

**THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH  
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE AGENDA  
TUESDAY, APRIL 23<sup>RD</sup>, 2024 @ 7:00 P.M.  
MEETING ROOM, MOUNT FOREST & DISTRICT SPORTS COMPLEX**

SUBJECT	PAGE	LEAD	ACTION
<b>Call to Order &amp; Adoption of Agenda</b>			
<p>Recommendation:            THAT the agenda for the April 23rd, 2024, Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting be accepted and passed.</p>		Chair Burke	Resolution
<b>Welcome Corporate Donor Program Volunteers</b>			
<ul style="list-style-type: none"> <li>• TBD</li> </ul>		Ray	
<b>Declaration of Pecuniary Interest</b>		Chair Burke	
<b>Minutes of Previous Meeting</b>			
<p>Accepted by Council at the April 22, 2024 Meeting of Wellington North Council</p> <p>Recommendation: THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the April 2, 2024, committee meeting.</p>	001	Chair Burke	Resolution
<b>Staff Report</b>			
<p>C&amp;ED 2024-007 Corporate Donor Program Fundraising Materials</p> <p>Recommendation:</p> <p>THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive Report C&amp;ED 2024-007 on the Corporate Donor Program Fundraising Materials;</p> <p>AND THAT the Committee approve the Canvassing Guide, Donor Presentation and Corporate Donor Brochure as presented;</p> <p>AND THAT the Committee provide Staff direction on which quote to accept for the printing of the Corporate Donor Brochure as well as for the printing of presentation folders;</p> <p>AND FURTHER THAT funds to cover these expenses will come out of the Mount Forest Ad Hoc Advisory Committee Bank Account.</p> <p>Attachments included in report:</p> <ul style="list-style-type: none"> <li>- Attachment A – 2024 Aquatics Canvassing Guide</li> <li>- Attachment B – 2024 Corporate Donor Presentation</li> </ul>	004	Mike	Resolution
	007		

<ul style="list-style-type: none"> <li>- Attachment C – Corporate Donor Brochure</li> <li>- Attachment D – Presentation Folder</li> <li>- Attachment E – Print One quotes</li> <li>- Attachment F – ampersand quotes</li> </ul>	<p>023 036 039 041</p>		
<b>Business Arising from the Minutes</b>			
<p>Corporate Donor Update</p> <ul style="list-style-type: none"> <li>• Schedule visits and next steps</li> </ul>		<p>Ray</p>	
<b>Items for Consideration</b>			
<p>Financial Update</p> <p>Donations received since last meeting.</p> <ul style="list-style-type: none"> <li>• Update since last meeting</li> </ul> <p>Recommendation:</p> <p>THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the verbal financial update.</p>		<p>AI</p>	<p>Resolution</p>
<b>Other Business/Roundtable</b>			
<b>Next Meeting Dates</b>			
<ul style="list-style-type: none"> <li>•</li> </ul>		<p>Chair Burke</p>	
<b>Adjournment</b>			
<p>Recommendation:</p> <p>THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of April 2<sup>nd</sup>, 2024, be adjourned at _____ p.m.</p>		<p>Chair Burke</p>	<p>Resolution</p>

THE CORPORATION OF THE  
TOWNSHIP OF WELLINGTON NORTH  
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES  
APRIL 2, 2024 @ 7:00 P.M.  
MEETING ROOM, MOUNT FOREST & DISTRICT SPORTS COMPLEX

001

Committee Members Present:

Sherry Burke, Councillor, Chairperson  
Laurie Doney, Public Member  
Vern Job, Lions Member  
Al Leach, Lions Member  
Jessica McFarlane, Public Member  
Penny Renken, Councillor

Regrets: Ray Tout, Lions Member

Staff Present: Madalyn Ellis, Administrative Assistant  
Mandy Jones, Manager of Community and Economic Development  
Dale Small, Economic Development Officer  
Mike Wilson, Community Development Coordinator

Guests: Dr. Bob McFarlane, Louise Marshall Hospital Foundation  
Amy Van Huss, Louise Marshall Hospital Foundation  
Deb David, Guest of Chair Burke

**CALLING THE MEETING TO ORDER:** Chair Burke called the meeting to order at 7:00 p.m.

**ADOPTION OF THE AGENDA**

RESOLUTION: MFA 2023-034  
Moved: Member Leach  
Seconded: Member Job

THAT the agenda for the April 2, 2024, Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting be accepted and passed. CARRIED

**WELCOME NEW WELLINGTON NORTH TEAM MEMBERS**

- Manager of Community and Economic Development
- Community Development Coordinator

Mandy Jones and Mike Wilson have joined the committee as staff. Mandy assisted the committee in 2019 with the Mount Forest Splash Pad project. Mike Wilson formerly worked in the community with the Mount Forest Confederate. Both are looking forward to supporting the Committee in their fundraising efforts.

**WELCOME GUESTS**

- Louise Marshall Hospital Foundation
  - Amy Van Huss
  - Dr. Bob McFarlane

Bob & Amy provided insight related to fundraising strategies used by the Louise Marshall Hospital Foundation (LMHF). This included a background of the project such as goals, timeframes, and strategies. The LMHF had approximately 8-10 members which met every 2 weeks. As the project

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002

went on, it was important to take longer breaks between meetings to allow members to come back refreshed. This also included adding new members part way through the project for a fresh approach.

They trained multiple times as a team to ensure that everyone that met with donors provided the same presentation, message, and answers to questions. The LMHF presentation included a video featuring hospital staff and community members giving personal endorsement for the project, as well as an overview of the community. Strong emphasis on consistency in presentations and having a secure plan from the start. Advice surrounding members' need to be flexible to fit into schedules of donors was provided.

Possible donors were identified and assigned to members of the LMHF team who were responsible for approaching and presenting to the donors on their assigned list. Regular meetings allowed members to update on donor presentations, share results, and hold each other accountable for meeting their donor assignments. LMHF approved pledges over a 3–5-year span. With donors who extended their pledge over multiple years or possible donors who did not give a direct answer, follow up was immensely important, both phone calls and in person visits.

Members asked how the LMHF was able to continue their drive despite being told 'no.' McFarlane and Van Huss stated the committee must maintain success on top of the losses. Focus on the positives and work together to prepare a different approach for future meetings.

Member Leach inquired about the administrative side of the project to gain clarification of staff's role in the committee. It was important for the LMHF administrative staff to maintain organization and involvement in their committee. Staff and the finance team will work together to ensure accuracy and consistency.

Members of the Mount Forest Aquatics Ad-Hoc Advisory Committee are interested in including a video in their presentation. The committee had discussion surrounding a mail out campaign as part of their fundraising campaign.

