|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item #** | **Description** | **Meeting Material** | **Responsible** | **Time** |
|  | ARRIVAL   * Continental breakfast provided | Buffet style | Catered | 8:30 |
|  | WELCOME AND INTRODUCTIONS |  | Elaine | 9:00 |
|  | * Devotions |  | Marion Good |  |
|  | * Agenda review | Agenda | Elaine |  |
|  | 2019/20 ACCOMPLISHMENTS | Strategic Plan | Shared Services team | 9:15 |
|  | * Dreams for the future | Presentation | Elaine |  |
|  | RELIEVING POVERTY   * What does “relieving poverty” for the frail and elderly mean today? * Why is this Fairview and Parkwood’s “reason for being” in the future? * Why should Fairview and Parkwood embrace growth opportunities? | Summary memo | Group Discussion | 10:00 |
|  |  |  |  |
|  | GROWTH OPPORTUNITIES   * Fairview Long Term Care * Parkwood Affordable Housing | Proposal (F)  City Planner Review (P) | Elaine | 10:45 |
|  | A CAPITAL CAMPAIGN   * Introduction to campaign * Successful fundraising tactics from the Region of Waterloo Hospice experience * Campaign team * A fundraising model | Material to be provided | Brenda Hallman | 11:00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | NEXT STEPS FAIRVIEW AND PARKWOOD   * Campaign team * Hiring a campaign expert * Approach to a combined campaign of Fairview/Parkwood * Model & Methods of fundraising i.e., large donations, naming of building and/or rooms, interest free loans * Target audience * Fundraising options | Sample Campaign Consulting Proposal | Large Group discussion | 11:30 |
|  | LUNCH |  |  | 12:15 |
|  | NEXT STEPS Summarized |  |  | 1:00 |
|  | OUR STORY today   * What do we want our story to be tomorrow? | To be developed | Cynthia Lacroix  Elaine | 1:45 |
|  | REBRANDING   * One overarching name * Use of “Mennonite” in the name | Refer to website | Table Group Discussion | 2:15 |
|  | Adjourn |  |  | 3:00 |