



**The story our new logo tells:**

The water symbolizes the ever changing landscape of Elgin and St. Thomas, reflecting the spirit of evolution and adaptability.

The subtle line within the design at the base of the trunk represents the bridge we build, connecting donors with charitable causes that align with their giving interests.

The trunk is a dual symbol, signifying both the communities we support and the change-makers within ~our donors and charitable organizations actively engaged in transformative work, fostering positive social change.


The green leaves evoke themes of renewal and growth and capture the essence of donor dollars, originating from the heart.

The red heart, often considered the community's core, extends its significance to encompass the many giving hearts in Elgin and St. Thomas. It stands as a collective representation of the community's generosity and compassion.

As you can see our tree has evolved, just like the foundation, however, consistent in our support for the communities we call home.

Thank you for your heart and for playing a contributing role in our success over the past 20 years!

To celebrate our 20th Anniversary and our new logo we have launched our

**giving heart**   
CAMPAIGN

Visit [escf.ca](http://escf.ca) to learn more.



## **Introduction: Celebrating 20 years in 2024!**

As a cherished member of our community, we warmly invite you to participate in the festivities and play a crucial role in our ongoing growth. Your steadfast support is pivotal in fostering positive change in Elgin County and St. Thomas. We are dedicated to this mission, and it flourishes through collaboration with compassionate individuals like yourself. Your contribution will directly bolster our operational funds, a key element in expanding our impactful projects while keeping administrative costs minimal. This, in turn, ensures that a greater portion of financial resources can be directed to the areas where our communities need it the most. Join us in making a lasting difference!

## **About Elgin St. Thomas Community Foundation:**

There is no greater reward than working from your heart and making a difference in the world.  
~Carlos Santana.

As a community foundation, heart is one of the biggest values we work from. We do this by connecting generous donors with charitable causes that align with their giving interests. We then magnify the impact of their donor dollars by wisely investing them in an endowment which generates an annual income that is then granted to charitable organizations dedicated to doing heartfelt and transformative work. This gift that keeps giving, year after year, ensures the long-term sustainability of community service organizations in Elgin County and St. Thomas, at the same time weaving a lasting legacy for our compassionate donors.

In addition to connecting donors with charitable causes, we also serve as the charity for charities. We establish connections with charitable organizations to gain a deep understanding of their programs, impact, and needs, allowing us to advocate and raise awareness for them.

**Mission:** Bridging local donors with the needs of our communities.

**Vision:** Ensuring every community member has an equal opportunity to lead a meaningful life.

## **Approach:**

- We embrace a comprehensive view of community, allowing us to support a wide range of charitable organizations.
- We meticulously steward the legacies entrusted to us by donors.
  - *There is a belief that we experience three deaths; in life: the first when we take our last breath, the second when we return to the earth, and the third when our name is spoken for the last time. At ESCF we consider it a privilege to keep the memory of individuals alive in this third sense by continuously sharing their*

*stories, their compassionate spirits, and their enduring generosity through their funds.*

- We facilitate giving at any level. You do not have to open a fund to work with ESCF. We can help combine your donor dollars with other monies to create a bigger impact. Ask us how.
- We are deeply rooted in the local community and offer personalized services.
- We serve as advocates for positive change and are the charity for other charities.

### **Brief History Highlights and Conclusion:**

Established initially as a fund under the umbrella of the local United Way, the Elgin-St. Thomas Community Foundation underwent a transformative journey in 2003, evolving into an independent non-profit organization and achieving registered charitable status in 2004. In its inaugural decade, the foundation amassed assets totalling \$1.2 million, channelling over \$453,000 to diverse charitable organizations in St. Thomas and Elgin County. A pivotal turning point occurred at the ten-year mark with the hiring of a full-time Executive Director, proving instrumental in propelling growth and impact.

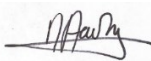
With dedicated staff support, the foundation's asset base increased from \$1.2 million to an impressive \$11 million in just nine years. As a result, annual grants multiplied, reaching an astounding \$7.31 million granted to date. This accomplishment not only advanced ESCF's impact on the community but also solidified its position as the Charity for Charities.

Now, we find ourselves at another pivotal juncture! As the demand for supportive services escalates in St. Thomas and Elgin County, we recognize the essential role we play as a "community" foundation. Aligned with our recently formulated Strategic Plan (enclosed in this document), we firmly believe that the time has come for the Elgin-St. Thomas Community Foundation to assume a more prominent leadership role, championing local charities not only as financial contributors but also as ambassadors. (See appendix for details)

Through enhanced leadership and collaborative efforts, we aim to forge a more robust and resilient community, ensuring that everyone has an equal opportunity to live a meaningful life. To realize this vision, we seek financial support from esteemed companies like yours.