**WELCOME CORPORATE DONOR PROGRAM VOLUNTEERS:**

Ray Tout was absent from the meeting and Chair Burke introduced Deb David who has indicated interest in joining the fundraising team in some capacity.

**DISCLOSURE OF PECUNIARY INTEREST:**

No pecuniary interest declared.

**MINUTES OF PREVIOUS MEETING:**

Received by council at the February 12, 2024, Meeting of Wellington North Council

RESOLUTION: MFA 2023-035

Moved: Member McFarlane

Seconded: Member Doney

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the January 30, 2024, committee meeting. CARRIED

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**STAFF REPORT: C&ED 2024-007 Corporate Donor Program Fundraising Materials**

Review of the staff report and materials provided with the agenda will occur at the April 23<sup>rd</sup> meeting. Committee members are to review the package and come to next meeting with feedback. The committee is also encouraged to bring volunteers and to follow up with connections who have previously shown interest in participating with the committee.

**BUSINESS ARISING FROM THE MINUTES:**

No additional update.

**ITEMS FOR CONSIDERATION:**

**Financial Update**

Bank account currently has a balance of \$15,562. Member McFarlane presented \$60 cash to be added from the Flocking event.

RESOLUTION: MFA 2023-036

Moved: Member Job

Seconded: Member Doney

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the verbal financial update. CARRIED

**OTHER BUSINESS/ROUNDTABLE**

Member Job presented the committee with a donation from mothers of past lifeguards of the Mount Forest pool. The donation of \$2,000 had originally been fundraised for starting blocks. The donation was presented to Member Job by Linda McArthur and Krista Ferrier.

A reminder from Member McFarlane about new Youth Sweaters (sizes S - L) and Crew Neck sweaters (sizes S – XXL). Will be available on Shop Wellington North shortly. Member McFarlane would also like more traction in swag sales as well as more presence on the committee's social media pages.

The committee was pleased to hear Mike Wilson and Member McFarlane's interview on 88.7 The River.

**NEXT MEETING**

Tuesday April 23<sup>rd</sup> at 7:00pm, Mount Forest & District Sports Complex, Meeting Room

**ADJOURNMENT**

RESOLUTION: MFA 2023-037

Moved: Member McFarlane

Seconded: Member Leach

THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of April 2, 2024, be adjourned at 8:37 p.m. CARRIED



## TOWNSHIP OF WELLINGTON NORTH

TO: Mount Forest Aquatics Ad Hoc Committee

DATE: 2024-03-05

MEETING TYPE: Open

SUBMITTED BY: Mike Wilson, Community Development Coordinator

REPORT #: C&ED 2024-007

REPORT TITLE: Corporate Donor Program Fundraising Materials

### RECOMMENDED MOTION

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive Report C&ED 2024-007 on the Corporate Donor Program Fundraising Materials;

AND THAT the Committee approve the Canvassing Guide, Donor Presentation and Corporate Donor Brochure as presented;

AND THAT the Committee provide Staff direction on which quote to accept for the printing of the Corporate Donor Brochure as well as for the printing of presentation folders;

AND FURTHER THAT funds to cover these expenses will come out of the Mount Forest Ad Hoc Advisory Committee Bank Account.

### PREVIOUS REPORTS/BY-LAWS/RESOLUTIONS

N/A

### BACKGROUND

At the October 24, 2023 and January 30, 2024 meetings, Mount Forest Aquatics Ad Hoc Committee meeting, the committee reviewed the Fundraising Materials – Canvassing Guide, Corporate Presentation, and Corporate Donor Brochure.

The Canvassing Guide includes a plethora of information for committee members and fundraising volunteers can use to answer any questions about the project, tips on how to meet with prospective donors, as well as job descriptions for the various positions on the fundraising committee.

The Corporate Presentation is a 13-slide PowerPoint presentation that can be used by Committee Members who are making a presentation to an organization. This presentation includes information about the project, benefits of a new outdoor pool, how to donate, and donor recognition program information.

The Corporate Donor Brochure is a tri-fold document that provides a high-level overview of the project, includes donor recognition information, and information on how to donate.

These documents are attached as appendices to this report.

## ANALYSIS

As part of the review process of these documents by Staff, it was determined that a presentation folder would be necessary to professionally present these fundraising documents to potential donors. Staff can colour print the Canvassing Guide and Corporate Presentation however the recommendation is that the Corporate Donor Brochure and presentation folder be professionally produced.

A draft of this folder is attached as Attachment D.

Staff reached out to two printers for quotes to print the presentation folder and documents – Print One in Mount Forest, and ampersand (a strategic partner of Innovative Print, formerly of Harriston). The quotes below include printing 500 copies of the presentation folder and delivery.

Quoting Company	Price
Print One	\$1,500 plus HST
ampersand (formerly Innovative Print)	\$1,178 plus HST *

\* When ampersand returned its quote, the company offered a 50 per cent discount on the printing of the presentation folders to contribute to the project, on the condition that the back of the folder contains language stating, "Printed by ampersand." Including that offered discount, the quote would be \$589 plus tax.

While Staff appreciate the offer from ampersand to support the Committee, there is a concern surrounding the optics of making presentations to local service clubs, organizations, and corporate citizens. Staff are uncertain how these local groups and businesses would react to seeing the proposed language on the back of the presentation folders, considering a downtown Mount Forest business offers the same services.

However, from a financial standpoint, ampersand does provide the lowest quoted price for the requested services.

Staff also asked both Print One and ampersand for quotes to print the Corporate Donor Brochure. The quotes include printing of 500 copies in full colour, folding and delivery.

Quoting Company	Price
Print One	\$390 plus HST
ampersand (formerly Innovative Print)	\$298 plus HST

#### CONSULTATION

Mandy Jones, Manager of Community & Economic Development

Dale Small, Economic Development Officer

#### FINANCIAL CONSIDERATIONS

Capital - none

Operating – Funds to cover these expenses will come out of the Mount Forest Ad Hoc Advisory Committee Bank Account. Amount depends on the direction provided to Staff.

