



## INFORMATION REPORT

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| <b>TO:</b>                | Chair and Members<br>Wentworth Lodge Heritage Trust Fund Sub-Committee                             |
| <b>COMMITTEE DATE:</b>    | November 12, 2019  |
| <b>SUBJECT/REPORT NO:</b> | Wentworth Lodge Heritage Trust Fund - Donations and Fundraising Update - 2019 (HSC19059) (Ward 13) |
| <b>WARD(S) AFFECTED:</b>  | Ward 13  |
| <b>PREPARED BY:</b>       | Karen Allcroft (905) 546-2424 Ext. 1900  |
| <b>SUBMITTED BY:</b>      | Holly Odoardi<br>Senior Administrator, Lodges<br>Healthy and Safe Communities Department           |
| <b>SIGNATURE:</b>         | <i>Holly Odoardi</i>   |

### 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 updated in 2018 to encourage donations to support services at Wentworth Lodge. This card is always available at Reception and additionally provided on care carts used in the rooms of residents who are at end of life. Use of these cards has been steady and staff remain respectful in their efforts to highlight donation opportunities without appearing insensitive.

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A number of Lodge team members have continued to consult with other Long Term Care Homes to explore new or innovative fundraising activities. 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.

Efforts have been made in the last 18 months to develop and design a Volunteer Association but there has been insufficient interest garnered for membership and this avenue will be abandoned at this time.

Staff explored the potential to incorporate Pathway Markers or Honour Stones with plaques as a fundraising approach. To date there has been no response to this option.

A memorial bench has been provided in the Courtyard in response to a specific donation from a bereaved family who elected to have the donation streamed to the Resident Program account. Bereaved families appear to appreciate the opportunity to support tangible programs or equipment.

**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 and will be exploring the creation of a Gift Registry to help solicit and direct monetary donations.

**APPENDICES AND SCHEDULES ATTACHED**

None