



— NIAGARA PENINSULA —
CONSERVATION FOUNDATION

BOARD OF DIRECTORS MEETING
FND-BOD-04-21
June 10, 2021
10:00 a.m. to 12:00 p.m.

Video Meeting

In accordance with Ontario Regulation 107/20
made under
The Emergency Management and Civil Protection Act

AGENDA

“The Niagara Peninsula Watershed is located on the traditional territory of indigenous peoples dating back countless of generations. We want to show our respect for their contributions and recognize their role in treaty-making in what is now Ontario.”

ROLL CALL

Board of Directors:

Donna Cridland
Mickey Difruscio
Robert Foster, Treasurer
Tom Insinna, Chair
Mary Sergenese
Gayle Wood, Vice Chair/Secretary

NPCA/NPCF Staff

Chandra Sharma NPCA CAO/Secratry-Tresurer
Lise Gagnon, NPCA Director, Corporate Services, NPCF Assistant Treasurer
Adam Christie, NPCA Director, Land Operations
Andrea Crosby-DiCenso, NPCA Executive Coordinator

GUEST

Brenda Johnson, NPCA Chair

1. ADOPTION OF AGENDA

- 1.1 Addition of Items
- 1.2 Change in Order of Items
- 1.3 Motion to approve Agenda

Recommended:

That the Agenda for the NPCF Board of Directors' Meeting held June 10, 2021 be approved as printed.

2. DECLARATION OF CONFLICT OF INTEREST

3. APPROVAL OF FOUNDATION MINUTES

- 3.1 Minutes of the NPCF Board of Directors Meeting dated April 8, 2021 (attached)
- 3.2 Closed Session Minutes of the Board of Directors Meeting dated April 8, 2021 (to be discussed in closed session)
- 3.3 Minutes of the NPCF Special Board of Directors Meeting dated May 20, 2021 (attached)
- 3.4 Closed Session Minutes of the Board of Directors Special Meeting dated May 20, 2021 (to be discussed in closed session)

Recommended:

That the minutes of the NPCF Board of Directors meeting held April 8, 2021 be approved as printed.

That the minutes of the NPCF Special Board of Directors meeting held May 20, 2021 be approved as printed.

4. COMMENTS FROM THE CHAIR

Foundation Chair Insinna will provide comments to the Board of Directors.

5. COMMENTS FROM THE NPCA CHIEF ADMINISTRATIVE OFFICER

Chief Administrative Officer/Secretary-Treasurer, Chandra Sharma will provide the Foundation with general updates from the Niagara Peninsula Conservation Authority as

well as a review of the Authority's current Strategic Planning process.

6. CORRESPONDENCE

6.1 Letter from NPCA Chair Johnson (attached)

Attached is the letter from Chair Johnson's quarterly donation.

Recommended:

That the correspondence from NPCA Chair Johnson listed in the FDN-BOD-04-21 meeting agenda be received; and

Further that Chair Johnson be sent a letter of thanks for her generous donation.

6.2 Letter of Resignation from NPCF Vice-Chair Wood (attached)

Attached is the letter from Vice Chair Wood indicating that she will regrettably be stepping down from the Foundation at year end.

Recommended:

That the correspondence from Vice Chair Wood listed in the FDN-BOD-04-21 meeting agenda be received; and;

Further that Vice-Chair Wood be thanked for her work, support, and contributions towards the Niagara Peninsula Conservation Foundation.

7. DEPUTATIONS AND PRESENTATIONS

There are no deputations or presentations scheduled for this meeting.

8. COMMITTEE PRESENTATIONS

8.1 The Gallery at Ball's Falls Centre for Conservation Capital Campaign

Campaign Co-Chair, Rob Foster will provide the Board with and update on the Capital Campaign and the Campaign Plan (attached).

Recommended:

That the minutes of the Gallery Capital Campaign FND-GCCC-01-21 be received by the Board of Directors and;

That the Board of Directors approve The Gallery Capital Campaign Plan dated April 30, 2021.

9. ITEMS FOR APPROVAL

9.1 Revised Audited Financial Statement for the year Ended December 31, 2020

Treasurer Foster circulated an email to the Board of Directors on May 11, 2021 explaining that the Auditors found a minor error in in Statements for 2020. The updated Statements were circulated, and all Members of the Board provided their approval of the revisions via email. For the record, the Board is requested to provide a formal approval of the Revised Statement at this meeting.

Recommended:

That the updated Audited Financial Statement for the year ended December 31, 2020 be approved.

9.2 NPCF Pledge and Commitment Forms (attached)

Member Sergenese will review and recommend approval by the Board six (6) forms for use by the Foundation: Third Party Events, Receipt Determination Template, Gift Agreement Form, Gift Commitment Form, Staff/Board Pledge Form, and Notice of Photography.

Recommended:

That the Board of Directors approve the use of the following forms for the Foundation: Third Party Events, Receipt Determination Template, Gift Agreement Form, Gift Commitment Form, Staff/Board Pledge Form, and Notice of Photography.

9.3 Recognition Grid (attached)

Member Sergenese will review and recommend approval by the Board of a proposed Donor Recognition Grid to be used for general fundraising and the Gallery Capital Campaign.

Recommended:

That the Board of Directors approve the use of the proposed Donor Recognition Grid for the purposes of general fundraising and the Gallery Capital Campaign.

9.4 Critical Path (attached)

Member Sergenese and NPCF Executive Coordinator will review and recommend approval by the Board of a proposed Critical Path to be used to track all Foundation activities related to fundraising, initiatives and events.

Recommended:

That the Board of Directors approve the use of the Critical Path for the purposes of tracking Foundation activities.

10. ITEMS FOR INFORMATION

10.1 Naming Grid (attached)

Member Sergenese and NPCF Executive Coordinator will discuss a Naming Grid at Ball's Falls.

Recommended:

That the Naming Grid at Ball's Falls prepared by Member Sergenese and NPCF Executive Coordinator, be received for information.

10.2 Foundation Q1 Financial Reporting

NPCA Director, Corporate Services, Lise Gagnon will provide a verbal report to the Board of Directors relating to the finances from Q1.

Recommended:

That the verbal update on Q1 finances provided by NPCA Director, Corporate Services, Lise Gagnon, be received for information.

Further that an electronic copy of Q1 finances be circulated to the Board of Directors following the June 10, 2021 meeting.

10.3 Executive Coordinator's Report (attached)

The Executive Coordinator's update is attached to the agenda which includes a First Quarter Report of activities and an updated Work Plan including some targets achieved.

Recommended:

That the Executive Coordinator's Report dated June 10, 2021 be received for information.

11. NEW BUSINESS

12. CLOSED SESSION

Recommended:

That the NPCF Board move into Closed Session for the purpose of:

12.1 **considering Closed Session Minutes dated April 8, 2021;**

12.2 considering Closed Session Minutes dated and May 20, 2021;

12.3 considering matters pertaining to identifiable individuals.

Recommended:

That the Board of Directors reconvene in Open Session and report progress.

Recommended:

That the minutes of the NPCF Closed Session Meeting held April 8, 2021 be approved as printed.

Recommended:

That the minutes of the NPCF Closed Session Meeting held May 20, 2021 be approved as printed.

Recommended:

THAT the direction provided in Closed Session Meeting dated June 10, 2021 be approved.

13. ADJOURNMENT

Recommended:

That the FND-BOD-04-21 meeting be adjourned at ____p.m.; and

Further that the Board reconvene at 10:00 a.m. on August 12, 2021 or at the call of the Chair.



— NIAGARA PENINSULA —
CONSERVATION FOUNDATION

BOARD OF DIRECTORS MEETING

FND–BOD-02-21

April 8, 2021

10:00 a.m. to 12:00 p.m.

Video Meeting

In accordance with Ontario Regulation 107/20
made under
The Emergency Management and Civil Protection Act

MINUTES

Chair Insinna called the Board of Director's Meeting of the Niagara Peninsula Conservation Foundation to order at 10:21 a.m. and read the Indigenous Acknowledgement:

"The Niagara Peninsula Watershed is located on the traditional territory of indigenous peoples dating back countless of generations. We want to show our respect for their contributions and recognize their role in treaty-making in what is now Ontario."

ROLL CALL

The Chair introduced the Board of Directors, Guests and Foundation and Authority staff.

Board of Directors:

Donna Cridland
Mickey DiFruscio
Robert Foster
Tom Insinna
Mary Sergenese
Gayle Wood

NPCA/NPCF Staff

Chandra Sharma, NPCA Chief Administrative Officer/Secretary Treasurer
Lise Gagnon, NPCA Director, Corporate Services, NPCF Assistant Treasurer

Andrea Crosby-DiCenso, NPCF Executive Coordinator
Adam Christie, NPCA Director, Land and Operations

GUEST

Brenda Johnson, NPCA Chair

1. ADOPTION OF AGENDA

The Chair requested that Item 8.3 be moved to the Closed Session.

- 1.1 Addition of Items
- 1.2 Change in Order of Items
- 1.3 Motion to approve Agenda

Moved by: Member Sergenese
Seconded by: Member Cridland

Resolution No. BOD-13-21

That the Agenda for the NPCF Board of Directors' Meeting held April 8, 2021 be approved as amended to consider agenda Item 8.3 in Closed Session.

CARRIED

2. DECLARATION OF CONFLICT OF INTEREST

There were no declarations of interest at the meeting.

3. APPROVAL OF FOUNDATION MINUTES

- 3.1 Minutes of the NPCF Board of Directors Meeting dated February 11, 2021

Moved by: Member Foster
Seconded by: Member Wood

Resolution No. BOD-14-21

That the minutes of the NPCF Board of Directors meeting held February 11, 2021 be approved as printed.

CARRIED

4. COMMENTS FROM THE CHAIR

Chair Insinna reflected on the Foundation's 2020 success and looked forward to the recruitment of new

Board members in 2021. He was impressed that the Foundation Board and staff had addressed a number of strategic actions as outlined in the Foundation's Strategic Plan. He thanked both Board Members and staff for their time and energy in 2020. Now is the time to focus on fundraising.

5. COMMENTS FROM THE NPCA'S CHIEF ADMINISTRATIVE OFFICER / SECRETARY-TREASURER

NPCA's Chief Administrative Officer/Secretary-Treasurer, Chandra Sharma, reflected that the Authority had an excellent year despite COVID challenges. She reiterated that the success of the Foundation and the Authority are linked together. CAO Sharma presented slides on the Authority's 2020 accomplishments.

6. CORRESPONDENCE

There was no correspondence to consider at this meeting.

7. DEPUTATIONS AND PRESENTATIONS

There were no depositions or presentations scheduled for this meeting.