Staffing Implications - none

#### ATTACHMENTS

Attachment A – Canvassing Guide

Attachment B – Corporate Presentation

Attachment C – Corporate Donor Brochure

Attachment D – Presentation Folder

Attachment E – Email quotes from Print One

Attachment F – Email quotes from ampersand

#### STRATEGIC PLAN 2024

- Shape and support sustainable growth  
How:
- Deliver quality, efficient community services aligned with the Township's mandate and capacity  
How:
- Enhance information sharing and participation in decision-making  
How:
- N/A Core-Service

Approved by: Mandy Jones Manager Community & Economic Development





# FUNDRAISING CANVASSING GUIDE

**Ray Tout**

Fundraising Officer, Corporate Donor Relations  
Mount Forest Aquatics Ad-Hoc Advisory Committee

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## BACKGROUND

The Mount Forest Aquatics Ad-Hoc Advisory Committee and Township staff support this fundraising plan and believes it provides us with the best chance of success. The fees associated with external fundraising support are beyond the scope of this committee and would still heavily rely on internal efforts. Focusing on the ideals from the fundraising professionals, the committee, Township Council, and Staff have recommended moving forward with a fully internal approach, while utilising the ideals presented by professional fundraisers. This approach involves an 18-month cycle to accomplish the goal of raising \$2.5 Million to contribute to the construction of a new outdoor pool in Mount Forest.

## TIMELINE

<b>Fall 2023</b>	Township Council reviews detailed design, updated cost estimate and approves committee recommended Internal Fundraising approach.
<b>December 2023</b>	Council confirm taxpayer financial contribution as part of the 2024 Capital Budget process
<b>Winter 2024</b>	Council confirm taxpayer financial contribution for 2025 and future Capital Budgets.
<b>At the Oct. 10, 2023, meeting of Wellington North Council it was approved that once 80% of the \$2.5 million Fundraising Target has been met, the Mount Forest Aquatics Ad-Hoc Advisory Committee would initiate a motion to council, to direct staff to:</b>	
<b>TBD</b> Fall 2024	Instruct Architect to complete construction design and specification for tendering package. (Approximate 4-month task to complete.)
<b>TBD</b> Spring 2025	Council decision on increased financial funding from the original \$5.3 million cost estimate based on the updated cost estimate
<b>Also, at the Oct. 10, 2023, council meeting it was approved that once 100% of the \$2.5 million Fundraising Target has been met, the Mount Forest Aquatics Ad-Hoc Advisory Committee would initiate a motion to council for the following to take place.</b>	
<b>TBD</b> Spring 2025	Council decision for final financial contribution for future capital budget
<b>TBD</b> Summer/Fall 2025	Tender to be issued
<b>TBD 2026</b>	Construction to commence
<b>TBD 2026</b>	Completion of Construction
<b>TBD 2027</b>	New Mount Forest Outdoor Pool and Aquatics Centre opens for its inaugural season.

## KEY INFORMATION

### LOCATION

The future home of the new outdoor pool is east of the Mount Forest & District Sports Complex, 850 Princess Street, Mount Forest. Parking will be shared with the Mount Forest Sports Complex, east-lot.



### WHAT WE ARE BUILDING

The new pool will provide an accessible beach entry, lap swimming, a diving tank, and a kids' play area, as well as areas for swim lessons and aquafit classes. Activities can be observed from new shaded social areas on the deck, as well as spectator seating areas. The new bathhouse will include fully accessible shower and change room facilities as well as staffing and guard areas.





## HISTORY

In 2018, The Recreation Master Plan defined the need for a new outdoor pool in Mount Forest. Discussions began on where the location would be, what the new pool would look like, and why the old pool could not be adequately repaired to fit the community's needs.

While plans began to develop, they came to a quick halt in 2020 when COVID struck. All focus was now centered on getting through the pandemic and then recovery.

Our Lion Roy Grant Pool also felt the effects of the pandemic. The two years of remaining closed further damaged the pool structure and when it came time that we could re-open, there was no way to do so safely for the public.

Once the pool was deemed unsafe, staff, community, and council put new focus on the need for a new outdoor pool and plans began once again for this capital project.

During the winter and spring of 2022, staff worked with Architects Tillmann Ruth Robinson Inc. to develop conceptual designs. This brought about three conceptual drawings that were put to public consultation through a survey in April of 2022. The survey had more than 120 community responses, which ultimately led staff and council to choose the current design.



Building on the success with the MacDonald-Schwindt Lions Splash Pad, the Mount Forest Aquatics Ad-Hoc Advisory Committee helped to lead discussions for community input and involvement and to provide design recommendations and are now taking the lead on the fundraising program.

## **CURRENT STATUS OF THE PROJECT**

On Oct. 10, 2023, Wellington North Council received a report from Tillman Ruth Robinson Architects which provided an update on the detailed design and costing for the project. The present construction cost is estimated at \$5,372,860.

At the same meeting council approved an 18-month internal led fundraising plan as supported by the MF Aquatics Committee. Timeline/schedule follows:

### **July – September 2023                      (three months)                      Pre-campaign planning**

- Research external/professional fundraising approaches.
- Investigate grant opportunities & discussion with GrantMatch.
- Draft donor recognition scales
  - Corporate Donations Brochure
  - Friends/Community level under design
- Study preparations, finalize detailed design and updated costs.
  - Various fundraising approaches considered.
  - Detailed design and updated costs completed.
- Finalize assignment & approval of key positions for Campaign Committee
  - Councillor Burke:        Fundraising Director
  - Ray Tout:                Fundraising Officer – Corporate Donor Relations
  - Vern Job, Al Leach, & C.O. Fundraising Officers – Community Donor Relations  
   Shelley Weber
  - Jessica McFarlane    Media & Social Media Coordinator
- Council approve staff/committee recommended fundraising plan and next steps including recruitment of a Community Development Coordinator to support.

### **October – December 2023                      (three months)                      Preparation Phase**

- Complete recruitment of volunteers and training of Corporate Donor Relations Team, finalize job descriptions, roles, and responsibilities.
- Develop & Finalize:
  - Corporate Donor Presentation
  - Corporate Donation Program Recognition Brochure
  - Donations process and tax receipts/corporate donation receipt
  - Volunteer canvassing guide.
  - List of donors to be approached.
  - Campaign schedule/plan and budget,

### **Jan. 2024 – December 2024                      (12 months)                      Campaign Implementation**

Expectation is that the campaign implementation/canvassing phase will take place over a 12-month period. During the “silent phase”/first six months we will focus on Corporate/Potential large donors. The Corporate Donor Relations team will canvass all donors to be approached for major level donations. This targeted approach will be critical to the success of the overall campaign and the more open/public phase of the campaign, led by the Community Donor Relations Team will commence summer 2024.

## FAQs THAT YOU MIGHT RECEIVE DURING CANVASSING

### 1. Why is the price tag so big?

Pool construction is a special trade with a limited number of contractors to bid and complete the work. Construction costs, including materials, has inflated substantially over the last number of years.

For comparison's sake, the City of Burlington just rebuilt their outdoor pool, at the price of nearly \$7 million. This pool is bigger than the outdoor pool proposed in Mount Forest but did not include any buildings. The \$7 million is for the pool and pool deck only.

