

**APRIL 10, 2025**

**MAPLE VIEW LODGE COMMITTEE OF MANAGEMENT**

**REPORT NO. MVL-015-2025**

**LONG-TERM CARE FUNDRAISING COMMITTEE  
ADDITIONAL NAMING RIGHTS**

**LESLEY TODD  
LONG-TERM CARE  
FUNDRAISING COORDINATOR**

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**RECOMMENDATIONS**

**THAT** the Maple View Lodge Committee of Management recommends the following naming rights be added to Appendix "A" – List of Proposed Naming Right Opportunities to the Long-Term Care Redevelopment Project Fundraising Policy:

- |                               |          |
|-------------------------------|----------|
| • Family Celebration Room (1) | \$80,000 |
| • Garden Lounge (1)           | \$25,000 |
| • Care Centre Room (6)        | \$10,000 |
| • Harvest Room (6)            | \$10,000 |

**FINANCIAL IMPLICATIONS**

If approved, the additional naming rights will enable additional opportunities to achieve the Fundraising Committee's goal of \$3 million.

**CLIMATE CHANGE IMPLICATIONS**

There are no climate change implications related to this report.

## **ACCESSIBILITY CONSIDERATIONS**

This report can be made available in alternate accessible formats on request.

## **COMMUNICATIONS CONSIDERATIONS**

The Fundraising Committee continually provides updates on its activities through an update report at the Maple View Lodge Committee of Management as well as press releases and photo opportunities when commitments have been finalized.

## **BACKGROUND**

On February 23, 2023, Counties Council passed By-law No. 23-13, A By-law to Adopt a Long-Term Care Fundraising Policy which established how fundraising would be conducted for the Maple View Lodge Redevelopment Project. Included in the by-law was Appendix "A", which is a list of proposed naming rights developed to assist the Long-Term Care Fundraising Committee in obtaining its \$3 million goal.

## **DISCUSSION/ALTERNATIVES**

As of the writing of this report, the Fundraising Committee is very excited to report it is at almost \$2.5 million of the \$3 million goal. The Committee has used a variety of fundraising strategies as "every dollar counts" in its efforts to achieve the goal. One of these efforts is centred on naming rights of which, only a few naming opportunities remain from the original list approved by Counties Council.

The Chart below is a summary of what is currently available.

<b>NAMING RIGHT</b>		<b>AVAILABLE NAMING RIGHTS</b>	<b>DONATION (PER NAMING RIGHT)</b>	<b>COMMITTED</b>
<b>New Build</b>	\$300,000	1/0	\$400,000	YES
<b>Secure Garden and Shelters</b>	\$100,000	1/0	\$100,000	YES
Dining Balconies	\$10,000	6/2	\$60,000	2 REMAINING
<b>Pedestrian Walkway</b>	\$25,000	1/0	\$25,000	YES
Neighbourhoods	\$100,000	6/2	\$600,000	2 REMAINING (1 POSSIBLE)
Individual Resident Room Naming	\$5,000	132/numerous	\$660,000	57 ROOM COMMITTED
<b>Community Room</b>	\$25,000	1/0	\$25,000	YES
Living Rooms	\$15,000	6/3	\$90,000	3 REMAINING
Dining Rooms	\$30,000	6/1	\$180,000	1 REMAINING
<b>Sun Rooms</b>	\$15,000	6/0	\$90,000	YES
<b>Sally Port for Bike</b>	\$20,000	1/0	\$20,000	YES
<b>Water Fountain in Garden</b>	\$5,000	1/0	\$5,000	YES

While the Committee is still working on acquiring donors for these naming rights, it is also expected these opportunities, if still available, will continue after the Fundraising Committee has achieved its goal and the new G. Tackaberry and Family Home is open. Currently, the Committee is working with a few donors that are committing amounts between \$30,000 and \$100,000 and would like to be able to offer a naming right opportunity reflecting their generous donations. The Committee would also like to be able to offer a few more options in the \$5,000 to \$30,000 range.

Staff reviewed the suggested additional naming rights with the Fundraising Committee at its March 19<sup>th</sup> meeting and are therefore requesting the addition of following:

- Family Celebration Room (1) \$80,000 located on the second floor and is a room that can be used for family celebrations such as birthdays, anniversaries, etc.)
- Garden Lounge (1) \$25,000 located on the second floor with a magnificent view of the secure garden
- Care Centre Room (6) \$10,000 located in each of the six neighbourhoods and is used by staff

- Harvest Room (6) \$10,000 located in each of the six neighbourhoods and is small multi-purpose room for care conferences, team meetings

### Chapel

Some members of the Maple View Lodge Committee of Management may remember that when initial discussions in 2022 were taking place regarding naming rights, the Chapel was removed from the listing. It was felt at the time that area churches may be interested in commemorating the Chapel and therefore would be approached in an appropriate manner. We have received generous donations from several churches and are pursuing some others. Plans are being developed for recognition in the chapel donations.

The Fundraising Committee is committed to reaching its goal by the time the home opens", so a few exciting months to go! The Committee will report back if it is felt additional naming rights need to be added prior to the end of the campaign.

The Fundraising Committee thanks the Maple View Lodge staff, Maple View Lodge Committee of Management and Counties Council for all the support throughout the campaign and hope their efforts help the residents feel at home in the new G. Tackaberry and Family Home.

### **ATTACHMENTS**

Appendix "A" Proposed Naming Rights

The report set out above has been reviewed and the information verified by the individuals listed below.

**LESLEY TODD**  
**LONG-TERM CARE FUNDRAISING COORDINATOR**

**MARCH 31, 2025**  
**DATE**

**ALISON TUTAK**  
**INTERIM CHIEF ADMINISTRATIVE OFFICER**

**APRIL 1, 2025**  
**DATE**