8. ITEMS FOR APPROVAL

8.1 The Gallery at Ball's Falls Centre for Conservation – Case for Support and Case Statement

The Foundation's Executive Director reviewed the ***Case for Support and Case Statement for The Gallery Project at Ball's Falls Centre for Conservation.***

The Gallery Project will occur in three Phases. ***Phase I – Design*** - is fully funded and will be completed in May 2021. ***Phase II – Build – (Exhibits)*** - is partially funded and requires a Foundation Capital Campaign from May to December 2021 for around \$35,000. ***Phase III – Waterscape Feature*** - is scheduled as a Capital Campaign for 2022.

Member DiFruscio indicated that he would donate \$100.00 to the 2021 Campaign for The Gallery.

Moved by: Member Foster
Seconded by: Member Sergenese

Resolution No. BOD-15-21

That the Board of Directors approve The Gallery Project Case for Support and Case Statement and initiate a \$35,000 fundraising campaign for 2021; and

Further That the Project Team develop a workplan for the 2021 Capital Campaign by April 30th for circulation to the Board of Directors and implementation.

CARRIED

8.2 Grant Management Strategy

The Foundation's Executive Director outlined the Grant Management Strategy for the Board's consideration.

**Moved by: Member Wood
Seconded by: Member Cridland**

Resolution No. BOD-16-21

That the Board of Directors approve the Grant Management Strategy dated April 8, 2021.

CARRIED

8.3 Greater Toronto Area Conservation Foundation Review

Agenda item 8.3 was considered under Agenda Item 11 – Closed Session.

9. BUSINESS FOR INFORMATION

9.1 First Quarter Financial Report

Lise Gagnon, NPCA Director, Corporate Services and Foundation Assistant Treasurer advised that the Q1 Financial Report will be distributed in April.

9.2 Executive Coordinator's First Quarter Report and Website Tour

The Executive Coordinator overviewed her First Quarter Report and provided a tour of the updated Foundation website.

**Moved by: Member Sergenese
Seconded by: Member Foster**

Resolution No. BOD-17-21

That the Executive Coordinator's First Quarter Report for 2021 be received.

CARRIED

9.3 Board Member Handbook

The Executive Coordinator overviewed the Board Member Handbook. It was suggested that the wording be changed to reflect "programs in the past."

**Moved by: Member Cridland
Seconded by: Member Sergenese**

Resolution No. BOD-18-21

That the Board Member Handbook be received for information, wording revised to reflect past programs and posted on the Foundation's website.

CARRIED

10. NEW BUSINESS

There was no new business addressed at the meeting.

11. CLOSED SESSION

**Moved by: Member Wood
Seconded by: Member Foster**

Resolution No. BOD-19-21

That the NPCF Board move into Closed Session at 11:30 a.m. for the purpose of:

11.1 Considering matters regarding identifiable individuals.

CARRIED

**Moved by Member Foster
Seconded by Member Sergenese**

Resolution No. BOD-20-21

That the Board of Directors reconvene in Open Session at 12:30 p.m. and report progress.

As discussed in Closed Session, the Chair will work with the Authority to develop an updated Memorandum of Understanding for Board approval by October 2021 which will address the recommendations outlined in the Report on GTA Conservation Foundations.

Further a Special Meeting will be held at the Call of the Chair in May to discuss Board recruitment.

12. ADJOURN

As the Board adjourned, the Chair thanked the Board for their confidence to elect him as 2021 Chair and thanked the Authority Board and Authority and Foundation staff.

Moved by: Member Sergenese

Resolution No. BOD-21-21

That the FND-BOD-02-21 meeting be adjourned at 12:40 p.m.; and

Further that the Board reconvene at the call of the Chair in May for a Special Meeting to consider Board recruitment.

Tom Insinna
Chair

D. Gayle Wood
Vice Chair/Secretary



— NIAGARA PENINSULA —
CONSERVATION FOUNDATION

SPECIAL BOARD OF DIRECTORS MEETING
FND-BOD-03-21
May 20, 2021
10:00 a.m. to 12:00 p.m.

Video Meeting

In accordance with Ontario Regulation 107/20
made under
The Emergency Management and Civil Protection Act

MINUTES

Chair Insinna called the meeting to order at 10:00 a.m. with the following indigenous acknowledgement.

“The Niagara Peninsula Watershed is located on the traditional territory of indigenous peoples dating back countless of generations. We want to show our respect for their contributions and recognize their role in treaty-making in what is now Ontario.”

ROLL CALL

The Chair welcomed the Board to the Special meeting.

The Chair provided regrets from Member DiFruscio and acknowledged the attendance of the following Board Members and staff:

Donna Cridland
Robert Foster, Treasurer
Tom Insinna, Chair
Mary Sergenese
Gayle Wood, Vice Chair/Secretary.

Andrea Crosby-DiCenso, NPCA Executive Coordinator

1. ADOPTION OF AGENDA

1.1 Motion to approve Agenda

Recommendation No. FND-BOD-22-21:

Moved by: Member Foster

Seconded by: Member Sergenese

That the Agenda for the Special Board of Directors' Meeting FND-BOD-03-21 held May 20, 2021 be approved as printed.

CARRIED

2. DECLARATION OF CONFLICT OF INTEREST

There were no declarations of interest at the meeting.

3. ITEMS FOR APPROVAL

3.1 Purchase of Comfort Maple Pens

The Executive Coordinator provided a brief summary of her request for an order of Comfort Maple Pens. The request was discussed prior to the meeting with the Treasurer. The order of pens is required as the Foundation is running low on stock.

Recommendation No. FND-BOD-23-21

Moved by: Member Foster

Seconded by: Member Cridland

That the Board of Directors approve an order of Comfort Maple Pens in the amount of \$840.00.

CARRIED

4. CLOSED SESSION

Recommendation No. FND-BOD-24-21

Moved by: Member Sergenese

Seconded by: Member Foster

That the Board of Directors will move into Closed Session at 10:15 a.m. to consider matters regarding identifiable individuals.

CARRIED

Recommendation: No. FND-BOD-25-21

Moved by: Member Sergenese

Seconded by: Member Wood

That the Board rise from Closed Session at 11:20 a.m. and report progress.

CARRIED

Recommendation No. FND-BOD-26-21

Moved by: Member Foster

Seconded by: Member Cridland

THAT the Board of Directors direction provided in Closed Session be approved.

CARRIED

5. ADJOURNMENT

Recommendation No. FND-BOD-27-21


Moved by: Member Wood

That the Board of Directors adjourn the Special Meeting at 11:22 a.m. to reconvene on June 10, 2021 at 10:00 a.m. or at the call of the Chair.

CARRIED

Tom Insinna, Chair

D. Gayle Wood, Vice Chair/Secretary



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JB

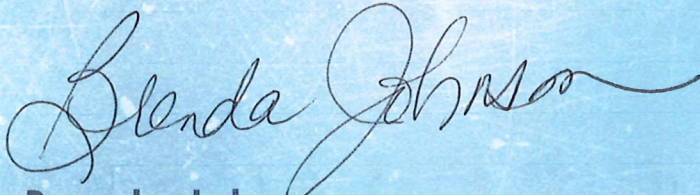
May 10, 2021

Niagara Peninsula Conservation Authority Foundation,

Here is my honorarium (after taxes) from the Niagara Peninsula Conservation Authority for being the Chair.

Please find enclosed \$1,110.00 with 25% earmarked for the Binbrook Conservation Volunteers.

Take care and stay safe



**Brenda Johnson
Chair of the NPCA**



D. Gayle Wood
15294 Niagara River Parkway
Niagara-on-the-Lake, ON L0S 1J0

Chair Insinna and Board of Directors
Niagara Peninsula Conservation Foundation
250 Thorold Road W. 3rd Floor
Welland, ON L3C 3W2

Dear Chair Insinna and Board Members:

After much consideration, I have decided to step down from the Foundation Board of Directors effective December 24, 2021.

This decision is based primarily on the fact that the International Joint Commission has requested that I stay on an additional year, in 2022, as the Canadian Co-Chair of the Great Lakes Water Quality Board (WQB). In addition to chairing the WQB, the US Co-Chair and I have been requested to lead the Triennial Assessment of Progress Report on the Great Lakes, which will consume a great deal of my time.

I have enjoyed my current years on the Foundation since 2019, in addition to the years on the Board from 1987 to 1991. I look forward to continuing to participate on the Foundation's Board as well as The Gallery Capital Campaign Committee until year end.

I wish the Foundation and the Executive Coordinator great success in the future. Raising funds for the Conservation Authority's programs is a very worthwhile cause.

Sincerely,



Gayle

D. Gayle Wood
Vice Chair/Secretary

C. Andrea Crosby-DiCenso, NPCF Executive Coordinator



— NIAGARA PENINSULA —
CONSERVATION FOUNDATION

**THE GALLERY CAPITAL CAMPAIGN
COMMITTEE (GCC) MEETING**

**FND-GCC-01-21
May 25, 2021
9:00 a.m. to 10:30 a.m.**

Video Call

**In accordance with Ontario Regulation 107/20 made under
The Emergency Management and Civil Protection Act
Calendar invite sent separately**

MINUTES

The Niagara Peninsula watershed is located on the traditional territory of indigenous peoples dated back countless of generations. We want to show our respect for their contributions and recognizes their role in treaty-making in what is now Ontario.

Call to Order and Role Call

Gallery Capital Campaign Committee

Rob Foster, Campaign Co-Chair
Adam Christie, NPCA Director, Land Operations
Andrea Crosby-DiCenso, NPCF Executive Coordinator
Alicia Powell, NPCA, Manager, Conservation Area Services
Mary Sergenese, Foundation Board Member/Volunteer
Gayle Wood, Foundation Vice Chair

Chair Foster called the meeting to order at 9:00 a.m. and thanked everyone for attending.

The Committee agreed to forego formal resolutions with the exception of items which require Foundation Board of Directors approval.

1. Adoption of the Agenda

The Committee agreed to accept the agenda for FND-GCC-01-21 held on May 15, 2021 as printed.

2. Declarations of Interest

There were no declarations of interest at the meeting.

3. Items for Approval

3.1 The Gallery Capital Campaign Plan

Committee Member Wood reviewed the Draft Capital Campaign and advised that it would require final amendments to include committee members and individuals/organizations to be requested for initial donations for the Public Launch.

The Capital Campaign Plan was circulated to the Foundation Board of Directors for comment by April 30, 2021. No comments were received. The Plan should be forwarded to the Board for approval, by the Capital Campaign Committee, at their June 10, 2021 meeting.

Resolution No. FND-GGC-01-21

Moved by: Gayle Wood

Seconded by: Mary Sergenese

That the Gallery Capital Campaign Committee recommend approval of the Gallery Capital Campaign Plan dated April 30, 2021 to the NPCF Board of Directors.