Similarly, the City of Welland is reconstructing their outdoor pool at a cost of \$6.57 Million, for the pool and deck only.

### 2. Why is it an outdoor vs an indoor pool?

In terms of indoor pools, the closest public facilities are located in Fergus, Wingham, and Hanover, generally a 20 to 30-minute drive for most residents. Despite some interest expressed by residents through the online survey, indoor pools are seldom provided by small to mid-sized communities. Municipal indoor pools require annual subsidies typically ranging > \$500,000\* depending on the type of pool and the market it serves. Furthermore, depending on site and pool design, construction costs could exceed \$10 million\*.

One alternative that has been raised by the public is the potential long-term enclosure of an outdoor pool; this option has been studied by many municipalities, and very few projects have been found to be financially or operationally feasible.

In either case, the development of an indoor swimming pool would require substantial fundraising and would result in a sizable tax increase for residents. From our experience, the Township lacks the population and tax-base to offset these substantial costs, especially the ongoing operating costs, thus an indoor pool is not being considered.

\*Based on data from 2018.

### 3. Why can't the old pool be fixed?

**Quick Answer:** Due to the extent of the repairs required to the pool itself, the complete rebuild required for the building, the lack of a parking lot and parking space, and the previous decisions and opinions from the public, council and staff members, the decision was made to rebuild the pool in a more suitable location that could adhere to all safety and accessibility standards.

**More Detail:** The original pool was built in the late 1950s. There was an addition to the pool and upgrades made in 1967 with the assistance of funding provided by the Mount Forest Lions Club.

The pool and bathhouse have surpassed their functional lifespan.

In January 2016, concerns about the Mount Forest Lion Roy Grant Pool were reported on, primarily the condition, engineering concerns, and repairs that were required. Discussions began in April 2016 about rebuilding the pool in an alternate location.

As part of the 2018 Recreation Master Plan, recommendation 36 provides the following: Replace the Lion Roy Grant Pool with a new outdoor pool in Mount Forest, potentially at the Campbell deVore Park / Mount Forest & District Sports Complex, with the assistance of community fundraising.

Further to the Recreation Master Plan recommendation, at the March 11, 2019, meeting of Council, the following resolution was carried:

THAT the Council of the Corporation of the Township of Wellington North approve the location for the new Mount Forest Pool as east of the Mount Forest and District Sports Complex, off Princess Street, as outlined on the attached aerial image.

In 2021, at the March 8, 2021, meeting of Council, Council received the minutes of the March 2, 2021, of the Recreation, Parks, and Leisure Committee which included:

THAT Council of the Corporation of the Township of Wellington North direct staff to proceed with a request for proposal for the design of the Mount Forest Outdoor Pool as recommended by the Recreation, Parks, and Leisure Committee.

The existing pool cannot pass a public health inspection, it would require a rebuild and update to the machinery. On June 7, 2022, Wellington-Dufferin Guelph Public Health conducted an inspection of the Mount Forest outdoor pool. During this inspection three major violations were reported, resulting in a high-risk rating. These infractions were:

1. General Area - Deck and walls maintained in a sanitary condition and free from potential hazards [Sec. 6(6)]

Public Health advises pool not to open until a structural assess of the integrity of pool under and behind liner to assess safety concerns of pool structure.

Maintain wall surfaces free from potential hazards.

Remove hazards immediately.

2. General Area - Pool deck, sanitary facilities, dressing and locker rooms, water closets, showers and adjoining areas kept in a safe and sanitary condition [Sec. 11(1)]

Maintain pool and deck free from hazardous obstructions.

3. Operation / Circulation - All components of the pool are maintained in proper working order [Sec. 6(3) and Sec. 6(6)]\*

PHI noted past problems with return skimmers in shallow end which adversely affects the turnover rate and filtration of the shallow area of the pool.



Confirmation must be provided to indicate that water volume of pool is turned over four times every 24 hours in all parts of the pool.

Ensure the recirculation system is maintained in good working order.

Ensure the pool is treated with chlorine, a chlorine compound, or a bromine compound by means of a chemical feeder, and is maintained so that the minimum water chemistry requirements are met in every part of the pool at all times during the daily use period [Sec. 7(8)]

\* Item 3 cannot be tested until the pool liner is repaired.

Requirements for municipal buildings to adhere to accessibility standards would have made the building at the old pool unusable by 2024. The building would have had to be torn down and rebuilt.

There is no parking available at the old site. It is also located between two busy highways, Highway 6 and Highway 89, which could pose a safety risk for young patrons.

#### **4. How much of the property tax increase is for the pool?**

Based on a \$300,000 home, which is the average MPAC assessment of Wellington North residential dwelling, the tax increase that is specific to the pool is \$60 per year.

The tax increase that relates to the pool will vary with MPAC assessments. If the property is assessed lower than \$300,000, the levy dedicated to the pool will be lower than \$60 per year and vice versa, if higher than \$300,000 the increase will be higher than \$60 per year.

## FUNDRAISING STRATEGY AND BUILDING RELATIONSHIPS

**1. Understand Your Goal:** All members of the Corporate Donor Relations team need to clearly understand the detailed design of the new pool as well as the cost estimates. You may be asked why the pool is “so much” at \$5.3 million. You may also be asked why it is an outdoor pool as opposed to an indoor pool, or even why do need a pool at all. Ensuring that you have the knowledge and understanding to answer these questions, and any others that may come up, is essential. Our goal is to provide our community with an aquatics facility that will, through programming, provide physical, mental, social, and rehabilitation, for the overall wellbeing of the community. Our goal is to raise \$2.5 million by the end of 2024 to ensure that the outdoor pool will open for the 2027 season.

**2. Research Potential Donors:** The first step involves creating a list of potential donors. This can be done through social media platforms, referrals, and local business directories. Once the team has identified potential donors, research is required to better understand their interests in aquatics and philanthropic priorities. This will help the team tailor our pitch to show how supporting the new MF Aquatics Centre aligns with their values and interests. You should also have an awareness of their capacity to donate, this will help you decide the amount that you will ask of the donor.

**3. Develop a Proposal:** Create a compelling, tailored proposal that clearly outlines why a new pool is necessary and how the donor’s support will advance the mission for the construction of the pool. Be clear about what you’re asking for. By using a targeted, personal approach, fundraisers significantly increase the likelihood of securing meaningful contributions as well as fostering long-term relationships with constituents.

**4. Make the Ask:** Arrange a meeting with the decision-makers at the corporation or organization. In most cases this should be an in-person formal presentation or an in-person informal conversation regarding the new MF Aquatics Centre. Use this opportunity to present our proposal and explain why their support is crucial to our community.

