



TGSA Board Meeting Agenda

Date: July 31st, 2023

Start time: End time:

Location: Zoom video conference

Chair: Emma Kaszecki

Scribe: Jaz Raine

Attendance:

Regrets:

1. Presentation(s) and Discussion (s) without voting

Introductions and update from board members

2. Call to Order

3. Adopt the Agenda:

Mover:

Second:

Discussion

Approve:

Oppose: 0

Abstain: 0

4. Presentation(s) and Discussion (s) with/without motions

(i) Emma—President

The TGSA website requires a complete redesign to ensure it is accessible and informative for graduate students. Since the TGSA is the Association that support the graduate student population at Trent, the website is one of the first points of contact for students; however, they ultimately email their questions to the general inbox upon frustration and guidance about where to turn for their inquiries. In its current state, graduate students are not able to find specific information they are looking for and they are confused about who to contact regarding important topics (ie. funding, health benefits, academic advising etc.). As a result, an RFP was completed with 3 professional website design companies to determine how much it would costs for a website

upgrade. At the completion of this process, the Executive unanimously agreed to award the bid to WeDesign for a price of \$4,000 and an expected time-of-completion around Orientation Week (early September).

Question: Are you in support of awarding the bid for the redesign of the TGSA website to WeDesign?

Holden Lowes has submitted an application to be a Science Graduate Student Representative (MSc).

Question: Are you in support of Holden Lowes for the position of Science Graduate Student Representative (MSc)?

(ii) Henrietta—International Student Commissioner

International Graduate Student Affairs Proposal

(iii) Daniel—VP, Internal Affairs

In an effort to address and combat a growing amount of fraud, misuse, and abuse of TGSA funding, the organization began a cooperative effort with the School of Graduate Studies (SGS) at Trent University to disseminate funding. This collaboration was necessary in order for the TGSA to ensure that funds are provided to students that meet basic eligibility criteria which includes for example, active enrolment as a student at Trent University. Prior to establishing a connection with the SGS, the TGSA had no mechanism through which to verify this eligibility. While personal information is not visible to any member of the TGSA board or executive, the SGS will carry out the same level of verification that is required for all other internal scholarships and bursaries, according to industry best practices. Trent University will provide the TGSA with regular financial statements, indicating the amount of funds that have been dispensed each semester throughout the year. Trent University has agreed to provide this service - both identification and verification, as well as receipt of requests and delivery of funds to students - for free. Due to the complexity of registering accounts associated to the TGSA inside Trent's internal financial management system, and in combination with a high number of subject matter experts (SME's) and executives taking extended vacation, the TGSA was not able to execute the first round of this new process during the summer semester as originally planned. Each year the TGSA allocates approximately \$5,000.0 (CAD) towards the financial support bursary (FSB) each semester, for a total of approximately \$15,000.0 (CAD) per annum. The implication for the TGSA is an unaccounted-for surplus approximating \$5,000.0 (CAD) as the association moves into the Fall semester. It is my professional recommendation as Vice-President of Finance that the TGSA reallocate these funds, intended strictly for student use, equally over the two remaining academic semesters in the financial term. Instead of reappropriating these funds to another internal project or our investment portfolio, the FSB for the 2023 Fall and 2024 Winter semesters should each be raised to approximately \$7,500.0 (CAD). This action, while not entirely eliminating the disruption, will ameliorate financial pressures for the same number of students in need, and will ensure the dissemination of funds as originally intended by this organization.

Question: Are you in support of the re-appropriation of surplus funds approximating \$5,000.0 (CAD) to the financial support bursary (FSB) equally over the 2023 Fall and 2024 Winter semesters?

(iv) Sarah—VP, Student Affairs

Trent Graduate Student Symposium emailed about the possibility of a donation from us, email copied below:

“We're writing on behalf of the Trent Graduate Student Symposium (TGSS), a conference for Trent graduate students, run by Trent graduate students. We are excited to be not only running the TGSS in person this year (the first year since COVID began), and are running it at a new time of year - at the end of September, to help showcase Trent graduate student research to incoming students!

In order to make this event a success (pay for keynote speakers, provide speaker gifts for the student speakers, provide catering options or snacks for attendees), we are looking for donations from within the Trent community, and wanted to reach out to you, as we feel that the TGSS has a natural alignment with the TGSA in terms of goals. Would you be interested or able to donate to the event? We would be happy to receive any donation, and would also be happy to discuss a more official sponsorship of the event by the TGSA.

Any donations can be deposited to Trent internal account account number 43-4400”

5. Finance & Operations Co-Ordinator–Connor Elverson

8. Question Period and Departmental Issues

9. Business Arising from the Minutes

10. Motions

11. Other Business

12. Notices of Motions and Announcements

- a. The next board meeting will be held TBD
- b. The reports and motions for that meeting are due TBD

13. Adjournment

Motion to Adjourn the Meeting

Mover:

Second:

Discussion

Approve:

Oppose: 0

Abstain: 0

Addendum I
Executive Reports

Emma (President)

Meeting with Traill College

- TGSA will be operating a beer tent at the Traill College Carnival again this year (September 9, 2022, 11am-4pm)
 - Volunteers required for the event
- Traill is renting a wedding tent for the event and will have it until the beginning of October
 - Event ideas?

Benefits Committee Meeting

- Cost of benefits is going up 3%
 - TCSA provided \$70,000 to students where the benefits plan fell through
 - Increase to the plan:
 - Eyewear: \$250 (from \$200)
 - Wisdom teeth: increased from covering 2 teeth to covering 4 teeth
 - Psychotherapy: \$1,000 (from \$500)
 - 60% of the those that have the plan accessed the dental coverage options last year, and 88% of the individuals used the health portion
 - The DrugSmart program is going to continue to deliver medication to students at Trent

TGSA Website Redesign

- The 2022-2023 TGSA Board had a goal of updating the TGSA website to make it accessible, informative, and be a go-to place for graduate students to access essential information
 - Division of responsibilities last year demanded more time and attention, so the website did not get the facelift we intended for it to
 - This year, with the increase to our budget, we wanted to see how much it would cost to outsource the project to professional web designers
- See attached packages in the minutes for quotes from 3 different companies:
 - Butter: \$8,000
 - Barking Pixel: hourly rate (expecting minimum of \$5,000)
 - WeDesign: \$4,000

- After multiple conversations, the Executive have decided to award the bid for the web design project to WeDesign. In addition to being the most economical, they have provided a timeline for it to become live around Orientation (latest end of September), and they are familiar with AODA guidelines for accessibility.

Migration of Student Emails

- Gmail for student emails has become too expensive and the security for it is no longer adequate for protecting information (~370 student accounts were compromised last year)
- Student accounts will be migrated to become Outlook accounts
 - This will ensure all student, staff, and faculty have continuity in their accounts
 - Increased security for student emails and information
- Migration time is minimal (minutes-hours depending on the size of data moving from Gmail to Outlook) and students email addresses will remain the same
 - Will take place in the Fall semester beginning with first year students and working their way up to graduate students
 - IT is co-ordinating with professors to ensure migration does not interfere with midterms
- IT is not migrating anything on your Google Drive so it is your responsibility to remove all content from your Drive
- More information will be shared with students once process have been finalized

Sarah (VP Student Affairs)

- Summer event is planned and scheduled—a patio pub night at Publican House on August 9th
- Thinking about a “welcome back” event—is everyone behind a coffee event at Silver Bean Café? A (limited ticket) boat cruise? Some sort of a Meet-and-greet with us?
- TGSA swag has been ordered for orientation!

Daniel (VP Internal Affairs)

- Review of financial statements from 2022
- Review and authorization of accountant operating agreement
- Liaise with Trent University administration for development and structure of accounts for financial support bursary (FSB) and academic development bursary (ADB).

Will (VP Senate)

Addendum II **Commissioner Reports**

Jaz (Equity Commissioner)

It's been a quiet month on the TGSA front. For July we are trying to get a meeting together with Sarah from Consent at Trent to organize training for incoming TA's. I have a meeting with the

manager at the Seasoned Spoon to discuss event hosting for this coming year. I am undergoing a professional development class on accessibility in program and meeting facilitation which I will use to support this team and our members moving into the coming year.

Henrietta (International Student Commissioner)

- Added to the proposal to form the International Graduate Student Affairs Committee.
- Researching on what I will use for subscription of international graduate students to a bi-weekly newsletter. Hoping to finalize on the tool I will use by August and then have it ready for orientation (1st week in September).

Heather (Environmental Commissioner)

This month has been quiet. There were no new committee meetings as of yet (some this coming week). I have a confirmed zoom meeting with Shelley and the caretaking manager to discuss laboratory recycling July 31st and will provide that update in August. Otherwise I have been busy with field work this month as part of my Master's project.



BARKING
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DESIGN
CO.

Design that speaks!

WHO WE ARE

Barking Pixel Design Co. is a creative services studio offering brand, design and marketing solutions for print, web and media applications.

The team consists of Kerry Brennan and Clinton Clarke, professional designers each with 25+ years experience respectively in the creative industry.

They work hard on behalf of their clients, ensuring their message and image meets the highest standard possible.

