

MAKING THE CASE FOR
**THE CAMPBELLFORD/SEYMOUR
COMMUNITY FOUNDATION**

A Decade of Making a Difference in Our Community

DRAFT 3
JUNE 22, 2012

THIS IS *Your* COMMUNITY FOUNDATION!

In 2000, the citizens of Campbellford/Seymour changed their community forever. With foresight and wisdom, and through public discussion, the community elected to allocate the proceeds of the sale of their 100-year-old public utility to the Campbellford/Seymour Community Foundation (C/SCF). The Foundation, registered as a charity in January of 2001, was then mandated to ensure that the funds were used for the common good — to benefit everyone in the community.

Today, the legacy of that momentous decision is the positive and lasting impact that the Campbellford/Seymour Community Foundation is having on the community as a whole. Community foundations develop their assets for, and in cooperation with, all the charitable causes within their community. Thus the scope of our reach is vast and varied — arts and culture, education, youth, recreation, the environment, health, social services and community development. For over a decade we have made grants available for projects large and small that benefit and enhance life in our community.

Our vision for Campbellford/Seymour is that of a community prospering through cooperation and partnerships, where philanthropy and volunteerism are part of daily life, and where organizations work together to address a full spectrum of community needs. We want to contribute to the creation a caring and healthy community that encourages active participation in making Campbellford/Seymour the best place to live, work, learn and grow.

Our mission incorporates the following strategies: protecting and growing the original endowment fund; building new endowments by engaging donors who want to invest in our community; providing broad and effective granting in Campbellford/Seymour; leading by example and fostering community leadership; supporting municipal initiatives that promote our vision; and sustaining our foundation through responsible financial management.

Additionally, we seek to foster innovative community investment. By purchasing our office as a permanent home for the foundation, we have exercised responsible financial management and have demonstrated our own commitment to innovative community investment in Campbellford/Seymour. Located in the heart of the community, at 39

Doxsee Avenue North, our office welcomes everyone in the community to drop by during office hours to learn about grants, donations or other aspects of the Foundation. Not only does the location provide the Foundation with office space that is sustainable and cost-effective, it provides other community organizations with meeting space as well.

BUILDING COMMUNITY CAPACITY

As a community foundation, we pool the charitable gifts we receive into a permanent, income-earning endowment, which is then held in trust for the benefit of the community. While the capital is not touched, grants are made from the earnings of these funds to seed, nurture and support community initiatives.

The Campbellford/Seymour Community Foundation manages two distinct funding streams for the community. The Municipal Fund at the Campbellford/Seymour Community Foundation is used for projects determined by The Municipality of Trent Hills. The Community Fund at the Campbellford/Seymour Community Foundation is used to fund projects that benefit the residents of Campbellford/Seymour through a grant application process.

Our grant program focuses on *building community capacity*. Community capacity building can be defined in a number of ways:

1. Projects that nurture and build on a community's strengths and assets, such as skills and resources.
2. Projects that respond creatively and effectively to local problems or challenges.
3. Projects that develop leadership, promote self-reliance, mobilize civic participation and resources, or emphasize prevention.

To further increase our impact in the community, we actively encourage the participation of other funding bodies through matching or challenge grants.

As of 2012, the Community Fund has awarded a total of \$1,180,401.88 in grants, while the Municipal Fund has awarded \$1,199,125.37, for a grand total of \$2,379,527.25. That

means almost 2.4 million dollars have been invested in community projects! These grants have and will provide much-needed funding to develop the local arts, music and sports scenes, to create green space and accessibility, and to ensure a thriving, healthy Campbellford/ Seymour.

The Campbellford/Seymour Community Foundation has a threefold purpose: Stewardship, Leadership and Partnership. We look back with pride at all that we have accomplished for our community by remaining true to our purpose.

Stewardship

The Campbellford Seymour Foundation was mandated to protect and grow the original endowment. For over a decade, we have managed our investment funds wisely and prudently, ensuring that the capital is protected in the long term, because we are committed to ensuring that broad and effective granting opportunities will continue to exist in Campbellford/ Seymour. The majority of funds are invested with the Toronto Community Foundation. Other endowment funds are invested with Dundee Securities.

We have built new endowments by engaging donors who want to invest in our community. We've also encouraged grant applicants to pursue other funding sources for grant projects in order to maximize what can be achieved.

Our goal is always to leverage other funds for grant projects, such as the *Let Them Be Kids* organization, which was so vital to the success of our Trent Hills playground project, part of the Revitalization of Kennedy Park story, which you will read about shortly.

Although the recent global economic collapse has been challenging, we know that we can and will continue to sustain our Community Foundation through responsible financial management.

Leadership

One of the core missions of the Community Foundation is to develop community leadership, and we lead by example, always striving to foster community leadership.