**5. Follow Up:** Within a few days after the meeting, follow up with the potential donor with an email or phone call to thank them for their time and consideration. This is an opportunity to reiterate the key points of your proposal as well as answer any questions. If you don’t hear back from, don’t give up! Be consistent and provide regular updates on the progress, achievements, and challenges. You want to ensure that potential donors are kept engaged and informed, showing your excitement for this project.

**6. Maintain the Relationship:** When receiving a donation, ensure you keep the donor updated on how their donation is making a difference. With large donations, you will need to work with the donor to ensure that the proper recognition is identified. All potential donors and donors alike, need to keep updated on the progress of the project and fundraising efforts. This could be through regular reports, newsletters, or personal emails. This helps maintain a positive relationship and could lead to future support. You should always highlight how donations will benefit the community.

## JOB DESCRIPTIONS

### 1. Fundraising Officer - Corporate Donor Relations (Ray Tout):

**Job Description:** The Fundraising Officer – Corporate Donor Relations is responsible for developing and implementing strategies to secure donations from corporations and potential large donors. They manage relationships with corporate partners and identify new potential donors.

Acting as the Fundraising Officer for the Mount Forest Aquatics Fundraising Steering Committee, the Corporate Donor Relations Officer (CDRO) will promote awareness of the Aquatics Committee mission while planning, coordinating, and executing the delivery of the fundraising program. The Officer will develop and implement a corporate fundraising strategy and will identify potential corporate donors and conduct outreach. They will coordinate and execute fundraising campaigns to meet the MF Aquatics fundraising targets.

The ideal candidate is a motivated person, who possesses excellent communication, interpersonal, research, customer service, and organizational skills and is well known within the Northern Wellington & Southern Grey business community. The individual will be passionate about the MF Aquatics Centre Fundraising Goal and will represent the team to internal and external stakeholders with professionalism and integrity. This person must also be able to collaborate equally well with Wellington North council, staff, and fundraising Steering Committee.

#### **Responsibilities:**

- Develop & implement corporate fundraising strategy for the MF Aquatics Centre
- Recruit Fundraising Volunteers for the Corporate Donor Relations Team
- Oversee a small team of volunteer fundraisers and provide leadership & direction.
- Ensure proper training is provided to the volunteer fundraisers.
- Approve the Canvassing Guide, Corporate Donor presentation and all other written fundraising and outreach materials.
- Identify potential corporate and large donors and conduct outreach.
- Research Potential Donors & develop a corporate contact strategy.
- Conduct outreach & schedule in-person meeting.
- Develop The Proposal/presentation & Make The Ask
- Follow Up, Maintain the Relationship.
- Maintain a database of donors, track gifts, and fulfill reporting requirements to all stakeholders.
- Develop and build relationships with key partners, supporters, donors, and potential funders to maximize opportunities for income generation.
- Coordinate with the finance team to process donations and generate reports.
- Prepare and deliver reports and presentations.
- Proactively pursues alternative sources of funding opportunities.
- Represent the MF Aquatics Fundraising Team at corporate events and meetings.

## 2. Fundraising Volunteers - Corporate Donor Relations Team:

**Job Description:** The Fundraising Volunteers – Corporate Donor Relations Team (CDRT) are part of a crucial role for the Mount Forest Aquatics Fundraising Team. The Corporate Donor Relations Team will assist the Fundraising Officer in securing donations from corporations and large donors.

The Fundraising Volunteers help in various fundraising activities and events. Aligning with the MF Aquatics Fundraising plan, they will also support the Fundraising Officer Corporate Donations in looking / prospecting for new grants and other opportunities to generate donations.

The Fundraising Volunteers will assist in identifying potential corporate donors. They will update and manage the fundraising grants and foundations database. In support of the Fundraising Officer, they will also participate in corporate presentations and fundraising meetings.

The ideal candidate is a motivated person, who possesses excellent communication, interpersonal, research, customer service, and organizational skills and is well known within the Northern Wellington & Southern Grey business community. The individual will be passionate about the MF Aquatics Centre Fundraising Goal and will represent the team to internal and external stakeholders with professionalism and integrity.

### Responsibilities:

- Attend and complete all training as requested by the Fundraising Team
- Attend meetings organized by the Corporate Donor Relations Fundraising Officer to identify and research potential corporate and large donors.
- Become familiar with the techniques of solicitation either by attending a group or one-on-one orientation with members of the Corporate Donor Relations Team.
- Keep in communication with the Corporate Donor Relations Fundraising Officer regarding progress of fundraising calls.
- Suggest new prospects of volunteer canvassers on an on-going basis.
- Working with and in support of the Corporate Donor Relations Fundraising Officer
  - Conduct outreach, schedule and participate in in-person meeting.
  - Develop The Proposal/presentation & Make The Ask
  - Make appropriate follow-up with prospective donors after The Ask to ensure all questions are answered and the donation received.
  - Ensure donors are provided with the proper recognition as per the Donor Brochure and Recognition Program
- Coordinate with the finance team to process donations and generate reports.

## SUCCESSFUL FUNDRAISING

“A good fundraiser requires three-character traits as much as any set of skills. These traits are first, a **belief** in the cause for which you are raising money and the ability to maintain that belief during defeats, tedious tasks, and financial insecurity; second, the ability to have **high hopes** and low expectations, allowing you to be often pleased but rarely disappointed; and third, **faith** in the basic goodness of people. While fundraising is certainly a profession, people who will raise money for any kind of group are rarely effective. Fundraising is a means to an end, a way to promote a cause, a very necessary skill in achieving goals and fulfilling missions.” – Kim Klein, Grassroots Fundraising

**Align the interest of each individual donor and incorporate into the personalized pitch.** For example, if a potential donor is interested in youth development, highlight how aquatics programs help young people build confidence, teamwork, and leadership skills. If they are interested in health and fitness, talk about how aquatics is a great way for people of all ages to stay fit and healthy. If they are interested in community development, discuss how your aquatics programs bring the community together and provide opportunities for local youth. If they are interested in education, explain how participation in aquatics can lead to scholarships or other educational opportunities.

Remember, fundraising is about building relationships. Be patient, persistent, and always communicate the impact of their donation on our community.

## MEETING WITH POTENTIAL DONORS

Arranging a meeting with potential donors and presenting your proposal effectively is a crucial part of the fundraising process. Here are some steps to guide you:

**1. Initial Contact:** Reach out to the potential donor via email or phone call. Express your admiration for their work or philanthropic efforts and mention that you believe they might be interested in the benefits that a new outdoor pool in Mount Forest brings to the community. Ask for a meeting to discuss potential collaboration.