Kerry Brennan | Partner & Creative Director

Kerry is the glue that keeps it all running together smoothly, dedicated to keeping tasks on track, and on budget. She holds a Graphic Design diploma and Interior Decorating certificate from Durham College. Kerry is a seasoned designer in both print and publication marketing.



Clinton A. Clarke RGD | Partner & Creative Director

Designer and marketer by day, drummer by night, Clint holds a Graphic Design and Visual Arts diploma from St. Lawrence College.

His work has represented such clients as Brooklin Concrete, The Royal Canadian Mint, Elmhirst's Resort, Cardinal Home Services and Invision Eyecare. Clint has been a Registered Graphic Designer of Ontario since 2001 (R.G.D.).



Steve Smiley RGD | Associate Creative Director & Designer

A Sheridan grad with over 25 years design experience, Steve's had his paws in just about everything.

From RBC and Inside Soccer Magazine to the Automobile Journalists Association of Canada and the Cobourg Museum Foundation, he's provided clients with solid creative and his own particular brand of dad humour.



KERRY BRENNAN

705.761.8260 | kerry@barkingpixel.ca

CLINT CLARKE R.G.D.

705.930.7470 | clint@barkingpixel.ca



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MARKETING / SIGNAGE

RGD

The Association of
Registered Graphic Designers
of Ontario



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STANDARD RATES

Creative Direction \$85/hour

Time spent developing an overall concept or design for your job.

Design & Layout \$75/hour

Translating approved creative direction into finished work.

Production Layout \$70/hour

Layout and production of approved creative direction or design.

Revision Time \$55/hour

Any revisions during a project that are outside of the original scope/estimate.

Management Time \$65/hour

Coordination time, meetings, emails, phone calls and travel time. All the things you don't see!

Programming \$120/hour

(\$100/per page of new content) Database, internet or intranet applications/programming.

Research \$40/hour

Any detailed research required before or during a project.

Rush Time + \$50/hour

A rush premium will apply (with client approval) for any category, if something urgent arises requiring us to rearrange our schedule immediately.

Production or Supplier Costs

3rd party expenses such as printing, stock photography, or materials. Usually this will be estimated separately.

SERVICES

Brand Development

Advertising

Websites

Exhibit & Display

Sales Kits

Brochures

Multimedia

Promotion

Launches

Signage

Packaging

Identity Programs

Annual Reports

Direct Mail

Printing

Newsletters

Media Buying

Film & Video

Illustration

Photography

Concept Development

Copy Writing & Editing

Market Research



RECENT WEBSITE EXAMPLES

Tourism Operator

www.denuretours.com (and sub brands)

Wills & Estate Lawyer

www.edhlaw.ca

Property Development Firm

www.altadevelopments.com

Massage Therapist

www.centuryhealth.ca

Yoga Instructor

www.traceydrakeyoga.ca

Custom Home Builder

www.prinstonhomes.ca

Paving Company

www.bellpavingltd.ca

Gymnastics Organization

www.kawarthagymnastics.ca

Custom Stair & Rail Company

www.finleycustomstairs.ca

Agriculture & Family Farm

www.vanderviewfarms.ca

Private Resort Chandos Lake

www.harbourridgecottages.com

Dog Breeder

www.chamberslakehouselabs.ca

Musician

www.irishmillie.ca

Restuarant

www.lamesita.ca

Cafe

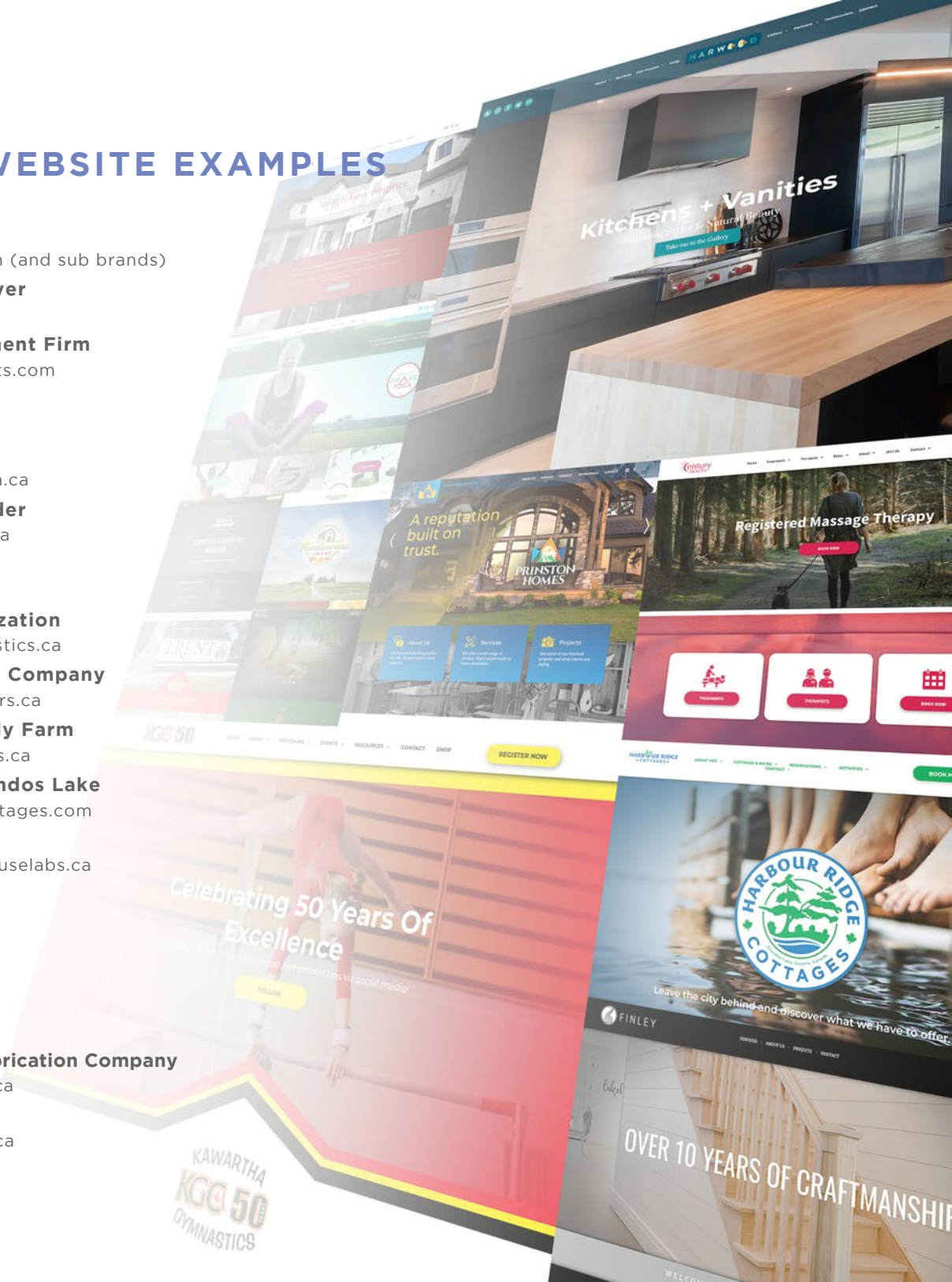
www.summitcafe.ca

Custom Signage Fabrication Company

www.themediaworks.ca

Consulting

www.maryammonsef.ca



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“Barking Pixel tailored a rebranding package for our business that honours our history and updates our image for the future. They oversaw the manufacturing of custom signage, delivery vehicle graphics, and even printing of gift certificates. We look forward to a long business relationship with Barking Pixel.”

Kelli & Tony Grady
Grady's Feet Essentials
2021



“We’ve used Barking Pixel a number of times for design work for our vehicle fleet wraps, website redesign and ongoing marketing and they have been phenomenal. We couldn’t recommend them enough. If you need any creative work done you shouldn’t go anywhere else.”

Matt Woudwyk
Cardinal Plumbing & Electric
2020



“All our experiences with Barking Pixel have been “home runs”. A new logo and car wrap for our Classic Cooking service, redesigned truck wraps for our Home Maintenance division, and a creative billboard on Hwy#28. They are extremely creative and a pleasure to work with.”

Sally Harding & Tim Hickey
Nightingale Nursing Registry
2020



“We worked with Barking Pixel on a full website revamp for our non-profit organization. Kerry and Clint were very responsive (regardless of day/time) to our needs and requests. We couldn’t be happier with the end result which is a modern, polished and fun website.”

Heidi Collins
Kawartha Gymnastics Club
2021

WE’VE WORKED...



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 MARKETING / SIGNAGE



Association of
 Registered Graphic Designers
 Ontario



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“We needed a new logo for our business, that modernized our look, made for better brand recognition, and allowed us to use it in every situation as we continue to grow. Barking Pixel helped guide that vision and delivered an excellent logo and branding package that we love.”

Zach Skjaveland
Kawartha Quilting & Sewing
2021



“I couldn’t be happier with the process and products received from Barking Pixel Design Co. They took the time to listen to my story and the messages I needed to convey through design and branding. Their efficient and professional way of working was so refreshing.”

Dawn Carr
CarrPark Consulting
2020



“Kerry and Clint are professional, smart, fun and creative. They are reliable, caring and go above and beyond. I am thrilled with my choice to work with them and proud of the results we have accomplished together.”