Through various strategic plans and funding from the Ontario Trillium Foundation, the Campbellford/Seymour Community Foundation Board of Directors has created leadership opportunities, such as the Citizen of the Decade Event. Through our Interactive Community Inquiry, the Community Foundation led the community through several public meetings and began the process of a feasibility study for a Recreation and Wellness Centre.

We host leadership workshops and events in the community and foster community leadership through our Peer Leadership Awards. Held in each of the elementary and secondary schools, the Peer Leadership Awards encourage and recognize our youth's commitment and their participation.

Partnerships

We value partnerships and support municipal initiatives that promote our vision because we know that they can offer the community exceptional opportunities with far-reaching impact. The Community Foundation and the community have benefitted from these valued partnerships over the years – Municipality of Trent Hills, Ontario Trillium Foundation, Northumberland United Way, to name but a few.

We are delighted that so many area corporate and business sponsors have also teamed with us for the benefit of the community. Yet we never forget that individual residents and donors are our partners too, because we are all working together for a common goal – making Campbellford/Seymour the best place to live, work, learn and grow.

YOUR COMMUNITY FOUNDATION AT WORK

Jobs For Our Young People and Supporting the Not-for-profit Sector

In an effort to address the specific community need of youth employment, we developed an exciting new grant opportunity. The "Building Community Grant - Job Opportunity for Youth in the Not-for-profit Sector" is a project-based initiative that charitable and not-for-profit organizations can apply for in order to provide job opportunities for youth in our community.

The aim of this grant program is to enable charitable and not-for-profit organizations to complete specific projects that will directly benefit their organization while providing our youth with access to wonderful economic as well as mentoring opportunities that will develop their talents, skills and knowledge for future employability.

By linking our youth to meaningful economic opportunities locally, we are helping to create stronger and more connected communities. Additionally, through these Building Community Grants, charitable and not-for-profit organizations can have a much greater impact on our community and improve the quality of life for all residents.

We are pleased to report that early in 2012, through the Building Community Grant - Job Opportunity for Youth in the Not-for-profit Sector program, we were able to fund 7 charities, which in turn created 8.5 positions for youth.

HATCH Grants and the Youth Advisory Council (YAC)

Fostering youth leadership is high on our agenda. Youth Advisory Councils (YACs) are being formed all over the world. Comprised of young people from various age groups, YACs engage youth who want to make a difference in their community.

The Campbellford/Seymour YAC was formed in 2003. YAC brings youthful energy and ideas to the community of Campbellford/ Seymour. In turn, YAC provides local youth with a voice and a forum. Building a Youth Endowment Fund and providing grants to worthwhile youth projects in the community are core YAC activities.

One such initiative is the Helping Assure Tomorrow's Charitable Hearts (HATCH) Grants Program. HATCH grants are used to develop projects that are important to elementary and high school students. Students are encouraged to use their imaginations, their hearts and their brains when developing good project ideas that could benefit the environment, the arts, or sports, recreation and education in our community.

HATCH grants have been awarded since 2005, and some of the ideas that have received HATCH funding over the years include Campbellford District High School's Environmental Club for their recycling bin and garden box project, Hillcrest Public

School's Operation Einstein to purchase new math textbooks, Kent Public School for the purchase of recess play equipment, and St. Mary's Catholic Elementary for their Litterless Lunch Project.

Other Youth Advisory Council activities have included the *We Day* Conference in Toronto; Halloween for Hunger; Campbellford Children's Wish Campaign; Ambassadors for the Campbellford Celebrates Kids & Youth Day, and Earth Day Clean Up.

THE REVITALIZATION OF KENNEDY PARK PROJECT

"I wanted to help the community and teach my kids to learn to help others ..."

The Hislop Family

The Revitalization of Kennedy Park project illustrates how partnering and collaboration can embrace and enhance an entire community. The Community Foundation not only partnered with the Campbellford/ Seymour community, but we also reached out to the communities of Hastings and Warkworth for the Playground Projects, truly making this a *Trent Hills Collaboration!*

The Revitalization of Kennedy Park began in 2008, when the Municipality of Trent Hills received a Municipal Fund grant from the Community Foundation to hire a consultant to create a master plan for the revitalization. The plan would have three phases: the first phase was to re-allocate the soccer fields to be more conducive to soccer play, to add parking spaces, and to build a state-of-the-art skatepark. The second phase would see the creation of a vibrant playground for young people and adults alike, and the third phase would focus on the addition of a spectacular splash pad.

Creating Spaces for our Youth

Our "Skatepark story" exemplifies how a community foundation works to make great things happen locally, with its hands-on, local focus and its agility as a funding resource and community partner. The Skatepark Group had been formed by community members who wanted to see a new skatepark built in Campbellford. They were in their fifth year of fundraising but needed help to take their fundraising efforts to the next

level. That is where a Community Foundation can really help, and we are happy to have been able to support the skatepark project in several ways.

