



You are cordially invited to participate in helping our community build a new assisted living care facility with the eventual goal of a complete *Aging in Place Campus*.

This momentous project has not been undertaken lightly by Southwest Senior Housing Inc. and the Municipality of Boissevain-Morton. We strongly believe this is a natural progression for our community.

Our current long term care facility will not be able to handle the anticipated need as the population continues to age. The provincial model, under which it was built will no longer serve us in the future. With this in mind, Southwest Senior Housing have taken a bold step forward, spearheading this community project that will ensure job growth, facility ownership, economic development through the future development of the complex and most importantly ensuring our elders can remain in their home community.

Together we can make this happen; together we need to make this happen. As a community we will work together to ensure the future health care of our aging population, which, one day, is guaranteed to affect us all.

Your support for this project will be appreciated beyond measure for many years to come. Please consider participating in this worthwhile and much needed project.

All donations received will be issued a Charitable Donation Receipt.

Sincerely,

Mayor David Stead
Municipality of Boissevain-Morton

George Heide, Chair
Southwest Senior Housing Inc.
204-534-7606



Capital Fundraising Campaign Giving Chart

Campaign goal of minimum \$2,000,000

Number needed amount accumulative total

1 @ \$200,000

2 @ \$100,000

4 @ \$50,000

8 @ \$25,000

16 @ \$15,000

32 @ \$10,000

64 @ \$5,000

128 @ \$2,500

Under \$2,500

Pledges over \$1,000 may be spread over a three-year period. The campaign goal is to receive all donations by December 2020. The Municipality of Boissevain-Morton will issue charitable donation receipts annually.

Qualified donors (i.e. donors who have a taxable income) may receive a cumulative tax credit of 26% on the first \$200.00 of their donation, and a tax credit of 46% on amounts greater than \$200.00. For those with a taxable income of more than \$200,000.00 the credit increases.



Donor Recognition

Every single contribution to the capital fundraising campaign for the assisted living complex will help make this vision a reality.

Donor recognition is important, and our fundraising committee is committed to acknowledging donors publicly via a number of different means throughout the project.

Once the new facility is complete, there will be a permanent donor tribute recognizing donor names in categories as follows:

Benefactor	\$ 200,000 plus
Patron	\$ 100,000 - \$199,999
Builder	\$ 50,000 - \$99,999
Sponsor	\$ 25,000 - \$49,999
Friend	\$ 15,000 - \$24,999
Supporter	\$ 10,000 - \$14,999
Provider	\$ 5,000 - \$9,999
Contributor	\$ 2,500 - \$4,999
Donor	\$ 250 - \$2,499

Southwest Senior Housing Inc. will give consideration of naming rights of the facility for donations over \$500,000.



Community Partnership

Our proposed Assisted Living Facility will be home for people from a wide geographic range, including the Municipality of Boissevain-Morton along with residents from Southwestern communities. The Municipality of Boissevain-Morton has been involved in this project from the beginning.

The involvement of the Municipality is forming the basis for long-term sustainability by being part of the membership of a not-for-profit community owned corporation that is responsible for this new Assisted Living Facility. This will ensure that the ownership of the facility will remain in the hands of the stakeholder community, Boissevain-Morton and include accountable and stable governance.

The level of cooperation across local, provincial and our regional health area is a clear indication of the commitment to provide our seniors with the quality of housing they need and deserve.



Project Questions and Answers

Q: Why is this the right time to build this type of residence?

A: We completed a survey that indicated the need for assisted living. At this time, there is a void of this type of housing in our rural area. Our seniors are currently not able to age in place. This facility will ensure that our seniors will be able to stay in the community they have lived in rather than move to a larger centre.

Q: Why is the location so important?

A: By ensuring we can connect the assisted living facility to the hospital and personal care home in the future, we start to create an “Aging in Place Campus”. This location will allow seniors to visit back and forth between facilities. It is also close to the doctor’s office.

Q: Why are we going with a community-built assisted living facility?

A: At present time there is no provincial or federal funding for this type of facility. It became evident that if our community is to have an assisted living facility, we as a community will have to come together for the common good and build it.

Q: How will this facility be paid for?

A: The business plan is based on a community fundraising effort with the goal for the capital campaign being \$2 million as a down payment for the facility’s planned mortgage. As it is a not-for-profit corporation, we will continue to work with various levels of government to work towards a partnership to ensure long term sustainability of the facility and seek other streams of funding where possible.



Q: If I make a donation, can part of it go toward my rent?

A: By law a donor cannot benefit in any way from a donation as that would, by definition, not be a gift for which a donation receipt is issued. However, the more money we raise, the more equity we build, which in turn lowers the rent for everyone.

Q: Have you conducted due diligence?

A: Yes, the process started with a community survey and the committee has prepared a sustainability assessment based on capital costs, operating costs and projected rents/service package fees with the assistance of a consultant. The committee has researched and toured other assisted living facilities in Manitoba similar to what we hope to build in Boissevain. From the community survey, we know potential residents are willing to pay between \$2,000 and \$2,200 per month for rent and service package (meals, laundry, housekeeping) which has been reflected in the sustainability assessment. Our goal is to ensure we raise enough money to make rent affordable.