



Celebrating over 50 years of Quality Living



OPPORTUNITY AT FAIRHAVEN

Presentation to City and County Councils
November 2013

Presenters: Joy L. Husak, Executive Director
Lionel Towns, Director of Finance/IT

PURPOSE

- As Executive Director and on behalf of the Committee of Management and Foundation Board, I am here to provide you with information and ask for support from City and County Councils, regarding an addition (Community Hub) at an estimated cost of \$10 million dollars at 881 Dutton Road
- The new build was completed in 2003 and the need for larger space is due to :
 - ✓ Increased resident activities and programs
 - ✓ Larger resident wheelchairs/equipment
 - ✓ Changing demographics of residents, i.e. younger individuals requiring more variety of recreation life skill programs
 - ✓ Staff space required to meet increasing standards of care imposed by Ministry of Health Long-Term Care and Accreditation Canada; health and safety requirements; restorative care – promoting independence
 - ✓ Storage
 - ✓ Venues for partners and other community organizations.

Feasibility/Planning Study

- CASE FOR SUPPORT (collective reasons for prospective donors to become involved and contribute to our expansion; assessed preliminary case statement; organizational strengths and weaknesses; and, rationale for project being proposed)
- NEEDS (key study concerns; assessment of needs, recommend additional feedback from their perspectives)
- IMAGE/PUBLIC RELATIONS (determine the perception respondents have of Fairhaven)
- FUNDRAISING LEADERSHIP (key to successful major gift fund raising campaign)
- SOURCES OF SUPPORT (sources of funding, annual support efforts presently used, support at all levels)
- OTHER SIGNIFICANT COMMUNITY FUNDRAISING CAMPAIGNS (Canoe Museum, Humane Society, Hospice, Showplace, United Way, PRHC, Fleming College, Trent University)

COMMENTS

How would you rate Fairhaven's reputation in the community:
Excellent 54% Good 42% Fair 2% Poor 0% Don't Know 2%.

Strengths of Fairhaven:

- ✓ clean, bright environment
- ✓ give great & compassionate care, by many long term staff, in a lovely setting with a sense of family and support
- ✓ intergenerational aspect/sense of community
- ✓ accessible
- ✓ sense of community
- ✓ family feel loved ones are being cared for
- ✓ resident and family councils
- ✓ "homey and welcoming" on entering Fairhaven.

COMMENTS cont`d

Any Areas where you feel improvement is needed:

- ✓ need for larger “great room” due to larger equipment used by residents and increase in events (internal and external)
- ✓ adult day care center
- ✓ need to look at new methods and innovation to develop relationships with local organizations
- ✓ meetings rooms with up to date technology (internal and community agencies)
- ✓ space for storage
- ✓ opportunities for skill sharing (health alliances services on site)
- ✓ Community Hub – Wellness Centre.

COMMENTS cont`d

Strengths that Fairhaven might have resulting in you helping with launching a capital campaign:

- ✓ stellar reputation/high calibre care
- ✓ understanding needs in the community/well established
- ✓ space for residents/organizations meeting venue
- ✓ Accreditation recognition – Exemplary Status
- ✓ North-End population
- ✓ supported by City and County not privately owned/providing quality of life to residents (Community based non-profit)
- ✓ family support/loyalty
- ✓ reality of demographics in aging community
- ✓ community ownership – community orientated – community within community.

COMMENTS cont`d

What critical steps do you think should be taken to ensure a successful campaign:

- ✓ feasibility study/strong case for support
- ✓ commitment from City and County Councils
- ✓ engaging partners, neighbours and community at large
- ✓ strong leadership/powerful committee
- ✓ utilize media/promote awareness/positive messaging

78% of respondents rated this project as “important” or “very important” in the community

91% of respondents rated this project as “high priority” in their own charitable giving









Use of Great Room

From January 1, 2013 – October 31, 2013:

- ✓ **352** programs
- ✓ **6133** residents in attendance
- ✓ **1210** guests in attendance
- ✓ **157** Community organizations meetings/training sessions
- ✓ Great Room can only hold a maximum of 23% of residents at full capacity when entertainers perform





Individuals/Organizations/Neighbours

- ✓ Fairhaven staff, residents, family members, Board members for both Fairhaven and Foundation
- ✓ City and County Councils
- ✓ Five Counties Children's' Centre/Foundation
- ✓ Kawartha Participation Projects
- ✓ Activity Haven
- ✓ Adam Scott Secondary School
- ✓ Peterborough Housing Corporation
- ✓ Canadian Hearing Society
- ✓ Peterborough Social Planning Council
- ✓ Alzheimer's Society
- ✓ City/County Seniors Planning Table
- ✓ Kawartha Food Share
- ✓ Health Unit





POTENTIAL USES

- ✓ Resident programs/staff training/younger resident skills training
- ✓ Community hub
- ✓ Large events – annual meetings, conferences, volunteer recognition events, memorial services, weddings, monthly meetings for larger groups (estate planning, fundraiser's network)
- ✓ Caregiver programs
- ✓ Meeting place for neighbourhood residents