In 2009, the Municipality of Trent Hills and the Community Foundation agreed and made a first-ever strategic fundraising decision to provide matching grant funds from the Municipal Fund and the Community Fund, with all funds raised going to the Skatepark. This meant that for every dollar, three dollars were raised. With the matching funds arrangement, the Skatepark Group was able to raise \$375,333.46 and fully meet the cost of the Skatepark.

The stunning Skateboard Park was completed in 2009, and at the Grand Opening on September 26 of that year, it drew praise for its beautiful and imaginative design. With a street area of 3,850 square feet and a 2,550 square foot bowl, our Skatepark has been described as “a feast for the eyes...not to mention the wheels.” Jim Barnum, President of Spectrum Skatepark Creations Ltd., went on to say that Campbellford could very well be home to Canada's most unique skatepark bowl. While small, it's packed with enough features that it has drawn the attention of dedicated “rippers” from Toronto to Ottawa.

Creating Community Spaces for All

Phase Two of the Kennedy Revitalization Project focused on building playgrounds and fitness parks across three communities. The Campbellford Seymour Foundation formed the Trent Hills Playground and Fitness Park Committee with volunteers from each of the three communities to engage our amalgamated communities to focus on bridging our rural gaps by inspiring grassroots community spirit.

We applied to the *Let Them Be Kids* organization on behalf of the community, and subsequently received an award for 50% of the funding to build the three new playgrounds and the three outdoor adult fitness parks in the three amalgamated communities.

We also received a *Kool-Aid Award*, one of only 10 in Canada, which provided a further \$5,000 towards the equipment. Committee members organized 22 fundraisers and obtained cash and in-kind donations from businesses, service organizations and

individuals in the community. In summary, our communities came together with over 250 donations and four grants.

Our “Community Build Day” was held on September 4th, 2010. Our playground and fitness park phase was completed with help from three hundred community volunteers, no less!

Making a Splash for our Children

The third and final phase of the Kennedy Park Revitalization Project was most recently completed—the construction of the Splash Pad in the fall of 2011. The Campbellford Seymour Foundation and the Municipality of Trent Hills committed \$100,000 each in the form of a matching grant for all donations, which meant that for every dollar, three dollars were actually raised. In fact, we *raised and matched* over \$128,000, even though the goal was only \$75,000 to \$100,000.

With the completion of the Splash Pad, the Kennedy Park Revitalization Project is now finished. We continue to be inspired by the members of our community who provided gifts and who participated in this extraordinary revitalization project that spans three communities. This has truly been a community success story!

The Continuum Bench

In celebration of our 10th Anniversary in the community, the Community Foundation purchased a “continuum bench,” the first of its kind in Canada. The bricks that surround the bench depict donor support for the revitalization project. Some donors purchase trees and benches, which are adorned with dedication plaques. This unique bench will provide a welcoming, pleasant spot for family and friends to spend time, enjoy each other’s company, and maybe tell a story or two.

CELEBRATING 10 YEARS OF MAKING A DIFFERENCE!

The diversity of our investment in the community over the years is truly astonishing. What an engaged, inspired and active community we have! With grants ranging from \$700 to \$55,000, depending on the nature and scope of the project, some of our

community recipients in recent years include the Campbellford Memorial Hospital Foundation, the Municipality of Trent Hills, Community Care Northumberland, Rotary Club of Campbellford, Campbellford/Seymour Agricultural Society, The Royal Canadian Legion, and the Fare Share Campbellford and District Food Bank. The list is long! Here are just a few of the most recent grants:

2012 Technology Grants in the Community

The Community Foundation grant request theme for 2012 was very much technology focused, from electronic schools signs to assist with communication, computers for preschool, notebooks for elementary school programs to iPads for special needs students.

The Aron Theatre also needed to purchase and install a digital projector, as first release Hollywood movies were no longer going to be available in the old acetate film format. Also, with a new digital projector, the Theatre could show satellite-streamed sports events, symphonies, live theatre and other events to create new and important revenue streams. The Community Foundation provided a grant for 50% of the funding almost \$37,000 towards the digital projector. The Ontario Trillium Foundation was approached and the Aron Theatre Co-operative Inc. received a grant for the other 50% to make the \$74,000 digital projector purchase.

Sustaining a Cultural Hub

The Aron Theatre Co-op, a not-for-profit co-operative, needed to sell \$120,000 in Aron Co-op bonds in order to purchase the Aron Theatre, a well-known historic landmark in downtown Campbellford. On February 9, 2011, the Community Foundation Board of Directors made the decision to purchase \$50,000 in bonds, bringing the total sold to \$95,000. This in turn inspired the purchase of more bonds by community members. Within only two weeks of the public announcement of the Community Foundation investment, an additional \$6,500 in bonds had been purchased by local families.