Maryam Monsef
ONWARD
2022



“A huge thank you to Barking Pixel Design Co. for everything they have done for us. They were always thorough, patient and supportive. We can’t tell you how many times we have said “Man they’re awesome!”. Look forward to many more projects with them in the future.”

Josh & Holly Gillam
Hybrid Sports
2020

...WITH A LOT OF TOP DOGS



BARKINGPIXEL.CA

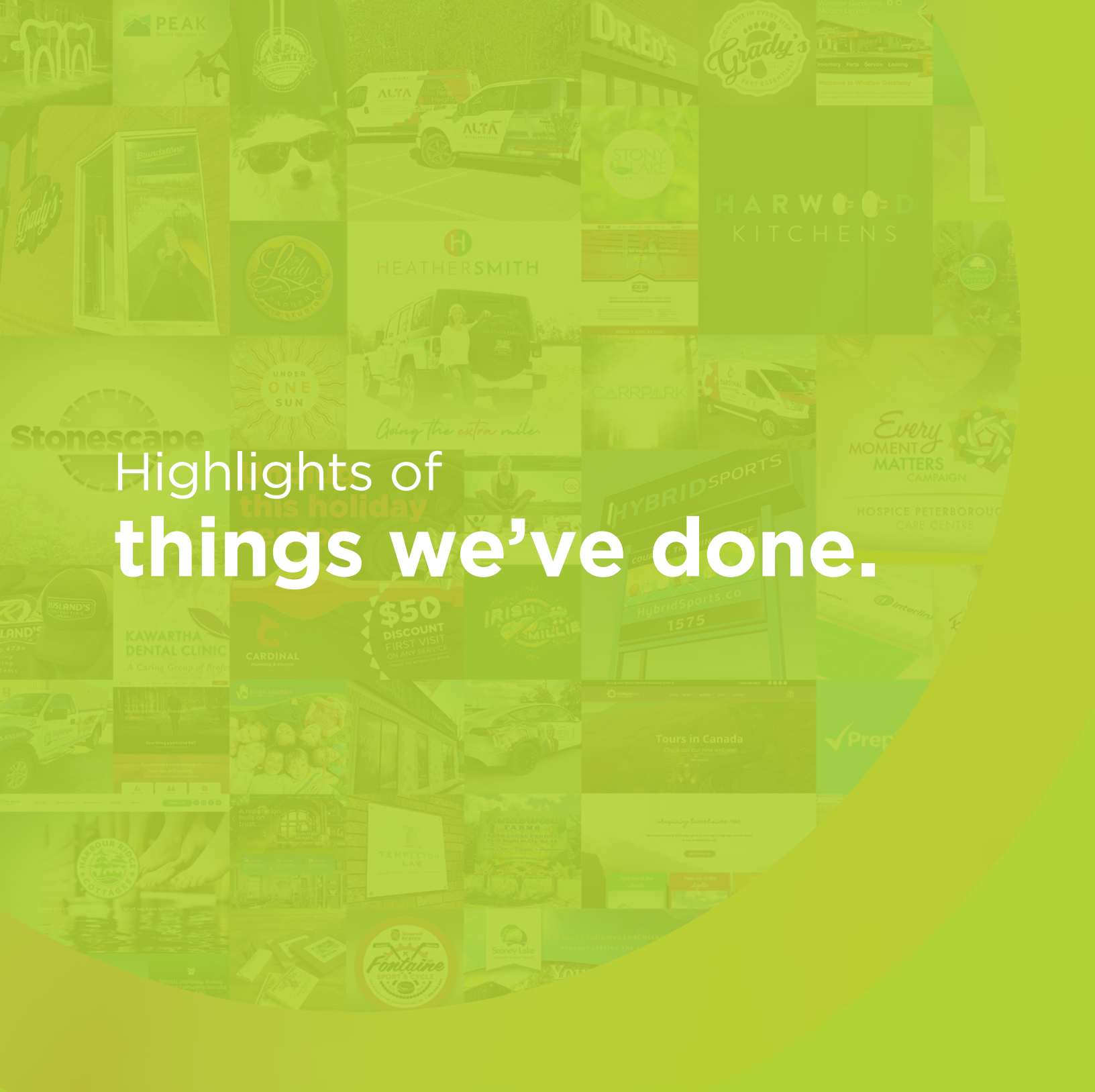
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**BARKING
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Highlights of things we've done.



CLIENT
CARDINAL PLUMBING

PROJECT
FLEET VEHICLE GRAPHICS & INSTALL



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CARDINAL PLUMBING

PROJECT
THANK YOU CARDS | SOCIAL MEDIA POSTS
MARKETING PHOTOSHOOT

Unplug this holiday season.



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Don't let a leak break your heart.



LIFETIME WARRANTY ▶ SAME DAY SERVICE ▶ UPFRONT & FAIR PRICING ▶ RESPECT ▶ SKILLED TECHNICIANS

Spring reno got you in knots?



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Say goodbye to holiday bulge.

Winter emergency? At Cardinal Plumbing & Electric you can be sure the job is always done to your satisfaction.

- ▶ Boiler Cleaning & Checkup Service
- ▶ Faucets, Sinks & Tubs
- ▶ Hot Water Tanks & Boilers
- ▶ Remodels & Renovations
- ▶ Sump Pumps & Sewer PSI

A professional and professional technician will arrive in a fully equipped van to solve your problem fast & on the spot.

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Contact us today for a convenient appointment time that works for you.

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Leak? We love a good leak.

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- ▶ Drain Cleaning & Checkup Service
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- ▶ Hot Water Tanks & Boilers
- ▶ Remodels & Renovations
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- ▶ Hot Water Tanks & Boilers
- ▶ Remodels & Renovations
- ▶ Sump Pumps & Sewer PSI

A professional and professional technician will arrive in a fully equipped van to solve your problem fast & on the spot.

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PROJECT
DIRECT MAIL AD CAMPAIGN



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GRADY'S FEET ESSENTIALS

PROJECT
STOREFRONT SIGNAGE | MARKETING COLLATERAL

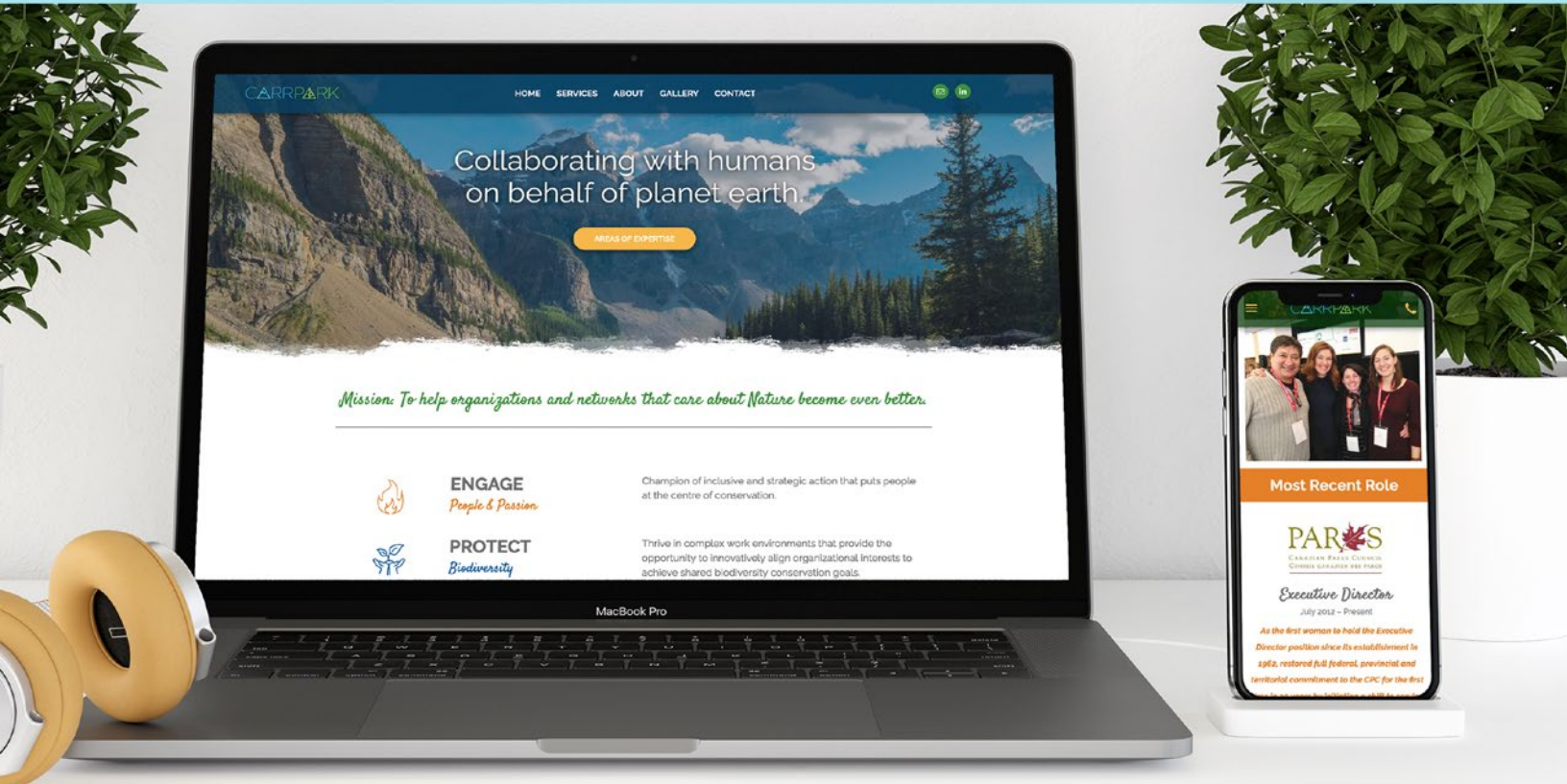


CLIENT
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PROJECT
IDENTITY REBRAND | PROMOTIONAL APPAREL
VEHICLE WRAP | STOREFRONT SIGNAGE

