

Business Plan

**Submitted to:
Haldimand County Council
September 2019**

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EXECUTIVE SUMMARY

The Community and Children's Safety Village is a not for profit registered organization that is working to establish a facility to provide the highest quality safety education available in a hands-on interactive approach using education to prevent and help reduce injuries and promote safety and awareness.

The objective of the Children's Safety Village is to provide a safe learning environment for all to Community members to learn and be educated on safety practices.

Our Mission Statement- To provide the highest quality safety education and training available. This effort will enable our children and citizens to help and protect themselves and others from accidental death, injury and destruction of property.

Our Philosophy- Tell me and I will forget, show me and I may remember, involve me and I will understand.

Did you know that 95% of all childhood injuries are preventable.

Started by the founding members of the Safety Village and now the vision of the entire Board of Directors, it is our intention to create a safe fun interactive place for all Community members to come to and learn to be safe.

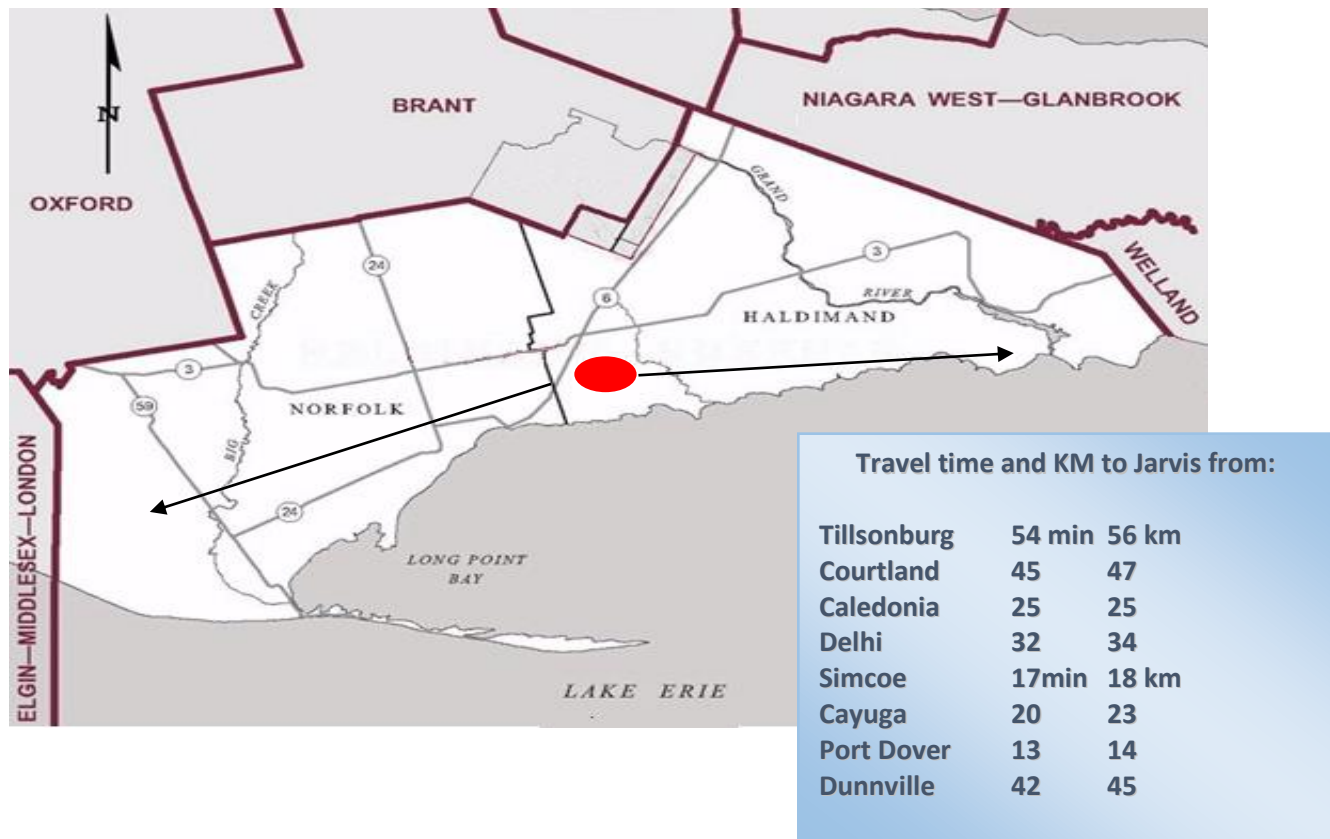
BACKGROUND

The Community and Children's Safety Village Board of Directors was established in May 2013. This effort will enable people from our Community of all ages, from 2 to 102 as well as people with disabilities, stay at home people, professionals and blue collar workers to help and protect themselves and learn many safety strategies. Over the past 6 years, the Board of Directors have established the Board of Directors, Bylaws, policies and procedures, attended and coordinated events, applied for grants and funding, fundraised and have done many presentations. The Board of Directors has also established a location for which the Safety Village will be located.