By investing in the Aron Theatre Co-op, we know that we will be able to retain this important community asset and keep alive the long-term vision of making the Aron Theatre a sustainable arts and cultural hub.

Building On Our Natural Legacy: Crowe Bridge Conservation Area

In 2008, the Campbellford Seymour Foundation granted \$15,000 for the consultants' study and the five-year strategic plan. In 2010, we granted \$5,000 for trail enhancements to the Crowe Bridge Conservation Area. At last, our trails project is coming to a very exciting conclusion. Along with the recently signed 10 year lease to Trent Hills, it provides us with another plank in building Crowe Bridge as a significant feature of local recreation, tourism and natural history.

INVESTING IN OUR COMMUNITY

A community foundation is not just about raising money for the community; it's about *investing* in the community and being committed to raising community spirit and awareness. In 2006, the Community Foundation partnered with the Campbellford-Seymour Heritage Society to host a Citizen of the Decade contest. This event was created to celebrate community members who made a significant contribution to our community's existence. Over 350 people attended the fabulous gala dinner celebration to honour all of the nominees.

In 2007, we celebrated reaching the one million dollar mark with the *What Does A Million Dollars Look Like?* poster contest.

In 2008 we established the Peer Leadership Awards, to acknowledge young leaders in our local schools and our community.

And more recently, in 2010, our Environment Committee successfully organized a number of community partners and volunteers to plant and grow vegetables for the Fare Share food bank.

We celebrate and support local philanthropists too, by showcasing their dedication to the community whenever possible. We encourage volunteerism and promote knowledge about fundraising through our "Keeping Dollars Local" Planned Giving Resource Toolkit. We also developed a Trent Hills Community Toolkit for the purpose of providing resources and information to not-for-profit organizations. Some of the tips

and information include networking skills, local grant funder contact information, volunteer retention and how to write press releases.

On September 4, 2010 we made history when three hundred community volunteers built three playgrounds with adult fitness equipment in three communities in one day – Community Build Day – but we like to think that every day is “community build day” at the Campbellford/Seymour Foundation.

You Make All the Difference

A community foundation belongs to the community it serves and the Campbellford/Seymour Community Foundation belongs to you, your family, your friends and neighbours. Your Community Foundation has touched the lives of everyone in the community. We truly have become the best place to live, work, learn and grow!

In the past decade we have been able to invest 2.4 million dollars in community projects. So we now ask, what does 2.4 million dollars look like?

Well, it looks like playgrounds, park benches, LED lighting, hardware, software and other technology upgrades, talking books, soccer nets and basketball hoops, an upgraded ball diamond, a lawn mower for the lawn bowling club, team uniforms, x-ray tables, musical instruments, living walls and shade trees, a splash pad and a skatepark, wetlands, waterfronts and water mains—and it also looks like workshops, a mentoring program for Big Brothers/Big Sisters, and brochures for the local hospital’s campaign to recruit physicians to our area. The list is long and diverse!

But we couldn’t have done it without all of you—our community members and partners. The generosity of our donors has contributed to strengthening and building our community bonds.

Gifts to the Campbellford/Seymour Community Foundation benefit the entire community. Yet in order to sustain the work for our community, we need to ensure that there is a continuing pool of funds for beneficial projects. By expanding both the assets and the number of gifts, we can continue to address the changing issues that affect our

community with foresight, flexibility, accountability — and excellence. The Foundation's goal is to grow our endowment fund to \$10 million in ten years.

Options for giving include outright gifts of cash, property or publicly listed securities, such as mutual and segregated funds. Insurance policies, wills and bequests are other ways in which to make a significant gift to charity, ensuring that you leave a lasting legacy for your children, grandchildren and future generations of our community.

The Board recently completed a strategic plan for the next 10 years in cooperation with Municipal representatives, which includes a fundraising strategy to work to cultivate and solicit donor legacy gifts for our endowment funds. We believe that everyone can make *a planned gift*...and the Campbellford Seymour Foundation is well positioned to accept these gifts, thanks to our excellent track record of managing investments and distributing funds with vision and care.

Businesses can also participate in community enhancement through our community foundation and may find it advantageous to establish a Corporate Giving Program.

Know that each and every gift to the Campbellford/Seymour Community Foundation will be wisely administered through our investment program, resulting in a stable source of income to the Foundation for years to come. Whether it is money to purchase books, refurbish playgrounds to meet safety standards, recruit physicians to the community or acquire breathing equipment for the fire department, we all benefit.

Finally, our prudent management of resources ensures that every donor achieves his or her goal of making a difference, now and forever. Together, we can do great things. We invite you to visit the Campbellford/Seymour Community Foundation's office at 39 Doxsee Avenue North, and of course we are always happy to discuss how *You Can Make a Difference!*

PLEASE CONTACT US FOR FURTHER INFORMATION

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