CARRPARK

connecting humans with nature



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PROJECT
IDENTITY & TAGLINE | CONTENT DEVELOPMENT
SOCIAL GRAPHICS | APPAREL | WEBSITE



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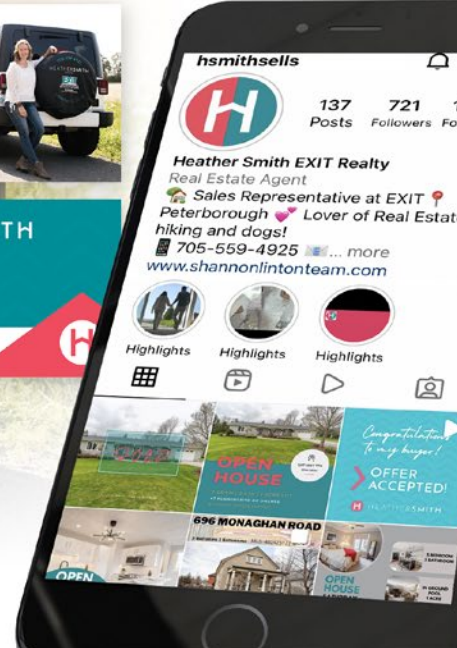
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ALTA at a glance

40 Years of Experience and Trust.

Alta Developments is committed to remaining synonymous with Genuine Customer Care, Quality Construction and Innovative Design.

It is our hope that clients trust that we prioritize their needs, that we understand their vision, and that we know that the finish line is achieved only when we have met and exceeded their expectations.

RESIDENTIAL

Tailored Client Care
Innovative Custom Design
Single or Multi-Residential Construction
Custom Home Construction

COMMERCIAL

Design Build Construction
Commercial and Industrial Construction
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Consultation/Planning

LAND DEVELOPMENT

City Planning and Consulting
Surveys and Site Plans
Rezoning and Land Divisions



Pride / Precision / Possibilities 905.410.ALTA

Defining Possibilities.

We are dedicated to your challenges.

ALTA Developments is a team of individuals who are passionate about construction - the process, the possibilities, the everything. Our mission is an extension of that passion, positioning each and every client to have a positive and profitable building experience.

Learn more about our award-winning architecture, construction, and real estate services. We are committed to providing the highest quality construction services to our clients.



GENUINE CUSTOMER SERVICE
QUALITY CONSTRUCTION
INNOVATIVE DESIGN



On schedule for this year, ALTA is developing and building a new 20-unit townhome development in the heart of the city, ensuring the highest quality and an excellent experience.



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ALTA DEVELOPMENTS

PROJECT
IDENTITY REBRAND | OFFICE EXTERIOR SIGNAGE
LEAD BROCHURE | SOCIAL MEDIA ICONS

NING

Our mission.

Positioning each and every client to have a positive building experience by:

Maintaining an award winning standard of construction that surpasses current quality standards.

Providing a dedicated client experience that is immersive and transparent.

Principles to Live and Work By

Genuine Customer Service

The construction process is complicated at best and terribly stressful at worst, but it doesn't have to be. The team at Alta Developments prides themselves on making the process as clear, smooth, and rewarding as possible for each and every client, each and every time.

Alta's reputation for excellent customer satisfaction stems directly from their unrelenting mission to see each client become genuinely excited about the final product. After all, aren't we all emotionally connected to our homes?

Quality Construction

Genuine quality construction can only be achieved if a builder uses superior products and the latest innovative materials. This philosophy lives at the core of how Alta Developments builds.

Whether working on a custom home or a large commercial development, it is Alta's continuous goal to build at the highest quality levels. With their extensive building expertise, your construction project will be sure to not just meet but surpass current quality.

Innovative Design

Alta Developments takes immense pride in partnering with clients to craft a product that is original, innovative, and exciting. Their greatest asset is their active involvement throughout each stage of the construction process, from initial planning to the final interior findings.

Whether you bring your own vision, or use our in-house design team, Alta Developments always endeavours to produce the most beautiful product.

GENUINE CUSTOMER SERVICE
QUALITY CONSTRUCTION
INNOVATIVE DESIGN

AltaDevelopments.com @ f

Your primary contacts.

Dedicated to you.

ALTA Developments is a team of individuals who are passionate about construction – the process, the possibilities, the everything. Our mission is an extension of that passion, positioning each and every client to have a positive building experience.

Below, are your main contacts. Please reach out anytime with any concern, question or need.

PRESIDENT

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 Frank@AltaDevelopments.com
 C 905.441.1201 O 905.410.ALTA

PROJECT COORDINATOR

DAN RAPONI
 Dan@AltaDevelopments.com
 C 905.442.2464 O 905.410.ALTA

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INVISION EYECARE

Life is Beautiful, See it All.



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INVISION EYECARE

PROJECT
IDENTITY | STOREFRONT SIGNAGE | VINYL WINDOW GRAPHICS

KAWARTHA DENTAL CLINIC

A Caring Group of Professionals



KAWARTHA DENTAL CLINIC

A Caring Group of Professionals

Welcome.



Dental Pain? Let Us Help.

Did you know, you do not have to wait months to have your dental pain treated?

Kawartha Dental Clinic offers restorative dentistry and oral surgery services, requiring general anesthetic, intravenous or oral sedation, in the comfort and convenience of our downtown Peterborough location. We provide timely and compassionate solutions – for dental-phobic patients and young children. Let Us Help.



KAWARTHA DENTAL CLINIC

A Caring Group of Professionals

No Referral Required • Painless • Safe & Efficient
Minimal Wait Time • Open Weeknights & Saturdays

250 Reid St., Peterborough | kawarthadentalclinic.com

705-743-1851

Dental Pain? Relax With Us.

Have you been "living" with your dental pain because you are nervous about going to the dentist or having dentistry in a hospital setting?

Kawartha Dental Clinic offers restorative dentistry and oral surgery services, requiring general anesthetic, intravenous or oral sedation, in the comfort and convenience of our downtown Peterborough location. We provide timely and compassionate solutions – for dental-phobic patients and young children. Relax With Us.



KAWARTHA DENTAL CLINIC

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Minimal Wait Time • Open Weeknights & Saturdays

250 Reid St., Peterborough | kawarthadentalclinic.com

705-743-1851

Dental Pain? Breathe Easy.

Feeling nervous about opening wide? Looking for an easier way to cope with your dental treatment?

Kawartha Dental Clinic offers restorative dentistry and oral surgery services, requiring general anesthetic, intravenous or oral sedation, in the comfort and convenience of our downtown Peterborough location. We provide timely and compassionate solutions – for dental-phobic patients and young children. Breathe Easy!



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A Caring Group of Professionals

No Referral Required • Painless • Safe & Efficient
Minimal Wait Time • Open Weeknights & Saturdays

250 Reid St., Peterborough | kawarthadentalclinic.com

705-743-1851

Dental Pain? Time for Relief.

Why suffer waiting for your hospital dentistry?

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CLIENT


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PROJECT

IDENTITY REBRAND | TAGLINE DEVELOPMENT
BUILDING SIGNAGE | AD CAMPAIGN

The Secrets to a Profitable Practice, Productive Staff, New Patients, and Less Stress!
AN EXCITING 2-DAY 4-PART PROGRAM

~ Position Yourself to Succeed ~
and
Finish On Top!



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4 Great Speakers:
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Shaun Baylis MSW, BSW and Don Foster DDS

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I.V. Sedation
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The Secrets to a Profitable Practice, Productive Staff, New Patients, and Less Stress!

