



**TOWN OF AMHERSTBURG
REGULAR COUNCIL MEETING**

**Monday, June 24, 2019
6:00 PM**

Council Chambers, 271 Sandwich Street South, Amherstburg, ON, N9V 2A5

MINUTES

PRESENT

Deputy Mayor Leo Meloche
Councillor Peter Courtney
Councillor Donald McArthur
Councillor Michael Prue
Councillor Marc Renaud
Councillor Patricia Simone

Giovanni (John) Miceli, CAO
Paula Parker, Clerk
Tammy Fowkes, Deputy Clerk

ABSENT

Mayor Aldo DiCarlo

CALL TO ORDER

The Deputy Mayor called the meeting to order at 4:07 p.m.

SPECIAL IN-CAMERA COUNCIL MEETING

Resolution # 20190624-336

Moved By Councillor Simone
Seconded By Councillor Renaud

That Council move into an In-Camera Meeting of Council at 4:08 p.m. pursuant to Section 239 of the Municipal Act, 2001, as amended, for the following reasons:

Item A - Section 239(2)(d) - Labour relations or employee negotiations.

Item B - Section 239(2)(b) - Personal matters about an identifiable individual, including municipal or local board employees.

The Deputy Mayor put the Motion.

Motion Carried

DISCLOSURE OF PECUNIARY INTEREST & GENERAL NATURE THEREOF
(In-Camera Meeting Agenda Items)

There were no disclosures of pecuniary interest noted.

ADJOURNMENT OF SPECIAL IN-CAMERA COUNCIL MEETING @ 5:38 P.M.

RESUMPTION OF REGULAR COUNCIL MEEETING

Moved By Councillor Prue
Seconded By Councillor Simone

That Council resume Regular session at 6:22 p.m.

The Deputy Mayor put the Motion.

Motion Carried

NATIONAL ANTHEM

MAYOR'S OFFICE - WELCOME & ADDRESS

DISCLOSURE OF PECUNIARY INTEREST & GENERAL NATURE THEREOF
(Public Council Meeting Agenda Items)

Councillor McArthur declared a conflict of pecuniary interest with respect to Item # 16.1, recommendations 3 & 4, as he is employed with the County of Essex.

REPORT OUT FROM IN-CAMERA SESSION - June 24, 2019

Council met on June 24, 2019, for a Special In-Camera Meeting at 4:08 pm and discussed (2) items as provided for under Section 239 of the Municipal Act:

Item A – heard under Section 239(2)(d). There is nothing further to report.

Item B - heard under Section 239(2)(b). There is nothing further to report.

MINUTES OF PREVIOUS MEETING

Resolution # 20190624-340

Moved By Councillor Prue
Seconded By Councillor Simone

That the minutes BE ADOPTED and that those confidential minutes of the closed sessions of Council remain confidential and restricted from public disclosure in accordance with exemptions provided in the Municipal Freedom of Information and Protection of Privacy Act:

- 10.1 **Special In-Camera Council Meeting Minutes - May 13, 2019**
- 10.2 **Special Council Meeting Minutes - Planning - May 13, 2019**
- 10.3 **Regular Council Meeting Minutes - May 13, 2019, as amended**

The Deputy Mayor put the Motion.

Motion Carried

DELEGATIONS

- 11.1 **The Necessity for Wildlife Awareness - Greg Nemeth**

Resolution # 20190624-341

Moved By Councillor Prue
Seconded By Councillor McArthur

That the delegation BE RECEIVED.

The Deputy Mayor put the Motion.

Motion Carried

REPORTS – CORPORATE SERVICES

There were no reports.

REPORTS – PARKS, FACILITIES, RECREATION AND CULTURE

There were no reports.

REPORTS – ENGINEERING AND PUBLIC WORKS

14.1 Big Creek Wildlife Awareness Signage

Councillor Prue moved the motion with amendments 3 & 4.

Resolution # 20190624-342

Moved By Councillor Prue
Seconded By Councillor McArthur

That:

- 1. The report from the Director of Parks, Facilities, Recreation and Culture and the Director of Engineering and Public Works dated June 5, 2019, regarding Big Creek Wildlife Awareness Signage BE RECEIVED;**
- 2. Administration BE DIRECTED to develop an ecotourism and wildlife awareness strategy for future consideration as it relates to the upcoming Official Plan;**
- 3. \$2440.00 BE SPENT from the existing budget to erect 16 hybrid signs with graphics in the locations identified surrounding the Big Creek Watershed; and,**

4. **Administration COMPARE statistics after the signs are erected to determine if the loss of wildlife has been reduced.**

The Deputy Mayor put the Motion.

Motion Carried

14.2 Walnut Drive Watermain Replacement and Road Improvements (McCurdy to Hawthorn) - Tender Results

Resolution # 20190624-343

Moved By Councillor Prue

Seconded By Councillor Simone

That:

1. **The report from the Manager of Engineering dated June 7, 2019 regarding Walnut Drive Watermain Replacement and Road Improvements (McCurdy to Hawthorn) - Tender Results BE RECEIVED;**
2. **An over-expenditure not to exceed \$12,611 for the Walnut Drive project, for a total project cost not to exceed \$352,611, BE APPROVED;**
3. **Administration BE AUTHORIZED to transfer additional funds from the Water Capital Reserve and Working Capital Reserve of up to \$12,266 and \$345 respectively to fund the over-expenditure;**
4. **The Walnut Drive Watermain Replacement and Road Improvements Tender BE AWARDED to Major Construction 2010 Ltd. in the amount of \$304,249 plus H.S.T.; and,**
5. **The Mayor and Clerk BE AUTHORIZED to execute an agreement with Major Construction 2010 Ltd. for completion of the Walnut Drive Watermain Replacement and Road Improvements (McCurdy to Hawthorn).**

The Deputy Mayor put the Motion.

