



## TGSA Board Meeting Agenda

**Date:** July 31st, 2023

**Start time: End time:** 6:03- 7:29

**Location:** Zoom video conference

**Chair:** Emma Kaszecki

**Scribe:** Jaz Raine

**Attendance:** Emma Kaszecki, Sarah Rayner, Henrietta Appiah, Connor Elverson, Daniel Palberg, William Kim, Jaz Raine

**Regrets:** Heather Klyn-Hesselin

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

Introductions and update from board members

### 2. Call to Order

**Move:** Will

**Second:** Daniel

### 3. Adopt the Agenda:

Mover: Jaz

Second: Will

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?*

*Jaz brought up potential for building a WIX site with the understanding that it is a big process and a major time commitment.*

*Emma responded that the budget can accommodate the cost of a website designer.*

*Sarah added that time is the biggest issue because the website needs to be torn down and redone so that we only have to worry about upkeep.*

*Connor said he is willing to do the website with support.*

*Emma asks if members want to stick with square space and to just update it collaboratively or do we want to hire out to have it finished.*

*William agreed that we are all strapped for time and that it would be best to hire an outside web designer.*

*Daniel stated that the website is our only real public facing space and argued that it should be as functional and professional as possible. He also indicated a preference to pay an experienced website professional over someone on the TGSA board.*

*Move: William*

*Second: Daniel*

Approve: yes

Oppose: 0

Abstain: 0

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)?*

*William indicated support for Holden Lowes.*

*Move: Jaz*

*Second: William*

Approve: yes

Oppose: 0

Abstain: 0

(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?*

*Emma noted that we can vote to override the policy that holds surplus funds in order to carry them over into future semesters rather than getting carried forward to future years.*

*Motion to reappropriate surplus funds approximating 5000 dollars in Canadian dollars for the Financial support bursary equally over the 2023 fall and 2024 semesters. (CHECK AUDIO ON recording)*

*Move: William*

*Second: Sarah*

Approve: yes

Oppose: 0

Abstain: 0

(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”

Sarah added that they were asked by Chase from the Trent Graduate Symposium to donate some money to them, and was supportive of this. Emma agreed that it would be good to donate some money to the Symposium.

## **5. Finance & Operations Co-Ordinator—Connor Elverson**

## **8. Question Period and Departmental Issues**

## **9. Business Arising from the Minutes**

- **Henrietta and Daniel will collaborate to adjust the wording in the proposal surrounding the International Graduate Student Affairs Committee (IGSAC)**

## 10. Motions

1- Motion to award the bid for TGSA website redesign to We Design

*Move: William*

*Second: Daniel*

*All in favour, none opposed.*

Approve: yes

Oppose: 0

Abstain: 0

2- Motion to grant Holden Lowes the position of Science Graduate Student Representative (MSc)?

*William indicated support for Holden Lowes.*

*Move: Jaz*

*Second: William*

Approve: yes

Oppose: 0

Abstain: 0

*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?*

*Move: William*

*Second:*

Approve: N/A

Oppose: 0

Abstain: 0

## 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: Jaz

Second: Will

#### 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, 202, 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 9<sup>th</sup>. lower patio has been booked.
- 
- 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! There should be enough left over for the year.
- Has been brainstorming orientation events and opened the floor up to suggestions from members, suggested a meet and greet at the end of September. Emma noted that if they wanted to do an outdoor event at Trail the wedding tent for orientation week will be available until October. Headshot event was also suggested by Sarah. Emma noted that Miranda Studios photos event went very well and had good feedback, suggested there could be a headshot event with booking times. Daniel noted that there were some hiccups with the photography at graduation due to a communication hiccup between gown management and photographers. Jaz suggested using a different photographer to support a different local photographer. Emma noted that a different photographer, Lou, was used in the past and that it went over well and said she would be open to considering going in another direction. Sarah added that in November they wanted to do some sort of panel/panel series for queer feminist research panel and indicated that they would connect with Jaz to talk about it further.

#### 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)

Will's meetings were pushed for the month of July.

