

# Terrace Lodge Redevelopment Fundraising Committee



## AGENDA

Date: Monday, August 23, 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](http://www.facebook.com/ElginCountyAdmin).

1. Call to Order
2. Review of Agenda
3. Adoption of Minutes: July 19, 2021
4. Disclosure of Pecuniary Interest
5. Donation Update, Manager of Finance/Deputy Treasurer (to be circulated)
6. Media and Advertising Update
  - a) August-September mini themed campaign
7. Donor Recognition
  - a) Photos, Cards, Social Media
8. Fundraising Strategies
  - a) Legacy giving: draft brochure
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:** July 19, 2021

**Time:** 10:00 a.m.

**Location:** Council Chambers

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**Attendees:** Dominique Giguère, Deputy Mayor - Township of Malahide, Chair (in-person)  
Jim Jenkins, Community Member (in-person)  
Ruth Anne Perrin, Community Member (in-person)  
Richard Kisuule, Community Member (electronic)  
Kay Haines, Terrace Lodge Auxiliary (in-person)

**Staff:** Katherine Thompson, Manager of Administrative Services/Deputy Clerk (in-person)  
Tanya Noble, Manager of Program Therapy Services (electronic)  
Carolyn Krahn, Legislative Services Coordinator (in-person)

**Regrets:** Peter Barbour, Councillor – Town of Aylmer  
Jamie Chapman, Community Member  
Fiona Wynn, Councillor – Municipality of Central Elgin  
Julie Gonyou, Chief Administrative Officer  
Michele Harris, Director of Homes and Seniors Services  
Jennifer Ford, Manager of Finance/Deputy Treasurer

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## **DRAFT MEETING MINUTES**

### **1. Call to Order**

The Terrace Lodge Redevelopment Fundraising Committee met this 19<sup>th</sup> day of July. The meeting was held in a hybrid in-person/electronic format with committee members and staff participating as indicated above. The meeting was called to order at 10:12 a.m.

### **2. Review of Agenda**

Moved by: Jim Jenkins  
Seconded by: Ruth Anne Perrin

Resolved that the agenda be approved.

	<b>Yes</b>	<b>No</b>	<b>Abstain</b>
Richard Kisuule	Yes		
Kay Haines	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	5	0	0



- Motion Carried.

### 3. Adoption of Minutes – June 21, 2021

Moved by: Kay Haines

Seconded by: Ruth Anne Perrin

Resolved that the minutes from the meeting held on June 21, 2021 be approved.

	<b>Yes</b>	<b>No</b>	<b>Abstain</b>
Richard Kisuule	Yes		
Kay Haines	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	5	0	0

- Motion Carried.

### 4. Disclosure of Pecuniary Interest

None.

### 5. Donation Update

The Manager of Administrative Services presented an update on the status of donations outstanding, pledged and received for the Fundraising Committee as related to the Terrace Lodge Fundraising Campaign.

The Committee Chair explained that large pledges would be spread over the three (3) years of the campaign for tracking purposes. Expenses will also be spread over the three (3) years, as they are expected to be higher in the first year.

The Committee Chair announced that the campaign this year has raised a total of \$113,000, which is 50% of the 2021 target. The full campaign, including pledges for year two (2) and year three (3), has raised a total of \$193,000, which is 30% of the campaign target.

Moved by: Ruth Anne Perrin

Seconded by: Richard Kisuule

Resolved that the report titled “Fundraising Financial Update” from the Manager of Finance/Deputy Treasurer be received and filed.

	<b>Yes</b>	<b>No</b>	<b>Abstain</b>
Richard Kisuule	Yes		
Kay Haines	Yes		



Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	5	0	0

- Motion Carried.

## 6. Media/Advertising Update

### a. Posters

The Aylmer Express offered to print 100 copies of the promotional poster. The posters will be distributed to Committee Members, who will post them in public spaces throughout the community.

The Committee discussed using photographs of residents, instead of stock photos, in future promotional materials. The Manager of Program Therapy Services will provide resident photographs for the campaign.