Site: 678 Nanticoke Creek Parkway

The Safety Village will be built on approximately 4 acres of land at 678 Nanticoke Creek Parkway, which will be purchased from Haldimand County. We currently have a conditional offer to purchase this property. This location was chosen as it is central to both Haldimand and Norfolk Counties and the New Credit Reserve, being the area most convenient and accessible to the school population from the service area.

The below map shows the distances to and from furthest side of Haldimand and Norfolk Counties.



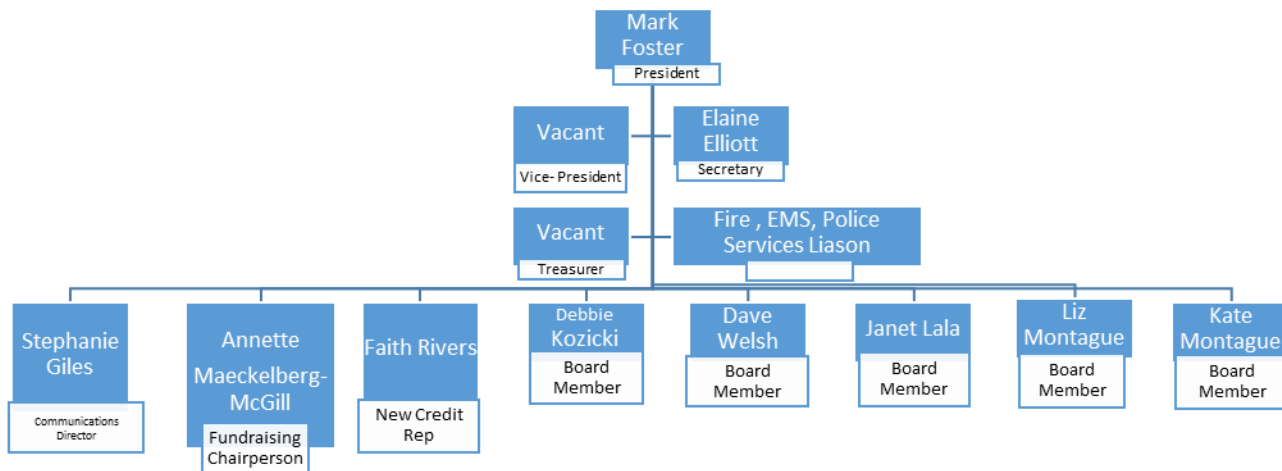
Village Plan

The Safety Village will be consist of a main building and several miniature size outdoor buildings of approximately 10' by 10, which will be provided by Corporate Sponsorships and will be arranged within the property to represent the land use of a small village atmosphere. It will contain a network of scaled streets, sidewalks and walkways sufficient to accommodate walking, traveling in battery powered miniature cars and bicycles. Also included will be street signs, a working traffic light and railway crossing, school bus and a main administration building which includes sufficient space for a traffic safety classroom, fire safety classroom, fire house, administrative offices and washrooms. The site will also provide sufficient parking for school buses and personal vehicles.

ADMINISTRATION

Organizational Structure

The Community Children's Safety is facilitated by volunteer Board of Directors, lead by a management team comprised of President, Vice, President, Secretary and Treasurer. There will be a maximum of 15 Directors and Advisory Committee Representatives from Fire, Police and EMS. Major Committees include Communications, Fundraising, Corporate Fundraising, Curriculum and Administration.



