

Maple View Landings Redevelopment Project

Fundraising Presentation to
The Township of Edwardsburg Cardinal

"The Best Care in the Best Place"

where **lifestyle**
grows good **business**

HISTORY OF MAPLE VIEW LODGE

- 1895 – Built in Athens, Ontario as a "House of Industry" (a workhouse).
- 1926 – Re-named the Leeds and Grenville County Home for the Aged.
- 1972 – Established as [Maple View Lodge](#)
- 2004 – Lodge undergoes major redevelopment.
- Today – Home to 60 residents being served by 125 employees delivering 24 hour holistic care.
- Owned and operated by the United Counties of Leeds and Grenville.



RE-DEVELOPMENT PROJECT BACKGROUND

- 2022 – Long-term care re-development project announced to build a new 192-bed home (will accommodate existing 60 residents).



- \$80 million dollars - largest capital construction project in the history of the United Counties of Leeds and Grenville.
- Province contributes \$43 million over 25 years.
- Counties taxpayers responsible for all construction costs beyond committed Provincial Grants.

MAPLE VIEW LANDINGS RE-DEVELOPMENT PROJECT BACKGROUND



- July, 2022: Tender awarded to McDonald Brothers Construction.
- Construction now underway.
- Spring 2025 – Target Completion date.
- Summer 2025 - Move-in of residents.

MAPLE VIEW LANDINGS RE-DEVELOPMENT PROJECT BACKGROUND



MAPLE VIEW LANDINGS

is the new name of the entire property which houses the new long-term care facility. The current Maple View *Lodge* will be repurposed for other uses (currently under review and to be decided by the Counties at a later date).

MAPLE VIEW LANDINGS RE-DEVELOPMENT PROJECT BACKGROUND



The New
**Maple View
Landings**

CONSTRUCTION UNDERWAY



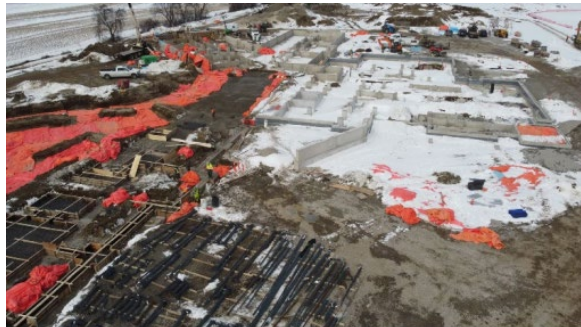
Septic Field Drainage &
Storm water piping



Foundation Works stripped
in North / West wing



Overview of Work Progress



Drone Aerial View



Insulation work around footings

DID YOU KNOW?

- The Baby Boomer demographic (Born 1946-1964) in Leeds and Grenville is higher than in other regions in Canada.
- More people are moving to this region because of lifestyle and environment.
- In the next 10-20 years, the requirement for long-term care beds will grow exponentially in this region – **you will be part of the solution.**

WHY DONATE?

- You will enhance the Quality of Life for residents in this state-of-the-art long-term care facility.
- You can make a difference for many residents who may be in their final years.
- Fundraising dollars will cover quality of life amenities that enhance resident care.
- 100% charitable tax receipt for your gift.
- Be part of the legacy – Become a donor to a best-in-class model facility for our community.

WHY DONATE?

OUR COMMITMENT TO DONORS, RESIDENTS & FAMILIES

- That this new Long-term Care home will be the benchmark for ***Best in Class Municipally-run facilities*** in Ontario.
- We commit to **ongoing affordable quality of care and service** for residents and management of the facility by:
 - Recruiting the best staff and offering continuous improvement through development and training;
 - Encouraging inclusiveness and diversity at our facility through practicing tolerance, fairness, empathy, kindness, respect, sympathy, compassion, encouragement and acceptance;
 - Instilling a family environment – your family is our family;
 - Offering a high **staff-to-resident ratio**;
 - Delivering service superiority through a customer centric approach.

