

## **CITY OF VAUGHAN**

### **EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013**

Item 29, Report No. 28, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 25, 2013.

#### **29                    PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE                          INTERIM REPORT, PLEDGE FORM AND GRANT OPPORTUNITIES**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the City Clerk, dated June 11, 2013:

##### **Recommendation**

The City Clerk, on behalf of the Pierre Berton Discovery Centre Fundraising Task Force, recommends:

- 1) That the "Interim Report from Pierre Berton Fundraising Task Force Fundraising Strategy", identified as Attachment #1; and The "Pledge Form", identified as Attachment #2, be received; and
- 2) That the City of Vaughan apply to the Jackman Foundation and the J.P. Bickell Foundation and any other granting opportunities and foundations as the Task Force may identify.

##### **Contribution to Sustainability**

Not applicable.

##### **Economic Impact**

There is no economic impact.

##### **Communications Plan**

Meeting documents relating to the Pierre Berton Discovery Centre Fundraising Task Force are posted on the Agendas, Minutes and Extracts page of the City of Vaughan's Official Website.

##### **Purpose**

The purpose of this report is to have Council approve information documents which will assist the members of the Pierre Berton Discovery Centre Fundraising Task Force in carrying out the mandate set-out.

##### **Background - Analysis and Options**

The Pierre Berton Discovery Centre Fundraising Task Force has the following mandate:

1. To determine the fundraising potential for the proposed Pierre Berton Discovery Centre within not only the Vaughan community, but also extending across Canada.
2. To collect pledges (pledges only -no cash) for a 12 month period towards a future capital and operating fundraising campaign for the centre and report back to Council on the overall potential contribution.
3. To develop a fundraising strategy for the centre that looks at not only a proposed capital campaign, but also yearly fundraising initiatives to help sustain the centre.

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4. To assess and benchmark other cultural centres in their fundraising efforts to determine not only best practice models, but also funding sources and initiatives that may be available to help fund a capital or yearly operating fundraising initiatives.
5. To report back to Council within a 12 month period with a Findings Report on the above.

At its meeting of May 29, 2013, the Pierre Berton Discovery Centre Fundraising Task Force recommended the following:

- 1) That the “Interim Report from Pierre Berton Fundraising Task Force Fundraising Strategy”, identified as Attachment #1; and The “Pledge Form”, identified as Attachment #2, be received; and
- 2) That the City of Vaughan apply to the Jackman Foundation and the J.P. Bickell Foundation and any other granting opportunities and foundations as the Task Force may identify.

In the effort to keep Council updated of the progress of the Task Force, the above noted documents have been produced and have been put forth to Council.

#### **Relationship to Vaughan Vision 2020/Strategic Plan**

This report is in keeping with the provisions of Vaughan Vision 2020, particularly:

Demonstrate Leadership and Promote Effective Governance

#### **Regional Implications**

N/A

#### **Conclusion**

The Pierre Berton Discovery Centre Fundraising Task Force is requesting Council to receive the documents put forth and have the City of Vaughan apply to the Jackman and J.P. Bickell Foundations and other granting opportunities as the Task Force may identify.

#### **Attachments**

Attachment #1 - Interim Report from Pierre Berton Fundraising Task Force Fundraising Strategy  
Attachment #2 - Pledge Form

#### **Report Prepared By**

Adelina Bellisario, Assistant City Clerk

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

**PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE  
INTERIM REPORT, PLEDGE FORM AND GRANT OPPORTUNITIES**

**Recommendation**

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#### **Report Prepared By**

Adelina Bellisario, Assistant City Clerk

Respectfully submitted,

Jeffrey A. Abrams, City Clerk



## Interim Report from Pierre Berton Fundraising Task Force Fundraising Strategy – For the information of Council

### ***Process:***

A sub-committee of the Pierre Berton Fundraising Task Force was established to develop a draft fundraising strategy in accordance with our terms of reference. To date, the sub-committee has met for 2, 2-hour brainstorming and action-development sessions at the Kline House in Kleinburg. Participants in the sub-committee include: Chair, Michael Di Biase, Peter Berton, Berton Woodward, Dave Rutherford, Antony Niro, Anna Bortolus, Angela Palermo, and Mary Reali. We were also joined by Andrea Gyarmati from the City of Vaughan at our first meeting as Angela Palermo's representative.