Duties and Responsibilities

President: Shall act as a co-chair of Board Meetings. Be cognizant of the Bylaws and Orders adopted. Confirm the meeting duly convened. Open the meeting. Conduct the meeting in a regular and proper manner consistent with Robert's Rules of Order. Decide on points of order. Decide who shall speak, decide whether there has been sufficient discussion to call for a vote. Evaluate the mood of the meeting, ensure all opinions are given a fair hearing. Cause the removal of disorderly persons. Delegate responsibility and authority as necessary to achieve the goals of the Corporation. Adjourn the meeting when it is impossible to maintain or restore order. Co-chair sub committees and maintain all confidential information in confidence.

Vice President- Be familiar with the duties of the President and provide support. Act as a Co-Chair for Board meetings. Be cognizant of the Bylaws and orders adopted. Represent the Corporation in a public capacity when necessary. Represent the President in his/her absence. Co-chair sub committees. Maintain all confidential information in confidence.

Treasurer - Shall be familiar with the duties of the President and Vice President. At the request of the Co-Chairs conduct meetings. Support and assist the President and Vice President. Represent the Corporation in a public capacity when necessary. Represent the President, Vice President in his/her absence. Co-chair sub committees. Prepare an oral report monthly detailing expenditures during the month, any obligations outstanding, the cash balance on hand at the close of the month. Annually will submit a full financial report. The Annual Report shall be tabled at the AGM. The full financial report shall detail the opening balance, various receipts, the disbursements for the period and a balance on hand at the end of the period. The annual

report will be subject to audit prior to its release. Be one of two signatories required for disbursement of funds. Annually, an external audit firm shall be engaged to express an opinion on the results and operation of the Corporation. Maintain all confidential information in confidence.

Secretary- shall be familiar with the duties of the President, Vice President and Chief Financial Officer . Handle correspondence . Ensure meeting notices are issued . Prepare the agenda . Prepare minutes of the previous meeting . Maintain minutes for future reference . Make recommendations regarding function of the Corporation through familiarity with minutes, documents and correspondence. Represent the Corporation in a public capacity when necessary. Represent the President, Vice President or Chief Financial Officer in his/her absence . Retain custody and use of the corporate seal. Co-chair sub committees . Maintain all confidential information in confidence

Current Board Membership- 2019

President	Mark Foster
Vice President	Vacant
Secretary	Elaine Elliott
Treasurer	Vacant
Communication Director	Stephanie Giles
Fundraising Director	Annette Maeckelbergh-McGill
Curriculum Director	Vacant until construction has begun
Director-Mississauga's New Credit First Nation Rep.	Faith Rivers
Director	Debbie Kozicki
Director	Janet Lala
Director	David Welsh
Director	Kate Montague
Director	Liz Mountague
Haldimand Fire Advisory Member	Al Gee

Mark Foster, President

Mark Foster is a retired OPP officer of 32 years with 25 years as the Community Safety Officer which involved all aspects of safety education for all ages. He has also service as a volunteer firefighter and ambulance attendant. Mark is a licensed driving instructor for all classes of motor vehicles including fleet safety officer ATV's and snowmobile. Mark is no stranger to safety education. He's been involved with safety training he was 17 years old being one of the youngest first aid and CPR instructors for St. John's Ambulance. Mark is still very active in the safety field and volunteering with a variety of community events.

Vice President- Vacant

Elaine Elliott, Secretary

Elaine Elliott is a Haldimand County paramedic with 15 years of service. Elaine was also a volunteer firefighter in Cayuga for 12 years reaching the position of Acting Captain. Elaine has also worked in the Not-For-Profit community for over 20 years within the YMCA as a Program Manager and volunteer. Elaine holds a Bachelor of Physical and Health Education Degree and runs her own company On the Move Fitness Training and has been a Training Partner with the Canadian Red Cross for over 20 years.

Stephanie Giles, Communication Director

Stephanie Giles is a long time Haldimand resident looking to assist people to be and stay safe. She has worked for both Haldimand and Norfolk Counties and brings over 25 years municipal government experience and professional administration to our Committee. She has worked for the Fire and EMS Services and is certified in Basic Emergency Management and Project Management. Stephanie brings her ability to coordinate the administrative functions and needs of the board of directors, including social media connections, website and municipal liaison.

