

HCC Access125 Capital Campaign



Background: In 2012 the HCC established a Capital Fund to support the future capital project requirements of the club. While originally slated to help fund a new facility, membership agreed in 2019 to stay in the current location and focus on upgrading the club, an initiative we called LOVE IT. At that time a \$1 Million phased renovation plan was presented to membership (and approved!) and the Board Of Directors and Members of HCC have been delivering on that plan.

To date approximately \$600,000 has been invested in the Club to replace the roof, repair known sources of leaks, update the rink lighting system, improve energy efficiency, renovate the lounge, renovate the kitchen, and this summer, adding an Ice Makers Shed.

The Energy Efficiency project benefited from \$150,000 in funding from the Ontario Trillium Fund. The HCC Capital Fund has funded over \$450,000 in the Club since 2019. The last phase of LOVE IT focuses around full accessibility: change room and washroom upgrades, a lift and a new front entrance and freshening up the exterior of the building. This carries an anticipated cost of \$500-\$550K over the next 3 years, bringing the total multi-year project in at \$1.1-\$1.2M.

Today: To fund these phases, the Board is evaluating grant opportunities, the HCC Capital Fund, and partnership opportunities with Sponsors and the Town of Huntsville. At this time the Board estimates that **HCC needs to raise an additional \$125K**. This amount is over and above our traditional capital fund endeavours from member fees and events such as Rocks to Ridges(R2R).

So, how are we going to do this?

In the 2023/24 season, we are launching some additional “FUN raising” activities as well as some new Fundraising initiatives leading up to our 125th anniversary as a club in 2025/26.

On the FUN side:

- A Campaign Launch Event: **Saddle Up Huntsville! At HCC on Sept. 16, 2023**
- A Wine Raffle: Feb. 2024
- And evaluating publishing our HCC history in a book format

On the Fundraising side:

We introduced two charitable giving programs in 2019 that to date have received over \$25,000 in donations from HCC Members. To help achieve our accessibility goals, we are announcing the Access125 Campaign. Access125 will run for the next 3 seasons and it will ask Members and the Community to make a pledge (donation) to HCC over that 3 season timeframe.

Our goal is to raise a minimum of \$125,000 by the end of the 2025/2026 season. Access125 was introduced at our 2022/23 AGM in July 2023 and will formally launch starting September 2023. We hope the campaign will encourage Members to participate in whatever manner they are able.

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We will have a “curling sheet” banner in the lounge where we will visually display our progress, and offer recognition tailored to each donor, promoting member and community contributions as a critical component of our Accessibility goals. To give you an idea of what we’re looking at for the Access125 Campaign, we are asking donors to pledge their support to HCC and donate annually (or one time).

Curling Name	3 yr pledge Total donation	Yearly Amount donated	Recognition
Guard	\$375	\$125	Newsletter Website
12 foot	\$750	\$250	Donor Wall -12'
8 foot	\$1,500	\$500	Donor Wall - 8'
4 foot	\$2,500	\$833	Donor Wall - 4'
Button	\$5,000	\$1,667	Donor Wall - Button
8 Ender	\$7,500	\$2,500	Patrons Cabinet
Wick		Anything < \$375	



The Access125 Committee will manage a pledge sheet for participants.

Why would a Member or someone from the Community contribute?

- They share our passion for curling
- Help open the Club to everyone through our Accessibility plans
- Impact the next 125 years at HCC
- Leave a legacy (be a Builder!)
- In Memoriam Donations: A great way to honour a loved one
- Have a positive impact on a community resource
- **Donors can receive a tax receipt for their donation**
- Donors will be acknowledged, unless they request to be anonymous, via
 - Listed on our website and in the HCC newsletter
 - Name on a donor board reflecting the appropriate curling ring attained
 - For the 8 Ender Patrons Cabinet: a special wall plaque honouring HCC Patrons

We are also offering **Naming Rights** to parts of the Huntsville Curling Club to Sponsors, Community organizations, and others. At the moment we are looking at naming rights to the building, lounge, kitchen, and each changeroom. More information will be shared on the Access125 page on our website as this campaign progresses. **Thank you to each and every Member for considering contributing to this very important initiative at the Huntsville Curling Club.**