I extend this unique invitation to you as an opportunity to showcase your support for the communities we reside in, as well as for the foundation and its pivotal role in fortifying them. Thank you for your consideration.

Sincerely,



Natasha Newby  
Executive Director  
nnewby@escf.ca, (519) 637-8230

## **APPENDIX**

### **Administrative Fee**

A 2% annual administrative fee is levied on our funds to cover operational expenses. To maintain this fee at 2%, we rely on financial support from our community partners. This crucial backing guarantees that a larger portion of the funds can be directed toward the community organizations where it is most urgently required.

### **Fund Types**

*Donor Advised Fund* – One of the most flexible and commonly established fund types. The Donor/Fund Advisor provides annual granting recommendations to a registered charity(s) of their choosing to ESCF.

*Donor Designated Fund* – Provide long-term sustainable support for particular charitable organizations as outlined in the Deed of Gift. This type of fund is often established through a planned gift to carry on a tradition of annual support established by the donor's lifetime.

*Great-EST Needs Fund* – Donations to this fund provide ESCF's Board of Directors the flexibility to direct grants where they have the greatest potential to contribute to community well-being. This granting is based on local data.

*Community Fund* – Established for the purpose of supporting charitable activities in a particular community or geographic area.

*Scholarship Fund* – Set up to enable the making of student awards, such as scholarships and bursaries.

*Flow Through Fund* – Flow Through privileges are available to donors with established funds. The Board may consider other instances on a case-by-case basis.

### **Donor/Fund Advisor**

The individual(s) designated in the Deed of Gift to recommend the granting choices.

### **Charity for Charities**

Since the initiation of our strategic plan in April, we've taken the following steps to bolster our leadership role:

Established a Community Engagement and Granting Committee: This committee is dedicated to engaging with community leaders and grassroots workers to gain insights into our most pressing needs and how we can provide enhanced financial support while also educating individuals about these needs. These meetings are scheduled annually and will focus on issues

related to Public Safety, Substance Abuse and Addiction, Mental Health, Education and Workforce, Housing and Homelessness.

**Engagement in Key Committees:** Our Executive Director has become an active member of the Community Safety and Well-being Committee, as well as the Community Action Network Committee, actively participating in discussions and initiatives.

**Participation in the Homeless Coalition Forum:** The Executive Director attended the Homeless Forum to gain valuable insights into the challenges and solutions regarding homelessness in our community.

**Collaboration with Other Executive Directors:** ESCF has engaged with fellow Executive Directors from other organizations to understand their specific organizational needs and to witness the impact of the work being carried out.

**Knowledge Sharing:** We've shared the insights and knowledge acquired through various channels, including social media, e-newsletters, and direct mail communications to our fund advisors. This dissemination of information ensures that our supporters and stakeholders are well-informed about the ongoing efforts and needs in our community.

**Sponsorship:** ESCF played a pivotal role in sponsoring the Substance Prevention Forum. This event provided an opportunity to share the successful Planet Youth Icelandic Model, which has been implemented globally, and how their implementation in St. Thomas and Elgin County would be highly beneficial for the youth in our community.

### **100 People Who Care**

One of our most impactful initiatives is the "100 PLUS PEOPLE WHO CARE" campaign. For two months, we engage with 100 plus individuals who are willing to contribute \$100 each, combining their efforts to raise a collective \$10,000, thereby making a significant impact. To conclude the campaign, we will invite each contributor to attend a special event where they can interact with and learn from 4-6 local charities.

During this event, donors will gain invaluable insights into the vital programs offered by these charities, understand how these programs create positive change in our community, and become aware of the financial support needed to sustain and expand these initiatives. Following these presentations, donors will have the opportunity to cast their votes in favour of the charity they believe is most deserving of the campaign's support. It's important to note that every penny raised goes directly to these deserving charities.

# giving heart

CAMPAIGN

Heart Shaped Leafs (Green)

The heart we give from.

Your Logo Here

\$2500



Your Logo Here

\$7500

**Heart of the community.** Heart drives the work that we do and represents a caring and compassionate community.

Your Logo Here

\$1250



The leaves represents growth and financial needs of the community.