Annette Maeckelbergh-McGill, Fundraising Chairperson

Annette is a Delhi resident who wants to make her community safer. Annette brings a wealth of fundraising skills to our Board, from organizing a Delhi Santa Claus parade, Food drives, and now chairing our Fundraising Team. Annette is a Chartered Insurance Professional and a Registered Insurance Broker. Annette also holds a Food Handlers Certificate and Smart Serve.

OPERATIONS

Administration

The Safety Village will operate very similar to a school setting. It is expected that the Village will employ one to two part time coordinators to facilitate group requests and organize volunteer teachers and field expert's educators (based on funding). The Village will maintain a list of qualified educators in the safety fields being offered. The Safety Village will mirror the Ministry of Education curriculum and student ratio for teaching. It is expected that the Safety Village could accommodate 2 large groups of 20 participants (primary to adult) with 1 instructor each group and 2 smaller groups (Pre K and Kindergarten) of 13 participants to 1 instructor per group at one time. Therefore there it is possible that up to 70 individuals could be within the Safety Village property at one time.

The services that the Safety Village will provide are daily teachable interactive lessons of safety and hands on educating. Through scheduled timelines- volunteers from their expert fields will provide guidance and education to their audience. In class teaching would mainly be within the main building in classroom settings or within the Village outdoor system delivering a safety theme or message (or several) that through interactive and hands on experiences. Children would make their way through the outdoor Community following the replica roadway system- with real streets, sidewalks and landscaping by walking, biking or child size electric motorized vehicles to each of the miniature building.

Activities and Functions

The Safety Village plans to hold monthly sponsored special events days promoting and focusing on safety around various events, some include Halloween Safety, Emergency Preparedness Week, Christmas at the Village- promoting Christmas tree and snow safety, slippery conditions, safe shoveling techniques, Earth Day celebrations- nature and animal safety, Family Day Activities, Babysitting Courses, First Aid Courses, Child restraint insulation, March Break Camp, Summer Leadership Camps, Family Movie night and many more.

Some of the safety topics that will be covered are bullying, cyber bullying, Internet and social media safety, peer pressure, farm and wildlife safety, senior accident, crime and fall prevention, baby safety, fraud safety, home safety, fire safety, bike safety, sport safety, family violence and many more.

The Safety Village primary hours office hours will be Monday to Friday 9am-3pm. However, the Safety Village will offer and provide training and education based upon any requested timeline. Therefor week night and weekend hours will be available as well as other hours to cover the monthly themed format of the Village.

FINANCIAL PLAN

Operating Budget

The Haldimand Norfolk Community and Children's Safety Village is currently in fundraising mode. The current operating budget is to cover essential items required during the fundraising term. The past 3 year operating budget has been provided. It is anticipated that once the Village is built and functioning, the operating budget will be funded from Annual Corporate Sponsorships from purchased buildings (Sponsorship Levels attached), monthly events held at the Village and annual fundraisers. The Safety Village board members have been working to try to get long term commitments from local businesses and service groups to help fund the operating costs. Donations will always be accepted.

