

ELGIN STREET SPORTS PARK



Field of Dreams *Community Capital Campaign*



The Parks & Recreation Advisory Committee



CRAMAHE
It's In Our Nature

www.elginstreetsportspark.ca



Initiative Overview

Our community is embarking on an exciting journey to enhance our sports facilities and create a vibrant space for athletes of all ages. We are launching the “Fields of Dreams” fundraising campaign, a collaborative effort to build state-of-the-art sports fields that will serve as a hub for sports enthusiasts, families, and local schools. By seeking donations from community stakeholders and corporate partners, we aim to create a space that fosters unity, physical well-being, and community pride

Campaign Goals

1. Enhancing Sports Facilities: Develop high-quality, multi-purpose sports fields equipped with modern amenities, lighting, and seating to accommodate various sports activities.

2. Promoting Health and Wellness: Encourage an active lifestyle and physical fitness among community members, supporting overall health and well-being.

3. Fostering Community Engagement: Create a space where families can bond, and the community can gather for events, tournaments, and recreational activities.

4. Supporting Local Talent: Provide a platform for young athletes to hone their skills, fostering the next generation of sports stars.

Campaign Strategies

1. Engaging the Community:

- Organize town hall meetings, workshops, and informational sessions to raise awareness about the campaign and its benefits.

- Mobilize community leaders, local sports teams, and schools to garner support and participation.

2. Corporate Partnerships:

- Reach out to local businesses, emphasizing the positive impact their support will have on the community and offering various sponsorship packages.

- Recognize corporate donors through naming opportunities, plaques, and mentions in promotional materials.

3. Online & Social Media Campaign:

- Create a user-friendly website detailing the campaign’s goals, progress, and ways to donate.

- Utilize social media platforms to share inspiring stories, testimonials, and updates, encouraging online donations and engagement.

4. Community Events and Fundraisers:

- Host fundraising events such as charity sports tournaments, fun runs, and gala dinners to raise funds and awareness.

- Collaborate with local restaurants and businesses for fundraising nights, donating a portion of their sales to the campaign.

5. Grant Applications:

- Research and apply for grants from foundations and government agencies that support community sports and recreation projects.

Recognition & Appreciation:

1. Donor Recognition: Establish a donor recognition wall at the sports complex, acknowledging the generosity of individuals and corporations.

2. Thank-You Events: Host appreciation events for donors, showcasing the progress made and the impact of their contributions.

3. Regular Updates: Provide regular updates through newsletters, emails, and social media, ensuring donors are informed about how their funds are being utilized.

Impact

The “Fields of Dreams” campaign aims to transform our community by creating a space where people can come together, fostering a sense of belonging and pride. By supporting this campaign, donors become catalysts for positive change, promoting health, unity, and the overall well-being of our community. Together, we can turn our dreams into reality and create a legacy that will benefit generations to come.

**ELGIN STREET
SPORTS PARK**



The Elgin Street Sports Park

Cramahe Township has a unique asset on Elgin Street, in the heart of Colborne, that would be the envy of most communities.

The space includes two tennis courts, a ball hockey rink, a basketball court, a baseball field, a clubhouse, and the potential for significant parking. Also, Colborne Creek bisects the park adding an idyllic environment for reading, picnics, or relaxation. However, the park's facilities are approaching end of life.

This park, if rehabilitated, would be an ideal space for crucial community building activities such as sports camps, youth groups, sports clubs, family get-togethers, and much more!

Our Inspiration for the Elgin Street Sports Park Rehabilitation

Cramahe Township will continue to experience unprecedented growth with more than 700 homes currently approved to be built, and new applications being expedited as a result of the Province of Ontario's Bill 23, More Homes Built Faster Act.