CARRIED

3.2 Donor Recognition Grid

Committee Member Sergenese reviewed the Grid to be recommended for approval of the Foundation Board of Directors at their June 10, 2021 meeting. This Grid will guide recognition for both general Foundation donations as well as for The Gallery Capital Campaign donations.

Resolution No: FND-GCC-02-21

Moved by: Mary Sergenese

Seconded by: Gayle Wood

That The Gallery Capital Campaign Committee recommend approval of the Donor Recognition Grid to the NPCF Board of Directors.

CARRIED

3.3 NPCF Forms

Member Sergenese reviewed several Forms that are necessary for the legitimacy of the Foundation moving forward as well as providing the Executive Coordinator with tools to organize events and functions.

Resolution No. FND-GCC-03-21

Moved by: Mary Sergenese

Seconded by: Gayle Wood

That The Gallery Capital Campaign Committee recommend approval for several Event Forms to the NPCF Board of Directors.

CARRIED

4. Items for Consideration

4.1 Naming Rights - Ball's Falls Benches, Rocks, Donor Wall, Paths

Member Sergenese advised that she and NPCA/CF staff had discussions on naming rights.

The Committee agreed that the length of naming rights should be discussed by the Board of Directors at their June 10, 2021 meeting.

4.2 Campaign Committee Members

The Committee discussed the addition of new members to the Capital Campaign Committee, as outlined in the Capital Campaign Plan.

The list of potential Committee Members will be circulated by Member Wood to the Committee for final recommendations by Friday May 28, 2021. Recommendations should be forwarded to Member Wood by noon on May 28th. The Chair will also consider if a Co-Chair is required for the Capital Campaign.

4.3 Initial Donors

The Committee discussed the list of initial donors, as outlined in the Capital Campaign Plan. Member Wood committed to an initial donation with her husband as part of the Public Launch.

The list of initial donors will be circulated to Committee Members for final comments by Friday May 28, 2021 at noon to Member Wood.

4.4 Discussion on the Public Launch of the Capital Campaign

The Public Launch of the Campaign is targeted for the end of June or July. Member Wood volunteered to host the "Launch Event" at her home in Niagara-on-the-Lake.

5. Adjournment

The Gallery Capital Campaign Committee adjourned at 10:20 a.m. to reconvene at the call of the Chair.

Rob Foster
Committee Chair

D. Gayle Wood
Committee Secretary



Niagara Peninsula Conservation Foundation

The Gallery at Ball's Falls Centre for Conservation

Capital Campaign Plan

April 30, 2021

Ontario Corporation No. 222428

Business No. 11905 7511

DRAFT Table of Contents

- 1. The Gallery at Ball’s Falls – Background3
- 2. Why a Campaign?4
- 3. Capital Campaign Goal 6

- 4. The Phases of our Capital Campaign6
 - 4.1 Critical Path
 - 4.2 The Quiet Phase
 - 4.3 The Public Phase
 - 4.4 Timelines

- 5. The Components of our Capital Campaign9
 - 5.1 Critical Path
 - 5.2 Fundraising Goal
 - 5.3 Campaign Committee
 - 5.3.1 Campaign Committee Key Responsibilities
 - 5.4 Case for Support
 - 5.5 Key Messages
 - 5.6 Gift Range Chart
 - 5.7 Prospect List
 - 5.8 Quiet Phase Donor Strategy
 - 5.9 Public Phase Donor Strategy
 - 5.10 Wrap Up and Stewardship

- 6. Conclusion17

Appendix 1 - Case Statement

Appendix 2 - Donor Recognition/Stewardship Program Grid

1. The Gallery at Ball's Falls - Background

Ball's Falls Centre for Conservation opened May 2008. This state-of-the-art building achieved a Certified Gold LEED (Leadership in Energy and Environmental Design) designation. The building cost over \$2 million, including **The Gallery** – an educational exhibit for students, community groups and tourists, linked to the conservation area. Set within the breathtaking Twenty Valley on the Niagara Escarpment, Ball's Falls offers spectacular scenery as well as natural, cultural and historical value.

Since 2008, no updates to **The Gallery** have been completed. To satisfy educational and tourism needs, we need a more effective, engaging exhibit area with the following:

- enhanced information and languages;
- improved exhibit flow;
- integrated interactivity into various educational programmes;
- Integrated programmes into regional tourism partnerships;
- contextualized and self-guided learning of site features and significance; and
- introduced Indigenous history.

At the Centre for Conservation at Ball's Falls Conservation Area an exciting journey is occurring to enhance "The Gallery" - an educational experience which will provide engaged, tactile, and experiential learning for people of all ages. Linked to this experience is the ability to address our "nature-deficit" by linking The Gallery to the exquisite Ball's Falls Conservation Area.

The Gallery Project has three phases:

Phase I – Design:

May 2020 to May 2021

Budget \$39,500

Fully Funded

Phase II – Build:

May 2021 to December 2021

Budget \$60,000

Funded to date - \$25,000

To be raised - \$35,000

Phase III – Waterscape:

January 2022 to December 2022

Budget \$250,000

To be raised \$250,000.

In Phase I, a Request for Proposal was circulated by the Niagara Peninsula Conservation Authority (Authority) for a consultant to develop the project design for the enhanced **Gallery**. Reich + Petch Design and Kubik Maltbie Inc., the successful consultants, were hired in May 2020 and final design is expected at the end of May 2021.

During Phase I, the Niagara Peninsula Conservation Foundation (Foundation) and Authority also commenced raising funds for this project and received donations from Enbridge Gas, Calamus Estate Winery, and Nevada grant funding in order to commence the launch of Phase II.

The Foundation was introduced to **The Gallery** project in June 2020 by the Authority and the Foundation formally embraced the project at their April 8, 2021 Board of Directors' meeting, where Resolution No. FND-BOD-15-21 was approved:

That the Board of Directors approve The Gallery Project Case for Support and Case Statement and initiate a \$35,000 fundraising campaign for 2021; and

Further That the Project Team develop a workplan for the 2021 Capital Campaign by April 30th for circulation to the Board of Directors and implementation.

The purpose of this document is to serve as the **Capital Campaign Plan** for submission to the Foundation's Board of Directors on April 30, 2021, as requested.2.

2. Why a Capital Campaign?

It is well documented that nature has a healing power. Environmental education enables us to interact with nature, allowing us to better understand and protect our environment. We have all heard that our obligation as a society is to leave behind a better world for our children.

We are well served by listening to the Seventh Generation Indigenous Principle, based on an ancient Haudenosaunee Confederacy philosophy, that the decisions we make today should result in a sustainable world seven generations into the future.

One way to better appreciate and protect our environment, while addressing our nature deficit and sustaining nature for the future, is in our own backyard – at Ball's Falls Conservation Area.

The Gallery Capital Project will address a need for the current Niagara community, the growing Niagara population and tourists visiting this area annually. The Niagara Region,

which currently has a population of around 450,000, is growing — by as much as 30% in the next 20 years. According to Province of Ontario statistics a population of 610,000 people is projected by 2041. With this growth will come a community craving for a greater connection to nature and outdoor space.

According to Niagara Region’s **Niagara Tourism Profile** around 13 million people visit the Peninsula annually and bring a \$2 billion economy to the area. Many of the tourists are drawn to the magnificent Niagara Falls – one of the natural wonders of the world. Countless tourists extend their Niagara Falls experience by exploring other significant natural sites in the Peninsula – including Ball’s Falls Conservation Area.

Updating the Gallery at Ball’s Falls Centre for Conservation is important in order to provide the community and tourists with an educational facility linked to a spectacular natural area. The capital campaign process to bring this project into reality is outlined in the following graphic.



3. Capital Campaign Goal

The Foundation has a clear mandate, through its Letters Patent (Articles of Incorporation), to raise funds for the Authority to enhance conservation and education experiences in the Niagara Peninsula watershed. At no time has the need been greater than now for connections to nature through education.

The Foundation's goal is:

To raise \$35,000 in Phase II of *The Gallery* Project and \$250,000 in Phase III to assist the Authority in:

- 1. offering a viable and sustainable tourism site in Niagara – at Ball's Falls;**
- 2. furthering environmental/historical education and contextualization of the Ball's Falls site;**
- 3. engaging all ages, abilities, and diversities; and**
- 4. incorporating accessible learning and activities in *The Gallery*.**

4. The Phases of our Capital Campaign

There are two primary phases of successful campaigns.

4.1 The Quiet Phase

During the Quiet Phase public events or "general" solicitations to support the campaign are not undertaken. However, major sponsors are solicited leading to the public announcement or campaign launch during the second phase (Public Phase).

During the Quiet Phase, the planning work is completed, the campaign fundraising "roll out" is finalized and a leadership structure for the campaign is developed. The Quiet Phase of *The Gallery* capital campaign began in May 2020 with the hiring of the Design consultant by the Authority and will end around May 31, 2021 with the design completed, the capital campaign plan developed, the Campaign Committee created, and major sponsors secured by the Foundation.

4.2 The Public Phase

During this phase in mid June 2021, the Foundation will undertake wide scale public solicitations, events, and media efforts to support ***The Gallery*** capital campaign. As a rule of thumb, Not-for-Profits raise somewhere around 60% of their funding goals in the Quiet Phase (primarily from major donors) and the remaining 40% during the Public Phase.



4.3 Timelines

Timeline

Phase II Quiet Phase	CAMPAIGN TASK	2020		2021		2022		2023	
		Jan/	Jul/	Jan/	Jul/	Jan/	Jul/	Jul/	Jan/
		Jun	Dec	Jun	Dec	Jun	Dec	Dec	Jun
	Project Feasibility								
	Request for Proposal								
	Consultant Hiring								
	Consultant Design								
	Work Team Assembled								
	Case for Support approved by Board								
	Campaign Plan Approved by Board								
	Campaign Committee Recruitment								
	Communication Plan for Public Phase								

	Communication Material developed								
	Internal Engagement								
	Board Engagement								
	Lead Sponsors Sought								
Phase II	CAMPAIGN TASK	2020		2021		2022		2023	
		Jan/	Jul/	Jan/	Jul/	Jan/	Jul/	Jan/	Jul/
		Jun	Dec	Jun	Dec	Jun	Dec	Jun	Dec
	Public Launch Event								
	<u>Solicitation Letters</u>								
	<u>Media Campaign Launched</u>								
	Prospect Identification								
	Target Cultivation								
	Personal Solicitation								
	Recognition/ Stewardship Plans								
	Implement Stewardship Plans								
Phase III	To be developed Fall 2021								

5. The Components of our Capital Campaign Plan

Our capital campaign plan lays out the strategies our Foundation will use to successfully complete our fundraising efforts. The goal of our plan, as outlined above, is to fully fund

our campaign by December 2022 (\$285,000). Every strategy and tactic we include will be squarely aimed at that goal.