**2. Scheduling the Meeting:** If they agree to a meeting, be flexible with the timing and location. Make it as convenient as possible for them. Confirm the date, time, and location in writing (via email).

**3. Preparing for the Meeting:** Before the meeting, prepare your proposal and practice your presentation. Make sure you can clearly articulate the mission of your aquatics program, its impact, and how the potential donor's support can make a difference.

**4. During the Meeting:** Start by thanking them for their time. Briefly introduce your organization and its mission. Present your proposal, focusing on the aspects that align with the donor's interests. For example, if they're interested in community development, highlight how your aquatics program brings the community together.

**5. Explaining Benefits:** Explain how supporting your Aquatics Committee can benefit them. This could include positive publicity, fulfilling corporate social responsibility, tax benefits (if applicable), and the opportunity to make a tangible difference in the community.

**6. Addressing Questions or Concerns:** Be prepared to address any questions in relation to the construction of the pool or concerns they might have. Provide clear, concise answers.

**7. Closing the Meeting:** End the meeting by expressing your appreciation for their time and consideration. Let them know you'll follow up with them and provide any additional information they need.

Be genuine, passionate about your cause, and respectful of the potential donor's time and interests.

# HOW TO MAKE A DONATION

## Single Payment Donations:

- Cheque Payable to the Township of Wellington North
- E-transfers to [accounting@wellington-north.com](mailto:accounting@wellington-north.com)

Note: include “**donation to MF Aquatics**” in e-transfer message/cheque memo

## Multiple Payment Donations:

- Donations greater than \$10,000 can be made over a three-year period. Post dated cheques, in equal payments, can be made as follows:
  - 2024 payment when pledge is made.
  - 2025 payment dated March 15, 2025.
  - 2026 payment dated March 15, 2026.
  - Cheque Payable to the Township of Wellington North

All donations over \$25 are eligible for a donation receipt. Personal donations will receive an income tax receipt and corporate donations will receive a corporate donation receipt. To receive a donation receipt and/or to have donations recognized, the Donor Team requires certain information. This information can be provided on the form on the back of the donor recognition brochure and mailed to The Township of Wellington North, 7490 Sideroad 7 West, P.O. Box 125, Kenilworth, ON, N0G 2E0.



### Current Pool Status

The Mount Forest Aquatics Ad-Hoc Advisory Committee was formed to help lead discussions for community input and involvement, provide design recommendations, and lead the fundraising initiatives of a new outdoor pool in Mount Forest.

Now that there is a Council-approved location and design for the pool, we, the Ad-Hoc Advisory Committee, are commencing fundraising initiatives to ensure the completion of this vital community asset. **We are counting on your generosity to help us reach our \$2.5 million goal!**

*"Giving is not just about making a donation. It is about making a difference."*  
— Kathy Calvin



### Donor Recognition

All donations over \$25 are eligible for a tax receipt alongside a thank you card. Donations greater than \$1,000 are eligible to receive additional recognition as follows:

Value	Scale	Recognition
\$1,000 – \$9,999	<b>Friends</b>	Friend of Aquatics Centre Name Plaque
\$10,000 – \$24,999	<b>Bronze</b>	Choice of Item from Bronze Level Scale *
\$25,000 – \$49,999	<b>Silver</b>	Choice of Item from Silver Level Scale *
\$50,000 - \$99,999	<b>Gold</b>	Choice of Item from Gold Level Scale *
\$100,000 +	<b>Platinum</b>	Choice of Item from Platinum level scale **
\$500,000 +	<b>Diamond</b>	Name on Aquatics Centre **

\* For 20 years or the lifespan of the item, whichever is shorter.  
\*\* 20-year agreement.

### Level Scales

#### Bronze Level

\$10,000 - \$24,999

- Service Lane
- Trellis
- Bathhouse
- Planting Bed(s)
- Sunshades (5)
- Perimeter Tree Plant(s)

#### Silver Level

\$25,000 - \$49,999

- Beach Entry
- Pathway to Bleachers
- Shower Deck
- Pathway to Complex
- Pool Stairs
- Parking Lot

#### Gold Level

\$50,000 - \$99,999

- Bleachers
- Changerooms (2)
- Guard Chairs (2)
- Diving Board

#### Platinum Level

\$100,000+

- Swim Lane 1
- Swim Lane 2
- Swim Lane 3

# **SOCIAL MEDIA AND FUNDRAISING**

## **1. Importance of social media in fundraising:**

**Reach and Engagement:** Social media platforms have a wide reach and high engagement rates, making them effective tools for spreading awareness about your cause and engaging with potential donors.

**Cost Effective:** social media is a cost-effective way to reach a large audience. It allows you to share updates, stories, and appeals for donations with just a few clicks.

**Building Relationships:** Social media allows for two-way communication with supporters. You can respond to comments, answer questions, and engage in conversations that build relationships and foster a sense of community.

## **2. Creating engaging content:**

**Share Stories:** Share stories about the people who benefit from the Aquatics Committee. This could include success stories, testimonials, or profiles of participants.

**Visual Content:** Aquatics lends itself well to visual content. Share photos and videos from your programs, competitions, or events.

**Calls to Action:** Encourage followers to get involved with the construction of the pool. This could be an appeal for donations, an invitation to an event, or a request to share your post.

**Updates and Achievements:** Regularly share updates about your programs and celebrate achievements. This helps supporters see the impact of their donations.

## **3. Monitoring social media metrics:**

**Engagement Metrics:** Monitor likes, shares, comments, and other forms of engagement on your posts. High engagement rates indicate that your content resonates with your audience.

**Reach Metrics:** Keep track of the number of people who see your posts. If your reach is low, you might need to adjust your posting schedule or invest in social media advertising.

**Conversion Metrics:** Track how many donations or other desired actions result from your social media posts. This helps you understand which types of content are most effective at driving donations.

Remember, social media is a powerful tool for fundraising, but it requires strategy and consistent effort. Keep experimenting with different types of content and strategies to see what works best for your organization.



# Mount Forest Aquatics Fundraising Program



## 01 Goals

Detail of how much money we aim to fundraise and how these funds will be used.

## 02 Call to Action

We encourage you to contribute. We make it clear how you can donate and what impact your donation will have.

## 03 Thank You!

We express our gratitude for your time and consideration

01

# Fundraising Goals

But first, a little introduction!

# Introduction

It's happening! The Mount Forest Aquatics Ad-Hoc Advisory Committee have worked with the Township of Wellington North Council and Staff to lead discussions for community input and now lead the fundraising initiatives to build a new outdoor pool in Mount Forest.