**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 (IGSAC)
- 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 (1<sup>st</sup> week in September).
- She noted that a Social Justice Committee can help to select students and create criteria for the IGSAC. She suggests 8 members and noted that this information was added to the document.
  - Sarah asked what social justice committee exists and Henrietta referred to the bylaws which noted different committee service expectations, and Emma responded by stating that there is no social justice committee with TGSA but that the TCSA has a racialized student committee. Sarah suggested that people write a one page letter stating intent to join committee to Henrietta and offered their support to Henrietta as she moves through selecting members for the IGSAC board.
  - William expressed concern that the TGSA IGSAC would be closed to domestic students and not equal access to all students, Jaz responded that they believed it should be closed to domestic students and exclusive to international students. Emma contributed by saying that so long as there are international students willing to sit on the committee, it should be reserved as a platform space for international students. Daniel also responded and referred to the objectives from Henrietta's proposal quoting "to protect and promote the rights of international graduate students to



represent an advocate for the interests of all international graduate students and to work toward support of the international graduate students in university” And stated that those are GSA principles and that they are not specific to the IGSAC and said that the formation of the committee might detract from the mission from the TGSA such to segregate the overriding job of the TGSA to override for the students. He thinks the 4<sup>th</sup> and 5<sup>th</sup> points in the proposal are good as they are, but doesn’t want there to be a segregation of responsibility or second group advocating for a second group of students stating it is important that we keep grad students as grad students.

- Emma agreed with Daniel that some of the wording can be changed in the proposal to be clearer.
- Sarah spoke out in support of the formation of the IGSAC and keeping it a closed space to international students noting that it is important to keep safe and closed spaces to minoritized groups. They indicated that they are open to having more conversations about why certain closed spaces are necessary. Sarah noted that a change of name or point could be made to address some of the concerns from Daniel and Will.
- Daniel stated that he did not feel prepared to vote without structural changes to the mandate of the committee. He said that it is not the committee’s prerogative to communicate to the student on the TGSA’s behalf but rather should make recommendations to the TGSA which will then be disseminated. Emma responded by noting that the authority to do this rests with Henrietta as the commissioner and suggested that Henrietta re-visit and re-word aspects of the proposal before moving to pass this document in September’s. Henrietta was agreeable to making some changes to the wording and was open to waiting until August’s meeting to allow for voices of new students as well as more experienced international students, she also stated she is willing to collaborate with Daniel moving forward.

#### 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  
PIXEL  
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](mailto:kerry@barkingpixel.ca)

**CLINT CLARKE R.G.D.**

705.930.7470 | [clint@barkingpixel.ca](mailto:clint@barkingpixel.ca)



BARKINGPIXEL.CA

BRAND + DESIGN / WEB + SOCIAL  
MARKETING / SIGNAGE

**RGD**

The Association of  
Registered Graphic Designers  
of Ontario



BARKING  
PIXEL  
DESIGN  
CO.