Subsequently, the draft meeting notes were reviewed with the larger Task Force.

The brainstorming session focused on 5 areas:

- Confirming Fundraising Objectives and Targets
- Exploring Government and Organization Funding Opportunities
- Identifying Possible Financial Supporters – Corporations, organizations, and individuals
- Developing a Major Gifts "Pledge" Strategy
- Communications Plan to support Pledge Strategy

### ***Draft Fundraising Strategy:***

#### ***Fundraising Targets:***

- 7.1 M Capital (Note: This is in projected 2015 dollars - \$6.5 M was identified as capital cost for the project),
- 600K Operating



## Project Timing:

Develop Fundraising Strategy	May-June 2013
Create Donor/Partner Outreach Package	June 2013
Identify and Complete Grant Applications and Approach Levels of Government	June- July 2013
Identify, Prioritize and Approach ' <b>Presenting Partners</b> '- Corporations, Organizations, Foundations	June-August 2013
Identify, Prioritize and Approach Individuals for <i>The Founders' Circle</i>	Founder's Circle Honourary Chair(s): June, Members: June- Sept 2013
Launch Corporate Naming/Sponsorship Program	Fall 2013
Develop and Launch " <i>Friends of Pierre</i> " Community Fundraising – one time donor levels and monthly donor strategy (pledges)	Fall 2013- Early 2014
Create Legacy Gift Strategy	Fall 2013

## Fundraising Strategy:

Targeted Area	Timing	Actions	Fundraising Goal
Government/Grant Sources			5.5 M Capital 275K operating
	Immediate	<ul style="list-style-type: none"> <li>Collect Funding Source Information</li> <li>Develop a matrix for other museums and cultural centres on how they have been funded (i.e. Markham museum, Robert Bateman museum, Varley, Peel Gallery, Graham Bell Museum, Pier 21, Vimy visitors)</li> <li>Can use Vaughan Art Gallery feasibility Study for information</li> </ul>	



<b>Federal Cultural Spaces Canada Grant</b>	May submission, Fall approval	<ul style="list-style-type: none"> <li>City Staff preparing application</li> <li>Chair has met with Hon. Julian Fantino and has his support and commitment to personally see it through</li> </ul>	<u>Capital</u> Funding 1.5M
<b>Federal Economic Action Plan - Infrastructure</b>	May-June	<ul style="list-style-type: none"> <li>City Staff and Chair to explore opportunity</li> <li>Hon. Julian Fantino had suggested this grant</li> </ul>	Site Preparation, Parking Lot? 1M? <u>Capital</u>
<b>Federal Operating Grant – Parks Canada</b>		<ul style="list-style-type: none"> <li>Explore opportunities with</li> </ul>	100K Operating?
<b>Provincial Grants</b> <ul style="list-style-type: none"> <li>Creative Community Creative Fund</li> <li>Tourism Related Grant</li> <li>Creative Community Prospective Fund</li> <li>Trillium</li> </ul>	May-June	<ul style="list-style-type: none"> <li>City Staff, Chair and Vice-Chair met with Steven Del Duca in May</li> <li>Staff and sub-committee to work with his office and provincial ministries to explore options</li> </ul>	Goal: 1.5M <u>Capital</u> 100K operating
<b>Regional Government</b>	June	<ul style="list-style-type: none"> <li>Committee Members to meet with Chair Bill Fisch to discuss Regional Government Support for this historic, cultural and tourism initiative</li> <li>Regional Councillor meetings/support</li> </ul>	750K <u>Capital</u>
<b>Municipal Government</b>	Ongoing		1.5M * (includes land purchase) leaving 800K for project + <u>75K Operating</u> *Capital is already set aside for project.