Motion Carried

REPORTS – PLANNING, DEVELOPMENT AND LEGISLATIVE SERVICES

15.1 Development Agreement for N/S County Road 20

Resolution # 20190624-344

Moved By Councillor Simone
Seconded By Councillor Prue

That:

1. The report from the Manager of Planning Services dated May 15, 2019, regarding a Development Agreement, for N/S County Road 20, Jon and Kathy Parks BE RECEIVED;
2. The execution of a Development Agreement with Jon and Kathy Parks associated with Consent File numbers B/9-13/19 inclusive BE APPROVED; and,
3. By-law 2019-056 being a by-law to Authorize the Signing of a Development Agreement for the development of five residential building lots be taken as having been read three times and finally passed and the Mayor and Clerk BE AUTHORIZED to sign same.

The Deputy Mayor put the Motion.

Motion Carried

15.2 Development Agreement for WS Concession 2 North

Resolution # 20190624-345

Moved By Councillor Renaud
Seconded By Councillor McArthur

That:

1. The report from the Manager of Planning Services dated June 6, 2019, regarding a Development Agreement for WS Concession 2 North, Legally Described as Concession 1 Part Lot 19 BE RECEIVED;
2. The execution of a Development Agreement with Pacitti Contracting Company Ltd. associated with WS Concession 2 North, legally described as Concession 1 Part Lot 19 (Consent File numbers B/11-13/18 inclusive) BE APPROVED; and,

3. **By-law 2019-001 being a by-law to authorize the signing of a Development Agreement for the development of three residential building lots be taken as having been read three times and finally passed and the Mayor and Clerk BE AUTHORIZED to sign same.**

The Deputy Mayor put the Motion.

Motion Carried

REPORTS - CAO's OFFICE

16.1 Request for Absence from Council

(Split motion)

Councillor Renaud moved the motion with an amendment to include a timeframe of 3 months and requested an additional update with respect to the Mayor's condition.

Resolution # 20190624-346

Moved By Councillor Renaud

Seconded By Councillor McArthur

That:

1. **That the report from the Municipal Clerk dated May 30, 2019 regarding Request for Absence from Council BE RECEIVED; and,**
2. **Municipal Act, Section 259(1)(c) Mayor Aldo DiCarlo BE AUTHORIZED to be absent from meetings due to illness and receipt of medical treatment until a period of no more than 3 months from June 24, 2019 with an update to Council at the 3 month mark.**

The Deputy Mayor put the Motion.

Motion Carried

Councillor McArthur removed himself from discussion and voting due to his declared pecuniary interest.

Resolution # 20190624-347

Moved By Councillor Courtney
Seconded By Councillor Simone

That Councillor Prue BE APPOINTED as the County Council Alternate for the 2018-2022 term of Council.

The Deputy Mayor put the Motion.

Motion Carried

Resolution # 20190624-348

Moved By Councillor Simone
Seconded By Councillor Courtney

That By-law 2019-062 being a by-law to appoint an alternate member to County Council during the absence of the Mayor or Deputy Mayor be taken as having been read three times and finally passed and the Deputy Mayor and Clerk BE AUTHORIZED to sign same.

The Deputy Mayor put the Motion.

Motion Carried

16.2 Breach of Confidentiality

Councillor Simone moved the motion with an amendment that no further action be taken.

Resolution # 20190624-349

Moved By Councillor Simone
Seconded By Councillor Prue

That the report from the Clerk dated June 18, 2019 regarding Breach of Confidentiality BE RECEIVED and no further action be taken.

The Deputy Mayor put the Motion.

Motion Carried

INFORMATION REPORTS

(Split motion)

Resolution # 20190624-350

Moved By Councillor Simone
Seconded By Councillor Renaud

17.1 Monthly Fire Department Activity Report - May 2019

That the information report BE RECEIVED.

The Deputy Mayor put the Motion.

Motion Carried

17.2 Unfinished Business Item – Amherstburg Community Foundation

Resolution # 20190624-351

Moved By Councillor Prue
Seconded By Councillor McArthur

That:

1. The information report BE RECEIVED; and,
2. Administration BE DIRECTED to release the Crown Park Corporation Planning Study as provided by the Amherstburg Community Foundation.

The Deputy Mayor put the Motion.

Motion Carried

Note: The Crown Park Corporation Planning Study forms a part of these minutes as a public document.

17.3 September 10, 2018 Breach of Confidentiality - Administrative Investigation

Resolution # 20190624-352

Moved By Councillor Prue
Seconded By Councillor Renaud

That the information report BE RECEIVED.

The Deputy Mayor put the Motion.

Motion Carried

CONSENT CORRESPONDENCE

(Split motion)

18.1 Opposition of Bill 115, Beer and Wine Sales in Corner Stores - Township of Armour Resolution

Resolution # 20190624-353

Moved By Councillor Prue

Seconded By Councillor Courtney

That the consent correspondence BE RECEIVED.

The Deputy Mayor put the Motion.

