

Friends of the Village of Rockcliffe Park Foundation  
“The Village Foundation”

Annual General Meeting  
Wednesday, February 16, 2011, 7:30 p.m.  
Rockcliffe Park Community Centre, 380 Springfield Road

Chairperson’s Report

The Foundation’s mandate is to manage and build the endowment fund to provide financing for community activities and projects related to the conservation of the environment and preservation of the heritage character of the village. The Foundation works closely with the RPRA which largely carries out work in these areas. In 2010, the Foundation directed \$15,000 towards the RPRA.

The endowment fund has weathered the downturn in markets and has largely recovered much of the losses since 2008. With the assistance of Mark Ellis from RBC Dominion Securities, a resident and the fund’s investment advisor, we conducted a formal review of the Foundation’s Investment Policy during the year and we are confident about its future. I thank Mark and appreciate the support that our current Treasurer, Grant McDonald has provided in this matter.

This year the Foundation identified themes to guide its work in the next several years. The key themes are:

- Stewardship of the Village Tree Canopy;
- Building a Sense of Community and an Awareness of its Unique Nature;
- Restoration of the Village Green; and
- Implementation of the Fundraising Strategy.

In advancing these themes, I’ve personally enjoyed developing a working relationship with Brian Dickson in the past year. I have found that many of the RPRA plans and projects resonate with the Foundation’s themes. For example, in June Iola Price and Brian Dickson briefed the Board on the history, needs and role of the City tree planting program in the community. We are pleased that the City has now completed their update of the tree inventory. With our financial support an arborist will be engaged to update the tree planting plan. This will assist the Foundation in determining its financial support for tree planting in future years. Also, we have found mutual interest in the need to build a greater sense of community and awareness of the unique nature of the village, particularly among newer residents. A committee, including members of both organizations, is now beginning its work. In the past year, we have used the Rockcliffe News to include two heritage articles; one on the redevelopment of 124 Manor Avenue written by Caroline Frewer and the other on the relocation of the historic Birkenfels Gates

written by Mary Taylor. We thank both Caroline and Mary for their efforts and intend to continue to feature the heritage aspect of our community in future issues.

Another successful “**Dining with the Ambassadors**” event held on Friday, April 16<sup>th</sup> raised over \$20, 000, a record amount for this unique Foundation fundraiser. New this year was the introduction of sponsorships, which attracted 16 sponsors. We are grateful for Maureen Boyd’s leadership in this event and to her hardworking committee of Village residents including Alana Abraham, Jane Clark, Joanne Nelson, Clare Nippard, Donna Roberts and Thea Geerts and to the cocktail sponsor Sutton Group-Premier Realty. We are pleased to report that this event will be held again in 2011 on Friday, April 15<sup>th</sup>. The Foundation’s website at [www.rockcliffeparkfoundation.org](http://www.rockcliffeparkfoundation.org) has more information about this event.

It has become increasingly clear that the RPRA needs for financial support routinely exceed what can be supported through interest on our current endowment fund. This will remain a continuing challenge in markets expected to continue to have relatively lower rates of return. It is with this understanding that over the past few years we have been giving much attention to putting in place plans to significantly increase the endowment fund through a **Planned Giving Program** as well as an **Annual Appeal Program**. It is our intent to launch these programs in 2011. We will communicate more fully about the implementation of these programs through the Rockcliffe News, the Foundation’s website, by email and direct mail.

I’d like to express great appreciation to departing Board members; Cynthia Baxter, Carolyn Buchan and Andrea Jones. Cynthia has been on the Foundation since its inception in 2000 and has served as its administrator for many years. She has been the backbone of the Board and a regular gracious hostess of our meetings. Carolyn Buchan has played a major role in developing the fundraising strategy and its components. And, Andrea Jones has been the Board’s diligent secretary for many years. On behalf of the Board and indeed the residents of this community, thank you.

We are grateful to serve this wonderful community we all call home. We are proud that the foresight of several longstanding residents made this unique Foundation possible and mindful of the trust placed in us to manage it responsibly and with an eye to the future.

Bonnie Robinson  
Chairperson  
The Friends of the Village of Rockcliffe Park Foundation  
[www.rockcliffeparkfoundation.org](http://www.rockcliffeparkfoundation.org)