Like all fundraising plans, our capital campaign plan includes a Critical Path which outlines set responsibilities and deadlines. Our plan clearly defines who is responsible for each of the action steps, as well as when those tasks will be completed. Including firm deadlines and set responsibilities will help our entire team stay focused and will ensure the highest likelihood of success.

5.1 Critical Path

Critical Path - Capital Campaign Timeline-Responsibility – Phase II			
Task	Date	Responsibility	Notes
Capital Campaign Plan - Phase II – Quite Phase			
Project consultant management	May 2020	Adam/Alicia	Done
Project introduction to Foundation	June 2020	Adam/Alicia	Done
Establish Work Group (WG)	February 2021	Andrea	Done
Case for Support (CFS)	February 2021	Work Team	Done
CFS Board approval	April 2021	Andrea	Done
Campaign Plan development	April 2021	Gayle and WG	Done
Circulate Draft Campaign Plan to Board and announce Co-Chair	April 30, 2021	Gayle/Tom	Done
confirm second Co Chair for the campaign	April 30, 2021	Rob Foster	
Confirm Campaign Committee	Mid May 2021	Rob/Committee	
Confirm major Phase II donors	Mid May 2021	Rob/Andrea	
Donor Recognition/Stewardship strategy for all levels of gifts	May 2021	Mary/Gayle	
Prepare for Public Phase	May 2021	Co-Chairs/Andrea	
Hold 1 st Campaign Committee Meeting	May 2021	Co-Chairs	
Capital Campaign Plan - Phase II – Public Phase			
Public Phase Launch	Mid June 2021	NPCF Chair/Co-Chairs/Andrea	
Media, letter solicitation and personal solicitation	June to Dec. 2021	Foundation, Campaign Committee	
confirm levels on donor wall at Balls Falls	June 2021	Andrea/Mary	

complete donor contact information master list	May 2021	Mary/Andrea	
Committee meeting to discuss potential donors	June 2021	Committee Members	
create donor ask letters	June 2021	Andrea/Mary	
Social media re progress	Jun- Dec 2021	Andrea	
Contact donors	Jun-Dec 2021	All members	
Phase II wrap up and celebration	Dec 2021	All	
Capital Campaign Plan - Phase III - to be prepared	Fall 2021	Gayle	

Our capital campaign plan includes the following components:

5.2 Fundraising Goal

As outlined above **The Gallery** project has three Phases. Phase I was funded by the Authority and Region of Niagara. Phases II and III funding will be raised through the Foundation’s capital campaign.

The Phase II fundraising goal of \$60,000 for 2021 is followed by a larger Phase III target of \$250,000 in 2022. The Foundation’s Board approved the 2021 goal of \$60,000; \$25,000 of which has been raised and \$35,000 is still required.

In the fall of 2021, the success of the Phase II goal will be analysed and a workplan to raise the Phase III funding of \$250,000 will be forwarded to the Board for approval.

5.3 Campaign Committee

The second part of our capital campaign plan lays out our strategy for building our capital campaign committee.

The capital campaign committee represents the leadership and steering committee that will help guide the campaign. Importantly, the committee is composed of people who not only support our Foundation, but who have connections (a large network) that they can reach out to on our campaign’s behalf. Our committee will be comprised of some board members, some community leaders, some of our key volunteers, some donors, and prospects, and both Authority and Foundation staff members. The proposed campaign committee:

Committee Co-Chairs: Rob Foster, Niagara Regional Councillor (Town of Lincoln), NPCF Treasurer

Co-Chair under consideration by Co-Chair Foster

NPCF Staff: Andrea Crosby-DiCenso, NPCF Executive Coordinator

NPCA Staff: Adam Christie, Director, Land Operations
Alicia Powell, Manager, Conservation Areas Services

Key Volunteers: Mary Sergenese, retired Development Officer, Leadership Giving, Niagara Health Foundation, Foundation Board of Directors (data base development)

Gayle Wood, Foundation Board of Directors, Vice Chair (campaign plan development)

The Foundation does not intend to hire a campaign consultant due to budget limitations.

5.3.1 Campaign Committee Key Responsibilities

Co-Chairs

The role of the Campaign Committee Co-Chairs is to jointly head the capital campaign for **The Gallery** at Ball's Falls Centre for Conservation. The Co-Chairs will share leadership duties of the Campaign Committee. These will include the following:

- Articulating the Foundation's story to all stakeholders through regular electronic and print communication, board meetings, and events.
- Conducting Campaign Committee meetings.
- Providing feedback and reporting to the Foundation's Board of Directors.
- Opening doors for philanthropic support including recommending and reviewing potential donors and soliciting 3 key donors for the Phase II campaign.
- Assisting in building a network of fellow volunteer leaders.
- Being the key campaign spokespersons.
- Making a thoughtful gift to the campaign.

Foundation Executive Director

The Foundation Executive Coordinator will manage the campaign in under the guidance of the Campaign Committee Co-Chairs. The Board of Directors Chair will be invited to participate, where appropriate. Campaign Committee Members and Foundation Board members will all play a role in identifying potential donors and engaging when approved

by the Campaign Committee. The Campaign Committee Co-Chairs will provide regular updates to the Board through the Foundation Board Co-Chair.

Conservation Authority Staff

Staff participating in the campaign will provide expertise on Ball's Falls Conservation Area, the Ball's Falls Centre for Conservation, the education programs offered at the area and The Gallery Project.

Community Leaders and Volunteers

The duties of key community leaders selected for the campaign committee will include the following:

- Serving as ambassadors and spokespeople for the campaign.
- Attending key campaign events.
- Identifying individuals that may have an interest in supporting the campaign.
- Participating in monthly meetings related to the overall campaign.
- Opening doors and assisting with the education/cultivation of potential donors
- Assisting with the stewardship of donors to ensure they recognize their value.
- Making an early and thoughtful gift to the campaign, proportionate to financial ability, before soliciting others

5.4 Case for Support

Just as with any fundraising effort, our capital campaign has a written [Case for Support](#) that tells donors why the campaign matters and why they should support it. The Case for Support, and a shorter Case Statement, which are attached, were approved by the Foundation's Board of Directors on April 8, 2021.

5.5 Key Messages

INTERNAL KEY MESSAGES <i>(Foundation / Authority)</i>	SUPPORTING MESSAGES
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<p>The NPCF has a key role to play in raising funds for conservation and education.</p> <p>The NPCF is a leader in providing resources to support work throughout the Niagara Peninsula Watershed.</p> <p>The NPCF values the long-standing partnership with the NPCA and its staff in the implementation and success of collaborative initiatives such as <i>The Gallery Project</i>.</p> <p>Key Wordings: partnership, stewardship, responsibility, together, collaboration, leader, role, position, authentic, success, resourceful, aligned, commitment, investment.</p>	<p>It is our mission to raise funds that increase greenspace, improve water quality, restore wetland and habitat, and support environmental research and education.</p> <p>It is our vision to be a leader in providing resources that support the conservation and enhancement of our properties and programs.</p> <p>It is a shared commitment of the NPCA and NPCF to be authentic and responsible stewards of the Niagara Watershed by working collaboratively.</p>
<p>EXTERNAL KEY MESSAGES <i>(Donors / Sponsors / Community)</i></p>	<p>SUPPORTING MESSAGES</p>
<p><i>The Gallery Project</i> will create enhanced experiences in environmental education and nature-based tourism.</p> <p><i>The Gallery Project</i> will promote inclusive, and interactive ways of learning.</p> <p>The Gallery Project will address the issue of Nature Deficit within children and adults.</p> <p>Key Wordings: positive, inspiring, sustainable, beneficial, enriching, opportunity, interconnected/connected, inclusive, innovative, engagement, participation, transformation</p>	<p>We need YOUR help to make our vision a reality.</p> <p>YOUR support enable us to make a big difference in the community by creating sustainable tourism destinations with ample opportunities to explore and learn.</p> <p><i>The Gallery</i> will be a resource to combat Nature Deficit by featuring focused exhibits on conservation and culture in the context of Ball's Falls Conservation Area, Niagara Escarpment and Watershed.</p>

5.6 Gift Range Chart

Every capital campaign needs a gift range chart (sometimes called a gift pyramid or donor pyramid) to guide its efforts. Our capital campaign plan details how many gifts are needed at each level of giving to reach our campaign fundraising goal for Phase II of \$35,000.

As a rule of thumb, we need 4 prospects for every donor who gives, at every tier. If our gift range chart says that we will have one donor at the \$10,000 level, we will need to approach at least 4 donors at that level, who already are familiar with our Foundation (or become well acquainted with our organization during the campaign) to successfully solicit that one gift.

Gift Amount Phase II (\$35,000 to be raised)	# of Gifts	Total	Cumulative Donations	% of Goal	Cumulative # of Gifts
\$10,000	1	\$10,000	\$10,000	28.5%	1
\$5,000	2	\$10,000	\$20,000	28.5%	3
\$1,000	3	\$3,000	\$23,000	8.5%	6
\$750	4	\$3,000	\$26,000	8.5%	10
\$500	5	\$2,500	\$28,500	7%	15
\$250	6	\$1,500	\$30,000	4%	21
\$100	7	\$700	\$30,700	2%	28
\$75	8	\$600	\$31,300	2%	36
\$50	80	\$4,000	\$35,300	11%	116

The Foundation will consider the naming of the new Waterscape feature in Phase III of this project which occur in 2022. A Gift Range Chart for Phase III will be developed later in 2021.

5.7 Prospect List

This section of our capital campaign plan details the process we will use to segment our donor base (including current and lapsed donors, as well as prospects) to assign them to different giving tiers for the purposes of our campaign.

A prospect list of over 500 donors has been developed. The Campaign Committee will review the prospect/donor list to determine which person(s) from the Foundation and/or campaign committee will be responsible for soliciting donors at each level or category of the Gift Chart.

5.8 Quiet Phase Donor Strategy

This section of our capital campaign plan overviews our strategy for the Quiet Phase of our campaign.

Our Foundation needs to raise 60% (\$35,000) of our overall campaign goal for Phase II during the Quiet Phase. To date, the Foundation has raised \$25,000 of the \$60,000 required, so an additional \$10,000 is required to move to the public phase.

Enbridge Gas has already contributed \$8,000. They will be approached to be the lead donor and requested for an additional \$7,000 donation. Additional prospects for lead donors will be discussed by the campaign committee.