Motion Carried

18.2 Waste Management in the Province of Ontario - Town of Georgina Resolution

Resolution # 20190624-354

Moved By Councillor Prue

Seconded By Councillor Simone

That:

1. The consent correspondence BE RECEIVED; and,
2. Correspondence BE SENT in support of the Town of Georgina's resolution to request the Province to review and implement a deposit/return program for all single use plastic, aluminum and metal drink containers, and to review current producer requirements and look for extended producer responsibility for all packaging.

The Deputy Mayor put the Motion.

Motion Carried

18.3 Request to Re-Establish a Combined OGRA and ROMA Conference - Municipality of South Huron

Resolution # 20190624-355

Moved By Councillor Simone

Seconded By Councillor Renaud

That the consent correspondence BE RECEIVED.

The Deputy Mayor put the Motion.

Motion Carried

CONSENT OTHER MINUTES

Resolution # 20190624-356

Moved By Councillor Simone

Seconded By Councillor McArthur

That the following minutes BE RECEIVED:

19.1 Parks and Recreation Advisory Committee Meeting Minutes - March 13, 2019

The Deputy Mayor put the Motion.

Motion Carried

UNFINISHED BUSINESS

There was no Unfinished Business brought forward.

NEW BUSINESS

1. Resolution # 20190624-357

Moved By Councillor Prue

Seconded By Councillor Courtney

That:

- 1. Terms of Reference dated January 12, 2015, BE USED in the interim as the Terms of Reference for the current term of the Audit Advisory Committee; and,**
- 2. Administration BE DIRECTED to provide a report to Council regarding the cost of resources required to if an expanded Terms of Reference and mandate for the Audit Advisory Committee are established.**

The Deputy Mayor put the Motion.

Motion Carried

2. Resolution # 20190624-358

Moved By Councillor Simone

Seconded By Councillor Courtney

That the Accounts Payable listing BE RE-ADDED to the agendas.

The Deputy Mayor put the Motion.

Motion Carried

3. Councillor Courtney advised of a hanging flower basket that had fallen onto a sidewalk and inquired as to whether the anchoring systems are regularly maintained.

The Chief Administrative Officer advised that he would have the Director of Parks, Facilities, Recreation and Culture look into the anchoring systems and the chains for the hanging baskets.

4. Councillor Courtney advised that a girl was almost hit by a vehicle at the corner of Simcoe Street and George Street and further that there was excavated dirt piled up on the sidewalks which impeded the drivers view.

The Director of Planning, Development and Legislative Services advised that typically it is asked that the piles of dirt be removed for visibility reasons and had further asked that Councillor Courtney forward the additional information he may have so that this individual situation can be looked into.

5. Resolution # 20190624-359

Moved By Councillor Courtney

Seconded By Councillor McArthur

That Administration BE DIRECTED to provide a report to Council regarding the feasibility of safe pedestrian travel along County Road 10.

The Deputy Mayor put the Motion.

Motion Carried

6. Councillor Prue asked if the bow bridge on the 2nd Concession North is too late to be saved.

The Chief Administrative Officer advised Council that it is too late but there will be recognition and a tribute to the bridge via inlays and storey boards for the area so that people are aware of the historical significance of the previous bridge.

7. Deputy Mayor Meloche advised that Concession 5 North is in bad shape and asked when the next Roads Needs Study is scheduled.

The Director of Engineering and Public Works advised Council that the next Roads Needs Study will be in 2021.

NOTICE OF MOTION

There were no Notices of Motion.

BY-LAWS

Resolution # 20190624-360

Moved By Councillor Prue
Seconded By Councillor Simone

23.1 By-law 2019-063 - To Appoint Members to the Accessibility Advisory Committee

That By-law 2019-063 being a by-law to Appoint Members to the Accessibility Advisory Committee be taken as having been read three times and finally passed and the Mayor and Clerk BE AUTHORIZED to sign same.

23.2 By-law 2019-064 - Amending By-law for Small Communities Fund (Housekeeping By-law)

That By-law 2019-064 being a by-law to enter into an Extension Agreement with Her Majesty the Queen in Right of Ontario as Represented by the Minister of Agriculture, Foods, and Rural Affairs for the Small Community Fund - Application Based Component, be taken as having been read three times and finally passed and the Mayor and Clerk BE AUTHORIZED to sign same.

23.3 By-law 2019-065 - Confirmatory By-law

That By-law 2019-065 being a by-law to Confirm all Resolutions of the Municipal Council Meeting held on June 24, 2019, be taken as having been read three times and finally passed and the Mayor and Clerk BE AUTHORIZED to sign same.

The Deputy Mayor put the Motion.

Motion Carried


ADJOURNMENT

Moved By Councillor Simone
Seconded By Councillor Courtney

That Council rise and adjourn at 7:31 p.m.

The Deputy Mayor put the Motion.

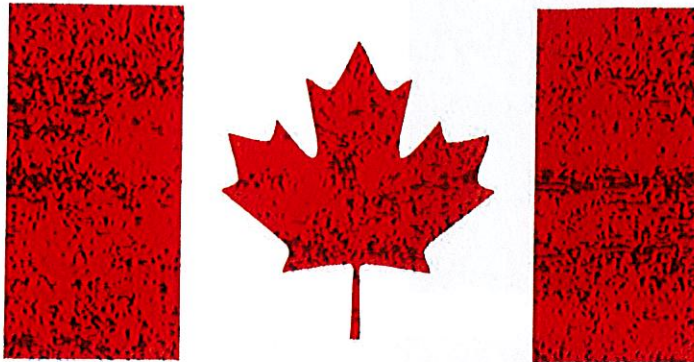
Motion Carried



DEPUTY MAYOR – LEO MELOCHE



CLERK – PAULA PARKER



AMHERSTBURG, ONTARIO, CANADA

A Planning Study for The Amherstburg Community Foundation

Leadership ...