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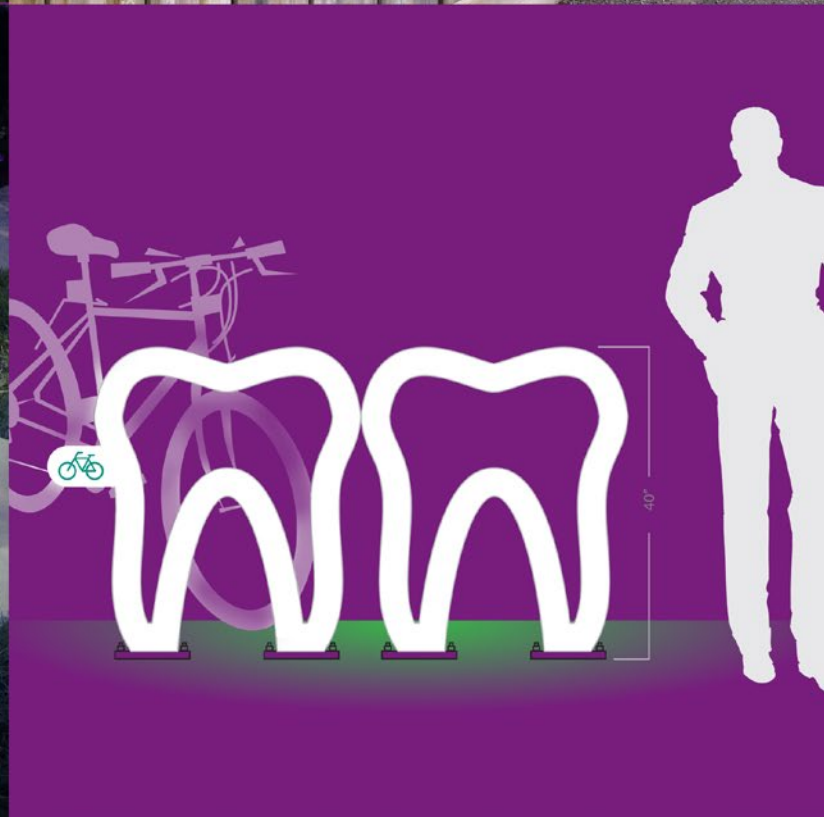
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DR. ED SEGURA
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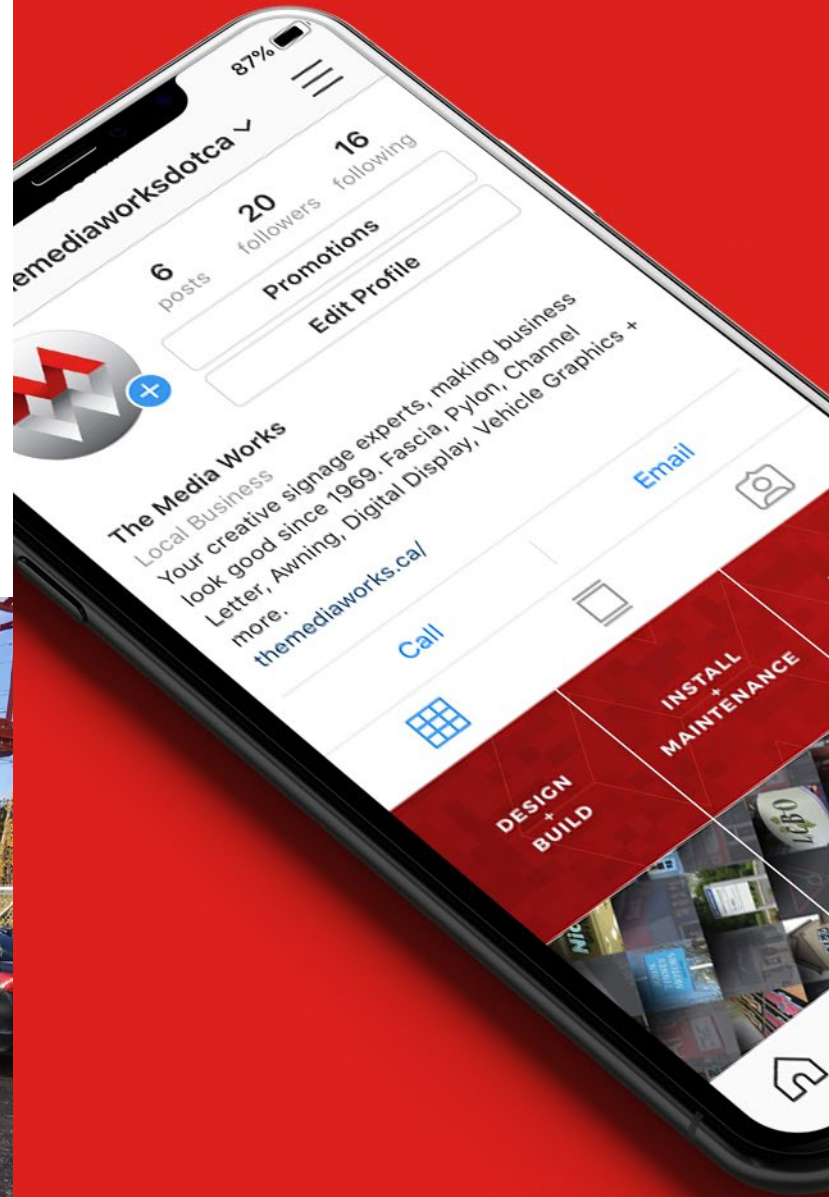
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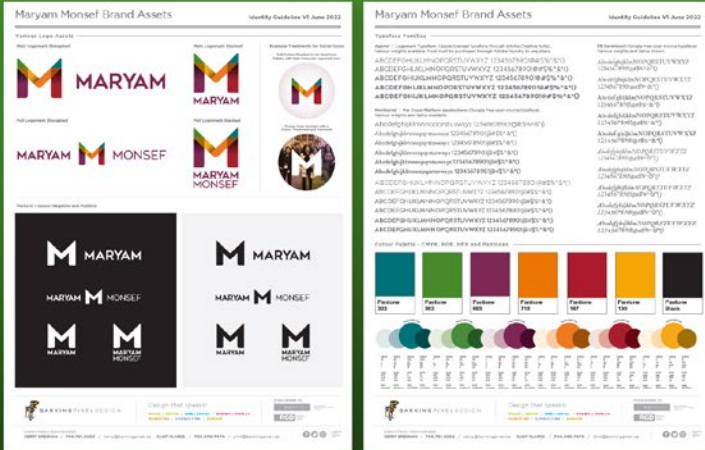
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THE MEDIA WORKS

PROJECT
IDENTITY REBRAND | BROCHURE | VEHICLE GRAPHICS
SOCIAL MEDIA SET UP & GRAPHICS



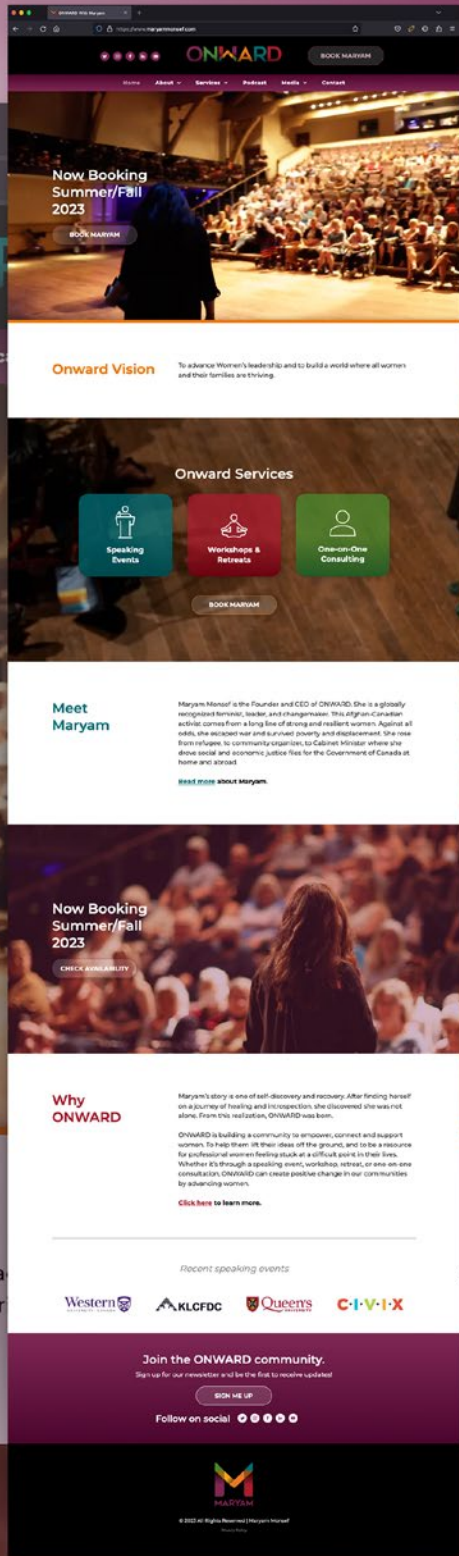
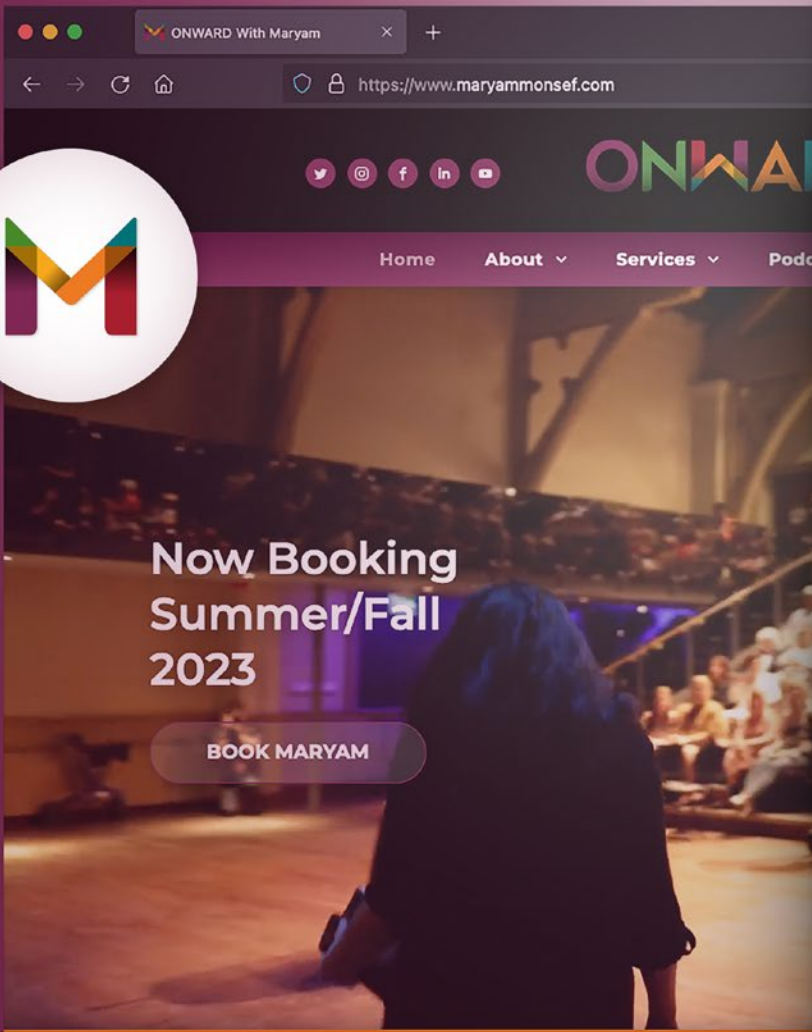
~ Have you walked in our shoes? ~