MAPLE VIEW LANDINGS FUNDRAISING COMMITTEE



Doug Struthers, Chair



Shelley Bacon
Vice-Chair



Roger Haley



Ron Holman



Arie Hoogenboom



Herb Scott



Kevin Tackaberry



Lesley Todd
Fund Raising
Coordinator



Cathy McHugh
Marketing/PR
Consultant

\$3 MILLION DOLLAR GOAL



**A CHALLENGING GOAL:
YOU CAN HELP US ACHIEVE IT!**

\$3 MILLION DOLLAR GOAL

Renderings of Community Room & Private & Semi-private Resident rooms



MAJOR GIFTS WITH NAMING RIGHTS

ITEM	TARGET AMOUNT	COMMITTED
Facility Naming Rights (1)	\$300,000	Naming rights for the facility has been secured
Secure Garden & Shelters (1)	\$100,000	Naming Rights have been secured
Neighbourhoods (6 @ \$100,000 each)	\$100,000	(2) Neighbourhoods have been secured; 4 available
Dining Rooms (6 @ \$30,000 each)	\$30,000	(1) Dining room has been secured; 5 available

MAJOR GIFTS WITH NAMING RIGHTS

ITEM	TARGET AMOUNT	COMMITTED
Community Room (1)	\$25,000	Secured
Pedestrian Walkway (1)	\$25,000	
Sally Port for Touring Bikes (1)	\$20,000	
Living Rooms (6 @ \$15,000 each)	\$15,000	
Resident Rooms (132 @ \$5,000 each)	\$5,000	

MAJOR GIFTS WITH NAMING RIGHTS

ITEM	TARGET AMOUNT	COMMITTED
Sunrooms (6 @ \$15,000 each)	\$15,000	(1) Sunroom has been secured
Dining Balconies (6 @ \$10,000 each)	\$10,000	(2) dining balconies have been secured
Water Fountain in Garden	\$5,000	Secured

OTHER FUNDRAISING INITIATIVES

ITEM	TOTAL TARGET AMOUNT	COMMITTED
Events such as bonspiels, golf tournaments, BBQs, bingos, fishing tournaments, etc.	\$200,000	
Community-based Donations & Corporate Gifts	\$645,000	
FUNDRAISING GOAL	\$3,000,000	

Donations are eligible for a 100% tax receipt and donors of \$1,000+ will be recognized through plaquing in the new facility and/or the Maple Leaf Tree of Giving in the Front Entrance.

Gifts "In Kind" are eligible for tax receipts for part or full amount. To be discussed with Finance Team for the Project.

WILL YOU CONSIDER?

- A gift for naming rights in the new facility



WILL YOU CONSIDER?

A gift that will be used for the many additional amenities not covered by the construction budget such as:

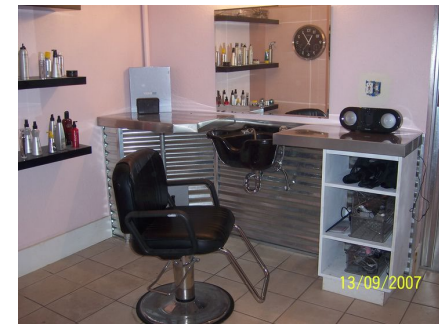
Televisions & Technology



Seasonal Decor



Furniture & Equipment



MUNICIPALITY DONATION TARGETS

- \$1.00 per resident.
- Population 7,505.
- \$7,500 annually for a 3-year commitment. Total of \$22,500.
- This contribution could be for:
 - Naming rights for living rooms or balconies
 - Much needed contribution to TVs/Technology as part of resident programming, furniture, medical equipment or seasonal décor

Any of the above contributions will also receive a Red Leaf on the Maple Leaf Tree of Recognition for donations over \$10,000



OPTIONS IN GIVING: EVENT FUNDRAISERS

- Event fundraisers are a welcomed source of giving.
- Proceeds will be designated to Quality of Life enhancements.
- Many activities can be considered including (but not limited to):
 - Bonspiels, golf tournaments, BBQs, music festivals, walk-a-thon, Car shows, bingos, lottery events, fishing tournaments.
- A Fund Raising Committee member is happy to attend.



ENTRY
\$100



SUMMER FUN

GOLF
Tournament

GREAT PRIZES!
Season passes
Golf clubs

Leeds
Grenville
www.leedsgrenville.com

THE BENEFITS OF THIS GIFT

Gives residents a wonderful place to dine and socialize.

Your Township's donor exposure in a area designated.

Charitable tax receipt for full amount.

Illustrates social responsibility as a community contributor.

OPTIONS IN GIVING

Tax Shelter for \$35,000+ Donors

- PearTree Fund – offers donors who contribute \$35,000+, a tax shelter that gives you/your company a larger tax deduction through Canada Revenue Agency.
- A philanthropic investment company that buys and sells shares in the mining industry for exploration and Research and Development.