Expertise ...

Success...

CROWNPARK
CORPORATION

WHEN IT REALLY MATTERS

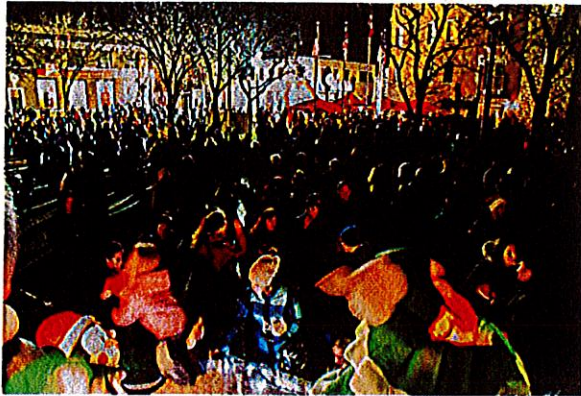


Table of Contents

The Planning Study

Communications is The Key

The Mission | Message from the Mayor.....

Leadership Gifts Program.....

The Cultivation Process.....

Giving Opportunities

Recognition

Key Elements

- *Comprehensive Campaign*
- *Donor-Centered Fundraising*
- *Foundation for the Future*
- *Leadership is Everything*
- *Phased Approach*
- *Single-Minded Vision*
- *Investment, Not Expense*

Board Action

Summary

About Crown Park



The Planning Study

The Planning Study is a wise investment for your organization.

Crown Park Corporation works in partnership with our clients every step of the way to ensure that all aspects of the Planning Study are conducted to accomplish your goals. Recommendations will be developed that provide best practices for a successful campaign.

The Planning Study will:

- Identify potential Leaders for the campaign
- Start the cultivation process with Leadership Donors
- Provide the steps necessary to achieve success
- Create a marketing template to support fundraising program
- Develop Case for Support for both short-term and long-term giving
- Recommend a recognition program for donors

The Planning Study is the critical first step in developing a successful campaign.



Communications is the Key

The Communications Team will implement a plan to increase your institution's visibility and profile with target audiences and potential donors. They will present a consistently focused and cohesively executed identity program for all campaign printed materials. In addition, they will support the efforts of the campaign leadership team through special events and audio visual presentations.

Communication

Holds us together, and motivates a "Winning Team".

Case for Giving

A common plan, a common understanding — "30 seconds".

Preparation

Discipline, Training, Networking and Cultivating Prospects.

Powerful Events

To capture and communicate the institution's values and transform passive participants into active supporters.



Aldo DiCarlo
Mayor of Amherstburg



AMHERSTBURG
COMMUNITY
FOUNDATION

Mr Dear Friends,

The Community Foundation is being established to make life better for all through *Leadership and Stewardship of Resources* which are supported by hundreds of people from all walks of life. We are dedicated to preserving what we've come to appreciate in our community for future generations.

Get. Grow. Give

Get gifts. Grow funds. Give back. It's what we do here at the Community Foundation. We get gifts from people from all walks of life. We invest the gifts we get so they grow. We give back by making community investments in work that helps people reach full potential.

Get Gifts

Giving to the Community Foundation doesn't require great wealth and isn't complicated. Whether you choose to give a gift now or later through your estate plan, you have options.

Grow Funds

We invest your gifts so they grow and maximize the resources available to us to address community needs. Our investment goals are to increase the original value of gifts and grow our assets.

Give Back

The Community Foundation gives back by making strategic community investments in work that helps area people, businesses and organizations reach their full potential.

MISSION:

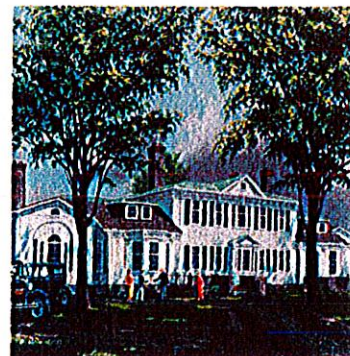
To make life better for all through leadership and stewardship of resources.



Love Where You Live Fund



Youth Development Fund



Economic and Community Fund



Leadership Gift Program

Today, the stakes are HIGH! The competition for charitable dollars is tougher and more sophisticated.

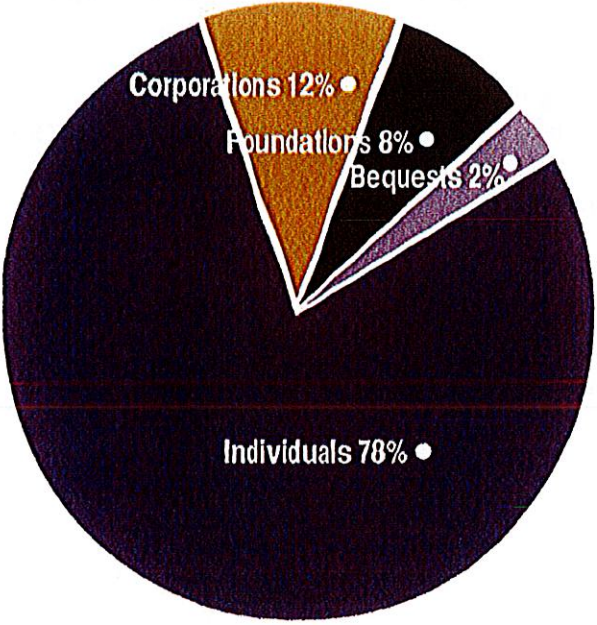
A Leadership Gift Program helps bring focus, energy and momentum to the development efforts for capital, fund initiatives with top prospects and the key areas necessary for the building or a long term relationship with your foundation.