Members of this committee are:

<b>Councillor Sherry Burke</b>	<b>Councillor Penny Renken</b>
<b>Ray Tout</b>	<b>Al Leach</b>
<b>Jessica McFarlane</b>	<b>Vern Job</b>
<b>Laurie Doney</b>	

The location of the new Mount Forest outdoor pool will be east of the Mount Forest & District Sports Complex on Princess Street.





The new pool will provide an accessible beach entry, lap swimming, a diving tank, and a kids' play area, as well as areas for swim lessons and aquafit classes. Activities can be observed from new shaded social areas on the deck, as well as spectator seating areas. The new bathhouse will include fully accessible shower and change room facilities, as well as staffing and guard areas.

# Our Goals



On October 10, 2023, the final detailed design and update on costs was presented to Wellington North Council. The current cost estimate is \$5,372,680.

During the 2023 budget process Wellington North Council established the fundraising goal at \$2.5 million. We are counting on your generosity to help us meet this goal.

Pool construction (aquatics projects) is a special trade with a limited number of contractors to bid and complete the work. Construction costs, including materials, has increased substantially over the last number of years.

For comparison's sake, the City of Burlington just rebuilt their outdoor pool, at the price of early \$7 million. This pool is bigger than what we have planned but did not include any buildings. Similarly, the City of Welland is reconstructing their outdoor pool at a cost of \$6.57 million for the pool and deck only.

# 02

## Call to Action

Your chance to help make the new pool a reality is here!

Aquatics is a great way for people of all ages to stay fit and healthy. Our aquatics programs bring the community together and provide opportunities for local youth. Participation in aquatics could lead to scholarships or other educational opportunities.

The establishment of a swimming facility contributes significantly to the enhancement of health and fitness levels, stimulates community growth, and promotes educational advancement. This assertion underscores the multifaceted benefits that such an amenity can offer.



# Even More Benefits

## Having a strong aquatics program can help with...

promoting physical health, providing safe and constructive activities for youth, fostering community spirit and cooperation, and even potentially increasing local business!

## The new pool will also be more environmentally conscious...

The advanced filtration system will recycle over 125,000 gallons (473,176 litres) of water per season! The old pool would have sent this water to waste during the cleaning and filtration process. This means that in the first 10 years of operation over 1 million gallons (3,785,412 litres) of water will be saved!

# How to make a donation

## Single payment donations:

- Cheque Payable to the Township of Wellington North\*
- E-transfers to [accounting@wellington-north.com](mailto:accounting@wellington-north.com)\*
- \* include "Donation to MF Aquatics" in e-transfer message/cheque memo

## Multiple Payment donations:

- Donations greater than \$10,000 can be made over a three-year time frame. Post dated cheques, in equal payments, can be made as follows:
  - 2024 payment when pledge is made
  - 2025 payment dated March 15, 2025
  - 2026 payment dated March 15, 2026

All donations over \$25.00 are eligible for a donation receipt. Personal donations will receive an income tax receipt and corporate donations will receive a corporate donation receipt. Donations greater than \$1,000 are eligible for public recognition.

To receive a donation receipt and/or to have donations recognized, certain information is required by the Donor Team.

This information can be provided on the form on the back of the donor recognition brochure and mailed to:

The Township of Wellington North, 7490 Sideroad 7 West, P.O. Box 125, Kenilworth, ON, N0G 2E0

Or the document may be scanned and emailed to: [accounting@wellington-north.com](mailto:accounting@wellington-north.com)

Members of the Donor Team would also be pleased to fill this information in for you and deliver it to the Township office.

# Donor Recognition Program



## Current Pool Status

The Mount Forest Aquatics Ad-Hoc Advisory Committee was formed to help lead discussions for community input and involvement, provide design recommendations, and lead the fundraising initiatives of a new outdoor pool in Mount Forest.

Now that there is a Council-approved location and design for the pool, we, the Ad-Hoc Advisory Committee, are commencing fundraising initiatives to ensure the completion of this vital community asset. **We are counting on your generosity to help us reach our \$2.5 million goal!**

*"Giving is not just about making a donation. It is about making a difference."*  
 – Kathy Calvin



## Donor Recognition

All donations over \$25 are eligible for a tax receipt alongside a thank you card. Donations greater than \$1,000 are eligible to receive additional recognition as follows:

Value	Scale	Recognition
\$1,000 – \$9,999	Friends	Friend of Aquatics Centre Name Plaque
\$10,000 – \$24,999	Bronze	Choice of Item from Bronze Level Scale *
\$25,000 – \$49,999	Silver	Choice of Item from Silver Level Scale *
\$50,000 - \$99,999	Gold	Choice of Item from Gold Level Scale *
\$100,000 +	Platinum	Choice of Item from Platinum level scale **
\$500,000 +	Diamond	Name on Aquatics Centre **

\* For 20 years or the lifespan of the item, whichever is shorter.  
 \*\* 20-year agreement.

## Level Scales

### Bronze Level

\$10,000 - \$24,999

- Service Lane
- Bathhouse
- Sunshades (5)
- Trellis
- Planting Bed(s)
- Perimeter Tree Plant(s)

### Silver Level

\$25,000 - \$49,999

- Beach Entry
- Shower Deck
- Pool Stairs
- Pathway to Bleachers
- Pathway to Complex
- Parking Lot

### Gold Level

\$50,000 - \$99,999

- Bleachers
- Changerooms (2)
- Guard Chairs (2)
- Diving Board

### Platinum Level

\$100,000+

- Swim Lane 1
- Swim Lane 2
- Swim Lane 3

03

# Thank you!

We are counting on your generosity to help us reach our \$2.5 million goal!

“Giving is not just about making a donation. It is about making a difference.” – Kathy Calvin

We appreciate all the time and consideration you have provided us with.

# CONTACT US

Councillor Sherry Burke

Fundraising Director

Email: [sburke@wellington-north.ca](mailto:sburke@wellington-north.ca)

Phone: 519-321-1533

Raymond Tout

Fundraising Officer, Corporate Donor Relations

Email: [raymondtout@gmail.com](mailto:raymondtout@gmail.com)

Phone: 519-323-7794



## How to Make Your Donation

Please complete and return to the Township's Kenilworth Office to receive a tax receipt (for donations \$25 or more) issued to the name and address below:

### E-Transfer

Please Transfer Payments to:

accounting@wellington-north.com

Include **Donation to MF Aquatics** in e-transfer message

..... OR .....

