

Engaging Hearts & Minds:

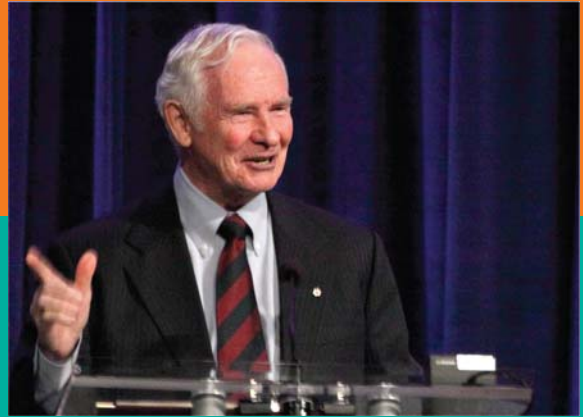
Secure our future as a
Smart & Caring Community

Building a Great Nation, One Community at a Time

With his keynote address to the 2011 national conference of community foundations, Canada's Governor General issued a challenge – a call to action that resonated deeply with everyone in the room. The invitation to build a “smart and caring nation” as Canada approaches its 150th birthday marked a watershed moment and has galvanized a new way of thinking about the work of community foundations across the country. Our contribution to the Governor General's call is now coming into focus: build *Smart & Caring Communities*.

At the national level, work has begun on a plan to serve and connect every community in Canada. At the local level, over 180 community foundations have been energized to imagine opportunities that are innovative, inclusive and that offer sustainable ways for communities to become more vibrant places to live, work and play.

The genius of the Governor General's challenge rests in its simplicity and flexibility. It compels us to use both our hearts and our minds to make this great nation even greater. The smart and caring movement connects us all – from coast to coast – in a sense of common purpose:
strengthening
our nation,
one community
at a time.



“Join me in imagining our country as it could be...a smart and caring nation, where all Canadians can succeed, contribute, and develop their talents to their fullest potential.”

His Excellency,
The Right Honourable David Johnston,
Governor General of Canada

*We are delighted to invite you to invest in our community's future through our **Smart & Caring Communities** campaign. Our priorities are driven by the primary challenge of supporting local initiatives in sustainable and inclusive ways, to ensure community health and vitality, for generations to come. Your contribution will support initiatives that will underpin community investment in every Northumberland County community, and provide those with the means and the opportunity to invest in solutions, to help their friends and neighbours.*

Canada will celebrate its 150th birthday in 2017. We invite you to invest in our dream and, in so doing, bring this nation the best birthday gift imaginable: a legacy of **Smart & Caring Communities**.

SMART & CARING
COMMUNITIES



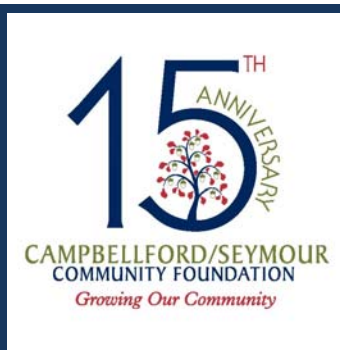
COMMUNITY
FOUNDATIONS
OF CANADA

A Strong and Vibrant Community: Now and Forever

Northumberland County is a strong and vibrant place to live, learn, play and work. We are even stronger when individuals commit to and connect with each other. When we work together, we can address local needs, face challenges and inspire individuals to realize their potential. When we pool our talents and resources, we can achieve more and enhance our community's resilience.

For 90 years, the community foundation model has offered the motivation and the means for ordinary Canadians to invest locally, to align their philanthropic vision with community needs, and to multiply the impact of a single gift by pooling funds together.

*Since 2001, The Campbellford / Seymour Community Foundation has provided over \$3 million in grants to more than 250 local programs and projects, providing financial support that sustains a strong and vibrant community. In 2012, our Foundation responded to the Governor General's challenge by launching our **Smart & Caring Communities** campaign. Through this campaign, donors will be supporting a critical moment in the foundation's history as we build a culture of involvement, engagement and collaboration, today and for generations to come.*



Community Building

We build community assets by engaging donors who want to invest in our community.

Community Impact

We invest in innovative projects and initiatives that help our community.

Community Leadership

We participate actively in community partnerships, lead by example and foster community leadership



The groundwork is underway.

With our partners, we're already building the foundations of a *Smart & Caring Community*:

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 Municipality of Trent Hills, the Let Them Be Kids Foundation, and Campbellford/Seymour residents, but we also reached out to the communities of Hastings and Warkworth for the Playground projects, truly making this a Trent Hills Collaboration.

Growing Our Community, Together:

*Rolled out in three phases, the Revitalization of Kennedy Park project re-allocated soccer fields to be more conducive to soccer play, built a state-of-the-art skate park, and then added a spectacular splash pad. As part of this project, On September 4, 2010 we made history when **three hundred** community volunteers built **three** playgrounds in **three** communities in **one** day. We called it Community Build Day!*

But we like to think that every day is "community build day" at the Campbellford/ Seymour Community Foundation. In order to sustain this work for our community and provide the opportunity for other Northumberland County communities, we would like to ensure there is a continuing pool of funds to provide grants for beneficial purposes.

Join the Governor General in building *Smart & Caring Communities*

Your opportunity to build a nation starts right here and right now. We invite you to invest in our ***Smart & Caring Communities*** campaign with a meaningful contribution. We will celebrate and highlight your generous gift to ***Smart & Caring Communities*** in the following ways:

- As a lead donor, you will be invited and recognized for your extraordinary contribution to the Governor General's vision.
- Your gift will be highlighted on our Foundation website, and will be included in all our publications including our annual report to the community. Your gift will also be announced through local media and if desirable, you will be profiled locally.
- Supporters who provide a planned gift will become members of our Smart & Caring Circle, a special group of donors who are part of our success story and have made arrangements for a legacy gift.

Our Financial Model: A Strong Foundation

The Campbellford/Seymour Community Foundation's Smart & Caring Communities campaign operates within our existing fund structure. Capacity building initiatives are fueled by the endowment income generated by the larger, professionally managed Community Fund.

The Smart & Caring Communities campaign will generate additional dollars to be pooled within our endowed fund, meaning that costs are minimized and the impact of each gift is maximized. The capital of each contribution is added to the endowment and will generate investment income.

As with all of The CSCF's funds, contributions to Smart & Caring Communities will benefit from the sound financial management of the Toronto Foundation's pooled fund, and their trusted registered investment counseling firms.



Secure your future as a *Smart & Caring Community*

Imagine Northumberland County tomorrow

The **Smart & Caring Communities** movement is more than a series of initiatives, more than an expansion of current successes, more than money. It represents a shift in culture – a transformation that is already starting to take root here.

We have already responded to Community Foundations of Canada's call to action, that every community be served by a community foundation. The Campbellford/Seymour Community Foundation has set up two Smart & Caring Community Funds, one for the Hastings Community and one for the Warkworth Community. These first two Smart & Caring Community Funds provide donors with an opportunity to give gifts and bequests to the community of their choice.

A \$1 million Smart & Caring Community Fund could potentially provide \$35,000 in grant funding for community priorities annually. Our communities will experience direct benefits as we all work together.

Investing with us in this endeavor takes vision and courage; it takes hearts and minds of people who care deeply about community. We are approaching you because we know you understand this passion and can imagine the possibilities when we all work together to achieve our shared dreams.

Join Us.

Growing our Community. We're ready when you are.

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