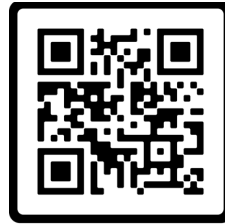
Incorporating Cramahe's Heritage

In 1944, Mrs. B. Smith generously gifted Cramahe Township the land on Elgin Street South for a recreation site. This land was given in memory of her father, John Coyle.

June 14th, 2024, marked the 80th anniversary of this donation, and as the renewal of this space comes to life, the committee will explore incorporating this generous aspect of Cramahe history.

The Mrs. B. Smith Community Sports Park, for example, could be an appropriate name. We would like to work with the Heritage Committee to ensure this history is prominently captured within the space.

Contact Information:



ONLINE PLEDGE FORM

Township of Cramahe
Parks & Recreation Advisory Committee

P.O. Box 357
1 Toronto Street, Colborne
Ontario, Canada
K0K 1S0
T. 905-355-2821

Current Park Assets Views



ELGIN STREET SPORTS PARK



About The Parks & Recreation Committee

The Township of Cramahe encourages resident involvement through a variety of boards and advisory committees. Our vision is to create a happy and healthy Township where Cramahe residents of all ages can play, learn, and build community.

Our mission is to promote quality recreation opportunities for all Cramahe residents through the creation and enhancement of parks, facilities, and activities.

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ALL INFORMATION IS CONFIDENTIAL AND PROTECTED

PLEDGE FORM



INFO Data

First Name

Last Name

Email Address

Community Affiliation (IF Applicable)

Donation Dedication

DONATION Data

Full Name OR Company Name

Phone

Address 1

Address 2 (Optional)

Preferred Payment Method

City

AMOUNT PLEDGED

Donation Visibility

Public

Anonymous

COMMITTEE INFORMATION

Cramahe Parks & Recreation Advisory Committee
P.O. Box 357 - 1 Toronto Street
Colborne, Ontario - K0K 1S0
905-355-2821

Donor Pledge Signature

Committee Signature

THANK YOU

www.elginstreetsportspark.com 

Community Sponsorship Pledge Criteria

By implementing these criteria, a community can ensure a structured, transparent, and impactful sponsorship pledge that involves public, corporate, personal, and organizational donations.

Transparency and Accountability

- Donors' names (if permitted) should be displayed publicly to promote transparency.
- Regular updates on the funds collected and how they are being utilized must be communicated to the community.
- Regular audits and reports demonstrating the impact of corporate donations should be available to the public.
- Donors can choose to remain anonymous, but their contribution will be acknowledged without revealing their identity.
- Open communication channels for donors to inquire about fund allocation and impact.

Flexibility in Donation Channels

- Online platforms, community events, and local businesses can serve as channels for public donations.
- Companies can donate funds, services, or products.
- Collaboration opportunities for joint initiatives with the community should be explored.
- Multiple payment methods (credit cards, PayPal, cheques, etc.) should be available for individual donors.
- Crowdfunding platforms and local fundraisers can be utilized.
- Collaboration with community organizations for joint funding and support.

Alignment with Community Needs

- Funds should be allocated to projects identified as essential by the community through surveys or town hall meetings.
- Corporate donations should align with community development goals, education, healthcare, or environmental sustainability.
- Donors can choose specific projects or areas of community development they wish to support.
- Collaboration with local community leaders to identify pressing needs and allocate funds accordingly.

Recognition and Donor Appreciation

- Donors' names displayed prominently in community spaces, websites, and promotional materials (if desired).
- Public acknowledgment through local media and social media platforms.
- Recognition through plaques, certificates, or awards for significant contributions.
- Brand visibility in community events and initiatives sponsored by the corporation.
- Personalized thank-you notes, certificates, or tokens of appreciation.
- Opportunities to attend community events and witness the impact of their donation.
- Recognition at community events and in promotional materials.
- Collaboration opportunities with local organizations to enhance the impact of donations.
- Establish long-term partnerships with community organizations, ensuring sustained support.
- Collaborate on capacity-building initiatives for the community to reduce dependency on external aid.



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