

Grand River Conservation Authority

Report number: GM-03-25-30

Date: March 28, 2025

To: Members of the Grand River Conservation Authority

Subject: Guelph Lake Nature Centre Donor Naming Opportunities

Recommendation:

THAT Grand River Conservation Authority approves the donor naming opportunities for the Guelph Lake Nature Centre.

Summary:

The Guelph Lake Nature Centre has been a project of the Grand River Conservation Authority (GRCA) and Grand River Conservation Foundation (GRCF) for over 15 years. The construction of the new nature centre began in 2024 and is expected to be completed in March, 2025. In order to raise the funds associated with the construction of the building, numerous fundraising strategies were utilized including naming opportunities for donors, meeting a certain financial threshold.

The GRCA and GRCF have policies such as the Gift Acceptance Policy and the Donor Naming Opportunities Policy that outline the requirements for donor naming approvals. This report summarizes the current naming opportunities and requires approval from both the GRCA and GRCF. The GRCF Board of Directors approved the report at their meeting on March 19, 2025.

Report:

The Guelph Lake Nature Centre (GLNC) project started in 2011, as a GRCA project and as a major fundraising campaign for GRCF. As part of the fundraising campaign, the GRCA and GRCF offered several naming opportunities to donors related to various aspects of the GLNC and its supporting lands. Over the past several years, two redesigns were driven by escalating building/construction costs and aligning with the anticipated future operating budget and needs of the program. As a result, the availability of donor naming opportunities has been reduced. Existing donor/gift agreements were considered in the redesign, and discussions with the GRCF and respective donors have occurred and continued through subsequent phases to ensure donors are recognized for their generous contributions to this project.

The GRCA and GRCF have policies and procedures regarding gift acceptance and donor naming opportunities for GRCA projects. These policies set out the types of gifts that may be accepted by the GRCA and GRCF, who may receive them, guidance on considering naming opportunities for GRCA assets, and consistency in recognition and communication once naming opportunities are approved. Approval of both the GRCA and GRCF is required.

The following naming opportunities are requested for approval in support of fundraising efforts of the GLNC:

- 1) Classroom 1 - Woods Foundation
- 2) Classroom 2 - In Tribute to Don Drone
- 3) Plaque on exterior wall at entrance to the building - Rotary Club of Guelph, Rotary Foundation
- 4) Indigenous Garden - Neighborhood Group, Bob Desautels
- 5) Pollinator Garden - Marilyn Murray

- 6) Surrounding trails - Bob Desautels - names of grandchildren
- 7) Observatory Space - Rotary Club of Guelph, Rotary Foundation
- 8) Recognition Wall inside building - donors who provided greater than \$10,000 to the project

Additional assets, e.g., two covered learning spaces may still be required for the environmental education program at GLNC. These will be completed outside this project and when funding has been secured. Potential naming opportunities will be explored, and should donations be secured for these assets, a report will be brought forward for approval by both boards.

The GRCF has agreed (through an MOU with the GRCA) to continue fundraising efforts towards the costs of construction of the GLNC. Should subsequent naming opportunities be identified, they will be brought forward for approval to both Boards.

Financial Implications:

Not applicable

Other Department Considerations:

The Grand River Conservation Foundation, the Central Services and the Strategic Communications and Environmental Education departments were consulted in the development of this report.

Submitted by:

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