## 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

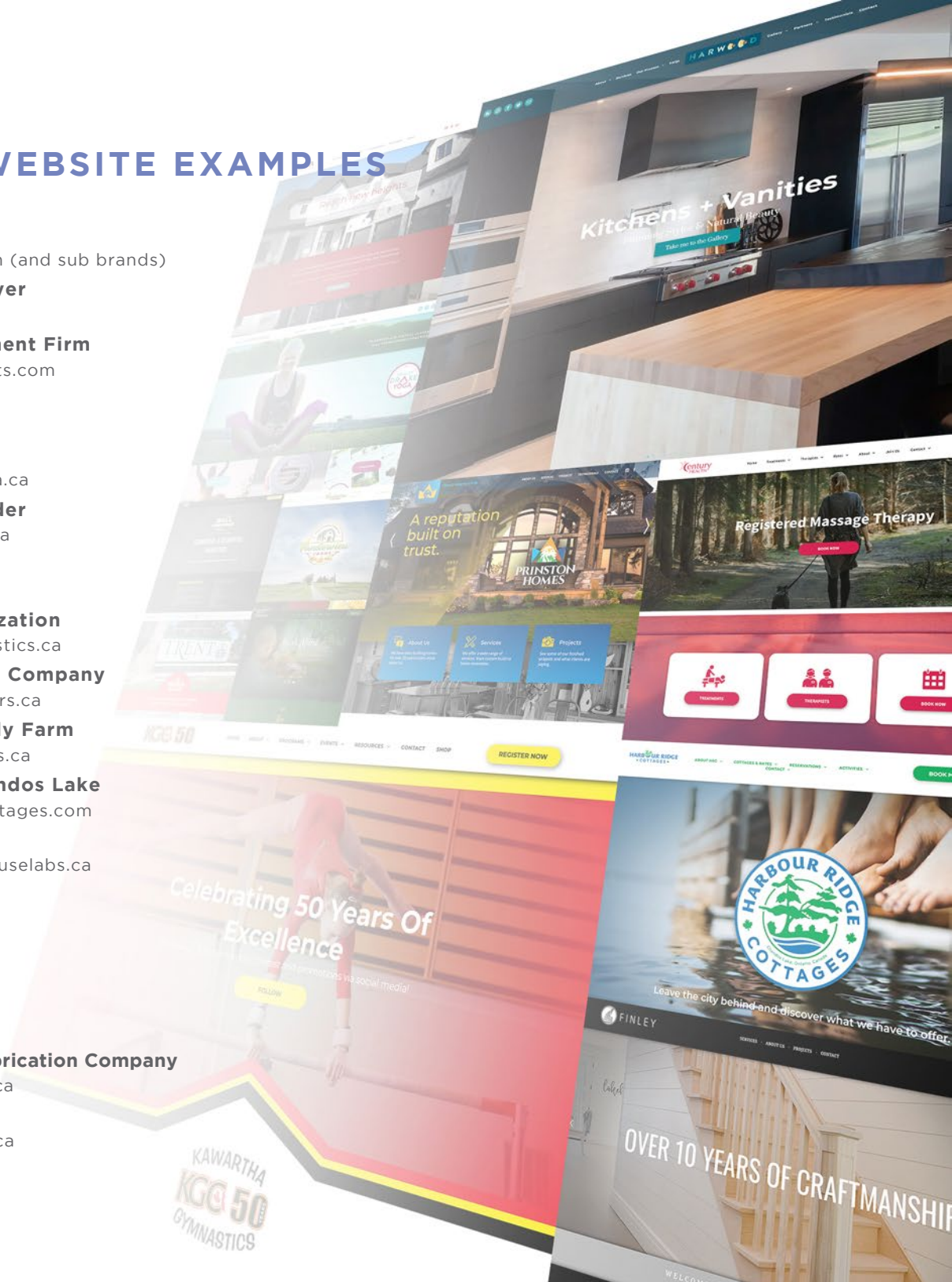
www.summitcafe.ca

## Custom Signage Fabrication Company

www.themediaworks.ca

## Consulting

www.maryammonsef.ca



BARKINGPIXEL.CA

BRAND + DESIGN / WEB + SOCIAL  
MARKETING / SIGNAGE

RGD

The Association of  
Registered Graphic Designers  
of Ontario



BARKING  
PIXEL  
DESIGN  
CO.



“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...



[BARKINGPIXEL.CA](http://BARKINGPIXEL.CA)

BRAND + DESIGN / WEB + SOCIAL  
 MARKETING / SIGNAGE



Association of  
 Registered Graphic Designers  
 Ontario



BARKING  
 PIXEL  
 DESIGN  
 CO.