Potential Donor	Amount Requested	Solicitation By	Timeline
Enbridge Gas 3401 Schmon Pkwy Thorold, ON L2V 5A8	\$8,000(raised) Additional \$7,000 to be requested Total \$15,000	Co-Chairs Executive Coordinator Other key contacts	May 21, 2021
Michael Root Root Bissonnette Walker LLP 200 Hwy 20 E Suite 203	\$1,000	Co-Chair Foster Executive Coordinator	May 21, 2021

Fonthill, ON L0S 1E6			
Peter Van Helsdingen Calamus Estate Winery 3100 Glen Rd Jordon Station, ON LOR 1S0	\$1,500 raised \$1,000	Co-Chair Foster Executive Coordinator	May 21, 2021
Need additional \$1,000 sponsor	\$1,000		

5.9 Public Phase Donor Strategy

Next, our capital campaign plan details our strategy for the Public Phase of the campaign. The Public Phase includes the public announcement of our campaign, as well as our public relations and other general marketing and solicitation efforts, campaign mailings, public events, and online fundraising efforts. Generally, the gifts raised during the public phase are low-dollar and mid-level gifts.

5.10 Wrap-Up and Stewardship

Once we reach our campaign goal for Phase II by December 2021, our work is not done! The final portion of our capital campaign plan for Phase II will lay out a “celebration” event and a strategy for what we will do regarding the Phase III campaign. This includes thanking and recognizing our donors (including fulfilling any benefits or public recognition opportunities that we offered to donors). We will also have a plan in place to transition campaign donors back into our general / annual fundraising efforts.

6. Conclusion

In his 2005 book, “Last Child in the Woods,” Richard Louv wrote about what he called nature-deficit disorder and cited about 60 scientific studies looking at the benefits of nature and the problems that can come from being too isolated from the natural world.

It is well documented that nature has a healing power. Environmental education enables us to interact with nature, allowing us to better understand and protect our environment. We have all heard that our obligation as a society is to leave behind a better world for

our children. One way to better appreciate and protect our environment while addressing our nature deficit is in our own backyard – at Ball’s Falls Conservation Area.

The Centre for Conservation at Ball’s Falls Conservation Area is on an exciting journey to enhance “The Gallery” - an educational experience which will provide engaged, tactile, and experiential learning for people of all ages. Linked to this experience is the ability to address our “nature-deficit” and become a viable and sustainable tourism destination in Niagara.

Appendices to be attached later:

Appendix 1 - The Gallery Case Statement – previously approved by the Board of Directors

Appendix 2 – Donor Recognition/Stewardship Program Grid

9.2 NPCF Pledge and Commitment Forms Form Explanations

1. Third Party Agreement Form

Gives a more accountability and commitment to the event organizer and NPCF.

2. Gift Agreement Form (GIK)

Gives NPCF the information needed from the donor and gift details which makes the gift more secure.

3. Gift Commitment Form

Gives accountability and clarity of gift amount from Donor. It also gives the Donor clarity about recognition from NPCF. This is NOT a legal binding document, and the donor can stop giving future gifts at any time.

4. Gift Commitment Form (Long)

Gives accountability and clarity of gift amount from Donor. It also gives the Donor clarity about recognition from NPCF. This is NOT a legal binding document, and the donor can stop giving future gifts at any time.

5. Notice for Photography and Filming

For when NPCF hosts a large event. We can make a photography and filming consent form to sign when there are only a handful of folks. You want to capture all the photos you can and use them legally, for Third Party Events as well.

6. Staff and Board Pledge Form

Gives NPCF clarification on when/how the staff or board member will be giving their gift(s). Multi-year commitments are suggested for this.



3rd Party Event Proposal Form

Thank you for choosing Niagara Peninsula Conservation Foundation (NPCF) as a recipient for your event. Your support will help raise funds towards conservation projects and programs that contribute to a greener Niagara.

Company Name:		
Contact Name:		
Address:		
City:	Province:	Postal Code:
Tel (Home):	Tel (Business):	Tel (Cell):
Email Address:		
Event Name:	Date:	Time:
Event Location & Address:		

Briefly describe the event:

How many people do you expect to attend the event?

Proposed Budget

To help you think about the different aspects of your event, please provide estimates for the following revenue and expense lines. Please note: all event costs must be funded from event proceeds or be paid directly by the event organizer.

Revenue		Expenses	
Tickets sales	\$	Venue rental	\$
Sponsorship	\$	Food	\$
Donations	\$	Printing	\$
On-site fundraising	\$	Advertising	\$
		Other	\$
TOTAL REVENUE	\$ -	TOTAL EXPENSES	\$ -
Total expected revenue for Niagara Peninsula Conservation Foundation			\$
(TOTAL REVENUE – TOTAL EXPENSES)			

Are there any sponsors? Yes No If yes, please list.

How are you intending to promote the event? Please note: all materials submitted to media must be pre-approved by the Foundation.

Are there other charitable organizations that will also benefit from this event? Yes No If so, please list.

Is there any key information about your organization / event we should know about? If so, please specify (if you are active on social media, please include your hash tags).

Do you require the use of NPCF's *In Support of Logo*? Yes No
(If so, all materials with NPCF's name or logo must be pre-approved by the NPCF).

Online fundraising:

Would you like to use NPCF's online fundraising? Yes No
Please note: the Foundation cannot return any of these funds to the event organizer for event expenses.

Do you require a member(s) of NPCF to speak at your event? Yes No

Please indicate what promotional materials you will require for the event.
NPCF In Support of Logo Information Presentation Cheque

Endorsement letter:

When soliciting donations, companies may require a letter from the Foundation that acknowledges that your event is raising money for NPCF. If so, we would be happy to supply one.

Will you require tax receipts for this event? Yes No
(Tax receipts are issued in accordance with CRA guidelines and must be pre-approved by NPCF)

Event Guidelines

Please read the following and sign below to verify that you have read and agreed to the following terms and conditions:

Net proceeds from this event together with all related financial reports will be remitted to NPCF within 60 days of this event. NPCF retains the right to verify the financial reports. Tax receipts will be issued according to Canada Revenue Agency guidelines. All materials with NPCF's name on it must be pre-approved by the NPCF. NPCF assumes no legal or financial liability associated with this event. NPCF is not responsible for any accidents or damage to persons or property that may occur during the course of this event. If NPCF has serious concerns about the way this event is being implemented and such concerns are not immediately



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addressed, NPCF reserves the right to withdraw the use of its name and logo and cancel this agreement. NPCF is not responsible for financial or other damages that may result from such cancellation.

In support of:



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Name of Applicant: [Click or tap here to enter text.](#) Date: [Click or tap here to enter text.](#)

Signature: _____

**Please complete, sign and return the event proposal form to the address below.
Acknowledgement of your application will be forwarded to you within 10 business days.**

Andrea DiCenso

Executive Coordinator, Niagara Peninsula Conservation Foundation
250 Thorold Rd West, Welland, ON L3C 3W2
Tel: 905-788-3135 ext. 435
acrosby@niagaraconservationfoundation.ca

Thank you for your support!



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Niagara Peninsula Conservation Foundation Gift Donation Agreement (GIK)

(Please print or type)

Organization: _____

Contact Name: _____

Position: _____

Address: _____

Suite No: _____

City: _____

Prov: _____

Postal Code: _____

Tel: _____

Fax: _____

Email: _____

Description: One sentence description of each gift (including any restrictions/and or expiry dates) to appear in the event program.

<u>ITEM</u>	<u>RETAIL VALUE OF GIFT(S)</u>

of donated items: _____

Donor to deliver gift(s) to the Foundation on: _____

Date gift(s) received: _____

Item to be picked up on: _____

Item picked up by: _____

DISCLAIMER:

- **INCOME TAX RECEIPTS:** Items donated with a fair market value of less than \$1,000 will not be issued an income tax receipt. Gifts with a fair market value of \$1,000 or more must be accompanied by an invoice or two appraisal certificates from recognized appraisers in order to receive an income tax receipt. Niagara Peninsula Conservation Foundation reserves the right to have the appraisals verified by an independent appraiser. Gifts of services and vacation properties are not eligible for income tax receipts.
- **PROMOTION:** Niagara Peninsula Conservation Foundation is permitted to mention all donation items in NAME OF EVENT promotional materials.
- **ENTITLEMENT:** All gift certificates must be provided with a letter of entitlement and/or brochure for presentation to the prize winner or winning auction bidder. Please send or attach materials to this form.
- **VISUAL DISPLAY:** Colour photographs and/or brochures may be necessary to visually promote your gift. Please send or attach all materials with this form.
- **APPROVAL:** The NAME OF EVENT committee reserves the right to combine donated items to create unique prize items. All gifts are subject to final approval by the NAME OF EVENT Committee.

Donor's Signature: _____

Date: _____

Completed forms can be sent to:

Andrea DiCenso

Executive Coordinator

Niagara Peninsula Conservation Foundation

250 Thorold Rd West, Welland, ON L3C 3W2

Tel: 905-788-3135 ext. 435 Email: acrosby@niagaraconservationfoundation.ca

Gifts and/or gift certificates can be sent to the Foundation Office at the above address.

Charitable Business Number 119057511

Net proceeds support Niagara Peninsula Conservation Authority



Gift Commitment Form

Company Name: Click or tap here to enter text.

Contact Name: Click or tap here to enter text.

Address: Click or tap here to enter text. City: Click or tap here to enter text. PC: Click or tap here to enter text.

Tel (Home): Click or tap here to enter text.

Tel (Cell): Click or tap here to enter text.

Email: Click or tap here to enter text.

Recognition Name: Click or tap here to enter text.

Donation

Yes, I wish to support Niagara Peninsula Conservation Foundation (NPCF).

by pledging a total gift of \$_____ over a ___ year period.

1st Payment Enclosed:

Balance Due:

Successive Payments Made: Annually Semi Annually

Preferred Month of Installment:

Commencement Date:

Please make cheques payable to:

Niagara Peninsula Conservation Foundation

250 Thorold Rd West, Welland, ON L3C 3W2

Note: Invoices will be issued for payment balances.

Donor

Date

NPCF Staff/Board Member

Date

NPCF Board Member/Chair

Date

Thank you for your support!

Charity No.: 119057511



Gift Commitment Form

Company Name: Click or tap here to enter text.

Contact Name: Click or tap here to enter text.

Address: Click or tap here to enter text. **City:** Click or tap here to enter text. **PC:** Click or tap here to enter text.

Tel (Home): Click or tap here to enter text.

Tel (Cell): Click or tap here to enter text.

Email: Click or tap here to enter text.

Recognition Name: Click or tap here to enter text.

Donation

Yes, I wish to support Niagara Peninsula Conservation Foundation (NPCF).

by pledging a total gift of \$_____ over a ____ year period.

1st Payment Enclosed: Click or tap here to enter text.

Balance Due: Click or tap here to enter text.

Successive Payments Made: Annually Semi Annually

Preferred Month of Installment:

Commencement Date:

Payment schedule may be augmented with added installments by the donor at any time. Pledge reminders will be mailed one month in advance of expected payment dates.

On receipt of each Gift, the Foundation shall issue a charitable donation receipt to the Donor in the appropriate amount and in the form prescribed by the Income Tax Act (Canada).

