



LET'S BUILD A PLAYGROUND!

Secord is growing.

So is our need for a playground.

There are approximately 1,000 single-family homes in the area and about 40% of these homes have children that will benefit from a community playground. In September 2017, our community opened a beautiful new K-9 school, David Thomas King.

Did you know when a new school is built a playground is *not* built along with it. This is why the Secord Community League is spearheading a funding campaign. Playground construction costs approximately \$500,000 to \$1 million depending on features and surrounding infrastructure.

We are asking for your support as a caring member of our corporate community.

Building a playground is complex.

The process for building a playground is driven by the specific needs of our community. This grassroots effort includes:

- Assessing our community's needs
- Establishing community-level partnerships with the City of Edmonton
- Applying for grants, casinos, bingos etc.
- Site design and development
- Selection of playground equipment and materials
- Safety consultation and review
- Construction and ongoing maintenance

A playground benefits everyone.

It is vital for our children's cognitive, emotional and physical development.

- It is vital for our children's cognitive, emotional and physical development.
- It serves as a social hub for our kids and parents.
- It increases the appeal and property value of our homes.
- Above all, it fosters and strengthens our sense of community.

Did you know?

The time it takes to build a playground depends entirely on community engagement and support.

Once funding is in place it can take from 1 to 2 years to complete construction.

What you get for sponsoring

- Write-off your contribution 100% as a marketing expense. In comparison, a charitable tax receipt for a donation is only deductible at 50%.
- Can receive recognition through various channels including on site recognition on a plaque, social media, website(s) and at various community events providing marketing and brand awareness.
- The satisfaction of knowing you're contributing to the health, happiness and well-being of our children.

ABOUT SECORD

Secord Community League has assumed responsibility for leading the effort to build a new playground in our amazing community. **Our fundraising target is \$250,000** in addition to funds received from the Provincial Playground Grant (NDP Government) and the NPDP Program run by the City of Edmonton.

We are fundraising in partnership with all major stakeholders: David Thomas King School and its Parent Council, residents, The City of Edmonton, various funding and granting agencies and the corporate community.

Secord Community League is a registered non-profit organization. We are led by an elected volunteer board of directors and are a proud member of the Edmonton Federation of Community Leagues.

How to become a sponsor

Contact

Christie Delano, Playground
Committee Chair
E: christie.delano@gmail.com
P: 780-218-1395

Pam Thivierge
Playground Fundraising Lead
E: 1977.pjl@gmail.com
P: 403-615-9797

Please complete the attached donation form with your contribution.

Send Cheques to:

Secord Community League C/O Christie Delano
21934-94a Ave
Edmonton, AB T5T 1N1

A sincere thank you from the Secord Community League!

Yes! I would like to support the development of the Secord community playground!

Donor/Sponsor Information:

Name: _____ Phone: _____

Address: _____ City: _____

Province: _____ Postal Code: _____

Method of Payment: _____

*Note: A tax receipt is available for donations \$20 or over. Please circle “Yes” or “No” below to indicate **if your donation requires a receipt:**

YES (Cheques must be payable to “City of Edmonton” with “**Secord Community Playground**” on memo line.)

NO (Make cheques payable to “**Secord Community League**” “**Secord Community Playground**” on memo line) - You will receive corporate recognition in lieu of a tax receipt

Please remit donations to:

Secord Community League % Christie Delano

21934-94a ave, Edmonton AB T5T 1N1

OR Call Christie @ 780-218-1395 for pickup

A sincere thank you from the Secord Community League!

Personal information is being collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy (FOIP)* Act and will be used for the administration and management of the City of Edmonton, Community Services Department project financing. Your personal information is protected from unauthorized access, use and disclosure through the privacy provisions of FOIP. If you have any questions about the collection or use of your personal information, please contact the Community Recreation Coordinator associated with your project.