Major Gifts Strategy			2.5-4 M Capital 200K Operating
<b>'Presenting Partner' Strategy</b> <ul style="list-style-type: none"> <li>Capital Partners</li> <li>Operating/Strategic Partners</li> </ul>	<ul style="list-style-type: none"> <li>May/June Preparation</li> <li>2014 support pledge</li> </ul>	<ul style="list-style-type: none"> <li>Identify possible partners (key aligned with mission)</li> <li>Develop a partner outreach package</li> <li>Develop a partner outreach strategy</li> </ul>	<u>-Total Goal 1-3M capital and 100K operating</u> -'Presenting Partnerships' Sought for: -one bank -one major corporate sponsor -one foundation -one major developer -one crown corporation
<b>Founders' Circle</b> <ul style="list-style-type: none"> <li>Individuals pledging major gifts (+50K) to the initial capital campaign</li> </ul>	Summer/Fall 2013	<ul style="list-style-type: none"> <li>Approach one or two key individuals to be "Honourary Chairs" of the Founder's Circle</li> <li>Identify individuals, families, organizations and foundations with links to Pierre Berton or to the project</li> <li>Identify individuals within personal networks</li> </ul> Develop a Founders' Circle package	1M Capital
<b>Corporate Sponsor "Naming" Plan</b>	May/June	<ul style="list-style-type: none"> <li>Identify possible corporate donors</li> <li>Develop a corporate sponsor naming pledge package</li> <li>Identify Naming Opportunities i.e. atrium, wings, rooms, exhibits, garden etc.</li> </ul>	3 key naming opportunities @100K -5 Exhibit sponsors \$50K each TOTAL: 550K Capital
<b>'Friends of Pierre' –</b> <ul style="list-style-type: none"> <li>Capital Campaign-Building Blocks</li> <li>Monthly Giving Program</li> </ul>	Late 2013 - Early 2014	<ul style="list-style-type: none"> <li>Identify local families, individuals through networks</li> <li>Develop a 'Friends of Pierre' pledge package</li> </ul>	100K Capital 50K Operating
<b>Legacy Gifts</b>	2014-Ongoing	<ul style="list-style-type: none"> <li>Develop a legacy gift strategy and package</li> <li>Explore an endowment fund</li> </ul>	2 gifts per year @25K = 50K operating





*Pierre Berton Discovery Centre  
Fundraising Task Force Members:*

*Regional Councillor Michael Di Biase, Chair  
David Rutherford, Vice Chair  
Peter Berton  
Patsy Berton  
Anna Bortolus  
Peter DeClercq  
Councillor Marilyn Iafrate  
Antony Niro  
Regional Councillor Rosati  
Scott Somerville  
Berton Woodward*

***DONATION PLEDGE FORM - Draft for review/discussion only***

The Pierre Berton Discovery Centre Fundraising Task Force, appointed by the City of Vaughan, is seeking pledges of financial support towards the future construction and operation of the Pierre Berton Discovery Centre in Kleinburg, Ontario.

Once the funding goal is achieved and construction is approved by Vaughan Council, your pledge will be collected at that time. **No cash, cheques or other payments are being collected at this time.** The current projected date is sometime in 2014. Your pledge will be regarded as your full commitment to submit payment upon written request.

Yes! I'd like to pledge: \$ \_\_\_\_\_

Name: \_\_\_\_\_  
(individual, company or organization)

Address: \_\_\_\_\_  
\_\_\_\_\_

City, Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Email address: \_\_\_\_\_ Telephone No.: \_\_\_\_\_

Signature: \_\_\_\_\_  
(Individual, or authorized signature of company or organization)

*The personal information on this form is collected for the purpose of the Pierre Berton Discovery Centre Fundraising Task Force funding strategy. No money is to be collected at this time or accompany this form.*