checkbox"/> Fostering a healthy environment. <input checked="" type="checkbox"/> Enhancing quality of place.	<input checked="" type="checkbox"/> Ensuring we have the necessary tools, resources, and infrastructure to deliver programs and services now and in the future. <input checked="" type="checkbox"/> Delivering mandated programs and services efficiently and effectively.

LOCAL MUNICIPAL PARTNER IMPACT:

None

COMMUNICATION REQUIREMENTS:

None

CONCLUSION:

Balanced to June 18, 2021

All of which is Respectfully
Submitted

Jennifer Ford
Manager of Financial
Services/Deputy Treasurer

Approved for Submission

Julie Gonyou
Chief Administrative Officer