Your Logo Here

(2 spots only)

\$5000

The tree base represents **change makers.**

Your Logo Here

\$2500

The water represents the changing landscape of Elgin and St. Thomas.

ELGIN - ST. THOMAS  
**Community  
Foundation**

Donations \$1000 and under will be recognized as "Heartfelt Friends" and will be listed below our new logo.

Your giving heart will increase our capacity to support our community.

Contact Executive Director, Natasha Newby for more information or to COMMIT NOW & PAY LATER (payment arrangements will be made for 2024).

(519) 637-8230 [nnewby@escf.ca](mailto:nnewby@escf.ca)



The Elgin-St. Thomas Community Foundation would like to invite you to become a **Heart-Felt Friend** through our **Giving Heart Campaign!**

Choose a level of support that fits your giving interests and awareness needs!

Every option is customizable. If you have a specific spotlight opportunity in mind, let us know—we're flexible and eager to collaborate on a tailored approach that suits your preferences.

Let's create positive change together!

### **\$7500-Heart (Exclusive)**

- Your logo will go within the red heart of our new logo. This will be displayed on a wall banner inside the office and will be showcased at external events. As well as on the home page of our website. Plus, it will have a full page in our annual report.
- Special recognition at our 20<sup>th</sup> Anniversary AGM.
- Contributor spotlight mention in e-newsletter.
- Prominent Logo within the banner of our e-newsletter from April – December 2023
- 1 automatic pledge to our 100 Plus People Who Care campaign, photo with I am one of the 100 People Who Care sign...posted on the website, used on social media, and shared in our e-newsletter.
- Story spotlight on website home page for one month highlighting contribution.
- 4 times call out on Facebook, highlighting you as a contributing partner, let us know when and we can try to align it with a campaign you are running if you would like. One could be a Facebook Live interview.
- Logo on the website linked to your website.
- Plus, possible mention in print and radio advertisements promoting the campaign and our 20<sup>th</sup> anniversary.

### **\$5000-Changemakers (2 Spots only)**

- Your logo will go within the tree trunk of our new logo. This will be displayed on a wall banner inside the office and will be showcased at external events. As well as on the home page of our website. Plus, it will have a full page in our annual report.
- Special recognition at our 20<sup>th</sup> Anniversary AGM.
- Contributor spotlight mention in e-newsletter.
- Logo within the banner of our e-newsletter from April – December 2023
- 2 times call out on Facebook, highlighting you as a contributing partner, let us know when and we can try to align it with a campaign you are running if you would like. One could be a Facebook Live interview.
- Logo on the website linked to your website.
- Plus, possible mention in print and radio advertisements promoting the campaign and our 20<sup>th</sup> anniversary.



### **\$2500**



- Your logo will go within the green hearts (leaves) of our new logo. This will be displayed on a wall banner inside the office and will be showcased at external events. As well as on the home page of our website. Plus, it will have a full page in our annual report.
- Special recognition at our 20<sup>th</sup> Anniversary
- Contributor spotlight mention in e-newsletter.

- Logo within the banner of our e-newsletter from April – December 2023
- 1 time call out on Facebook, highlighting you as a contributing partner, let us know when and we can try to align it with a campaign you are running if you would like. One could be a Facebook Live interview.
- Logo on the website linked to your website.

**\$2500**



- Your logo will go within the water of our new logo. This will be displayed on a wall banner inside the office and will be showcased at external events. As well as on the home page of our website. Plus, it will have a full page in our annual report.
- Special recognition at our 20<sup>th</sup> Anniversary AGM.
- Contributor spotlight mention in e-newsletter.
- Logo within the banner of our e-newsletter from April – December 2023
- 1 time call out on Facebook, highlighting you as a contributing partner, let us know when and we can try to align it with a campaign you are running if you would like. One could be a Facebook Live interview.
- Logo on the website linked to your website.

**\$1250**



- Your logo will go within the green leaves of our new logo. This will be displayed on a wall banner inside the office and will be showcased at external events. As well as on the home page of our website. Plus, it will have a full page in our annual report.
- Special recognition at our 20<sup>th</sup> Anniversary AGM.
- Logo within the banner of our e-newsletter from April – December 2023
- Logo on the website linked to your website.

### **Heartfelt Friends**

For any contribution under \$1000, you will be recognized under the logo as a Heartfelt Friend under the appropriate giving levels. If you're a business in this category, we'll proudly link your name to your website, extending our gratitude and highlighting your support.

Every contribution matters, and we appreciate the collective effort to create positive change together!