

JUAN DE FUCA COMMUNITY LAND TRUST
SOCIETY

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NEWSLETTER #3

February, 2014

Members and Friends, welcome to the third newsletter from the **Juan de Fuca Community Land Trust Society**. Here is an update on our recent activities.

First General Meeting

There was a great turn out of over 40 people for the first GM held at the Otter Point Fire Hall on 29 January. Rumour is that some people went to the Sooke Fire Hall, also on Otter Point Road. Thank you, everyone, for attending or setting out to attend.

Sid Jorna ran out of membership application forms. As predicted, everyone who applied that evening has been accepted as a member. Jay Evans and James Gaston are our newest “Founding Directors”. At this time we have 41 members and seven directors. A big thank you to Denyse Koo, one of our Founding Directors, who shared her insights and experience with non-profit societies and her enthusiasm for adding the Admiral’s lovely forest to the public’s collection of green jewels.

As most of you know, the trustees for the Admiral’s estate are contemplating putting the property on the real estate market very soon. One of our jobs is to convince them we can raise enough money and offer to buy the land. The trustees haven’t told us what the listing price will be. We are aiming to raise \$700,000 to cover the estimated costs. Yes, that is a lot of money so we need everyone to pitch in.

At the GM, director’s outlined Wendy Morton’s idea for publicity. Wendy is a published poet with a national reputation and her suggestion is an event called “**A Forest for All Seasons**” with Wendy’s poet friends from across Canada and around the world contributing their poems. Two members said they will help Wendy with that project. Three other members said they will help plan other fundraising initiatives.

Arnie Campbell explained how to send us cheques or donate on-line through the Victoria Foundation and receive a tax receipt. The Victoria Foundation was quickly convinced we have a worthwhile project and can raise enough money to make an offer on the Admiral’s Forest, so they agreed to host our fundraising while we wait for Revenue Canada to recognize us as a registered charity.

Arnie also explained how you can donate directly to the JDF Community Land Trust by handing your \$\$\$ to him (or another director), however no tax receipt can be issued by the JDFCLTS at this time. See below for our policy on refunding donations.

What if? Policy on refunding donations and where the other funds would go.

What happens to the funds collected if we can't buy the Admiral's Forest? Just in case, the JDF Community Land Trust will sign an agreement with a donor to refund a donation of over \$20.00. A person has to enter into this agreement at the time the donation is made—it can't be retroactive.

Note: Once a charitable donation tax receipt is issued for a donation the donation can't be returned. This is why the Victoria Foundation cannot refund donations collected on our behalf.

If we are unsuccessful in purchasing the Admiral's Forest there are some options which can be discussed and voted upon by members.

- Find another piece of property and try to buy it.
- Identify a charity with similar goals and pass the funds we've collected along to them.

There would probably be other choices, variations and suggestions but let's not get to that place. Let's just buy the Admiral's Forest.

A Forest for All Seasons – Poetry Fundraising Event

Wendy Morton has asked her poet friends around the world to send her poems on the theme of “**A Forest for All Seasons**”. As of Valentine's Day, the poems are pouring in. The poems will be illustrated, laminated and displayed in a glade near the beginning of the Admiral's driveway. And they will be sold off when the day is over. Parking will be at Betty Tully's Seaward property, nearby.

Everyone and their friends are invited to come and read this unique collection of poems. The media are coming too and the story will be how the local people are partnering with the rest of the world to purchase the Admiral's Forest. We have to get event insurance so can't be 100% sure of the date. Get ready to volunteer and attend the poetry event later in March.

Another Artist Donates!

Kimberly Thompson is another local artist eager to have a new place to paint. She has donated a set of five prints for the JDF Community Land Trust to sell.

Kim is making a name for herself and no wonder. Below is an image of one of the prints she has donated.



Donate or Buy a Membership to JDF CLTS Using PayPal

Our web site has been updated (thank you, James) to allow for on-line donations or purchase of a membership using a credit card and the PayPal button. The cost is 2.9% of the transaction plus 30 cents. For example a \$20.00 donation costs us 88 cents in transaction costs and generates \$19.12 in revenue for the society.

Prospective donors or members can go to www.jdflandtrust.ca and click the **DONOR** button to make a contribution or send a membership fee.

Note: The on-line donation opportunity is for people's convenience. Sending a cheque directly to the Victoria Foundation or to the JDF Community Land Trust c/o 2459 Kemp Lake Road, Sooke B.C. V9Z 0R3 is preferred because it doesn't cost our society or the Victoria Foundation any transaction fees.

Fundraising Committee Meeting

Sarah, Pat, Murray, Wendy, Margot and Heather got together on a Sunday to shape up our fundraising strategy. One thing is to determine a reasonable market

value for our target property. The present tax assessment is quite low because of the present tax category which is Private Managed Forest. The figure of \$700,000 is daunting but it includes an estimate for costs. The Committee figured a good Phase One target is to raise the present assessed value—around \$300,000.