“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**

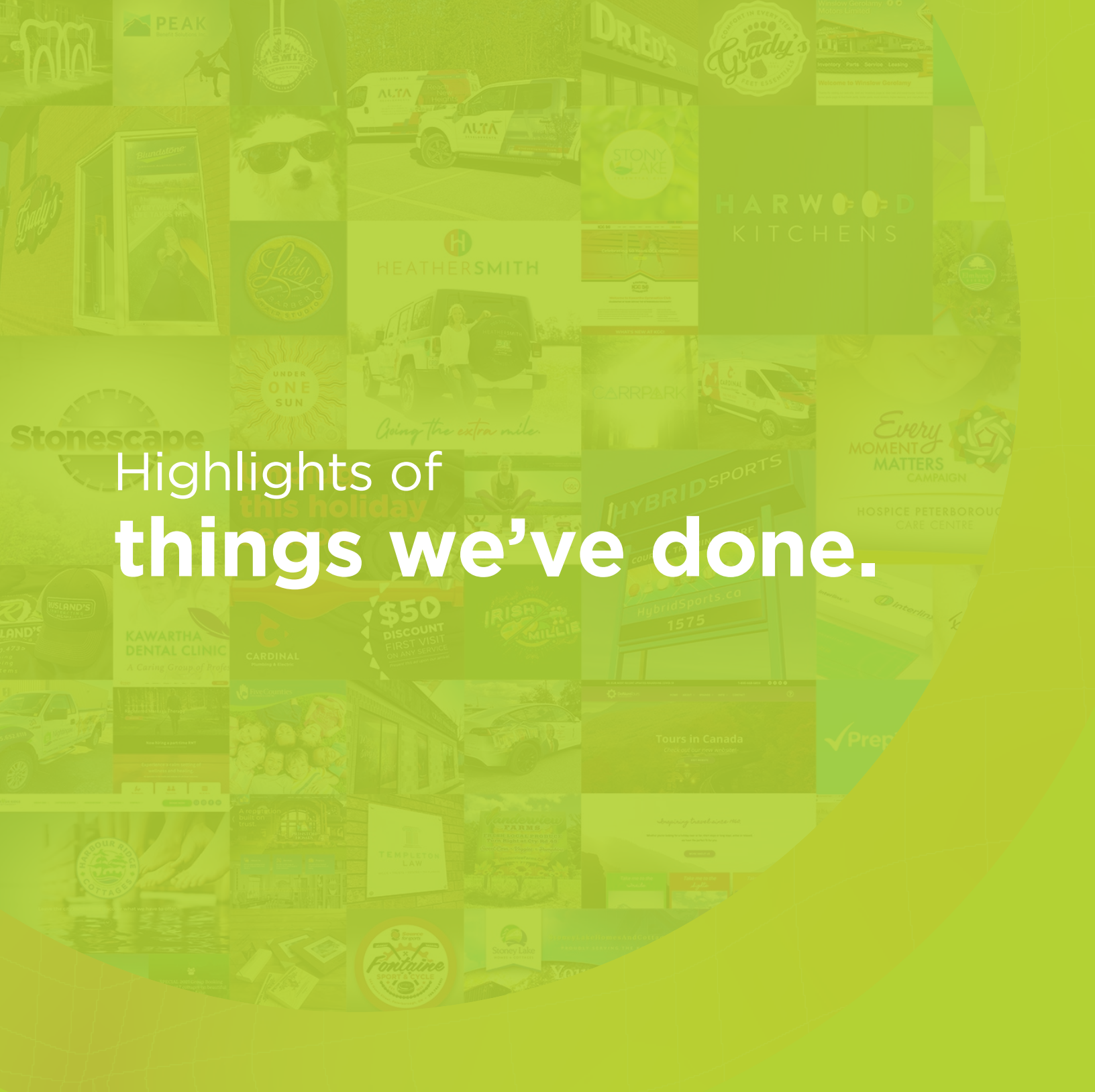
BRAND + DESIGN / WEB + SOCIAL  
 MARKETING / SIGNAGE



Association of  
 Registered Graphic Designers  
 Ontario



**BARKING  
 PIXEL  
 DESIGN  
 CO.**



# Highlights of things we've done.





**CLIENT**

CARDINAL PLUMBING

**PROJECT**

FLEET VEHICLE GRAPHICS & INSTALL



**CLIENT**  
CARDINAL PLUMBING

**PROJECT**  
THANK YOU CARDS | SOCIAL MEDIA POSTS  
MARKETING PHOTOSHOOT

PROUDLY SERVING PETERBOROUGH & THE KAWARTHAS

# It's a good thing to have a plan.

**CARDINAL CARE CLUB** Enjoy peace of mind for a low monthly investment of only \$10.99

- Priority Scheduling
- Free Annual Maintenance Inspections
- No Emergency Fees
- Annual Back Water Valve Maintenance
- Preferred Pricing
- Extended Warranties