Payment of a Gift may be made in cash and/or marketable securities listed for trading on a North American stock exchange or in the form of any other negotiable instruments acceptable to the Foundation.

Recognition

The NPCF and NPCA shall recognize the Donor's generous contribution in accordance with the Foundation's Donor Recognition Policy and Guidelines and as mutually agreed upon in accordance with the NPCF's recognition policy. Both the Donor and the Foundation affirm that this gift does not and shall not, in any way compromise the Foundation's mission or contravene any policy of the Foundation or reflect negatively on the Foundation's public image.

Form of Recognition: _____

Location of Recognition: _____

Irrevocability of Contributions

It is understood by the parties hereto that once an amount has been paid to the Foundation by the Donor, the Donor shall have no right to have the amount of such payment or any part thereof or income therefrom returned or paid for the benefit of the Donor in any manner. It is further understood that the charitable gifts created hereby are irrevocable.

Future Considerations

NPCF is grateful for the donor's support and is committed to fulfilling the donor's objectives reflected in this agreement. As priorities move forward, there is a possibility that it may become impossible, inadvisable, or impractical for this gift to serve the specific purpose of the stated intentions. In this unlikely circumstance, NPCF will consult with the donor and the Board of Directors who shall direct that the gift go toward, and be for the purpose(s) that is most consistent with the donor's wishes.

Please make cheques payable to:

Niagara Peninsula Conservation Foundation:

250 Thorold Rd West, Welland, ON L3C 3W2

Note: Invoices will be issued for payment balances.

Donor

Date

NPCF Staff/Board Member

Date

NPCF Board Member/Chair

Date

Thank you for your support!



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Photography/ Filming in Progress

Please note that filming/photography is taking place during the
(NAME OF EVENT)
for promotional and archival purposes.

The photographs and recordings made are likely to appear on our website and social media outlets.

If you would prefer not to be photographed please let the photographer know.

For further information contact:
Andrea Crosby-DiCenso
acrosby@niagaraconservationfoundation.ca
905-788-3135 ext. 435



Staff and Board Members:
Yes! I am proud to support Niagara Peninsula Conservation Foundation's Capital Campaign supporting Balls Falls.

Name:		
Employee ID: Click or tap here to enter text.		
Department:		
Address: Click or tap here to enter text.		
City: Click or tap here to enter text.	Province: Click or tap here to enter text.	PC: Click or tap here to enter text.
Phone: Click or tap here to enter text.		Email: Click or tap here to enter text.

Gift Information

- I am pleased to authorize the Payroll Department to deduct \$ Click or tap here to enter text. per pay beginning Click or tap to enter a date.
- I prefer to give \$ Click or tap here to enter text. per month beginning Click or tap to enter a date.

Please debit my:

Credit card account: Visa Mastercard

Card no.: Click or tap here to enter text. Expiry date: ____ / ____ CVV no.: Click or tap here to enter text.

Signature: _____

Charitable gift tax receipts for payroll deductions will be applied directly to employee T4 forms.

I understand that I can revoke or make changes to this authorization at any time by writing or calling 905-788-3135 ext. 435 within 30 days notice.

Niagara Peninsula Conservation Foundation respects your privacy and protects your personal information and therefore does not rent, sell or trade its mailing lists. The information you provide will be used to issue tax receipts and to keep you informed of foundation activities. If you would like to be removed from our contact list, please call 905-788-3135 ext. 435 and we will gladly accommodate your request.

Thank you for your support!

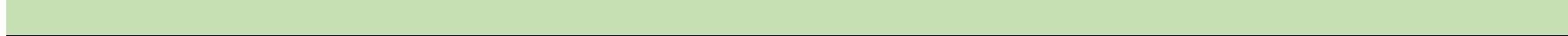
Niagara Peninsula Conservation Foundation Overall Strategies 2021

Task/Event/Initiative/Other	JAN	FEB	MAR	APR	MAY	JUN
Executive Coordinator/Managing Director Meeting	5th					
Micharity: Database Discovery Call	11th					
Executive Coordinator/Managing Director Meeting	12th					
Executive Coordinator/Managing Director Meeting	19th					
Executive Coordinator Work Plan Draft	25th					
Grant Management Strategy Draft	25th					
Executive Coordinator/Managing Director Meeting	26th					
FDN/AUTH Team Meeting	28th					
Foundation Board of Directors Meeting		11th				
Micharity: Database Training Session		17th				
Executive Coordinator/Managing Director Meeting			4th			
Executive Coordinator/Managing Director Meeting			9th			
Executive Coordinator/Managing Director Meeting			16th			
Annual Report 2020 Draft			16th			
Foundation Mailing - General Ask "Nature Deficit"			19th			
Executive Coordinator/Managing Director Meeting			30th			
Annual General Meeting				8th		
Foundation Board of Directors Meeting				8th		
Speaker Series #1 - Mark Zelinski				14th		
Education Bursary Committee Meeting				21st		
Special Foundation Board of Directors Meeting					20th	
Speaker Series #2 - David Newland					26th	
FDN/AUTH Team Meeting					27th	

NPCF Education Bursary Deadline					31st	
Directors Donation Challenge						1st
Foundation Board of Directors Meeting						10th
Education Bursary Committee Meeting						16th
Comfort Maple Pen Promo: Father's Day						20th
Speaker Series #3 - Yvonne Van Lankveld						30th
Gallery Capital Campaign Soft Launch						30th



Task/Event/Initiative/Other	JUL	AUG	SEPT	OCT	NOV	DEC
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Chair's Celebration of the NPCF	6th					
Gallery Capital Campaign Public Launch	XX					
Board Meeting FND-21		12th				
Hug a Tree Safety Event			XX			
Ball's Falls Thanksgiving Festival				8th-11th		
Board Meeting FND-21				14th		
Board Meeting FND-21						9th
NPCF Giving Weekend / Holiday Trail						10th-12th

EDUCATION BURSARY

Task	Notes	Lead	Date
Terms of Reference Review	Review Education Bursary TOR and update as necessary	Andrea	
Terms of Reference Review and Report	Report to Foundation Board of Directors for APPROVAL	Andrea	11-Feb
Contact Information for School Boards		Andrea	12-Mar
Bursary Letter		Andrea	12-Mar
Bursary Application	Online only via niagaraconservationfoundation.com/educationbursary	Andrea	12-Mar
Bursary Flyer	Posted online	Andrea	12-Mar
Email Committee Members	Welcome to committee members: Chair Insinna, Member Sergenese and Alicia	Andrea	12-Mar
Send Bursary Information to School Boards	Bursary information sent to NDCSBN, HWDSB, HWCDSB, and BHNCDSEB	Andrea	12-Mar
Bursary Guidelines	Posted online	Andrea	13-Mar
Bursary Criteria	For reviewing applications	Andrea	13-Mar
Send Bursary Information to School Boards	Bursary information sent to DSBN, and GEDSB	Andrea	19-Mar
Social Media Post		Andrea	21-Mar
Social Media Post		Andrea	30-Mar
Education Bursary Committee TOR		Andrea	20-Apr
Education Bursary Committee Intro		Andrea	20-Apr
Education Bursary Committee Agenda	To include: Committee Terms of Reference, bursary guidelines, criteria and history	Andrea	20-Apr
Circulate Agenda	To all committee members	Andrea	20-Apr
Education Bursary Committee Meeting	Introduction	Andrea	21-Apr
Social Media Post		Andrea	21-Apr
Social Media Post		Andrea	18-May
Confirm Bursary Amount	\$57, 275.00 available	Andrea/Lise	31-May
Education Bursary Deadline	Online application closes at 5:00 P.M. EST	N/A	31-May
Email Committee Members	Email bursary applications and criteria to committee members	Andrea	02-Jun

Education Bursary Committee Agenda	To include: names of applicants, review of member comments, and official decision	Andrea	15-Jun
Circulate Agenda	To all committee members	Andrea	15-Jun
Education Bursary Committee Meeting	Review of Education Bursary applications and official selection of bursary recipients	All Members	16-Jun
Letter to Recipients	Signed by Chair Insinna	Andrea/Tom	18-Jun
Education Bursary Committee Meeting	Cheque presentation with bursary recipient and committee members	All Members	15-Sep
Media Release		Andrea	TBD
T4 Form Submission		Andrea/Lise	31-Dec

Niagara Peninsula Conservation Foundation Naming at Balls Falls

	< \$100	\$100 - \$499	\$500 - \$1,499	\$1,500 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$99,999	\$100,000 +
NAMING/SIGNAGE									
Patio outside the Glen Elgin Room (1 - \$25,000) length of commitment TBD									
Garden signage # 1 (\$10,000) length of commitment TBD									
Garden signage # 2 (\$10,000) length of commitment TBD									
Garden signage # 3 (\$10,000) length of commitment TBD									
Garden signage # 4 (\$10,000) length of commitment TBD									
Bench # 1 (existing - \$5,000)									
Bench # 2 (existing - \$5,000)									
Bench # 3 (existing - \$5,000)									
Bench # 4 (existing - \$5,000)									
Bench # 5 (existing - \$5,000)									
Stones on a path signage (9 flagstones - 4 plaques per = 36 at \$1,000) length of commitment TBD									
Stones on a path signage (9 flagstones - 4 plaques per = 36 at \$1,000) length of commitment TBD									
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Stones on a path signage (9 flagstones - 4 plaques per = 36 at \$1,000) length of commitment TBD									



— NIAGARA PENINSULA —
CONSERVATION FOUNDATION

TO: Foundation Chair and Board of Directors
FROM: A. Crosby-DiCenso, NPCF Executive Coordinator
DATE: June 10, 2021
REPORT NO. FND-BOD-04-2021
SUBJECT: **Executive Coordinator Activities**

1. Purpose of the Report

The purpose of this report is:

- To provide an update on all Executive Coordinator activities since the last board of directors meeting held April 8, 2021.

2. Administrative

Meetings between the Executive Coordinator and Director, Corporate Services were scheduled April 28, May 13 and May 31 to address Foundation financials and will continue on a monthly basis. After a number of discussions and calls to Nevadaman, we are confident in the spending of Nevada funds towards various NPCA projects. A funding report will be brought to the board in August to outline potential projects.

There are currently two bench orders in the works with deposits collected for both. There are three additional inquiries being addressed. A meeting was held May 12 with two clients at Chippawa Creek to choose their specific bench location. Meetings were held with NPCA staff on May 14 and 17 to address additional naming/recognition opportunities at Ball's Falls, a naming grid was created from these meetings for future use.

Six pens were sold between April and June with a restock order of 20 pens placed on May 21, 2021 for a Father's Day promotion. A separate item was created in the purchase section of the Foundation's website to accommodate this promotion. Both the NPCF enamel pin and tote will also be added to the website for purchase.