ONWARD



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PROJECT
BRAND DEVELOPMENT | IDENTITY
MARKETING COLLATERAL

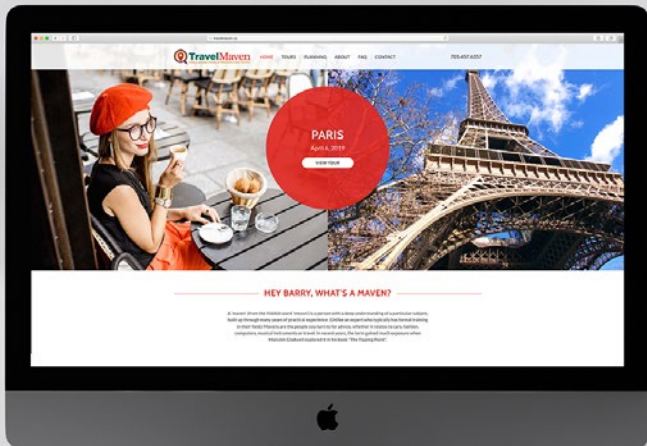


CLIENT
MARYAM MONSEF

PROJECT
WEBSITE



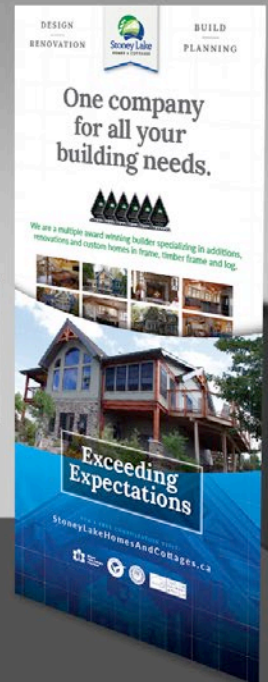
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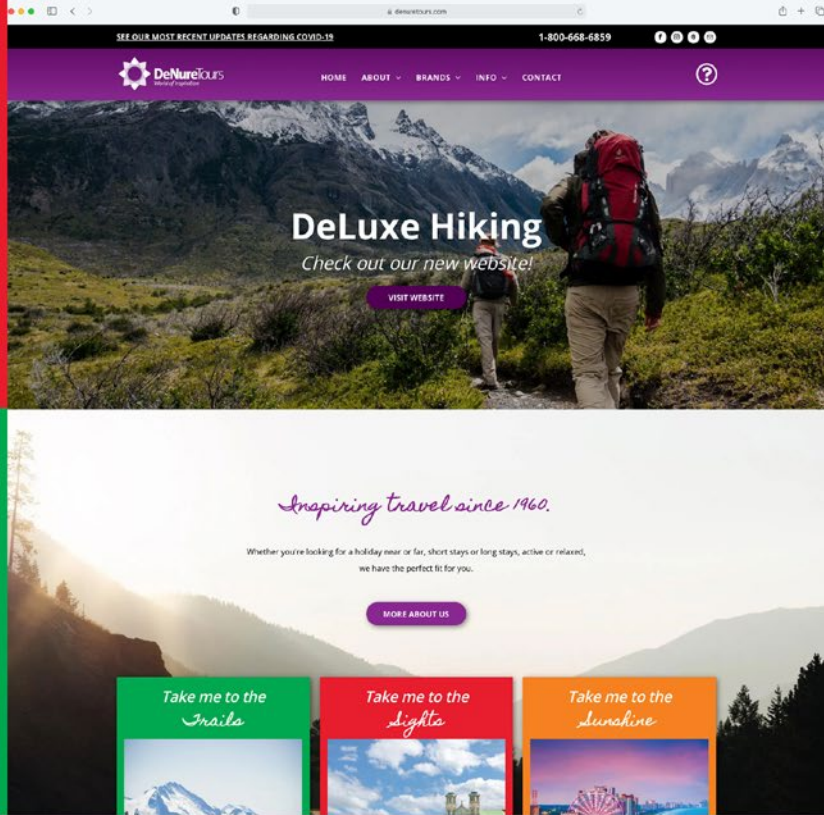
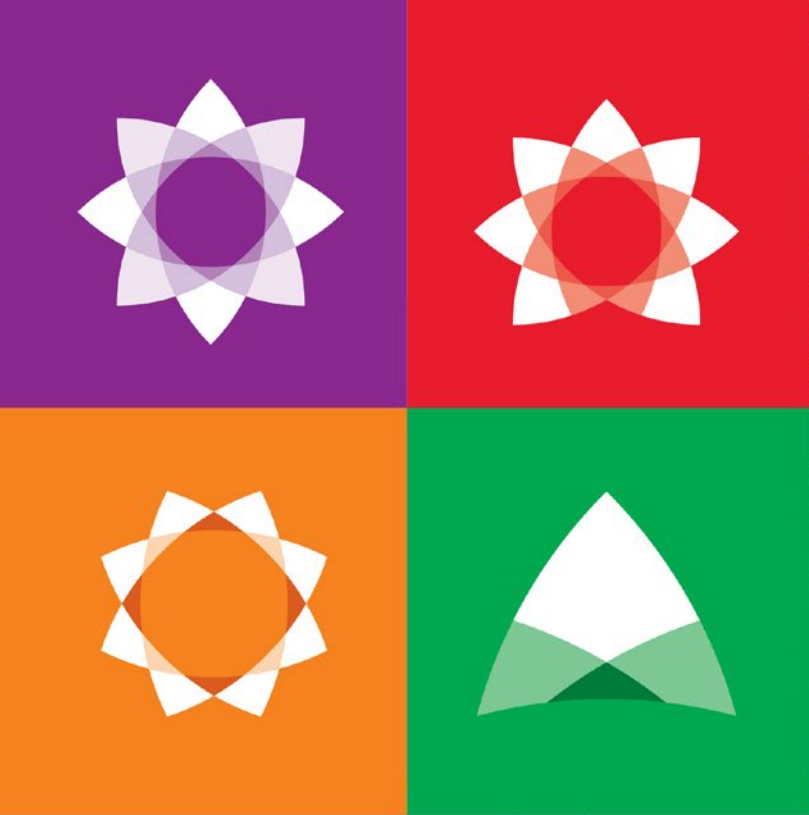
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PROJECT
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IDENTITY | VEHICLE GRAPHICS | TRADE SHOW DISPLAYS



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PROJECT
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PROJECT
INTERPRETIVE DISPLAY SIGNAGE DESIGN | FABRICATION



Hybrid Brand Assets

Identity Guideline V1 Nov 2020

Hybrid FHP



Hybrid Sports



Hybrid Health & Rehab



Social Icons



Secondary Elements

HybridFHP.ca HybridSports.ca HybridHealthAndRehab.com

Typeface: Familles - Adria Grotesque Family

Adria Grotesque Bold Adria Grotesque Regular Adria Grotesque Light

Dominant Colours



Secondary Support Colours (Elements/Graphics/Etc.)



CMYK	RGB	CMYK	RGB	CMYK	RGB	CMYK	RGB
81.36	0	21.44	200	69.23	74	0	0
12.18	167	16.62	199	58.86	79	0	0
1.08	224	17.16	199	52.19	85	0	0
0	0	0	0	33.19	100	0	0
HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX
#00a7e0	#c8c7c7	#4a4f55	#000000				

PANTONE 2995	PANTONE 420	PANTONE 7540	BLACK



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PROJECT
PYLON & STOREFRONT SIGNAGE | BRAND IDENTITY GUIDE

The Grateful Hearts program lets patients and their families **express their gratitude** to PRHC's doctors, nurses and staff with a gift.

