



# INFORMATION REPORT

<b>TO:</b>	Chair and Members Wentworth Lodge Heritage Trust Fund Sub-Committee
<b>COMMITTEE DATE:</b>	March 7, 2018
<b>SUBJECT/REPORT NO:</b>	Wentworth Lodge Heritage Trust Fund – Donations and Fundraising (HSC18008) (Ward 13)
<b>WARD(S) AFFECTED:</b>	Ward 13
<b>PREPARED BY:</b>	Holly Odoardi (905) 546-2424 Ext. 1906
<b>SUBMITTED BY:</b>	Shawn Gadsby Acting Senior Administrator, Lodges Healthy and Safe Communities Department
<b>SIGNATURE:</b>	

## Council Direction:

At the February 14, 2017 meeting of the Wentworth Lodge Heritage Trust Fund Sub-Committee, staff was directed to look at more opportunities to fundraise, in order to replenish the Trust Fund.

## Information:

The Wentworth Lodge Heritage Trust Fund Sub-Committee discussed the possibility of activities to generate income to replenish the trust account. There were different ideas that were brought forward such as promoting and updating the donation card; creating a Donation Wall; and fundraising activities.

## Progress

The Wentworth Lodge donation card has recently been updated. The previous donation card included the line “In Memory Of” where the donor wrote the name of the deceased resident. This has been changed to “In Honour Of” so that donations to our Home can be made at any time and not only after a resident’s passing. The cards are now displayed in a more prominent location, as well as being highlighted in our monthly newsletter and on our Palliative Care Carts.

Three team members are connecting with other Long Term Care Homes to inquire about fundraising activities that have been well received by residents, families, staff and volunteers. The team members are also inquiring with these other Homes if they have a Donation Wall and if so, gathering data about the process, barriers and lessons learned. The legalities of fundraising on site e.g. Nevada Ticket sales in the Tuck Shop

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*OUR Vision: To be the best place to raise a child and age successfully.*

*OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.*

*OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.*

has been researched with the results indicating a separate Charitable Association must be created to pursue this avenue. Exploration into setting up the Charitable Association has begun.

#### Next Steps

The team leaders will prepare a synopsis of data gathered from other Long Term Care Homes. This report will be shared with the Wentworth Lodge Management Team. The Team will discuss the findings as well as the roll out of a fundraising plan with a target of Spring of 2018 for the first phase of an initial fundraising campaign.