



INFORMATION REPORT

TO:	Chair and Members Wentworth Lodge Heritage Trust Fund Sub-Committee
COMMITTEE DATE:	September 12, 2018
SUBJECT/REPORT NO:	Wentworth Lodge Heritage Trust Fund – Donations and Fundraising (HSC18008(a)) (Ward 13)
WARD(S) AFFECTED:	Ward 13
PREPARED BY:	Karen Allcroft (905) 546-2424 Ext. 1900
SUBMITTED BY:	Holly Odoardi Senior Administrator, Lodges Healthy and Safe Communities Department
SIGNATURE:	

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 was recently updated and now provides enhanced opportunities for the Lodge to fundraise. The previous donation card was primarily geared toward donations in memory of deceased residents. The new donation card instead includes an option to donate to the Lodge “In Honour” of current or former residents of Wentworth Lodge. The Lodge now displays the cards in a more prominent location and have also added the cards to the Palliative Care Carts. These carts are provided at end of life in the room of the resident and offer refreshments for families, information about palliative care and now our donation card to provide Wentworth Lodge as a charitable organization for memorial donations. To date, the Lodge has received \$1,240 through our enhanced donation cards.

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.

**SUBJECT: Wentworth Lodge Heritage Trust Fund – Donations and Fundraising
(HSC18008(a)) (Ward 13) - Page 2 of 3**

A number of Lodge team members have consulted with other Long Term Care Homes to explore additional fundraising activities that have proven to be well received by residents, families, staff and volunteers. All Homes contacted were agreeable that maximizing fundraising revenues can provide important financial support to the Home with the goal of enhancing resident quality of life.

The Homes that were contacted shared a variety of fundraising ideas that ranged from simple activities such as book sales and bazaars to more involved approaches including a Donation Wall, or large events such as a golf tournament. The obvious trend in discussion with other Homes is the move towards fundraising via a robust Home website. Many have elected to set up a donation tab on their website wherein they outline how to donate and to specify items on a donation wish list, not unlike a bridal registry. Homes with the most profitable donation strategies have a designated staff lead focused solely on fundraising and/or a registered Foundation that takes responsibility for generating fundraising revenue.

The legalities of fundraising on site (e.g. Nevada Ticket sales in the Tuck Shop) 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. The Lodge placed an advertisement in the Hamilton Spectator in the late spring of 2018 looking for volunteers to develop and lead a Wentworth Lodge Volunteer Association; we received no response to the advertisement. Staff have reached out to some current volunteers and family members to discuss the opportunity, however to date we have been unable to secure a commitment.

Next Steps

Lodge leaders will continue to solicit ideas that could enhance our fundraising opportunities from other Homes, Resident Council, Family Council, staff and volunteers. A meeting with our Lodge Leadership in August of 2018 has been set to review the findings of our consultations.

With the near completion of our Courtyard Project we have started to explore the option to incorporate Pathway Markers or Honour Stones with plaques as a fundraising approach. This has proven successful at the Bob Kemp Hospice and we see this as a good fit with the Courtyard Project which has been generously supported through the Heritage Trust Fund.

We intend to consult with Information Technology Web Services and Digital Communications Division at the City of Hamilton to understand the potential to enhance the information about our Home on the City's website. It is hoped that some functionality exists to further enhance the Wentworth Lodge page in order to use the website as a fundraising tool.

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.

Appendices and Schedules Attached

None