

Fundraising Initiative for New Health Care Facility in Prince Edward County

What is this project about?

The Wellington Rotary Club has taken the opportunity to **embark** on a fund raising campaign that will help the community demonstrate its ability to provide funds for the public portion of the cost to equip a new facility to replace the current PECMH. This initiative will happen in close cooperation with the PECMH Foundation.

How long will the project take?

It is anticipated the project will last through to 2022, at which time we will assess the status of the approval process by the Ministry of Health and Long Term Care, and determine the use of the funds raised. In the event there is no replacement facility approved by that time, the funds may be directed to other suitable health related causes in PEC. This stipulation will be clearly noted to every donor.

Why is Wellington Rotary doing this?

Because we are established community leaders and fundraisers, and since community support is an important factor in the Province's considerations for approval of the new facility, we are demonstrating our community support in this manner.

Why now?

Because a successful campaign will send a positive message to MOH<C. There is also an opportunity to start up early before donor saturation occurs when news of approval for the new facilities may be announced a few years from now.

How much will we raise, and how will we raise the funds?

There is no target because it will be a multi-year campaign and donors will be attracted in diverse ways. We will seek out private donors, other service clubs, and traditional and special club fundraising activities.

Will the project impact fundraising for our other donations to local and international organizations?

The project will not channel funds away from our other donations to local and international organizations. We have a designated annual Rotary Fundraiser dinner, which will benefit this project. **On an annual basis, it will be up to the Board and the Club President to propose any portions of proceeds from the Bottle Returns Depot to benefit this project. The full membership will have the opportunity to vote on the motion.** Any new fundraising initiatives for this project will also be dependent on the full support of the club through a voting process.

How can I be sure the project's funds are separate from the Club's general funds?

We will have a separate set of bank accounts for the funds collected by the project. The Wellington Rotary Foundation's Treasurer will account for both the project's funds and the Club's general funds, and keep them separate.

Will our campaign affect PECMH Foundation's efforts?

No, because they will focus on current equipment needs until they initiate a public capital campaign for the new facilities in a couple of years.

Will the money stay in PEC?

Yes. We will ensure all funds raised will be used for health related causes in PEC even if there is to be no new facility.

Will we take Pledges?

Yes, we have developed Pledge forms and will monitor commitments with periodic follow-up reminders according to the donor's directions. We will record these pledges in a donor management database (shared with PECMHF) and follow up with our donors at appropriate times.

How can we protect our club's reputation with donors over the 5-year period of the project?

We will spell out our intent for the funds clearly and consistently with our donors. We will communicate clearly, consistently and regularly with our donors to ensure that they are receiving the most up to date information about the approval process for the new facility. And we will make sure that all funds are clearly and transparently accounted for.

Where can I donate?

By contacting any of our members who can easily be found at the Wellington Bottle Returns Depot twice weekly. Or by visiting our website and completing a Pledge and mailing it to us.