Sign up today at: [cardinalhome.ca/cardinal-care-club](http://cardinalhome.ca/cardinal-care-club)

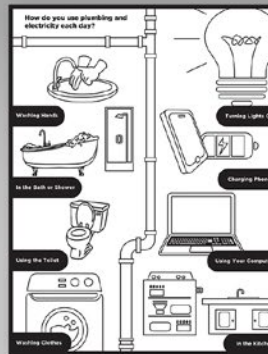
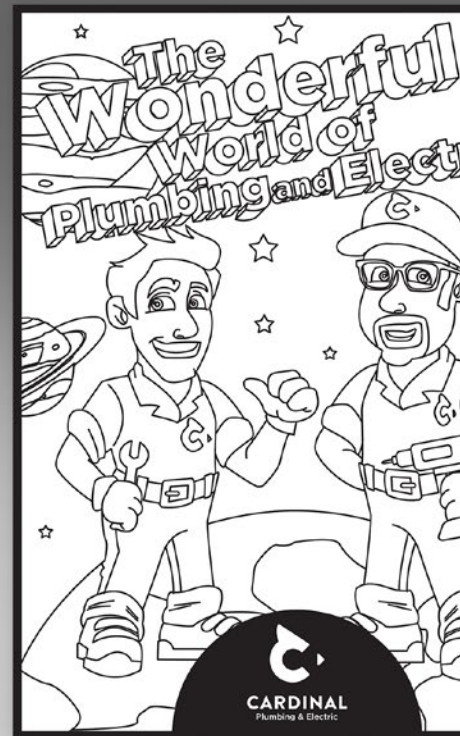
**SAVE 10% OFF ALL REGULAR SERVICES WITH A CARDINAL CARE CLUB MEMBERSHIP**

**CARDINAL Plumbing & Electric**

A professional uniformed technician will arrive in a fully stocked vehicle to solve your problem right on the spot.

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

705.745.1221 [ne.ca](http://ne.ca)



**Any lighting fixture change. \$25 OFF**

**Any home or cottage main drain. \$97 Save 50% off**

**Any electric switch change or upgrade. \$15 OFF**

**With any battery backup pump installation. SAVE \$75**

**When you upgrade your electrical panel. SAVE \$100**

**When you install 4 or more pot lights. SAVE \$50**

**When you replace your toilet. \$35 OFF**

**When you replace your sump pump. \$15 OFF**

**CARDINAL Plumbing & Electric**

**We've got a plan**

Does your current home services provider have:

Industry certification/experience/awards?	YES
Licensing/qualifications for field work?	YES
Customer service reviews for reliability/quality?	YES
Backup and disaster recovery for data/records?	YES
Proven quality assurance and proof of work?	YES
Insurance of all work in an environmentally responsible manner?	YES
A whole building approach?	YES
A value for your home/guarantee?	YES
A clear your home guarantee?	YES
A 90-day time duration guarantee?	YES
A 90-day "Test Drive Guarantee"?	YES
A 100% Price Guarantee?	YES
24-hour emergency services?	YES
Pro technicians with the EPA for all work completed?	YES

**It's our guarantee.**

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

**705.745.1221** [CardinalHome.ca](http://CardinalHome.ca)

PROUDLY SERVING PETERBOROUGH & THE KAWARTHAS

# It's a good thing to have a plan.

Plumbing  
Electrical  
Septic

**CARDINAL HOME SERVICES**

CLIENT  
CARDINAL PLUMBING

PROJECT  
COUPON DIRECT MAILER | CUSTOM COLOURING BOOK GIVE-AWAY  
9 x 12 KIT FOLDER

# Unplug this holiday season.



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

## 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?



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

### Say goodbye to holiday bulge.

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

- ▶ Bath Cleaning & Shower Drains
- ▶ Faucets, Sinks & Tubs
- ▶ Hot Water Tanks & Boilers
- ▶ Remodels & Renovations
- ▶ Sump Pumps & Sewer PIP

A professional and professional technician will arrive in a fully equipped van to solve your problem right in your home.

