

CALGARY ROTARY CHALLENGER PARK'S CENTRE FOR ALL ABILITIES

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**CENTRE FOR
ALL ABILITIES**

A PLACE TO WORK, LEARN & PLAY

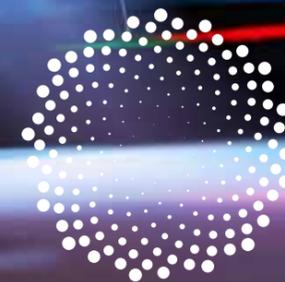
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www.challengerpark.com

Calgary Rotary Challenger Park is a registered charity –
Business Number 89024 3520 RR0001.

THE CENTRE FOR ALL ABILITIES *Will change Calgary forever*

It has been eagerly anticipated by all of those who work and support the efforts of nonprofits in our city. Why will it change Calgary forever you ask? Because all levels of government, corporate and foundation funders, leading philanthropists and those who serve the sector on a daily basis want accountability, transparency and efficiency. This is good for the sector and those who need the help of agencies and organizations that make Calgary the great city it is!



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Andy Brooks,
Chair, Campaign Cabinet
Centre for All Abilities
Industry Leader for the Oil and Gas Service Sector

As Chair of the Campaign to raise the public dollars to establish the Centre for All Abilities, it is my honour to guide a dedicated group of Calgarians towards realizing a unique and special new facility in Calgary that will serve so many. We have each made a personal commitment and have also asked our employers to join us in supporting this important endeavour to ensure success and confirm our intent as leaders of this project.

Please join me in supporting this worthy endeavour and showing the rest of Canada that Calgary will be where innovation is embraced and celebrated. We can do this and change the rules that hold our nonprofit sector back from being what they seek to be – efficient, transparent and accountable for the millions of charitable dollars that are invested in making Calgary the greatest city in the greatest country.

We all believe that this project will help redefine the operational priorities that nonprofits and charities follow today. We are hoping, by building the Centre for All Abilities, that we will re-write the rules of the game by reducing the traditional stumbling blocks that hinder so many great organizations. By discounting the rent that an organization pays, will allow them to reinvest in other resources to provide better program delivery and sustainability. By providing free parking to staff, organizations can reduce their administration costs. In Calgary, this is becoming an issue in the Beltline or on 14th Street NW, commercial properties charge for expensive parking. This means employees make hard decisions about their commuting dollars and whether they want to pay for parking or not. Many social service employees need their vehicles to visit clients and provide critical outreach services. Transit is not an option.

I am very excited about this Phase 4 Project of the Calgary Rotary Challenger Park (CRCP) as it has the early commitment of the Rotary Clubs that work on our behalf throughout Calgary and Airdrie. It was Rotarians and other significant Calgary leaders who helped envision CRCP and were critical to its success. I am delighted that our team will be working with all Rotary Clubs in the area to build this fantastic new facility that will be the state-of-the-art in terms of efficiency, collaboration and social enterprise.

My role in the campaign is to ensure we have the many hands we need to make the Centre for All Abilities come to life. I am prepared to work with the Campaign Cabinet to get our message to the right people in Calgary who will share our enthusiasm, commitment and drive to secure the resources this project requires. We have a great running start with the donation of land by the Calgary Airport Authority, which is valued at \$3.5 million. Our overall campaign goal is \$35.5 million and we already have the land! We are off and running and we expect to attract the support of our three levels of government to invest \$16 million in this project that will amplify their capital and operating support many more times than a single organizational investment. With the Centre for All Abilities, a dollar from government is invested into each and every tenant organization and will impact their operational ability for the foreseeable future, thus providing a structure of security, sustainability and impact. What a great dream to bring to realization! It is the intention of the Cabinet to seek support from individuals, foundations, corporate Calgary and our friends in Rotary for the balance of \$16 million. In

terms of campaigns currently underway in Calgary, this project is more manageable in terms of size, but is just as important as the other community-building campaigns underway in our city. In all the cities in Canada, Calgary is the one that can embrace this challenge, wrestle it to the ground and be successful. This is the reason I am confident that we will raise \$16 million over the next 3 years so construction can stay on schedule and we will celebrate the planned opening in fall 2018. The Cabinet and I cannot do this alone without those in our city who believe this is a project worth funding and funding generously. The impact of the Centre for All Abilities will cascade throughout the nonprofit sector in Calgary and will be transformational.

“The Centre of All Abilities is an exciting, transformational way of delivering valuable services to the people of Calgary.

