**Capital Campaign**

Key Things to Think About (not to lose site of)

* *Hire an experienced professional fundraiser*
* *Decide what we want to do (focus)*
* *If we fundraise for Parkwood; free up reserves for Fairview (builds the story we have enough to move forward at Fairview)*
* *Parkwood – need for IALP, housing (message has been positive from the city)*
* *Be cautious of re-branding and starting a capital campaign*
* *Be cautious/aware of pledges (quarterly)*
* *Geography – easier to fundraise in Waterloo*

How much do you think we can raise?

* *Four to five million dollars is reasonable*

Comments:

* *Review pyramid*
* *Change the number (amounts, number of donors); be cautious of amount at the bottom of the pyramid (this money is difficult to raise)*
* *Naming opportunities*
* *Naming for a limited time*
* *Reach out to everyone has lived in the Home*

Naming Opportunities

* *Time limits*
* *Selection*
* *Legal “the xxxx room”*

Types of Fundraising

* *Community investing (House of Friendship) – made case for investors – $100,000 for 4 years at 4%; done because they needed 1 million dollars and had exhausted their listing; there was an emotional component due to the fire*

Next Steps

* *Determine projects*
* *Determine project costs*
* *Planner to look at site*
* *Plan a building/drawings*

Building

* *Give thought to creating spaces to wrap around the community*
* *Future planning - sites*
* *Much more than just a building, and housing/accommodation*

Team

* *Professional Fundraiser (drawings, develop story)*
* *Campaign Chair (active) (face of the campaign)*
* *Engage the Board (all Board members should donate)*
* *Develop, build and engage a campaign committee (all committee members should donate)*

Question:

* *What is the breaking point to hire a fundraising professional (i.e. – 5 million or 16 million)*
* *Understanding scope (where do we want to go)*