### b. Outreach to DeBrigj, translation of materials

Jamie Chapman has reached out to Mennonite Community Services to request their assistance with translating the fundraising campaign poster into Low German. They have asked for a formal letter outlining the request. Once the translation is complete, the Committee will reach out to the Aylmer Express or other local printers to arrange for printing.

## 7. Donor Recognition

### a. Photos, Cards, Social Media

Committee Members posed for photographs with the donors in front of the fundraising campaign sign at Terrace Lodge. The photographs will be used on the webpage and social media to recognize donors.

More thank you cards will be sent out to donors this week. Staff are also working on a media release recognizing donors. Now that long-term care homes are reopening to visits, the Committee could consider installing a TV screen at Terrace Lodge, which would feature photographs and names of donors. A permanent donor recognition installation will be discussed towards the end of the campaign.

## 8. Fundraising Strategies

### a. Legacy Giving

The Committee Chair has been working with the fundraising consultants to prepare wording around legacy giving for use in an informational brochure. The Chair will send



Committee Members examples of legacy giving brochures for their consideration, and a draft brochure will be presented at the next meeting.

## 9. New Business

None.

## 10. Closed Session

Moved by: Jim Jenkins  
Seconded by: Richard Kisuule

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
Richard Kisuule	Yes		
Kay Haines	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	5	0	0

- Motion Carried.

## 11. Motion to Rise and Report

Moved by: Jim Jenkins  
Seconded by: Kay Haines

Resolved that we do now rise and report.

	Yes	No	Abstain
Richard Kisuule	Yes		
Kay Haines	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	5	0	0

- Motion Carried.



Moved by: Ruth Anne Perrin  
Seconded by: Richard Kisuule

Resolved that the confidential report titled Donor Out Reach Update be received and filed.

	<b>Yes</b>	<b>No</b>	<b>Abstain</b>
Richard Kisuule	Yes		
Kay Haines	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	5	0	0

- Motion Carried.

### 12. Next Meeting Date

Monday, August 23, 2021 at 10:00 a.m.

### 13. Adjourn

Moved by: Kay Haines  
Seconded by: Ruth Anne Perrin

Resolved that we do now adjourn at 11:18 a.m. to meet again on August 23, 2021 at 10:00 a.m.

	<b>Yes</b>	<b>No</b>	<b>Abstain</b>
Richard Kisuule	Yes		
Kay Haines	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	5	0	0

- Motion Carried.



## REPORT TO TERRACE LODGE FUNDRAISING COMMITTEE

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

**DATE:** July 15, 2021

**SUBJECT:** Fundraising Financial Update

### RECOMMENDATION:

THAT the July 15, 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.

<b>Donations Received for Terrace Lodge Fundraising as at</b>	<b>July 15, 2021</b>	
<i>REVENUE (Donations to date)</i>	<i>Received</i>	<i>Outstanding</i>
Cash/Cheque	33,060	15,700
Credit Card	16,640	
Donations Prior to Campaign Start	8,105	
Pledges (Expected Value)	10,000	110,000
In Kind Services donated to the campaign		-
<b>Total Donations</b>	<b>67,805</b>	<b>125,700</b>
<i>EXPENSES</i>	<i>Paid</i>	<i>Outstanding</i>
Fees (credit card)	445	
Fundraising Consultants	4,500	
Signage	2,719	
Meeting Room Rental	150	
Advertising and Promotion	5,475	
<b>Total Expenses</b>	<b>13,288</b>	<b>-</b>
<b>Total Donations towards campaign</b>	<b>180,217</b>	

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**ALIGNMENT WITH STRATEGIC PRIORITIES:**


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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:**


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None

**COMMUNICATION REQUIREMENTS:**


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None

**CONCLUSION:**


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Balanced to July 15, 2021

All of which is Respectfully  
Submitted

Jennifer Ford  
Manager of Financial  
Services/Deputy Treasurer

Approved for Submission

Julie Gonyou  
Chief Administrative Officer

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