

Terms of Reference

W.J. Henderson Recreation Centre Renewal Fundraising Committee

1. Background

- a. The following Terms of Reference were developed for the W.J. Henderson Recreation Centre Renewal Fundraising Committee (hereafter called Fundraising Committee).
- b. The goal of the Fundraising Committee will be to raise funds to support the capital costs identified in the [staff report](#) presented to Council on November 9, 2023. The initial fundraising target is \$900,000.

2. Mandate

- a. The mandate of the Fundraising Committee is to support Council through the identification and implementation of a comprehensive fundraising strategy that aims to meet the fundraising target to support of the renewal of the W.J. Henderson Recreation Centre.

3. Purpose

- a. The Fundraising Committee is responsible for the development and implementation of a strategy to raise funds necessary to support the capital expenditures required to support the renewal of the W.J. Henderson Recreation Centre. The Fundraising Committee is an advisory Committee that reports directly to Council.
- b. The Fundraising Committee shall develop a strategy that aims to raise funds to support the capital costs of the project. The initial goal is \$900,000. The strategy shall explain how the Committee plans to: coordinate, implement, and evaluate fundraising activities in support of the project as well as recognize and acknowledge donors to the project. The strategy shall be presented to Council for approval prior to any fundraising activities commencing. The Committee is responsible to plan, schedule, coordinate, advertise, implement, and evaluate fundraising activities in support of the project.

4. Roles

- a. Identify, build rapport and maintain a list of existing and potential sponsors and funders.
- b. Develop a donor recognition program that appropriately acknowledges donor values and benefits in conjunction with staff.
- c. Develop a strategy and schedule for special community events to

raise awareness of project fundraising efforts and objectives.

- d. In conjunction with staff, contribute to an integrated advertising and communications strategy that aims to build awareness and support for fundraising efforts.
- e. Develop and promote a sponsorship program that could enable naming rights to specific components of the facility.
- f. Assess the cost/benefit of outsourcing fund-raising programs to professional services.
- g. Monitor and evaluate progress in meeting fundraising targets with updates communicated to Council.
- h. The Chair will facilitate meetings, ensure participation by members, maintain decorum, and be the primary contact of the Committee.

5. Meetings

- a. The Fundraising Committee will hold scheduled meetings monthly at a date and time to be set by the Clerk. Special meetings may be called by the Chair, with a minimum of 48-hours' notice to address urgent matters.
- b. The meeting, agenda, and minutes will be available to the public on the municipal website. Closed session meetings may only be held in accordance with Section 239 of the Municipal Act.

6. Committee Composition & Quorum

- a. The Committee is composed of twelve (12) members who are appointed by Council. The committee will be structured as follows:
 - i. Two (2) Council representatives; and
 - ii. Up to ten (10) public representatives
- b. A Chair and Vice-Chair will be elected by the members at the first meeting each year.

7. Membership Eligibility and Term of Membership

- a. Recruitment and appointments will be made in accordance with the Township's Committee Framework and Citizen Appointment Policy.
- b. Preference will be given to persons who demonstrate the following qualifications:
 - i. Demonstrate a history of community involvement or business leadership;

- ii. Demonstrated expertise in fundraising;
 - iii. Demonstrate a strong interest in and commitment to remaining informed on community issues;
 - iv. Past experience on other Township, municipal or community boards or committees; and
 - v. Access to a computer and an e-mail address in order to receive and respond to Committee communications and information, including agenda packages with large text and graphic files.
- c. Members appointed to the Committee will be appointed for the term of the 2022-2026 Term of Council or until the project reaches substantial completion, whichever is sooner.
- d. Council shall dissolve the Fundraising Committee, by resolution, when the mandate has been met or at any other time that Council deems it appropriate.

8. Budget Considerations

- a. The Fundraising Committee is a volunteer membership and community members shall receive no remuneration.
- b. Any expenses requested to be reimbursed must be pre-approved by the CAO.

9. Support Staff

- a. The Chief Administrative Officer is responsible for directing staff to provide support, advice and expertise for the Fundraising Committee.
- b. The Director of Finance/Treasurer and the Communications Manager will support the finance and communications needs of the Fundraising Committee. The Engineering and Environment Manager will provide support through coordination with the Design and Construction team. The Recreation and Facilities Division will support the development of donor recognition strategy.
- c. The Clerk or designate will provide secretarial support to the Committee.

10. Procedure of Committee

- a. Meetings shall be conducted in accordance with the *Municipal Act, the Municipal Code of Conduct, the Municipal Conflict of Interest Act, the Township's Procedural By-law* and all other relevant by-laws and policies.
- b. All Committee minutes will form part of the next applicable Council agenda.

Motion: 2024-44
Approved: March 12, 2024
Amended by Resolution 2024-74: April 9, 2024

Terms Of Reference Review Date: