

Originally, the fundraising was divided into three phases – Phase 1 – Naming Rights – raised \$1.095 million dollars. Phase 2 – Secondary Naming Rights – raised \$350,000. The Business Campaign has raised \$461,700 and continues to grow; and Phase 3 – the Individual Campaign has raised to-date \$365,800. This is probably the last time you'll hear the fundraising broken down that way because now that we're in the home stretch, we are simply referring to our overall fundraising goal from all sources....that goal is 4.1 million dollars. Today our overall fundraising total is \$2,272,500.

These are huge numbers for Portage and District and we all need to take great pride in the fact that we have accomplished what we have. But we still have a long way to go - \$1.83 million to be exact. The Individual Campaign that I co-chair with Roberta Christianson was launched in April. Instead of a year long campaign, we have only 9 months. We are hopeful that the vast majority of the business and personal pledges and donations to the PCU Centre will be made by December 31st of this year. There are various reason for this...we are told by other communities who have built similar facilities that once the doors opened, although fundraising projects continued to be successful, the personal donations stopped coming...

With the Portage Mutual second arena back on the drawing board we need to know how much money this community can raise to complete that piece of the construction... and in reality, how long do you want to keep a fundraising drive alive...the longer people have to postpone giving, the longer they may take!

In Portage la Prairie we have much to celebrate...and now the celebration kicks up a notch with the anticipated opening of the PCU Centre. You and I know that the PCU Centre is about kids, it's about our seniors, it's about business and industry, economic growth, and will create a sense of pride and ownership in our community like never before. We want to communicate to our youth – we believe in you and want to invest in your future – when you are little and when you are a whole lot bigger – we want to be able to say with confidence, “stay home, work here, we're a community on the move – or – if you've left for secondary education “welcome back”... look what we have to offer you and your family of

the future". We want to say to business and professionals, come and locate here; we can provide a way of living attractive your needs. And we want to say to citizens of all ages...the PCU Centre will add to the vibrancy and richness of your life. I am passionate about this because I believe it to be true. As much as we are giving, and asking other to give, to a building project...it's really about investing in our community and realizing a dream together.

There is lots happening on the Individual Giving front...We have divided the Individual campaign into 10 categories, and we have over 30 volunteers working with us... I'll quickly touch on a few areas: the Rural campaign portion is almost complete with letters and brochures being mailed to everyone living in the rural municipality, in November this committee will look at who has given and begin follow up phone calls to those who haven't...the Professionals campaign saw personal letters sent to all doctors, dentists, and lawyers signed by one of their colleagues ...the Teaches and the campaign in the schools begins next month...Larry and Ryan Muirhead are heading this up and have a well organized plan to encourage teaches and support staff to consider payroll deduction plans, and engage the kids in every school fundraising activities so they too will feel ownership and pride in the PCU Centre. The Hometown Legacy campaign begins next month as well. A website is be developed and email lists accumulated of people who once lived in Portage, perhaps born and raised here, perhaps lived here for only a time, but people we believe will want to invest in a legacy in Portage la Prairie and have their name recognized on the Hometown Legacy Wall in the PCU Centre. The website will have the capability of online giving. And yes, we'll be on Face Book! Minor Sports has a bottle drive and continue to plan for more fundraising activities as well as canvassing all their parents for individual support...the Chamber of Commerce took on the project of distributing posters to all the businesses...there is much more activities taking place. We spent yesterday designing an ad campaign with the Daily Graphic and CFRY which begins at the end of the month. We don't want anyone in Portage and District being able to say.....I wasn't asked to give.

Now, that being said, obviously we can't personally ask everyone. This is where you can help. Please consider making your personal donation soon... there are pledge and donation forms along with brochures outlining the categories of recognition on the Donor Wall, at all financial institutions in Portage, as well as at City Hall and the RM office. Then once you have made your donation please be a Centre of influence...speak with your family and friends, encourage them to give as well...this needs to be a community driven project. The Mayor and City Council didn't dream up the PCU Centre...this project is in response to extensive surveys and is providing the citizens with what we said we wanted and needed. Let's not lose sight of that.

You know, we all think of philanthropists as people who have millions of dollars to give to a cause near to their heart. Well, my 87 year old father has re-defined the definition of philanthropist for me... he talks about "not just giving the excess, but giving from substance." The single mom on minimum wage who gave \$50 to the PCU Centre gave from substance...she is practicing philanthropy. We all have an opportunity to re-define our own personal definition of philanthropy.

You can help by being ambassadors of good news and good will...let's show our community pride and together make this dream a reality.

Jody Fletcher

Co-Chair, Individual Fundraising Campaign