Our website is great, thanks to James. We need to add features so that people who only look once will be inspired to donate. Although we need the financial commitment of local people, we need to show visitors to our website, wherever they are, that this project is for them, as well. They might be potential tourists. They might be people who love the outdoors. They might be people who want to honour Rear Admiral John Charles.

Testimonials from experts will also help people understand the importance of the purchase. We want to draw in the outdoors clubs and naturalists from around the South Island. Special tours for their members would help them understand and support the project.

Sarah pointed out that a few Super Fundraisers could raise quite a lot by working with their networks. It is worth knowing that the \$10,000 initial gift to the Victoria Foundation hosted endowment fund came from a very few people. If 30 people could each find \$10,000 in donations, there would be \$300,000 in the fund.

But to catch people's interest, we will have to put the project into the public imagination and eye so we will try to have a presence—posters, brochures, tables—at events and in the media. We recognized a need to define jobs and delegate to our members.

Update on Donations Made Through the Victoria Foundation

The contracts with the Victoria Foundation are signed and the initial contribution to the Hosted Endowment fund is in place. That's \$10,000 but it stays with the Foundation and feeds us interest. With that obligation fulfilled, all further donations made through the Foundation can go into the Juan de Fuca Community Land Trust Admiral's Forest fund. This is the one we will use to buy the land. As of mid-February, this fund only had \$839.00. In addition to this we have \$1,215 which has been donated directly to the JDFCLTS.

Cheques mailed to the Foundation don't cost anything to process and donations through the Foundation can be issued a tax receipt. Make your cheque out to the Victoria Foundation and mail to #109 – 645 Fort Street, Victoria, BC, V8W 1G2. Be sure to note which of the two Juan de Fuca Community Land Trust funds you are donating to. The Admiral's Forest fund is the one we need to build up as quickly as possible.

Donations to our account with the Victoria Foundation can also be made on-line with a credit card through the Foundation's web site. There will be a 3.9% transaction fee deducted from your donation. Please allocate your gift to the

Juan de Fuca Community Land Trust Admirals Forest Fund on the drop down menu. The steps to make an online gift are:

- Go to the VF web site: www.victoriafoundation.bc.ca
- Click on the Make a Donation button and then click on the CanadaHelps link which will take you to the VF page on the CanadaHelps web site.
- Click to indicate whether you want to donate now or monthly and you will be taken through the steps to make your donation.

This method of donating will generate a charitable tax receipt from the Victoria Foundation for the full amount of your donation. Meanwhile, the JDF Community Land Trust Society has an application in to Revenue Canada to become a registered charity. If approved we can issue our own tax receipts. We expect to hear from them in mid-March. We hope they say Yes! and don't ask for "more information".

Reminder: if you don't want a tax receipt and might want a refund, donate directly through our treasurer Arnie Campbell or another director so an agreement can be signed.

Grant Applications

Directors have been identifying foundations and other organizations who give grants for land acquisition. Three applications have been submitted to date and several others are in progress. Sums of up to \$100,000 are available but the completion is tremendous.

This is where having our own charity status will be a big bonus. Some foundations and granting organizations can't give grants to organizations that don't have charity status. Others look at how big your membership is and how much money has already been raised through donations, events, etc.

Watch for the Next Issue of the Rural Observer

Our story will be told in the March issue of the Rural Observer. There will also be an article about Admiral Charles. Discussions are underway with other media for similar exposure both within and outside our local communities.

Friends and Members

The principal purpose of our society is to acquire lands in the Juan de Fuca Electoral Area (west of Sooke) for the benefit of our communities and to either:

- Donate such lands to the municipal, regional or provincial government to be used as park land, or

- Hold such lands and operate not-for-profit educational and recreational programs from facilities established on the lands for such purposes.

Here are the options for donating towards purchase of the Admiral's Forest:

1. Mail a cheque to the Victoria Foundation: #109-645 Fort St., Victoria, B.C. V8W 1G2
2. Donate on-line through the Victoria Foundation web site:
www.victoriafoundation.bc.ca
 - Click on the Make a Donation button and then on the CanadaHelps link which will take you to our page on the CanadaHelps web site.
 - Click to indicate whether you want to donate now or monthly and you will be taken through the steps to make your donation.
 - Follow prompts to Fund/Designation click on Donor directed and select the **Juan de Fuca Community Land Trust Admiral's Forest** fund.
3. The Victoria Foundation also takes credit card donations at 250-381-5532
4. Mail a cheque to the JDF Community Land Trust Society c/o 2459 Kemp Lake Rd., Sooke, B.C. V9Z 0R3. Remember that until we get a charitable status number we can't issue a tax receipt.
5. Donate on-line through our web site: www.jdflandtrust

Please pass this newsletter along to others who you think might be interested in becoming a member and/or donating towards the purchase of the Admiral's forest.