When we are planning to visit a prospect or to ask someone to consider a gift, we need knowledge in four areas: *Ability, Linkage, Interest and Readiness*.

Prospect research for the Leadership Gift Program dramatically increases its probability of success. Information management is a major key to raising money.

Among the finding, sorting, and retrieving of facts lies the heart of fundraising: facilitating that perfect match between your priorities and a donor's motivation.

Strong leadership research and cultivation help make the major gift happen more frequently, and with better results.





The Cultivation Process

How do you transform a leadership gift prospect into a donor?

Lets briefly examine each step.

IDENTIFICATION

It is most important to identify, with a large degree of accuracy, those who are prospects for a contribution to our Program. We do not want to spend time, energy and resources cultivating people who were prospects by definition for some other organization, *but not for our Program.*

CULTIVATION

Education: People contribute to programs of which they have knowledge. Educating prospects about our needs, our Programs and the resources needed to achieve our goals, is the essential second step in the transformation of a prospect into a donor.

Involvement: The more involved a prospect is with our Program and/or the campaign leadership, the larger the gift will be. A prospect's largest contributions go to the Program and the campaign leadership with which he/she has identified, about which he/she has been educated, and with which he/she has become involved.

Commitment: If a prospect has been identified properly, if he/she has been sufficiently exposed to our Program and/or the campaign leadership, these comes a time when he/she perceives our values as reinforcing his/her own, when he/she says to him/herself. "This Program is worthy of my support. Campaign leadership is worthy of my support." At this point, it is no longer a question of whether or not a gift will be made, it is a question of how substantial the gift will be, and who the right "asker" is.

And that brings us to the third and final step in this process.

SOLICITATION

Contribution: The size of a gift from a leadership gift prospect will not be determined primarily by a specific dollar request. Rather, it will be decided by how closely he/she identifies with our Program, and commitment, influence and participation of the campaign leadership.





Giving Opportunities

The Named Gift Opportunities

The Named Gift Opportunities Program will focus on investments that provide donors with the opportunity to honour selected persons.



Planned Giving Opportunities

The Will To Give

Most people would like to be remembered for having contributed something of lasting value to society. At the same time, they are concerned about the future well-being of their own family.

Their financial and legal affairs may be arranged to satisfy their personal needs, as well as to achieve their philanthropic goals. This applies to leadership gifts, both of which we must continually encourage and emphasize.

Indeed it could be to their advantage to include your institution in their estate plans. You will depend on the support of late transforming gifts for future growth and development.