### Cheque

Please Ensure Cheques are Made Payable to:

The Township of Wellington North

Include **Donation to MF Aquatics** in e-transfer message

7490 Sideroad 7 W.,  
Kenilworth, ON

PO Box 125  
NOG 2E0

NAME: \_\_\_\_\_

AMOUNT: \$ \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TOWN/CITY: \_\_\_\_\_

POSTAL CODE: \_\_\_\_\_



For more information please visit:  
[wellington-north.com](http://wellington-north.com)

# Mount Forest Aquatics Centre

## Contact Information

**Sherry Burke**

.....  
Fundraising Director

519-321-1533

[sburke@wellington-north.com](mailto:sburke@wellington-north.com)

**Raymond Tout**

.....  
Fundraising Officer

Corporate Donor Relations

519-323-7794

[raymondtout@gmail.com](mailto:raymondtout@gmail.com)

# Corporate Donation Program



## Current Pool Status

The Mount Forest Aquatics Ad-Hoc Advisory Committee was formed to help lead discussions for community input and involvement, provide design recommendations, and lead the fundraising initiatives of a new outdoor pool in Mount Forest.

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 – Kathy Calvin



## Donor Recognition

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Value	Scale	Recognition
\$1,000 – \$9,999	<b>Friends</b>	Friend of Aquatics Centre Name Plaque
\$10,000 – \$24,999	<b>Bronze</b>	Choice of Item from Bronze Level Scale *
\$25,000 – \$49,999	<b>Silver</b>	Choice of Item from Silver Level Scale *
\$50,000 - \$99,999	<b>Gold</b>	Choice of Item from Gold Level Scale *
\$100,000 +	<b>Platinum</b>	Choice of Item from Platinum level scale **
\$500,000 +	<b>Diamond</b>	Name on Aquatics Centre **

\* For 20 years or the lifespan of the item, whichever is shorter.  
 \*\* 20-year agreement.

## Level Scales

### Bronze Level

\$10,000 - \$24,999

- Service Lane
- Bathhouse
- Sunshades (5)
- Trellis
- Planting Bed(s)
- Perimeter Tree Plant(s)

### Silver Level

\$25,000 - \$49,999

- Beach Entry
- Shower Deck
- Pool Stairs
- Pathway to Bleachers
- Pathway to Complex
- Parking Lot

### Gold Level

\$50,000 - \$99,999

- Bleachers
- Changerooms (2)
- Guard Chairs (2)
- Diving Board

### Platinum Level

- \$100,000+
- Swim Lane 1
- Swim Lane 2
- Swim Lane 3





# Mount Forest Aquatics Centre



**Mike Wilson**

---

**From:** John Bennis <jbennis@wightman.ca>  
**Sent:** February 20, 2024 4:42 PM  
**To:** Mike Wilson  
**Subject:** quote

Hi Mike,

We are pleased to submit the following job.

Brochures  
8.5" x 11"  
printed 2 sides full colour  
folded either way

500 @ \$390.00 1000 @ \$580.00

Thanks John

Print One  
112 Main St. N., Mount Forest  
NOG2L0  
(519)323-4858  
jbennis@wightman.ca

Thanks for reaching out. We are pleased to submit the following quotation.

Presentation Folders

9" x 12"

2 - 3" Pockets with BC slits

printed full colour one side

14pt stock

250 @ \$1,400.00

500 @ \$1,500.00

Thanks John

Print One

112 Main St. N., Mount Forest

N0G2L0

(519)323-4858

[jbenns@wightman.ca](mailto:jbenns@wightman.ca)



999 York Road  
Guelph, Ontario, N1E 6Y9

p 519 836 8800  
t 800 560 5027

ampersand.ca

**Mount Forest Aquatics Ad-Hoc Committee**

Mike Wilson

**Quotation No. 33236**

Thursday, February 15, 2024

ON

We are pleased to present our quotation to produce your **Presentation Folders** based on the following specifications:

**Product: Presentation Folders**  
**\*\*50% Discount Sponsor Option\*\***

Supplied: Print ready PDF files.  
Prepress: File Preflight, PDF Proof, Plates  
Size: 9.0 x 12.0 Finished, 18 x 16 Open  
Colour: Process Colour 1 Side: 4/0  
Substrate: 12.0pt Tango C1S Cover  
Finishing: Score, Die-Cut 2 Standard 4" Pockets (Business Card Slits available) (164A), Fold & Glue, Final Fold, Pack In Cartons

**Shipping** Local Delivery

Price:	250 Copies	\$1,029.00
	500 Copies	\$1,178.00

**Due to ongoing supply chain disruption, paper is in short supply. Price is subject to review at time of order. We cannot guarantee the availability of materials used to generate this price.**

Every effort has been made to provide you with an accurate, clear and competitive quote. Please review the specifications carefully for errors or omissions.

Sales taxes & postage extra, if applicable.

Terms COD

Kaitlyn Gerber  
kgerber@ampersand.ca

Prices are subject to review to reflect changes in raw material costs and availability when order is placed. Customer supplied material is also subject to review. Customer alterations will be charged for any required re-ripping and re-proofing.



999 York Road  
Guelph, Ontario, N1E 6Y9

p 519 836 8800  
t 800 560 5027

ampersand.ca

## Mount Forest Aquatics Ad-Hoc Committee

Mike Wilson

## Quotation No. 33253

Friday, February 16, 2024

ON

We are pleased to present our quotation to produce your **Donor Brochures** based on the following specifications:

**Product: Donor Brochures - Corporate**  
**\$298.00**

Supplied: Print ready PDF files.  
Prepress: File Preflight, PDF Proof, Plates  
Quantity: 500 copies  
Size: 3.7 x 8.5 Finished, 11.0 x 8.5 Open  
Colour: Process Colour 2 Sides: 4/4  
Substrate: 80lb Gloss Text  
Finishing: Final Trim, Fold, Pack In Cartons

**Product: Donor Brochures - Community**  
**500 pcs - \$199.00**  
**1000 pcs - \$381.00**

Supplied: Print ready PDF files.  
Prepress: File Preflight, PDF Proof, Plates  
Quantity: 500 / 1,000 copies  
Size: 5.5 x 8.5 Finished, 11.0 x 8.5 Open  
Colour: Process Colour 2 Sides: 4/4  
Substrate: 80lb Gloss Text  
Finishing: Final Trim, Fold, Pack In Cartons

**Shipping** Local Delivery

Price:	1,000 Total Copies	\$497.00
	1,000 Copies	\$381.00

**Due to ongoing supply chain disruption, paper is in short supply. Price is subject to review at time of order. We cannot guarantee the availability of materials used to generate this price.**

**Every effort has been made to provide you with an accurate, clear and competitive quote. Please review the specifications carefully for errors or omissions.**

Sales taxes & postage extra, if applicable.

Terms COD

Kaitlyn Gerber