POTENTIAL PARTNERSHIPS

- ✓ Community garden
- ✓ Intergenerational after school programs
- ✓ Café
- ✓ Adult day centre
- ✓ Social service community programs
- ✓ Therapeutic recreation program with Five Counties
- ✓ Health Fair
- ✓ Seniors' celebrations – City/County Planning Table
- ✓ Hearing Loss Seminars – Canadian Hearing Society
- ✓ Alzheimer Society
- ✓ Community Counselling and Resource Centre
- ✓ Peterborough Housing Corporation

STRONG SUPPORT FROM RESPONDENTS

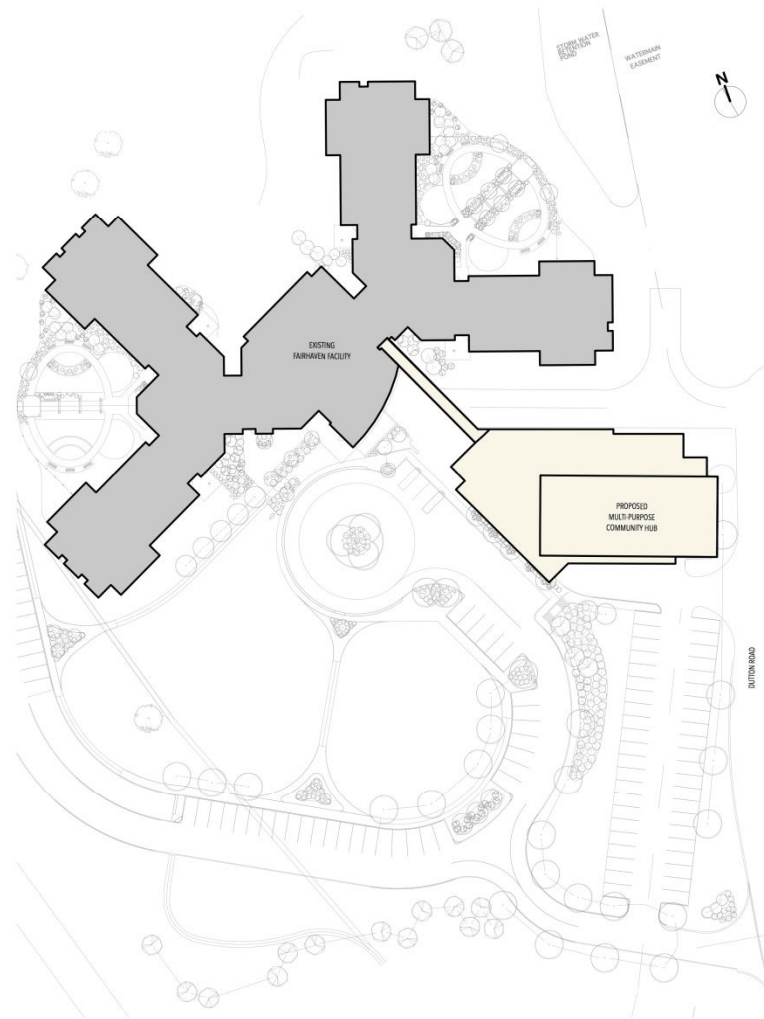
- ✓ All internal respondents stated they would support the Campaign
- ✓ Individuals, corporations, foundation and businesses were identified as prospects for gifts during this Feasibility Study
- ✓ Individuals would support the “addition” as a shared community asset
- ✓ Well-respected community leaders were recommended as Campaign Leaders
- ✓ Very few capital projects going on in community











SCHEMATIC DESIGN STUDY

FAIRHAVEN AUDITORIUM FEASIBILITY STUDY

Site Plan Scale: 1/32" = 1'-0"



OCTOBER 30, 2013

Financial Support and Commitment

- ✓ \$10M estimated total cost proposed to be funded by:
 - ✓ Fairhaven Foundation Fundraising - \$1.0M
 - ✓ Federal Government - \$3.0M
 - ✓ Provincial Government - \$3.0M
 - ✓ Municipal Government - \$3.0M (split 50/50 between City and County)
- ✓ Debenture funding over 20 years, at 3.95%:
 - ✓ Total yearly payments of \$109,187 for both City and County
- ✓ Asking for County and City Councils to receive this presentation and to refer the proposal to County/City staff to work with Fairhaven staff to develop specific capital funding details for respective 2015 budget deliberations

NEXT STEPS

- ✓ Marketing Plan – work in progress
- ✓ Interviews – completed
- ✓ Identification of campaign leader
- ✓ Presentation to City and County Councils – November 2013
- ✓ Develop new concept plan based on feedback from interviews
- ✓ Financial support and commitment from Federal, Provincial and Municipal Governments
- ✓ Fairhaven Foundation support included with Municipality



Thank You 