



## *“Power of the Dream”*

### **Capital Campaign Strategy for Residential Hospice**

Updated November 20, 2007

#### **1. “Build the Dream”**

Faced with her own terminal illness, 20-year Hospice Volunteer, Bobby Lawson, donated \$60,000 to Hospice in October and December 2005 to support the purchase of a Hospice House. Hospice launched a Capital Campaign entitled, “**Build the Dream**” to secure the funds needed to purchase and own Bobby’s Hope House. This virtual brick campaign ran until March 2007 and raised a total of \$297,349 in revenue from the following sources:

<input type="checkbox"/> The Lawson Family Donations	\$100,000
<input type="checkbox"/> Brick Campaign Donations – Individuals & Service Clubs	\$ 76,249
<input type="checkbox"/> Divine Divas	\$ 49,100
<input type="checkbox"/> NB Regional Development Corporation	\$ 50,000
<input type="checkbox"/> Sisters of Charity	\$ 15,000
<input type="checkbox"/> United Commercial Travelers	\$ 3,500
<input type="checkbox"/> MacMurray Foundation	\$ 3,500

Hospice purchased a home at 282 Douglas Avenue for \$273,000 in May 2006. The home was named “Bobby’s Hope House” to honour Bobby Lawson and her family for their significant contributions. Donors who purchased virtual bricks at \$10/each had their names listed on the Founding Donor Wall. In addition the following rooms were named to honour key contributors to Atlantic Canada’s first stand-alone Hospice:

***Dr. Nancy Grant Library*** to honour the Hospice Founder and Honourary Chairperson.

***Friends of Hospice Kitchen*** to honour our Ladies’ Auxiliary for over 20 years of dedicated service.

***Divine Divas Dining Room*** to honour the Divas for their fundraising efforts for Hospice.

Hospice put the Douglas Avenue home up for sale in June 2007 when it purchased 385 Dufferin Row, a former Convent, from the Sisters of Charity for \$250,000. The Dufferin Row home is valued at over \$1 million dollars. To recognize and honour the Sisters of Charity for their significant contributions to Hospice, the Chapel was named in their honour in September 2007.

***Sisters of Charity Chapel*** to honour the Sisters for their significant contributions.

## 2. "Realize the Dream"

A second capital campaign entitled, "*Realize the Dream*" is being launched in September 2007 and will run through to March 2010 to secure the funds needed to renovate and ready for Residential Hospice operations at our new home on Dufferin Row.

### Goal:

The "\$1 million dollar" *Realize the Dream* Campaign will raise a total of \$1,120,000 for Residential Hospice.

### Budget

Elevator	\$ 75,000
Architectural Improvements	\$ 150,000
Sprinkler System	\$ 50,000
Plumbing Upgrades	\$ 75,000
Ventilation Upgrades	\$ 128,000
Electrical Improvements	\$ 60,000
20% Contingency re cost overruns	\$ 107,000
Architectural Fees/Expenses	<u>\$ 65,000</u>
<b>Total Code Renovation Costs</b>	<b>\$ 710,000*</b>
1 <sup>st</sup> Year of Operations	\$ 260,000
Supplies/Equipment/Garden	<u>\$ 150,000</u>
<b>Total Capital Campaign Goal</b>	<b>\$1,120,000</b>

\* As per Mike Richard of Richard & Co. Architecture, Inc.

### Capital Campaign Cabinet

Campaign Chairperson	Dr. Nancy Grant, Founder & Honourary Chairperson
Honourary Campaign Chairperson	Steve Murphy, CTV Atlantic News Anchor
Government Gift Chair	Patrick Woods, Treasurer
Service Clubs Gift Co-Chairs	Marilyn Craft, Chair and Ivy Cosman, 1 <sup>st</sup> Vice Chair
Foundations Gift Chair	Sandy Johnson, Executive Director
Corporate Gift Chair	Cathy Connolly, 2 <sup>nd</sup> Vice Chair
Individual Gift Chair	Dr. Chris O'Brien, Honourary Medical Director

### Objectives:

Funding Source	Total Goal
<b>Government</b> RDC, ACOA, CMHC, New Horizons	<b>\$475,000</b>
<b>Service Clubs &amp; Community Groups</b>	<b>\$145,000</b>
<b>Foundations</b>	<b>\$300,000</b>
<b>Corporations</b>	<b>\$150,000</b>
<b>Individuals</b>	<b>\$50,000</b>
<b>Total</b>	<b>\$1,120,000</b>

## Donor Recognition

The Tree of Hope & Remembrance is an opportunity for our supporters of the *Realize the Dream* Campaign to commemorate loved ones, celebrate events or recognize companies and individuals who are “Friends of Hospice.” Leaves, acorns and rocks can be engraved with a personalized message and permanently displayed on a wall on the 2<sup>nd</sup> floor of the Residential Hospice for a donation of:

\$100 per Leaf  
\$500 per Acorn  
\$1,000 per Rock



## Naming Opportunities

\$10,000 for a family suite (4 rooms on the 3<sup>rd</sup> floor available for naming)  
\$15,000 for a Palliative Suite (10 rooms on the 2<sup>nd</sup> floor available for naming)  
\$25,000 for the 1<sup>st</sup> floor Living Room Parlor  
\$25,000 for the 1<sup>st</sup> floor Side Parlor  
\$25,000 for the 2<sup>nd</sup> floor Children’s Play Room  
\$25,000 for the 2<sup>nd</sup> Floor Family Room  
\$25,000 for the 2<sup>nd</sup> Floor Kitchenette  
\$25,000 for the 2<sup>nd</sup> Floor Family Quiet Room  
\$50,000 for the ground level outdoor Hope & Healing Garden  
\$50,000 for the 3<sup>rd</sup> Floor Family Wing  
\$75,000 for the Elevator  
\$100,000 for the 2<sup>nd</sup> Floor Residential Hospice Wing

## Donor Communication and Appreciation

- Personalized Thank You Letters
- Periodic Residential Hospice Newsletter/Updates
- Chairman’s Receptions/House Tours
- 

### 3. *“Grow the Dream”*

A future capital campaign called *“Grow the Dream”* will fundraise for upgrades to the Residential Hospice, such as the installation of a “green roof” on the second floor roof.

### 4. *“Live the Dream Legacy Fund”*

The *“Live the Dream Legacy Fund”* will be a receptacle for charitable gifts and bequests that will be held in trust. This fund will be a living legacy and the annual interest earned will be used to support operations of the Residential Hospice.