Recognition

Letters of Recognition

Donor Giving Clubs

Donor Recognition Sites

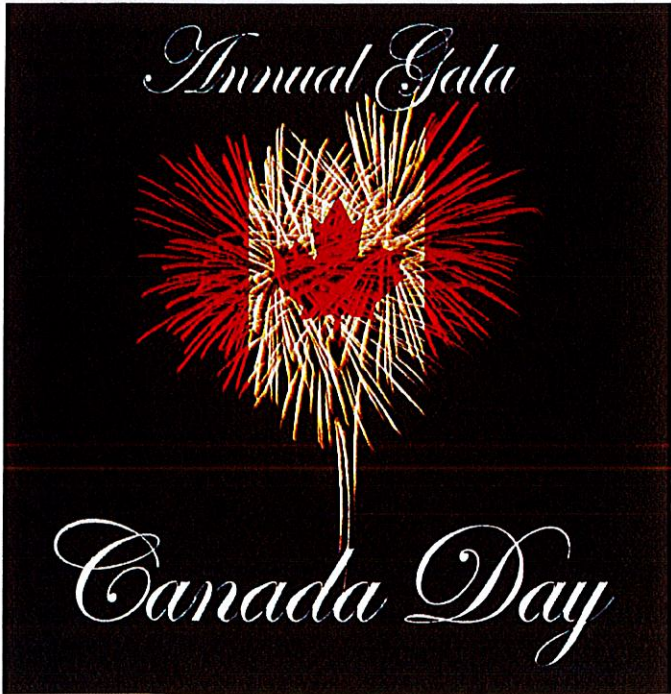
Cultivation Events

Annual Signature Event

Named Gift Opportunities



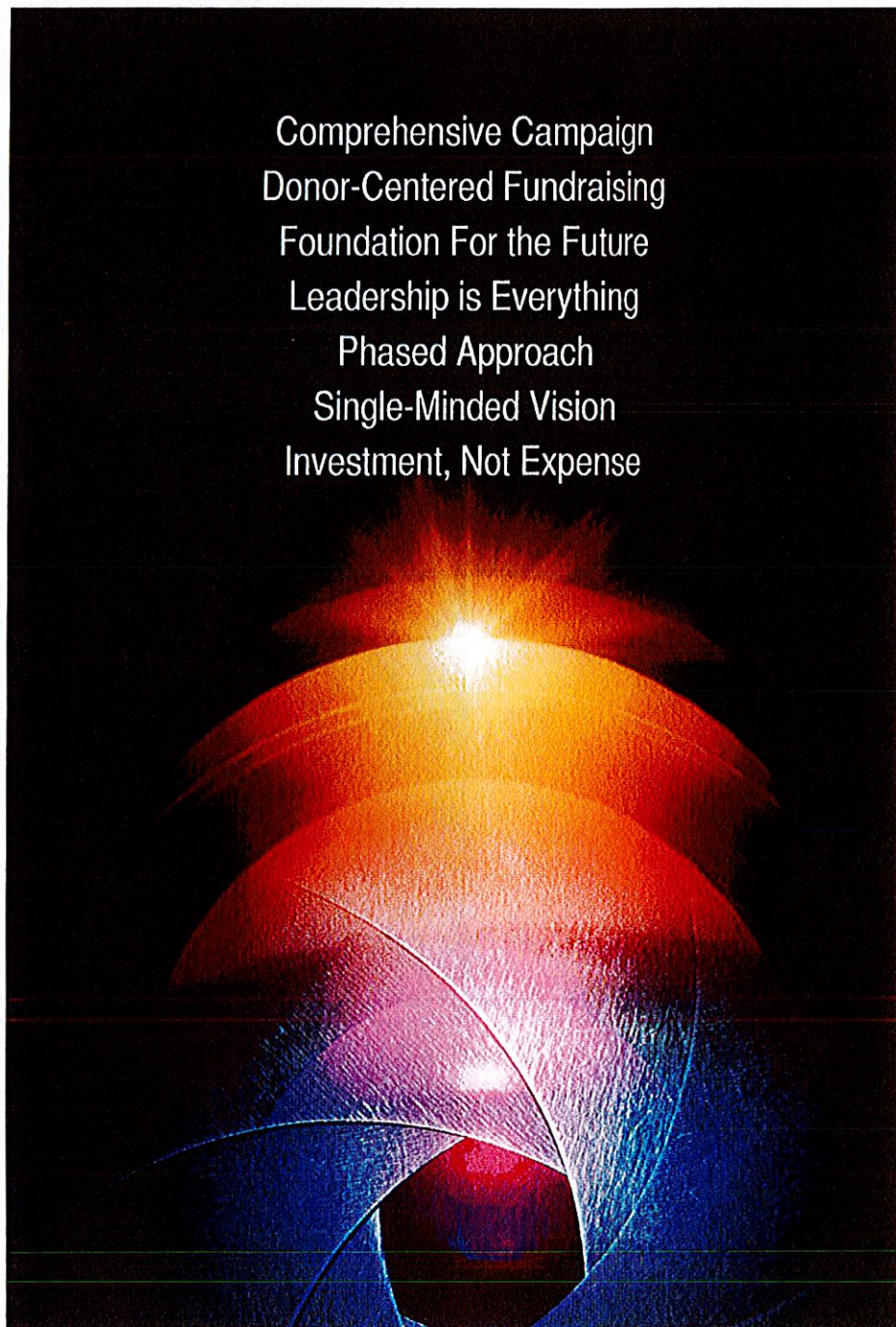
The Giving Society





Key Elements

Comprehensive Campaign
Donor-Centered Fundraising
Foundation For the Future
Leadership is Everything
Phased Approach
Single-Minded Vision
Investment, Not Expense





Donor-Centered Fundraising

These are some fundraising realities under which volunteers and staff will be labouring to succeed in the future:

- A significant percentage of our most generous donors will die in the next decade;
- Corporate giving in real dollars is declining, not growing;
- The demand for well-trained and experienced fundraisers far outstrips the available supply today;
- Volunteer leadership in fundraising is seriously underdeveloped, and the talents of our volunteer leaders are too often misdirected.

The energy of fundraising professionals and volunteers cannot continue to be weighted in the task of securing more and more donors. More emphasis must be placed on increasing the philanthropic value of the donors who are already giving, while ensuring a more reasonable level of donor acquisition in the future.

A dramatic increase in charitable giving is possible if current methodologies for raising money give way to Donor-Centered Fundraising and communication.

Donor-Centered Fundraising is an approach to raising money and interacting with donors that acknowledges what donors really need, and put those needs first. This method of fundraising impacts revenue potential in three ways.

First, it retains more donors for a longer period of time, giving them time to develop their own philanthropic resiliency.

Second, it causes more donors to give increasingly generous gifts.

Third, it raises the performance of even the most active and loyal donors to a new standard. Donor-Centered Fundraising aims its sights at our two worst enemies in fundraising – attrition and stagnation.



Foundation for the Future

The need for participation of senior level volunteers as leaders in the process of fund raising has never been more important. The careful identification, invitation, solicitation and education of potential volunteers, including a description of our expectations, are the very basis of a successful development.

The vehicle we choose for their involvement must carry prestige and responsibility.

Our leaders are the launching point for our advancement program.

They provide leadership by the support they give and get, by the doors they open, and by the information they provide.

The Board of Directors of ACF has the opportunity to invite an outstanding group of men and woman to assist them with the development of financial resources necessary to support the mission and goals of the institution. ACF cannot grow without credibility, a public perception that is greatly affected by the quality of voluntary leadership.

Our Leadership is the Foundation for ACF.



Leadership isn't the most important thing...

Campaigns continue to be won in spite of these challenging economic times. Success is realized when organizations determine to forge ahead, but proceed with powerful and influential leadership. Success awaits those organizations unwilling to compromise with anything less than the best.

Even in a more robust economic time, many organizations find great difficulty in recruiting the right leadership. If they settle for less than the best, their campaigns are flawed from the beginning.

Some decide that instead of securing the very best person, it is more expedient to settle for those "willing to take". This usually means an individual who doesn't bring everything you hoped for - but is available. You must not allow yourself to fall into this tempting snare.