A series of weekly posts consisting of special events, Memorial Program, Comfort Maple Pens, Education Bursary and Speaker Series have been circulated on the Foundation Facebook and Instagram will be relaunching by month's end. On March 15, our post on Mark Zelinski's Speaker session reached 534 people and had 678 engagements. Our Earth Hour post on March 27 reached 264 people with 17 engagements and our Earth Day post on April 22 reached 300 people with 18 engagements. On May 12 a post on David Newland's Speaker Session reached 829 people with 25 engagements. A National Dog Rescue Day post reached 342 people with 43 engagements. Content Curation meetings were held April 14, 26 and with NPCA student intern, who assisted in creating a posting schedule and content for the Foundation during the month of April.

Two webinars were attended: April 29 – Driving Summer Donations: The Great Canadian Giving Challenge with Canada Helps; May 27 – Sponsorship and Beyond with Judy Haber.

Condolences were sent on behalf of the Foundation Board of Directors to Diana Huson on the loss of her father.

3. Grant Writing

The Grant Management Team met on April 22 to discuss the top 5 potential grants for 2021. The following are selected as approachable grants for 2021, with consideration to additional grants pending a team discussion:

Ontario Community Environment Fund – June 23 – Current
Canada Healthy Communities Initiative – June 25 – Current
TD Friends of the Environment – July 15 - Current
Freshwater Future – September 30
Greenbelt Foundation – October 2021
Honda Canada – Open Ended

Additional meetings were held May 20 and May 25 to develop upcoming proposal details.

A briefing webinar was attended for the Ontario Community Environment Fund on May 19.

4. Fundraising Events and Initiatives

The NPCF kicked off its first Speaker Session as part of the Speaker Series on April 14th with photographer and publisher, Mark Zelinski who did a presentation on "*Heart of Turtle Island: The Niagara Escarpment.*" This speaker session was generously sponsored by Chair Insinna.

David Newland was the second speaker booked for May 26 with his presentation “The Northwest Passage in Story and Song.” This speaker session was generously sponsored by Vice-Chair Wood. The Series will end with a session by local author, Yvonne Van Lankveld on June 30th, who will be doing a reading and presentation of her latest book “The Road to Alright.”

A Father’s Day Promotion was launched June 1st, 2021 to include a 2021 Hand-Crafted Comfort Maple Pen, NPCF enamel pin, tote and 6 pack of Ball’s Falls IPA beer generously donated by Bench Brewing Company. These gift sets are priced at \$125 with \$83 tax receiptable.

A meeting of the Gallery Capital Campaign Committee (GCCC) was held on May 25th where a number of items were discussed and approved including the Campaign Plan, NPCF forms, Donor Recognition Grid and Naming Grid. A script has been drafted for the GCCC to utilize when approaching donors and potential committee members as we move forward towards the launch.

The Education Bursary Committee had their first meeting April 21st to review the Bursary and Committee Terms of Reference, Bursary History and Application. Information was sent to six school boards within our watershed jurisdiction in March, reminder emails were sent May 28th, and the deadline was May 31st. The Committee will meet June 16th to review and approve applications and the Treasurer will inform the committee on appropriate bursary amounts to disburse. Funds will be disbursed in Q3.

A launch of the Gallery Capital Campaign is booked at Member Wood’s home on June 30th. With limitations on the number of guests, the plan is to be selective with invitations and invite key donors of the campaign.

The Chair’s Celebration Event has been booked for Tuesday July 6th. As regulations surrounding Covid-19 change, we will accommodate accordingly. I am hopeful we will be able to utilize the patio outside the Glen Elgin Room at Ball’s Falls, but will plan for a virtual event in any case.

The launch of a new initiative is planned for the fall of 2021, called “Hug a Tree.” This event will seek to educate children on how to survive if they become lost in the woods by teaching basic survival skills and principles. This initiative would seek the assistance from NPCA staff to initiate at Ball’s Falls in early September as kids are going back to school.

5. Recommendation(s):

That the Niagara Peninsula Conservation Foundation (NPCF) board of directors approve the Executive Coordinator Report on Activities as presented.

Submitted by:

Andrea Crosby-DiCenso, NPCF
Executive Coordinator



NIAGARA PENINSULA CONSERVATION FOUNDATION
EXECUTIVE COORDINATOR WORK PLAN 2021
UPDATE – MAY 11, 2021

This work plan was developed with assistance from the Managing Director and in accordance with the Executive Coordinator Job Description and 2021 Fundraising Strategy.

As such, work is divided into three categories: Administrative, Grant Writing and Fundraising Initiatives and Events. This work plan breaks down individual tasks associated with each category of work and task specifics to better understand the allocation of time needed for each.

This work plan is intended to be a working document to provide better organization, time efficiency and work effectiveness to the Executive Coordinator position as well as professional accountability to the NPCF Board of Directors.

ADMINISTRATIVE (20%)
<u>HOURS PER DAY: 2/7</u>
<u>HOURS PER WEEK: 10/35</u>

<u>TASK AND SPECIFICS</u>	<u>KEY PERFORMANCE INDICATORS (KPI)</u>
<u>MANAGE EC EMAIL</u> <ul style="list-style-type: none"> - Check daily - Send replies accordingly - Pre-schedule emails as needed - Emails from this account are sent directly from the EC 	N/A
<u>MANAGE FDN EMAIL</u> <ul style="list-style-type: none"> - Check daily - Send replies accordingly - Pre-schedule emails as needed - Emails from this account are sent from the EC on behalf of the NPCF - This account is linked with all NPCF social media, webpage, CRM and online donation portals (Benevity and Canada Helps) 	N/A
<u>CORRESPONDENCE</u> <ul style="list-style-type: none"> - Thank-you letters, general acknowledgements and MISC - Mail/email correspondences accordingly 	N/A
<u>REPORTING</u> <ul style="list-style-type: none"> - EC Report (6) <ul style="list-style-type: none"> *a report to the board for information, summarizing all EC activities, as well as CRM and KPI analytics. - Quarterly Reports (4) <ul style="list-style-type: none"> *a report to the board for consideration, summarizing key quarterly highlights, and posted online - Annual Report - Any additional reports as needed <u>With assistance on:</u> - Quarterly Financial Reports - Annual budget 	<ul style="list-style-type: none"> - Timely - Informative - Engaging

<p><u>BOARD OF DIRECTOR & OTHER MEETINGS</u></p> <ul style="list-style-type: none"> - Post meeting schedule to website - Update Board Member information online as necessary - Create Board Recruitment Package for new members - Develop agenda - Send agenda to Chair for approval - Format agenda and include attachments accordingly - Circulate agenda package to Board (<i>10 days prior to meeting date</i>) - Send meeting invite to Board Members (<i>following agenda</i>) - Post agenda to website - Send meeting reminder to Board with meeting link (<i>1-2 days prior to meeting date</i>) - Host meeting as needed (<i>via Teams</i>) - Post approved minutes to website (<i>following meeting</i>) <p><u>With assistance on:</u></p> <ul style="list-style-type: none"> - Chair’s annual report and presentation to NPCA and PAC 	<p style="color: red;">Annual Meeting – February 11, 2021 BOD – February 11, 2021 BOD April 8, 2021 Special Meeting May 20, 2021 BOD June 10, 2021 BOD August 12, 2021 BOD October 14, 2021 BOD December 9, 2021</p>
<p><u>WEBSITE/SOCIAL MEDIA MANAGEMENT</u></p> <ul style="list-style-type: none"> - Create weekly posting schedule - Pre-schedule current week’s posts - Send posting schedule to NPCA Communications team - Track and report KPI’s and analytical data (<i>included in EC Report</i>) - Mediate and address social commentary and online inquiries - Manage Squarespace website and domain subscription - General updates as necessary 	<ul style="list-style-type: none"> - Impressions - Reach - Engagement - Followers - Comments, likes, shares - Follower demographics - <u>3 postings per quarter:</u> <ul style="list-style-type: none"> - Q 1 – comfort maple pens, memorial program and speaker series (Mark Zelinski) - Q2 – comfort maple pens, memorial program, speaker series (David Newland and Yvonne Van Lankveld), earth day, Father’s Day, The Gallery, Education Bursary

<p><u>CORPORATE</u></p> <ul style="list-style-type: none"> - Manage NPCF extension and voicemail - Manage memberships (<i>AFP, GNCC</i>) - Corporate filing - General filing - Formatting of documents - Management of all files (hardcopy, electronic or other) - Annual audit - Submit paid invoices with appropriate accounting code accordingly - Close Monaris POS machine weekly depending on usage - Submit receipts and appropriate documentation following POS batch close - Process cash, debit and credit donations using POS machine - Submit cheque donations with appropriate documentation 	<p style="text-align: center;">Form 1 revision submitted after AM Filing submitted by Auditor Revised Audit to be approved June 10, 2021</p>
<p><u>CRM MANAGEMENT – MICHARITY, BENEVITY AND CANADA HELPS</u></p> <ul style="list-style-type: none"> - Updates as necessary - Donor correspondence - Donor data - Track donations and giving patterns - Tax receipting - Thank-you and other donor correspondence - Mail Campaigns and merges as necessary - Reporting as necessary (<i>included in EC Report</i>) 	<ul style="list-style-type: none"> - Donors (demographics) - Donations (growth, average size) - Retention rate (monthly, annual) - Satisfaction <p>Q2 – update on donations – June 10, 2021 \$3,011. 00 YTD - \$4,491.00</p>
<p><u>PROFESSIONAL TRAINING AND DEVELOPMENT</u></p> <ul style="list-style-type: none"> - AFP Young Professionals Membership (renewed October 2021) - AFP Courses (2) - Webinars (12) - Lunch and Learn presentations (4) 	<p>Lunch and Learn for NPCA staff: August 10, 2021</p> <p>Course: Your Board and Fundraising, June 8, 2021 (\$50 – 3 CFRE) <i>Candid Learning</i></p>

	Course: Navigating Shifts in the Corporate Giving World, July 15, 2021 (\$25 – 1.5 CFRE) <i>Candid Learning</i>
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GRANT RESEARCH, DEVELOPMENT AND MANAGEMENT (30%)
<u>HOURS PER DAY:</u> 2/7
<u>HOURS PER WEEK:</u> 10/35

<u>TASK AND SPECIFICS</u>	<u>KEY PERFORMANCE INDICATORS (KPI)</u>
<u>RESEARCH</u> <ul style="list-style-type: none"> - Search for funders in the areas of education, conservation area and lands, and restoration - Ensure organizational alignment (<i>AFP 6 Steps of Grant Writing</i>) - Create funder profile - Update funder profiles accordingly - Update funder pipeline - Manage Imagine Canada Grant Connect subscription 	<ul style="list-style-type: none"> - Average gift amount - Geographical - Accepting solicited or unsolicited proposals - Preferred areas of giving - Communication preferences