Gifts made to the PRHC Foundation help the hospital **purchase the essential equipment** our doctors use to deliver great care.

PRHC making great care possible.
FOUNDATION

Grateful Hearts
Honouring Exceptional Care.

One Hospital Drive, Peterborough, ON K9J 7C5
(705) 876-5000

Thanks from a grateful patient

Many donors support the hospital as a way to say 'thank you' for the care they or their loved one received.

We're thrilled to tell you that a donor has **made a gift** to the PRHC Foundation in your honour.

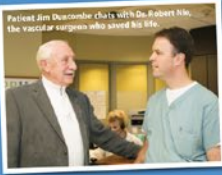


Dear Dr. _____

Your doctor's name here

Sincerely,

Your name here



Patient Jim Duncombe (left) with Dr. Robert Nie, the vascular surgeon who saved his life.

Dear Dr. Nie,

Thanks to the doctors at PRHC, I'm able to spend time with my wife, my children, my grandchildren and even my great grandchildren! You can't put a price on that. I'll never be able to adequately express my gratitude except to say 'thank you'.

Jim Duncombe, Patient



Dr. Nie led a young lady donor, Cara Vanderk, in sharing her wish with a gift to her hero, who is a gift to her. Tell us your story.

Learn More

Make great care possible.



Did you or someone you love receive great care at our hospital? Now you can say thank you and help make great care possible for someone else.

Learn More

Make great care possible.



Advanced equipment **boosts identification** and treatment of disease, improves test times, and reduces pain by providing faster, safer and less invasive options.

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Make great care possible.



Your tools aren't fancy glasshouses. Sometimes they're downright utilitarian. But make no mistake, **they are essential.**

Learn More

Make great care possible.



Your donations allow the hospital to purchase the **essential equipment** that helps our doctors, nurses and staff deliver great care.

Learn More

Make great care possible.



Having doctors invest in **outstanding patient care** at our hospital has been our purpose, passion and purpose for more than 100 years.

Learn More

Make great care possible.

For more information, please

Call us: (705) 876-5000

Visit our website: www.prhcfoundation.ca

Drop by our offices: **One Hospital Drive, Peterborough, ON, 4th floor** (W4770 – just past the main visitor elevators).

INSTRUCTIONS

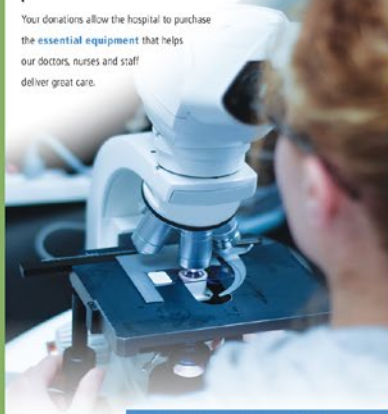
To **thank your doctor** for the great care you've received:

- Write your personal message on the inside of this brochure
- Return the entire brochure to us in the postage paid envelope provided along with your donation
- We will detach the card and pass your thank you note along to your doctor

Advancing Our Strategic Directions

You make great care possible.

Your donations allow the hospital to purchase the **essential equipment** that helps our doctors, nurses and staff deliver great care.



Donations to the PRHC Foundation support essential equipment and capital projects at Peterborough Regional Health Centre.

To make a donation in support of essential equipment, drop by our office on the 4th floor (PRHC), just past the main visitor elevators, or contact by phone (705) 876-5000. Donor advice: www.prhcfoundation.ca

PRHC making great care possible.
Grateful Hearts



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PETERBOROUGH REGIONAL HEALTH CENTRE FOUNDATION

PROJECT

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Every MOMENT MATTERS CAMPAIGN

HOSPICE PETERBOROUGH CARE CENTRE

Every MOMENT MATTERS CAMPAIGN

HOSPICE PETERBOROUGH CARE CENTRE

Whether you are living with a life-threatening illness, caring for someone or grieving, Hospice Peterborough can help guide you through all the challenges, changes and difficult decisions you and your family are facing. Your hopes, your priorities, your comfort and your quality of life define our care.

OUR MISSION

The mission of Hospice Peterborough is to enhance the comfort, dignity and quality of life of individuals and families living with or affected by life-threatening illness or grief.

Hope
Comfort

A Message from the Campaign Chair

It is my pleasure to speak to you about the Every Moment Matters Campaign. This campaign is a call to action for all of us to come together and support the Hospice Peterborough Care Centre. The Every Moment Matters Campaign is a call to action for all of us to come together and support the Hospice Peterborough Care Centre. The Every Moment Matters Campaign is a call to action for all of us to come together and support the Hospice Peterborough Care Centre.

Why do we need a Hospice Care Centre?

There are many reasons why we need a Hospice Care Centre. It provides a place where people can receive the care and support they need at the end of their lives. It also provides a place where people can receive the care and support they need at the end of their lives.

Hospice Peterborough Care Centre

A New Home for Hospice

Our goal is to build a state-of-the-art, 10 bed care facility and programming centre that offers a holistic, supportive environment throughout the journey of illness, death and grief.

Every MOMENT MATTERS CAMPAIGN

HOSPICE PETERBOROUGH CARE CENTRE

- ILLNESS SUPPORT
- END OF LIFE CARE
- CAREGIVER SUPPORT
- BEREAVEMENT SUPPORT
- EDUCATION & CONSULTATION

Betty Morris
Campaign Cabinet Chair
bettmorris@gmail.com
Hospice Peterborough
439 Rubidge Street
Peterborough, Ontario K9H 4E4
www.hospicepeterborough.org

Every MOMENT MATTERS CAMPAIGN

H 705.745.8799 C 705.749.8770

Every MOMENT MATTERS CAMPAIGN

HOSPICE PETERBOROUGH CARE CENTRE

ILLNESS SUPPORT | CAREGIVER SUPPORT | BEREAVEMENT SUPPORT | COMMUNITY EDUCATION

Partnerships

Partnerships are essential to the success of the Hospice Peterborough Care Centre. We are grateful for the support and collaboration of our partners, including the City of Peterborough, the County of Hastings, and the local business community.

Community Program Space

The Community Program Space will provide a dedicated area for community education, bereavement support, and caregiver support. This space will be a valuable resource for the community and will help to ensure that everyone has access to the care and support they need.

Growth and Permanence Fund

The Growth and Permanence Fund is a critical component of the Hospice Peterborough Care Centre. This fund will help to ensure that the centre is able to provide the highest quality of care and support to the community for many years to come.



Kawartha

PLASTIC SURGERY

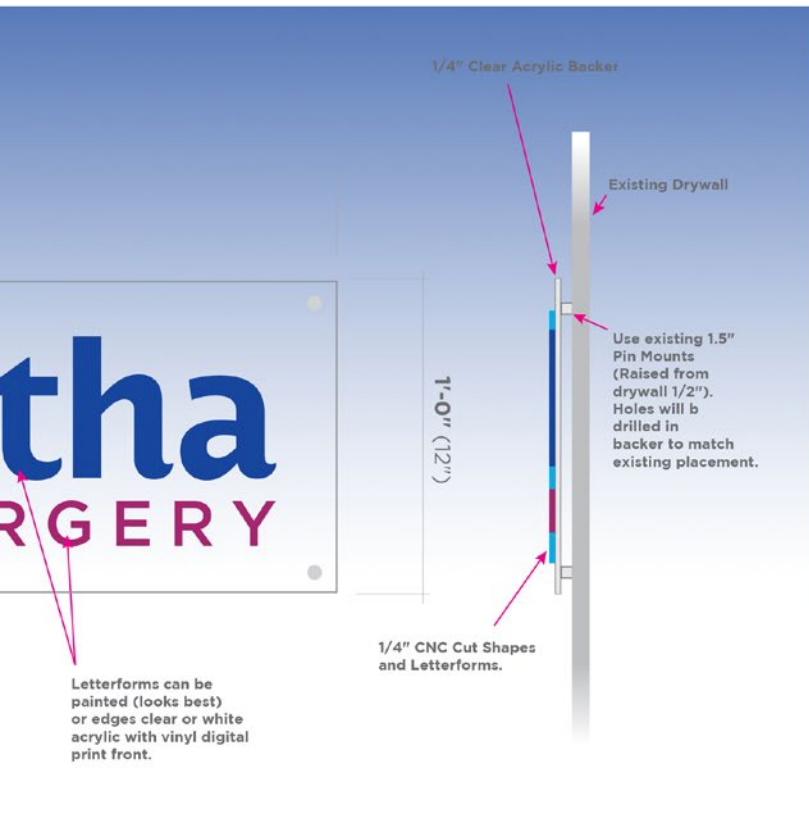


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RECEPTION SIGNAGE



What you do for kids is amazing!
2017-18
IMPACT REPORT



Your Donation Makes an Impact

The demand for our services exceeds the funding available so some children have to wait before we can help them.

You can help kids in your community!

GENERAL INFORMATION
info@fivecounties.on.ca
www.fivecounties.on.ca

FUNDRAISING INFORMATION
1-888-779-9916 ext. 380
development@fivecounties.on.ca

PETERBOROUGH
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Toll Free 1-888-779-9916
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Fax: (705) 748-3526

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253-324-1935

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ing, ON N6A 5C2
Tel: 1-877-574-5212
(805) 377-0190
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BELLFORD
181 Carr Lodge/
Bellford Hospital
Ivor Road
Bellford, ON K0L 1L0
(705) 653-1384
253-653-2480

complete listing of our
locations visit:
www.fivecounties.on.ca/about-us/our-locations/

Continuing to Build Abilities for Life!