Your campaign will only be as successful as the leadership you enlist. Selecting and recruiting precisely the right person to head your campaign program is the most important decision you can make. Never settle for second best.

Once you have identified a perfect candidate, a careful and thoughtful approach must be orchestrated that ensures their acceptance. It requires as much care, as you would give in soliciting a lead gift.

Determine the most formidable team to call on the person. Keep in mind, recruiting the right person is truly the most important gift of the campaign.

Prepare a job description that describes what the person needs to bring to the position. What are the duties? how much time is required? What support will be given by your staff and organization? But of greater importance, how will this campaign impact those you serve?

Leadership is Everything

Think back to the most successful campaigns I've been associated with and the most effective campaign chairperson engaged in those programs. I've learned a lot. Over the years, I find these are messages you want to convey to your potential chairperson in securing his or her appointment.

No other organization is better positioned to provide its services and touch lives in the way yours does. This campaign will significantly impact those we serve and the institution's greater community.

We are convinced the campaign is winnable. Our study shows that.

We will never reach our greatest level of success without this person's personal involvement. Our study shows that.

Because of this person's status and the regard he or she enjoys, the chair will be able to recruit volunteers and key members for leadership. Our study shows that.

You will certainly need to add other insights as appropriate for your situation. However, by adhering to this outline you are providing what leaders are looking for today to determine their willingness to chair a campaign.

When we call on a possible chair, I like telling them we are not just looking for just anyone. You have taken great care and deliberation in the selection. It is not merely filling a position, but their personal involvement will significantly enhance the final outcome of the campaign.

Nothing will do more to ensure the success of your campaign than recruiting the right chair.

CORPORATE MEMBERS

CORPORATE TITLE
NAME
Title in Community or Business

CORPORATE TITLE
NAME
Title in Community or Business

CORPORATE TITLE
NAME
Title in Community or Business

CHAIR

[Empty box for Chair Name]

Name
Title in Community or Business

HONORARY CABINET

Name
Title in Community or Business

Name
Title in Community or Business

Name
Title in Community or Business

VICE-CHAIR

Name
Title
Company

VICE-CHAIR

Name
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Company

VICE-CHAIR

Name
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VICE-CHAIR

Name
Title
Company

DIRECTORS

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AMHERSTBURG
COMMUNITY
FOUNDATION



MY GIFT FOR SUPPORT

For the Amherstburg Community Foundation

Please accept my gift of \$ _____ over _____ years

Amount enclosed: \$ _____ Balance due: \$ _____

Please make check payable to the **Amherstburg Community Foundation**

I wish to pay by credit card I wish to pay by direct debit My gift will be matched by my employer

AUTHORIZATION: CREDIT CARD DEBIT PAYMENT

Please charge my: VISA MASTERCARD AMERICAN EXPRESS

In the amount of: \$ _____

Please charge my card: One time Each month for _____ months Each year for _____ years

NAME _____

CARD # _____ EXP. DATE _____

ACCOUNT# _____

BANK NAME _____ DATE _____

AUTHORIZED SIGNATURE _____



Taking a phased approach to achieving goals

Crown Park recommends that the Foundation approach the campaign in Two Phases.

Phase I: July 2018 to December

The First Phase of the campaign will focus on Leadership Gifts for projects and initiatives already underway. The Plan will be to raise funds that can produce demonstrable results and measurable outcomes. The Foundation will establish a “signature event” to raise the profile and prestige of giving to a valued community asset.

Crown Park recommends that the Foundation move seamlessly from one campaign phase into the other, using the completion in the first Phase of the Campaign as a platform for fundraising in future phases.

Phase II - January 2020 - December 2022

During this Phase, the Foundation will adjust campaign strategies, strengthen marketing plans, identify new opportunities for Leadership Gifts, and invite new leaders to join the Foundation Board.

This Phase will enable leadership to fund key components of the comprehensive campaign.

Significant funds can be raised from a relatively small group of well pleased, stewarded and cultivated donors, who are close to the Foundation and understand the importance of completing the vision.



Maintaining a Single-Minded Vision

Successfully completing a campaign with an extended timeline is dependant on one thing more than any other: a strong and compelling vision for the future that stands the test of time.

In order to be resilient during times of change - both within and outside the foundation - the vision must be flawlessly conceived; widely supported and shared; clearly communicated internally and externally.

Fundraising objectives should be crafted to support this vision and create a sense of urgency surrounding the need to move Amherstburg into a new era of its history.

With considerable competition in the fundraising community the Foundation should dedicate resources to develop a unique brand. This brand should reflect the core values and mission of the organization. The foundation will need to be transparent about costs and benefits of engaging public relations activities.

Internal Communications

Crown Park believes that a targeted public relations strategy on key elements and partners will be the most effective way to deliver the multi-layered messages about the Foundation.

CROWN PARK

C O R P O R A T I O N

WHEN IT REALLY MATTERS





Philanthropy

In these times of change, philanthropic trends are changing as well. You will want fundraising counsel that will assess these trends, communicate your distinct difference from others, and move forward to define your future.

Crown Park is a full-service firm providing a complete range of marketing, management, and development counsel. We have gained our expertise over the past 30 years by being active participants and leaders in philanthropy.

Philanthropy of today is sophisticated and strategic. There is a demand by donors for accountability and a return on the investments they choose to support.

Volunteers, always at the heart of any successful campaign, are in greater demand. The future of any profitable campaign will depend on the foresight of your fundraising counsel to manage the Human Resources that your dedicated and passionate volunteers will provide.