Community and Children's Safety Village of Haldimand-Norfolk

FINANCIAL STATEMENTS

As at December 31, 2018

Statement of Financial Position			Year ended Dec 31, 2018		
Assets	2014	2015	2016	2017	2018
	\$	\$	\$	\$	
General operating account	7,603.00	7,229.00	14,214.54	15,202.18	34,254
Lottery Account	0.00	1,502.00	1,477.00	1,453.26	
Deposit with Haldimand County for land				1,000.00	1000
Deposit with ReMax Realty for land		2,000.00			
Equipment					
equipment	84.00				
Accounts receivable	557.00	103.00	0.00	0.00	386
	8,244.00	10,834.00	15,691.54	17,655.44	
Liabilities					
Accounts Payable	0.00	0.00	0.00	0.00	4000
Net Assets	8,244.00	10,834.00	15,691.54	17,655.44	32,657
Statement of Operations			Year ended Dec 31, 2018		
	2014	2015	2016	2017	2018
	\$	\$	\$	\$	\$
Revenue					
Grants					
Donations	475.00	1,193.00	4,160.00	1,425.00	18,065.00
HST Rebate					1,017.00
Fundraising	9,774.00	8,275.00	10,124.69	6,129.60	22,099.00
Interest				0.26	79.00
sub total	10,249.00	9,468.00	14,284.69	7,554.86	41,260.00
Expenditures					
Advertsing and Promotion	291.00	1,381.00	470.04	0.00	0.00
Amortization	85.00	84.00	0.00	0.00	0.00
Bank Charges operating account	74.00	124.00	134.89	106.39	50.00
Bank charges lottery account			24.00	24.00	24.00
Fundraising expenses	2,711.00	3,159.00	4,699.72	2,847.69	4,729.37
Insurance	2,130.00	2,130.00	2,301.16	2,335.72	2,374.60
Office and general admin	178.00	0.00	1,924.15	0.00	1,170.00
subtotal	5,469.00	6,878.00	9,529.96	5,313.80	8,347.97
Excess of Revenues over expenditu	4,780.00	2,590.00	4,754.73	2,241.06	32,912.03
Statement of Changes in Net Assets			Year ended Dec 31, 2018		
	2014	2015	2016	2017	2018
	\$	\$	\$	\$	\$
Net Assests beginning of the period	3,464.00	8,244.00	10,659.65	15,414.38	17,655.44
Excess of Revenues over expenditu	4,780.00	2,590.00	4,754.73	2,241.06	32,912.03
Net Assets End of the period	8,244.00	10,834.00	15,414.38	17,655.44	50,567.47
	Historical	Historical	bank accts + land dep		

Construction Budget

Attached is a preliminary construction budget. Once the funding for the building of the Safety Village is secured, a more detailed budget will be established. A proposal from K.L. Martin and Associates Corporation to provide architectural and professional services estimate has been obtained and is part of this preliminary budget. An estimated construction timelines of the project is two years and construction operating expenses are estimated at \$3 million.

Estimated Construction Budget

Purchase of Land	\$ 75,000.00
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Architectural Design

Preliminary Design	\$ 50,000.00
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Detailed Design	\$ 120,000.00
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Tender Period Service	\$ 18,000.00
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Construction Period Service	\$ 110,000.00
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Topographical Survey	\$ 3,000.00
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Geotechnical Investigation	\$ 8,000.00
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Storm water management	\$ 15,000.00
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Permits	\$ 60,000.00
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Building Materials	\$ 2,500,000.00
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Totals	\$ 2,959,000.00
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Financing: To be obtained from Corporate funding, grants, government funding, along with major and minor sponsorships.

FUNDRAISING AND MARKETING

The Community and Children's Safety Village fundraising plan is multi-tiered, receiving funding from various sources.

Sponsorships:

The Community and Children's Safety Village board members are out and about in the Community partnering with many Companies and Corporations. Sponsorships are available where each Company will have the opportunity to showcase their corporate identity to all visitors by purchasing a Corporate Site and build a miniature replica building within the Safety Village. It provides the opportunity to demonstrate their commitment to the local community and to build a safer future for our children. A copy of our Sponsorship Form is attached as Appendix A. The benefits of sponsorships are recognition of good community citizens and organizations, media exposure and on-site sponsor recognition.

Donations:

The Community and Children's Safety Village is working with the Community to gain donations of all size and value. Companies and individuals will have the opportunity to receive recognition for contributions through: Cash donations, donations of materials (i.e. lumber, brick, asphalt, etc.), Construction equipment (i.e. graders, trucks, etc.), time and skills (i.e. electricians, brick layers, roofers, etc.), equipment and supplies (i.e. office and classroom equipment, computers, audio and video, etc.)

Grants:

The Community and Children's Safety Village Board of Directors continue to work hard to promote its vision of the village by raising aware of safety issues and by raising funds and gaining sponsorships and grants. Grants that have been investigated and applied for are Trillium Grant, Imperial Oil Grant, Insurance Industry Grants, Execulink Grant, Aviva Grant, Libro Prosperity Grant. The board is dedicated to working with various agencies to fulfill our vision of the Safety Village.