Pear Tree Tax Shelter – How it Works

- PearTree's Flow Through Share (FTS) Donation format reduces after-tax cost of giving to 10% for gifts > \$35K.
- Instead of donating cash, donors buy and donate Flow Through Shares (1st tax benefit).
- The FTS are donated (2nd tax benefit) and immediately sold to a pre-arranged buyer.
- Charity receives full pledged amount in cash at no net cost.
- Mining company uses funds raised by FTS for mineral exploration.

Pear Tree Tax Shelter – How it Works

- Subscribers must be “Accredited Investors” per securities regulations.
- Purchase, donation and sale to end buyer transact same day.
- PearTree uses GiftPact Foundation to receive the FTS, provide donation tax receipt, settle closing costs and transfer pledged cash amount to donor’s charity of choice.
- All transactions covered by CRA Advanced Income Tax Ruling and PearTree’s 16-year track record.
- Donor suitability to be confirmed by their tax advisor and PearTree Compliance Dept.



TREE OF RECOGNITION

We appreciate every level of contribution – it all makes a difference.

Donors giving \$1,000 or more will be recognized on the Maple Tree of Giving at the entrance of the new facility.

Major Gifts will form the foundation / roots of the tree.

TREE OF RECOGNITION

- **Red leaves** = donations of \$10,000+
- **Orange leaves** = donations between \$5,000 and \$9,999;
- **Yellow leaves** = donations between \$3,000 and \$4,999;
- **Green leaves** = donations between \$1,000 and \$2,999;
- **Previous donors** will be acknowledged by plaques in the front entrance.



NEXT STEPS

Approval by donor of dollar amount and contribution terms.

Sign-off by authorized members of contribution agreement.

Media announcement to publicize contribution.

Finalize naming rights benefits and acknowledgement.

WHY DONATE? OUR STAFF IS EXCEPTIONAL



WHY DONATE?

WE ARE A BEST PRACTICE SPOTLIGHT ORGANIZATION



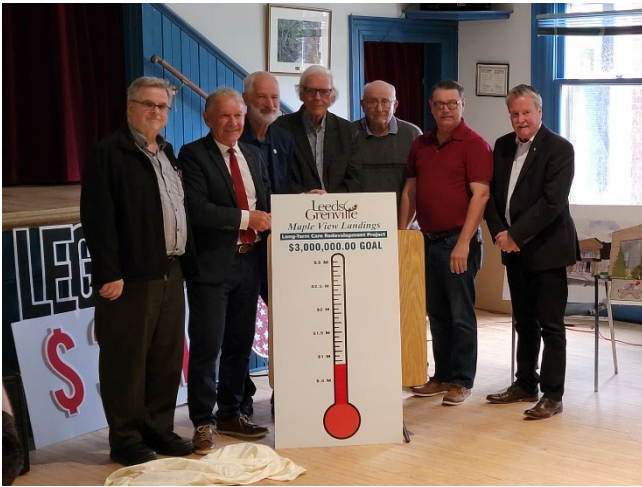
Maple View Lodge
Receives Best
Practice Spotlight
Recognition
demonstrating
excellence in care by
the Registered
Nurses Association
of Ontario (RNAO)

WHY DONATE?

OUR RESIDENTS ARE THE REASON



\$3,000,000 CAMPAIGN KICK-OFF MAY 24TH, 2023



Campaign Committee unveils
\$3,000,000 dollar goal with over
\$833,000 raised to date.

Some of our early donors include:

George Tackaberry (\$100,000);
Athens Lions Club (\$30,000);
Hudson-Burnbrae Foundation (\$5,000)
Athens resident Bob Watts (\$5,000)

TESTIMONIALS TELL OUR STORY

“My mother has been in Maple View Lodge for 12 years. The friendly and professional care she receives from the staff has made it a very pleasant place for her to live.

The staff gears care to individual needs: be it meals, activities, or general mental or physical care. Our family has never had a complaint and agree there is no better place for our mother than Maple View Lodge.”

Pauline Reid, Family Member

“I came to Maple View Lodge in November as my home and most everything I own was being disposed of. My hesitation remained until I was in the place I will forever call home.

After being here only a few hours, I told my daughter of the love I felt right away and of the glorious sunshine that streams in every window. I am making new friends and new memories.

Life is good here and by the grace of God, I feel truly blessed and where I belong.”

**Marian Sly Hart
Resident**

MANY THANKS

For your time and consideration.

Contact:

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Care Fundraising
Coordinator**

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