In order to thrive in these changing times, organizations must know their constituents, and their constituents must come to know them. There must be a well-articulated strategic plan for the future, and a spirited driving force to make it happen.

Our value to you is that we are aware of these changing trends. Through our expertise, leadership and experience, we will facilitate your needs not only to survive, but to prosper in the future.

*Building solid philanthropic relationships today
will secure your dreams for tomorrow.*



Our Partnership Design

Successful fundraising requires a strategic well-orchestrated course of action that brings together full cooperation and support from staff, board members and volunteers.

At Crown Park we understand that education, participation and enthusiasm are essential in cultivating support.

First and foremost, this commitment must be reflected through the members of the organization.

Secondly, our goal is to partner the right people with your proposal, those who are passionate. They will generate the maximum degree of success for your organization.

Thirdly, we must educate others about your cause in order to facilitate a successful campaign for today, and create a strategy for giving in the future.

*At Crown Park,
we create opportunities for growth.*



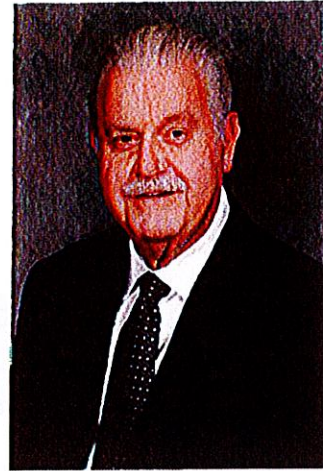
Entrepreneurial Strategic Leader

For more than three decades, we have helped organizations build productive, lasting partnerships between those who support the institution and those who guide it.

Our track record proves that CPC can meet even the most difficult challenges for organizations both small and large. We know how to build enthusiasm, cultivate support and motivate actions.

We have raised millions for annual, capital and endowment programs in Canada and the United States. Our passion for successful fundraising shows itself in our restless quest for knowledge and new approaches, our readiness to question and listen, our tireless dedication to creativity, and our consistent drive to serve our clients: immersing ourselves in their business, giving voice to their visions.

*Our success is measured
by the success of those whom we serve.*



Mr. John LaFramboise



The Budget

INVESTMENT not Expense. If we think of money in the fundraising budget as an intelligent investment in future growth instead of a regrettable expense, we can report our costs confidently.

There can be no single formula for establishing a fair cost per dollar raised across the industry, because there are simply too many variables. For instance, there are built-in cost efficiencies for organizations representing highly popular or compelling causes, or for institutions that have been in business for a long time. Just as in any other business or in personal financial planning, you must invest first in order to realize a return. The challenge is to make smart investments.

*The moment a donor's gift is first received
is the moment that the process of gift renewal begins.
This means that everything we do with that donor
is an investment in the next gift; it is not paying for the last one.*

Donors are capital assets in fundraising. In accounting terms, we think of depreciating the value of capital assets over a number of years. Donors are a development department's capital assets with a twist – they never wear out. They are a fundamental capital asset in fundraising that never depreciates – except through neglect. Just as a business includes both assets and income, so does fundraising, with the donors themselves as the assets and their gifts the income. Assets and income combined are required to get the job done.

The newly acquired donor, and not the absence of donors, is a starting point for fundraising. If we think about donors in terms of capital assets, it will eliminate the stress over the cost of acquisition while putting the onus squarely on the fundraisers' shoulders to keep donors giving for much longer.

To sustain fundraising growth, your institution must utilize the best available professional expertise and fundraising tools at their disposal. Investment in "Donor-Centered Fundraising" will be justified by its dramatic return on that investment.



Foundation

Phase One - 2018-2019

	July 1 - Dec 31, 2018	Jan 1 - Dec 31, 2019
Executive Director	9,000	18,000
Business Meetings	1,000	2,000
Research Support	2,000	3,000
Marketing	3,000	6,000
Printing	2,000	2,000
Office Supplies	1,000	1,000
Postage	1,000	2,000
Technology, Equipment & Training	1,600	2,000
Telephone	1,000	2,000
Philanthropic Counsel	18,000	60,000
Total Expenses	39,600	98,000

1. Executive Director is an independent contractor with annual contractual agreements (no benefits)

2. Research Support: professionals association membership & subscriptions to periodicals and research sites that support donor prospect research effort, screening companies, etc.

Line items within budget will be adjusted as campaign strategies are approved and delivered. Year-to-year budgets will be adjusted as we experience the success of our campaign strategy



Board Action

Our Challenge is Simple

**We don't have the resources to match
our aspirations, our opportunity, our responsibility**

There comes a moment ...
when we have the opportunity to really
matter to the community about which we really care.

There comes a moment ...
when we can help shape the destiny of the Town of Amherstburg.

There comes a moment ...
when we are no longer bit players in the wings,
but the main actors on the stage of this drama called the

Amherstburg Community Foundation.

Crown Park submits to you that this is the moment.

It is a truly magnificent invitation.

History will record your response to it.

A horizontal banner with a textured, metallic appearance in shades of brown and gold. The word "Summary" is written in a white, serif font, centered on the banner.

Summary

Our Challenge is Simple

THE CHALLENGE

- Competition for support
- Annual operating support
- Beyond survival to greatness

THE NEED

- Funds for Programs
- Funds for Youth Development
- Sponsorship of Organizations and Facilities

THE RESULT

- Fulfillment of the mission statement of The Amherstburg Community Foundation
- Achievement of the goals of The Amherstburg Community Foundation
- Excellent Donor/Relationships Capital base for future generations