This is the leading edge for effective agencies reaching those in need and doing it with understanding, care and compassion. I am looking forward to this Centre of Excellence being built here in Calgary.”

Steve Allan,

Rotarian, Past Chairman and President of the Calgary Stampede
Calgary Stampede Foundation Board Vice-Chair
Chair of the Calgary Economic Development

**BOARD CHAIR'S VISION:
TREVOR THOMSON , CA**

Board Chair, Calgary Rotary Challenger Park

PROJECT VISION: To be recognized for operating a state-of-the-art centre that uniquely serves the nonprofit sector while utilizing the best barrier-free sport and recreation facility. It will be financially sustainable, fully utilized and embraced by the community.

As Chair of the Board of Directors of Calgary Rotary Challenger Park, it is my intent and privilege, to move this ambitious project forward, along with my fellow Society Board members. The project will serve Calgary well into the future. The Park's successful growth and expansion will provide a stable foundation for a significant paradigm shift in how nonprofits will operate in the future. It will be a new way to think, live & be.

Calgary is home to over 5,000 nonprofits and charities and they serve their stakeholders with respect and pride. Calgary is also home to an ever-expanding resource sector that impacts the affordability for every single agency or organization by spurring development and renewal. This is what hits the nonprofit sector the hardest as they are being squeezed out of central locations to seek affordable space for their operations.

The Centre for All Abilities is an answer, a new facility with 165 free parking spots, significantly discounted rent from current market rates, custom-designed office and program space, possible shared resources such as meeting and training rooms, kitchen facilities for special events, barrier-free access, green technology in the building's operations, nestled in the southeast corner of YYC (Calgary Airport Authority) overlooking Silverwing Golf Club.

The Calgary Airport Authority has extended the stability of long-term lease terms with the Calgary Rotary Challenger Park and it is the hope of the Board to extend very favourable lease terms to the tenants to provide confidence in their commitment to the Centre. Our tenants can concentrate on what they do best, serving their clients and investing more in much-needed programs. This is how the impact of the Centre will be felt across the city, through an increase in service delivery and organizations fulfilling their missions at a higher degree of effectiveness.

The Centre will create a space full of collaboration and diversification fuelling the magic that will put Calgary Rotary Challenger Park on the map of doing it right. The potential is unbridled until we assemble the final groups who will become our tenants and bring with them their unique personality. Our hope is to attract organizations that represent new Canadians, schools for disabled children and young people, seniors who can volunteer with the different tenants and provide support and experience, family service agencies as well as youth organizations. The opportunity to provide satellite office space for organizations such as the United Way and many smaller organizations located in others parts of the city will refresh the daily life of the Centre. It will be vibrant, ever-changing and full of life from the very young to our oldest – what a wonderful place this will be.

HOW TO MAKE A GIFT TO THE CENTRE FOR ALL ABILITIES

Every gift to Calgary Rotary Challenger Park's Phase 4 – Centre for All Abilities benefits people who are in need in our community. Calgarians who are seniors, those Calgarians with disabilities, those with mental health issues and our new Canadians. The Centre for All Abilities will support any Calgarian regardless of their need.

Each gift will be reserved for specific use in the development of this centre of excellence and ultimately providing a \$30/sq.ft grant to each and every nonprofit or charitable organization to custom-build their unique space. By also committing to a minimum 40% discount on the rent in the Centre for All Abilities, tenant organizations will enjoy long-term leasing opportunities and a significant reduction in both operating and rental expenses.

Each gift will be gratefully received and permanently recorded and recognized in an appropriate manner.

You have several options for making your gift to the Centre for All Abilities. All gifts will receive a tax credit receipt.

Gifts of Cash

Cash gifts are critical to the execution of the project. They immediately support the active implementation of the project. Cash gifts are defined as gifts of Canadian currency, credit card, cheque, money order or electronic funds transfer (ETF).

Gifts by Pledge

A pledge is a convenient and efficient way to give. A pledge enables you, the donor, to budget for the fulfillment of your pledge over time. Payment methods are the same as those listed above. Pledges can be either made on a monthly basis or on a multi-year basis.

Gifts In-kind

Gifts of products, goods or services that meet Canada Revenue Agency's (CRA) guidelines are welcome. Please inquire with the Campaign Office for additional information and consultation.

Gifts of Securities

Gifts of securities or personal property are welcome, and may be advantageous to certain donors. Calgary Rotary Challenger Park advises all potential donors of property or assets to obtain a professional financial advice about the tax or other specific implications of such a donation.

*Gifts should be made payable to:
Calgary Rotary Challenger Park – Phase 4.*