Events

The Community and Children's Safety Village board members have been busy with many fundraisers, events, presentations and grant writing. The Board member continue to work diligently to be present in the Community and continue to raise awareness for our Safety Village vision. We have raised over \$22,000 in fundraising in 2018. Some of the fundraising and community events we have held and participated in are:

Annual Bowl-a-thon	Annual Golf Tournament
Pancake Breakfast	50/50 Draw at Jukasa Motor Speedway
Movie Night	Trivia Night
Annual Gas & Groceries Raffle	Tric Race- Haldimand Motors
Port Dover Fish Derby	Heaslip Ford Barbeque
Townsend Community Policing	Hagersville Summers End
100 Women Who Care Norfolk	100 Women Who Care Haldimand Presentation
Townsend Movie Night	Domino's Simcoe Fundraiser
Bike Rodeos – with various Cubs and Guide groups, Schools and the Caledonia Presbyterian	Community Parades- Canada Day, Christmas, Cayuga fest

Donations

The Community and Children's Safety Village received over \$18,000 in donations in 2018 this year from partnerships from local Community service groups. Many of these groups have committed to partnering with us and committed with an annual sponsorship.

Social Media

The Community and Children's Safety Village promotes the Village, Community Involvement and events at the Village on various forms of media. The Safety Village's website is www.safetyvillagehn.ca, we advertise our events on Facebook, Instagram, twitter, Canada Helps website and many interviews and advertising with My FM 99.7, 98.9 and SNAP Haldimand- Norfolk.

Timelines

It is anticipated that once construction funding is secured, the Safety Village will be built within a 2 and a half year timeframe.



Community and
Children's Safety Village
of Haldimand-Norfolk

678 NANTICOKE CREEK PARKWAY, JARVIS



Did you know.....? 95% of all childhood injuries are preventable.

The Community and Children's Safety Village is a Not-for-Profit registered charitable organization that is working to establish a facility to provide the highest quality safety education available. With a hands-on interactive approach using education to prevent and help reduce injuries, promote safety and awareness. This effort will enable all ages from our Community to stay safe while at home, work, school or on-line.

The Safety Village consists of a main building and several outdoor educational buildings, offering safety themes, roadways, authentic traffic signs and signals laid out in a real life concept.

Please consider donating to our project so we can work together to prevent injury and save lives in our Community. Donations of any size or form are appreciated.

SPONSORSHIP/PARTNERSHIP DONATION

Company:

Address:

Postal Code:

Email:

Phone Number:

Contact:

Title:

Sponsorship/Partnership Donation Level: See reverse for details:

For more information or to schedule an information presentation please contact us at:
hnsafetyvillage@gmail.com. Please visit our website at www.safetyvillagehn.ca

SPONSORSHIP/PARTNERSHIP LEVELS

COMMUNITY- up to \$200

- Donor Recognition

LANDSCAPING ENHANCEMENT- \$200 to \$499

- Donor Recognition- engraving enhancement

BUILDING BRICK- \$500 to \$999

- Donor Recognition- engraving enhancement

NEIGHBOURS- \$1,000 to 4,999

- Donor Recognition- engraving enhancement
- Invitation to Annual Recognition Event

FRIENDS LEVEL- \$5,000 to \$9,999

- Donor Recognition- engraving enhancement
- Invitation to Annual Recognition Event
- Name or Company Logo presence within Village

FAMILY LEVEL- \$10,000 to \$24,999

- Donor Recognition
- Invitation to Annual Recognition Event
- Media Recognition
- Name or Company Logo presence within Village

PARTNER LEVEL- \$25,000 to \$49,000

- | | |
|---|---|
| <ul style="list-style-type: none"> • Donor Recognition • Invitation to Annual Recognition Event • Name or Company Logo presence within Village | <ul style="list-style-type: none"> • Media Recognition • Engraved patio stone |
|---|---|

FOUNDER LEVEL- \$50,000 and above

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| <ul style="list-style-type: none"> • Donor Recognition • Invitation to Annual Recognition Event • Personalized Village Sponsor sign | <ul style="list-style-type: none"> • Appreciation Plaque • Media Recognition • Company Day at the Village |
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PLATINUM LEVEL - \$100,000 and above

- Special consideration and recognition packages will be determined in conjunction with the Village and the Donor

BASIC BUILDING SPONSORSHIP- \$15,000

- Lot and basic 10x10 building pad, building construction costs are additional
 - Founder Level status and enhancements

CUSTOM BUILDING SPONSORSHIP- \$25,000 and up

- Lot building pad, customized building, construction costs are additional
 - Founder Level status and enhancements