Vision • Mission • Values

Message from our Board Chair and CEO

At Five Counties Children's Centre, we are proud to be a part of the community that we serve. Our vision is to provide the highest quality of care and support for all children and families in our region. Our mission is to empower children and families to reach their full potential. Our values are integrity, respect, and compassion.

Our Vision: To provide the highest quality of care and support for all children and families in our region.

Our Mission: To empower children and families to reach their full potential.

Our Values: Integrity, respect, and compassion.

Meet Our Kids

Meet our amazing kids who are making a difference in their communities. From young entrepreneurs to community leaders, our children are inspiring us all.

Meet Sarah: Sarah is a young girl who started her own business selling handmade jewelry. She is a true entrepreneur and is making a difference in her community.

Meet Jordan: Jordan is a young boy who is a member of his school's sports team. He is a team player and is helping his team win.

Meet Emily: Emily is a young girl who is a member of her school's choir. She is a talented singer and is bringing joy to her classmates.

What you do for kids is amazing!

Dear Friend,

What has learned over the past year is that in tough times we are stronger together. Helping each other is more important than ever, and that includes supporting the vulnerable kids in our community who urgently need us. Although many things have changed, the need for physical, developmental and communication therapies for the kids we serve has not. The demand for our services exceeds the available funding. There are currently 1,200 kids waiting for services. In the parent of a child who benefited from the expertise of Five Counties staff and treatment, I know every day a child spends without receiving the therapy they need is a day they fall further behind. We need your help to ensure our kids get the support they need.

Your support means children and families will continue to receive virtual and in-person therapies, support, connection, comfort, and reassurance so they can build their abilities for life. Your donation is an investment in a child's future and encourages their confidence, independence, and inclusion in our community. Please give today because every donation helps our kids be their best.

Sincerely,

Tracy

Tracy

Emily

Sarah

Jordan

Emily

How can I make a difference?

Call us at 1-888-779-9916 or visit our website at www.fivecounties.on.ca for more information on how you can help.

Why Community Support Matters

At Five Counties Children's Centre, we are proud to be a part of the community that we serve. Our vision is to provide the highest quality of care and support for all children and families in our region. Our mission is to empower children and families to reach their full potential. Our values are integrity, respect, and compassion.

Meet Our Kids

Meet our amazing kids who are making a difference in their communities. From young entrepreneurs to community leaders, our children are inspiring us all.

Donate/Volunteer

Five Counties Children's Centre is a not-for-profit organization that provides a range of services to children and families in our region. We are currently seeking donors and volunteers to help us meet the needs of our community.

Dear Donor:

Your donation makes a difference in the lives of children and families in our region. We are currently seeking donors to help us meet the needs of our community.

Dear Volunteer:

Your time and skills are a valuable asset to our organization. We are currently seeking volunteers to help us meet the needs of our community.

Five Counties
CHILDREN'S CENTRE

www.fivecounties.on.ca

CLIENT
FIVE COUNTIES CHILDREN'S CENTRE

PROJECT
IMPACT REPORT | CAMPAIGN APPEAL | BROCHURE

We look forward
to working
with you.

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Registered Graphic Designers
Ontario



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President TGSA <presidenttgsa@trentu.ca>

Re: New Message From Butter Web Design

Ryan Lowe <ryan@butterwebdesign.com>
To: President TGSA <presidenttgsa@trentu.ca>

Mon, Jun 26, 2023 at 8:38 AM

Hi Emma,

Thanks for the additional information - based on the specs discussed so far, the website revamp would be \$8,000 including:

- Brand new design with unlimited revisions until you love the final layout (iterations on a homepage mockup to establish the look and feel)
- Homepage design will incorporate a dynamic slider for top-tier content, and scrollable sections to keep "evergreen" info accessible
- Incorporate high impact photography (from communications department) with on-site effects applied to increase visual impact & consistency
- Calendar(s) with multiple views (depending on user interest, which they could control)
- Migration of most recent 12 months of posts and formatting for WordPress
- ListServ Newsletter integration
- Website Admin training
- Theme lifetime licensing for future updates
- 1 year software backups, security, and software updates

The new website will also probably require premium plugins (I'm thinking about that calendar, it's going to get busy *fast*) - we can explore those options as that part of the project comes into sharper focus. But for now, just know that Trent GSA would be responsible for licensing any paid software directly. I would be there to research plugin options and make suggestions, you would ultimately make the call on what direction we take on software decisions.

Please let me know if you'd like to arrange a call to discuss further - I'm available most afternoons this week.

Thanks!

Ryan

[Quoted text hidden]

Dear TGSA,

My Name is Holden Lowes, and I am enthusiastically writing this letter to express my interest in joining the TGSA board as a Science Graduate Student Representative. I am a Trent graduate currently enrolled in the ENLS accelerated MSc program under the supervision of Prof(s) Ingrid Brenner, Sarah West, and Kirsten Woodend, while collaborating with the University Health Network (UHN) at Toronto General Hospital. In my present research, I am investigating how Cardiopulmonary Exercise Testing (CPET) parameters predict prognosis in heart failure patients with different etiology's, which will help evolve the current thresholds that clinicians use to determine which patients are most needing of advanced therapies, such as left ventricular assist devices (LVAD) or heart transplantation. Another unique and captivating element of this work is that we are building the world's largest CPET database/registry.

In other capacities at Trent, during the upcoming academic year, I will be a GTA in the Kinesiology program, sitting as a member of the REB, and playing Varsity Lacrosse. Looking retrospectively, during my undergrad, I opted out of campus extracurriculars, and student organizations more than I would have liked, and I want to take this opportunity as a graduate student to rectify my involvement.

In my spare time, I sit on the board of directors at the Kawartha Sexual Assault Centre (KSAC) and work part-time as a brokered home helper for Community Care. I live on a small hobby farm just outside of Peterborough and have spent my whole life living in the area. My goal is to pursue a career in medicine.

Thank you for your time; I look forward to hearing from you at your earliest convenience.

Kindly,

Holden Lowes

Ad-hoc Committee Proposal (Hoping to become a permanent committee after one academic year)

Committee Name: International Graduate Student Affairs Committee

The International Student Representative Commissioner sits on the Social Justice Committee to identify equity issues pertaining to International Students, however, in order to properly identify and speak to all issues surrounding all/most international graduate students, it will be beneficial to have an international graduate student affairs committee which will consist of diverse international graduate students from the General Membership to draw attention to issues which may escape the International Student Representative Commissioner.

Objectives:

- To protect and promote the rights of the International Graduate Students at Trent University
- To represent and advocate for the interests of all International Graduate students including those on Durham campus.
- To work towards support of International Graduate students in Trent University.
- Advise on and recommend improvements to International Graduate Student experience, services, and programs (health insurance, legal status services, building community, funding opportunities etc.)
- Recommend future directions and possible areas for development for these services and programs.

Chair of the International Graduate Student Affairs Committee shall be the International Student Representative Commissioner

All activities of the International Graduate Student Affairs Committee will be reported to the Board by the chair.

The mandate of the International Graduate Student Affairs Committee is as follows;

- To assist the International Student Representative Commissioner in the performance of their duties, including, but not limited, to educating the General Membership with regards to international graduate students' issues and advocating for this population within the TGSA.
- To organize, facilitate and participate in research and other activities to raise awareness around international graduate students' issues and struggles and work towards support for these students in the TGSA, the University and the broader Peterborough community.

The aim is to form a committee that will consist of international graduate students from different parts of the world represented because issues faced by students from different parts of the world vary and it will be important to be aware of those issues to provide support. It will be important to also have representatives from Durham campus as well within the committee.

Continuation from June meeting

Selection of committee members

There will be an open call sent to the general membership asking students to express their interest in joining the committee. They will be asked to write a page to tell us a little about themselves, expressing their interest and explain why they would like to join and what they hope to accomplish being part of the committee.

Who to select committee members?

Social justice committee can select committee members for the international graduate student affairs committee since their duty also involves identify and find solutions for equity issues involving international graduate students.

Criteria for selecting committee members.

1. Motivation
2. Checking if what they hope to accomplish is in line with the objectives of the committee.
3. Trying to find a diverse group of people representing different parts of the world.

How many members will be in the committee?

8 members excluding the International Student Representative Commissioner with at least one person from the Durham campus.

Meetings – we will meet once a month virtually to allow for Durham campus committee member(s) to attend.

Why I am pushing for a committee instead of pushing surveys to the general membership.

1. We don't have a listserv just for international graduate students. There is a listserv for all graduate students (from graduate office) and a listserv for all international students; undergraduate and graduate combined (from the international office). I am now trying to get a listserv for international graduate students, and I have been asked to create an initial message asking international graduate students to subscribe.
2. How often would we do surveys? Every month just as we would have meetings if we had a committee? What has been the success rate of the surveys in the past? We have not had a committee before, why don't we try it? It will be ad hoc for some time and we can access how effective it will be before it is made a permanent committee.