<p><u>DEVELOPMENT</u></p> <ul style="list-style-type: none"> - Consult with NPCA staff regularly on upcoming grants - Provide NPCA staff with a list of grants, guidelines and details in accordance to their department - Proceed with initial application upon confirmation from NPCA staff - Consult with NPCA staff regularly during application process for project details - Consult with NPCA Finance for project-related budgeting - Additional research as necessary (i.e. connecting with past grant recipients, inquiring about winning projects or potential funding collaborations, etc) - Review grant application with NPCA staff prior to submission 	<ul style="list-style-type: none"> - Canada Healthy Communities Initiative \$5,000 - \$250,000 June 25, 2021 Adam – Cave Springs - TD Friends of the Environment \$2,000 - \$8,000 July 15, 2021 Alicia – Gallery - Freshwater Future \$500 - \$5,000 September 30, 2021 TBA - Greenbelt Foundation October 2021 - Honda Canada Open Ended (amount and deadline) Alicia – Virtual Sandbox for Gallery
<p><u>MANAGEMENT</u></p> <p>If funding is received</p> <ul style="list-style-type: none"> - Arrange cheque presentation and photo op where applicable - Provide appropriate fulsome, project report to funder as needed with assistance from NPCA staff - Funder recognition on NPCF social media and website highlight - Funder recognition in NPCF media release 	<p style="text-align: center;">N/A</p>
<p><u>IF FUNDING IS NOT RECEIVED</u></p> <ul style="list-style-type: none"> - Thank funder for the opportunity - Application follow-up with funder, feedback, advice and alternative or future opportunities 	<p style="text-align: center;">N/A</p>

FUNDRAISING INITIATIVES AND EVENTS (50%)

HOURS PER DAY: 3/7

HOURS PER WEEK: 15/35

<u>INITIATIVE/EVENT AND SPECIFICS</u>	<u>KEY PERFORMANCE INDICATORS (KPI)</u>
<p>CHAIR'S CELEBRATION</p> <ul style="list-style-type: none"> - Create initiative implementation plan and add to critical path - Develop roles and responsibilities - Book event location - Create invite - Add initiative to posting schedule - Add initiative under Event's tab on webpage - Prepare formal letter with invite for special guests, key stakeholders, donors or members of the community, reviewed by the Chair - Send invite to special guests, key stakeholders, donors or members of the community <i>with assistance from Board Members</i> - Manage registration and payments - Send registration receipt to attendees - Update CRM accordingly - Send tax receipt to attendees - Create guest list with confirmed RSVP's 	<ul style="list-style-type: none"> - Customer engagement with marketing (website and social media) - Ticket sales - Check in's / attendance - Attendee satisfaction - Revenue <p>July 6, 2021 12:00 to 1:30 p.m 100 participants @ \$50. Participants receive:</p>

<ul style="list-style-type: none"> - Order wine from Calamus Winery for gift boxes - Pick up/delivery of gift box items (Calamus Winery, Bench Brewing, Happy Bee’s Honey) - Assemble gift boxes <i>with assistance from Board Members</i> - Send invite to gift box partners - Recognition to partners and donors (<i>pre-event</i>) - Order breakfast - Prepare speaking notes for Chair, reviewed by the Chair - Prepare Foundation presentation with assistance from Managing Director - Attend event, set up and tear down <i>with assistance from Board Members</i> - Recognition to partners and donors (<i>post-event</i>) 	<p>Tote bag with NPCF pin and Calamus wine Thank you letter from Chair Tax receipt</p>
<p>SPEAKER SERIES (4)</p> <ul style="list-style-type: none"> - Create initiative implementation plan and add to critical path - Develop roles and responsibilities - Research streaming software suitable for the initiative - Download/create account for streaming software - Solicit potential speakers - Create sponsorship package - Create sponsorship list <i>with assistance from Board Members</i> - Solicit sponsorship for speakers <i>with assistance from Board Members</i> - Book speakers - Create marketing material to promote initiative - Create event platform for registration (Eventbrite) - Add initiative to posting schedule - Sponsor recognition (<i>pre-event</i>) - Manage registration and payments - Send registration receipt to attendees - Update CRM accordingly - Send thank you for attending note and tax receipt to attendees - Test software with speakers prior to session - Mediate speaker session as necessary - Sponsor recognition (<i>post-event</i>) 	<ul style="list-style-type: none"> - Customer engagement with marketing (website and social media) - Ticket sales - Check in’s / attendance - Attendee satisfaction - Revenue from events <p>Mark Zelinski – April 14 78 registrations</p> <p>David Newland – May 26 20 registrations \$50 in revenue</p>

	Yvonne Van Lankveld – June 30
<u>COMFORT MAPLE PENS</u> <ul style="list-style-type: none"> - Nurture relationship with Marv Ens, Wood Turner (Fenwick, ON) - Meet with Marv as needed to discuss partnership, stock and future projects - Manage online pen sales and ship accordingly - Update online pen inventory - Update CRM accordingly - Market pens in accordance with weekly posting schedule - Order pen boxes, certificates and brochures as needed - Order pen batches as needed - Ensure paid invoices to Marv are submitted to NPCA Finance 	<ul style="list-style-type: none"> - Customer engagement with marketing (website and social media) - Pen sales (online/in person) - Customer satisfaction (ordering, processing, shipping) - Revenue (monthly, yearly) <p>8 sales to date this year – May 11, 2021</p>
<u>MEMORIAL PROGRAM</u> <ul style="list-style-type: none"> - Market program in accordance with weekly posting schedule - Create online ordering form for website - Acknowledge requests - Update CRM accordingly - Consult with NPCA staff on initial request and bench location - Nurture relationship with memorial program donors - Process memorial program payments - Send receipt of payment to donors - Send tax receipt to donors - Send thank you letter and photo of completed request to donor - Arrange to meet donor on site for photo with the Chair and to pay respects 	<ul style="list-style-type: none"> - Customer engagement with marketing (website and social media) - Memorial inquiries - Customer satisfaction (ordering, processing, installation) - Revenue (yearly)

<ul style="list-style-type: none"> - Manage Memorial App (TBD) 	<p>2 benches to date this year – May 11, 2021</p>
<p><u>EDUCATION BURSARY</u></p> <ul style="list-style-type: none"> - Create Education Bursary Committee - Establish meeting schedule - Update Terms of Reference - Bring updated TOR to Board for approval - Create bursary flyer - Create online application form for website - Connect with DSBN for secondary school information - Send bursary flyer to secondary schools - Manage and organize incoming applications - Amalgamate applications into PDF - Send package to committee prior to review meeting - Arrange photo op with bursary recipients and Chair - Distribute funds accordingly following confirmation of program enrollment and proof of tuition payment - Update website with bursary winners, their program of study and thank-you blurb 	<ul style="list-style-type: none"> - Student engagement with marketing (website and social media) - Applications received (total, per school/municipality) - Disbursements - Thank you received <p>Committee created 1st meeting held April 21 Terms of Reference approved Applications created and information circulated in March 15 applications received Applications closed May 31 Next meeting June 16th</p>
<p><u>HUG A TREE SAFETY EVENT</u></p> <ul style="list-style-type: none"> - Fall 2021 	<ul style="list-style-type: none"> - Event logistics - Weekend event held at Ball’s Falls - Registrations - 2 “hug a tree” sessions per day,

	morning and afternoon
<u>HOLIDAY TRAIL – NPCF GIVING WEEKEND AND LAUNCH</u> <ul style="list-style-type: none"> - Establish Giving Weekend and launch dates - Book Glen Elgin room for Giving Weekend Launch - Create sponsorship package - Solicit sponsors for both monetary donations and décor items <i>with assistance from Board Members</i> - Create Giving Weekend Lunch invitation to special guests <i>with assistance from NPCF Managing Director</i> - Send Giving Weekend Launch invitation to special guests <i>with assistance from Board Members</i> - Sponsor and Donor recognition (<i>pre-event</i>) - Attend launch event, set up and tear down <i>with assistance from Board Members</i> - Sponsor and Donor recognition (<i>post-event</i>) 	<ul style="list-style-type: none"> - Customer engagement with marketing (website and social media) - Ticket sales (total, per type) - Customer demographics (age, location) - Customer satisfaction - Revenue
<u>DIRECTORS DONATION CHALLENGE</u> <ul style="list-style-type: none"> - Initiating requests to NPCA/NPCA and associated boards - Monitoring incoming donations - Follow up emails and reminders - Reporting as needed - Thank-you correspondence to all donors 	<p style="color: red;">Gayle to sent letter to Andrea May 11th Initiated June 1, 2021</p>
<u>OUTDOOR EDUCATION FUND</u> <ul style="list-style-type: none"> - Initiate request to Regional Chair - Send request to NPCF Chair for approval - Manage incoming donations 	N/A
<u>RT. HON. JOHN TURNER WATER AND ENVIRONMENTAL LEADERSHIP AWARD</u> <ul style="list-style-type: none"> - Establish appropriate contacts at Niagara College and Brock University - Manage correspondence with Niagara College and Brock University regarding pre-paid financial commitments - Ensure NPCF receives confirmation on the disbursement of funds and recipient (where applicable) 	<p style="color: red;">Reporting details/contacts established. Further support of the scholarship (Brock University - 2024) and bursary (Niagara College)</p>

<ul style="list-style-type: none"> - Arrange photo op and or thank you letter from recipient to NPCF - Develop a plan for these awards moving forward 	<p>2021) deferred until future JT Gala logistics are coordinated.</p>
<p><u>GENERAL EDUCATION PROGRAM FUNDRAISING</u></p> <ul style="list-style-type: none"> - TBD 	<p>TBA</p>
<p><u>BALL'S FALLS GALLERY PROJECT</u></p> <ul style="list-style-type: none"> - Capital Campaign Plan - Campaign Committee 	<p>Capital Campaign Draft #4 received by Board Meeting with Co-Chair and work team May 25th Campaign Committee set up end of May First sponsors 1st week of June Public Launch June 30, 2021</p>
<p><u>NAMING RIGHTS / LARGE SPONSORSHIPS</u></p> <ul style="list-style-type: none"> - To be considered as part of The Gallery Project 	<p>See above</p>

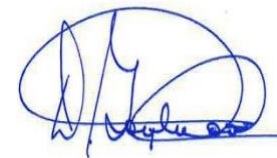
FINAL COMMENTS AND/OR RECOMMENDATIONS:

The 2021 Workplan for the Executive Coordinator will be reviewed Quarterly as part of a formal Performance Appraisal.

Submitted by:



Recommended by:



Niagara Peninsula Conservation Foundation
Executive Coordinator Work Plan 2021

Andrea Crosby-DiCenso, NPCF
Executive Coordinator

D. Gayle Wood, NPCF
Vice Chair/Secretary