

## Background

Maxville Manor has been approved by the Ministry of LTC in March 2021 to redevelop its current 122 LTC beds and expand the facility by 38 new LTC beds. It has secured funding through Infrastructure Ontario and the SDG Counties for the development. The balance of \$3 Million will need to be raised to support the project.

## Scope

The Proponent will be responsible for the overall coordination of the planning for fundraising campaign to raise funds for the redevelopment and expansion of Maxville Manor.

Specific responsibilities include:

- 1) Gain a comprehensive understanding of the capital project of redevelopment and expansion of Maxville Manor.
- 2) Develop a fundraising strategy for the redevelopment and expansion of Maxville Manor, including (but not limited to):
  - Individual giving through direct mail, online donations, monthly giving, memorial and tribute gifts, planned giving, the donation of securities, third-party events and major gifts
  - Corporate giving
  - Community partnerships
  - Foundations and grants
- 3) Develop a case for support for the redevelopment/expansion project.
- 4) Develop a stewardship strategy to recognize donors and secure strong renewal rates while enhancing the donor experience.
- 5) Provide a clear implementation plan.

## Proposal Schedule

Task	Date
Issue Request for Proposal (RFP)	April 14, 2021
RFP Close	May 7 at 2:00 pm ET
Proponent Interviews	Week of May 31, 2021
Award Contract	Week of June 7, 2021
Project Begins	Mid-June 2021
Project Completion	Upon agreement with Maxville Manor and consultant