



January 17, 2023

Mayor McPhail and Members of Council
Municipality of West Elgin
22413 Hoskins Line
Rodney, ON N0L 2C0

Subject: Recruitment of Members for the Terrace Lodge Redevelopment Fundraising Committee

Dear Mayor McPhail and Members of Council,

As you are aware, Terrace Lodge Long-Term Care Home in the Township of Malahide is currently underway, and making great progress. As part of the redevelopment process, the Terrace Lodge Redevelopment Fundraising Committee is raising funds to provide value added supports for the residents of Terrace Lodge through the Comforts of Home Campaign. Through our campaigning efforts and the generosity of our donors, the Committee has already been able to purchase various items including outdoor benches, two outdoor gazebos, televisions, memory care kits, electric fireplaces and furniture for the lounge, along with entertainment subscriptions (i.e. Netflix, Amazon Prime, etc.).

I am extremely proud to share that we have raised 49% of our campaign goal of \$675,000. The campaign has received \$329,000 in total donations, with \$114,600 raised in 2022 alone. None of this would have been possible without the support of our dedicated Committee members. The Committee worked tirelessly in 2022 to promote and raise funds for the campaign. Efforts included participating in new initiatives and events such as the Warden's Fundraising Gala as well as attending many local fairs across Elgin County.

With a new term just beginning, and with the Fundraising Committee having been officially reinstated by County Council resolution, it is time to appoint or reappoint members from your municipality to ensure momentum can be maintained and the goals achieved. We must work together to provide the Comforts of Home to our Terrace Lodge residents.

At this time, I therefore respectfully request that the Council of the Municipality of West Elgin appoint, by resolution, one (1) member, either an Elected Official or a member of the public, to serve on the Terrace Lodge Redevelopment Fundraising Committee for a four-year term. Attached are the Committee Terms of Reference approved by Elgin County Council that outlines the goals and responsibilities of the Committee. This is a great opportunity to make a difference in the lives of our seniors' community.

If you have any questions, please do not hesitate to contact me.

Yours truly,

Councillor Dominique Giguère
Terrace Lodge Redevelopment Fundraising Committee

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Schedule A-2 – Standing Committee – Terrace Lodge Redevelopment Committee

TERRACE LODGE REDEVELOPMENT - FUNDRAISING COMMITTEE

TERMS OF REFERENCE

The following Terms of Reference describe the scope of the committee's responsibilities, the limits of authority, the results it is expected to achieve and the reporting required.

PURPOSE

The Terrace Lodge Redevelopment Fundraising Committee (herein referred to as "Fundraising Committee") is a sub-committee of the Terrace Lodge Redevelopment Project Steering Committee (herein referred to as "Steering Committee"). Working in collaboration with the Steering Committee, the purpose of the Fundraising Committee is to plan, coordinate, implement and evaluate fund development activities in support of the operational and "value added" revenue generation in support of Terrace Lodge Redevelopment Project. The Fundraising Committee shall not support the capital costs associated with the Terrace Lodge Redevelopment Project.

REPORTING/ACCOUNTABILITY

The Fund Development Committee is a Sub-Committee of the Terrace Lodge Redevelopment Project Steering Committee. The Fund Development Committee will provide reports to the Steering Committee through the distribution of the committee's minutes.

MEMBERSHIP

The Fundraising Committee membership includes elected officials representing the East Elgin municipalities and representatives of local service groups, local businesses and community members.

Representatives of the Councils or a member of the public of Elgin's seven (7) Local Municipalities including:

- One (1) Member of Municipality of Central Elgin;
- One (1) Member of Municipality of Bayham;
- One (1) Member of Township of Malahide;
- One (1) Member of Town of Aylmer;
- One (1) Member of Municipality of Dutton Dunwich
- One (1) Member of Municipality of West Elgin; and,
- One (1) Member of Township of Southwold

- One (1) Elgin County Councillor
- One (1) Member of the Terrace Lodge Auxiliary;
- A minimum of four (4) and a maximum of ten (10) members from local service groups, local businesses, and the community that represent the catchment area;
- Long-Term Care Staff including Director of Homes and Seniors Services, Terrace Lodge Administrator, and Manager of Program and Therapies

TERMS

Members from municipal council are appointed for the duration of their term on local Council.

Community Members are appointed for a four (4) year term and shall be eligible for re-appointment.

SECRETARY

An employee of the County shall be the Secretary of the Committee and shall act as a resource person in a non-voting capacity.

SCOPE OF RESPONSIBILITIES

To assist the Terrace Lodge Redevelopment Project Steering Committee to meet its project targets, including working with staff and volunteers to recommend goals and objectives of the fundraising initiatives:

Recommend and draft a Fundraising Plan and Fundraising Target that supports and encourages community engagement with Terrace Lodge Redevelopment Project both the short and long-term, for approval by the Terrace Lodge Redevelopment Steering Committee;

Support the staff and volunteers to identify, research, solicit, foster and steward major prospect and donors so as to build a pipeline of project specific support;

Assist with the development and cultivation of mutually supportive fundraising partnerships with local community groups and organizations;

Monitor and evaluate progress in meeting fundraising targets and return on investment;

Oversee the formation/review of policies and procedures associated with fundraising activities so that they are conducted in accordance with County of Elgin Policies;

Create and recommend fundraising policies that ensure that fundraising best practices are maintained and that committee's program is donor-centric;

Promote and support fundraising events/activities by attending, volunteering and/or giving monetary/in-kind assistance to the level that committee members are able;

Review and recommend levels of sponsorship recognition and evaluate methods of donor recognition and stewardship opportunities so that all donations of time and money are recognized appropriately.

MEETINGS

Meetings will be held as necessary or an estimated 6 times per year.

ADMINISTRATION OF FUNDS

Elgin County will administer funds and will issue tax receipts.

VOTING/QUORUM

The Fundraising Committee shall endeavour to operate by consensus. In case of disagreement, Committee members shall cast votes. Decision-making is limited to providing advice and recommendations.

A quorum will be five (5) Members at the meeting who are entitled to vote.

Members of the Fundraising Committee will attempt to advise County staff at least two days in advance if unable to attend a meeting of the Committee. If quorum cannot be met, the meeting may be cancelled and rescheduled.

REVIEW

An evaluation of the Fund Development Committee will be conducted from time-to-time as the Terrace Lodge Redevelopment Project Steering Committee deems necessary.

Draft approved by County Council: January 10, 2023