Old fashioned service with today's technology.

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

**705.745.1221** CardinalHome.ca

PROUDLY SERVING PETERBOROUGH & THE KAWARTHAS



### Leak? We love a good leak.

To fix that! At Cardinal Plumbing & Electric you can be sure the job is always done to your satisfaction.

- ▶ Bath Cleaning & Shower Drains
- ▶ Faucets, Sinks & Tubs
- ▶ Hot Water Tanks & Boilers
- ▶ Remodels & Renovations
- ▶ Sump Pumps & Sewer PIP

A professional and professional technician will arrive in a fully equipped van to solve your problem right in your home.

Old fashioned service with today's technology.

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

**705.745.1221** CardinalHome.ca

PROUDLY SERVING PETERBOROUGH & THE KAWARTHAS



### We're here to help you unwind.

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

- ▶ Bath Cleaning & Shower Drains
- ▶ Faucets, Sinks & Tubs
- ▶ Hot Water Tanks & Boilers
- ▶ Remodels & Renovations
- ▶ Sump Pumps & Sewer PIP

A professional and professional technician will arrive in a fully equipped van to solve your problem right in your home.

Old fashioned service with today's technology.

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

**705.745.1221** CardinalHome.ca

PROUDLY SERVING PETERBOROUGH & THE KAWARTHAS



CLIENT  
CARDINAL PLUMBING

PROJECT  
DIRECT MAIL AD CAMPAIGN



COMFORT IN EVERY STEP  
**Grady's**  
FEET ESSENTIALS

HST Registration: 97364 0508 RC0001 No. 107

Invoice  Estimate  
 Insurance Receipt

DATE: \_\_\_\_\_ P.O. #: \_\_\_\_\_

BUYER: \_\_\_\_\_ YEAR: \_\_\_\_\_ PHONE #: \_\_\_\_\_

Birkenstock  
 Blundstone  
 New Balance  
 Brooks  
 Redback  
 Keen  
 Naot  
 Finn Comfort  
 Glerups  
 And More...

CSA SAFETY FOOTWEAR  OTHER

STYLE NAME: \_\_\_\_\_

SIZE & WIDTH: \_\_\_\_\_

Served By: \_\_\_\_\_

Additional Notes: \_\_\_\_\_

705.740.2004

**Grady's** TONY GRADY  
OWNER

705.740.2004

[f](#) [@](#) /GradyShoes SHOP LOCAL & ONLINE AT **Gradys.ca**

tony@gradys.ca 231 King Street, Peterborough ON K9J 2R8

705.740.2004 | [f](#) [@](#) /GradyShoes | [e](#) tony@gradys.ca | 231 King Street, Peterborough ON K9J 2R8



Grady's Brand Assets Identity Guideline V1 Nov 2020

Circles With White Background      Circles With No Background      Circles With Pftbo

Simplified Secondary Marks

Social Media Icons or Alternates for Various Applications

BARKINGPIXELDESIGN Design that speaks! BRAND • COLOR • WEB • SOCIAL • MARKET • DISPLAY

CLIENT: GRADY'S FEET ESSENTIALS | 705.740.2004 | tony@gradys.ca

Grady's Brand Assets

Website Name Graphics

**Gradys.ca** **Grady's**  
**GRADYS.CA** **GRADYS**  
**Gradys.ca** **Grady's**

Typeface Families (traits can not be processed)

**Grady's Feet Essentials**  
**Grady's Feet Essentials**

Overall Palette

CMYK 50/50	CMYK 50/50
100/100 100	100/100 100
100/100 100	100/100 100
100/100 100	100/100 100

Pantone 5195 (CMYK)

Pantone 7696 (CMYK)

BARKINGPIXELDESIGN

**CLIENT**  
GRADY'S FEET ESSENTIALS

**PROJECT**  
IDENTITY | VEHICLE SIGNAGE  
MARKETING COLLATERAL



**CLIENT**  
GRADY'S FEET ESSENTIALS

**PROJECT**  
STOREFRONT SIGNAGE | MARKETING COLLATERAL

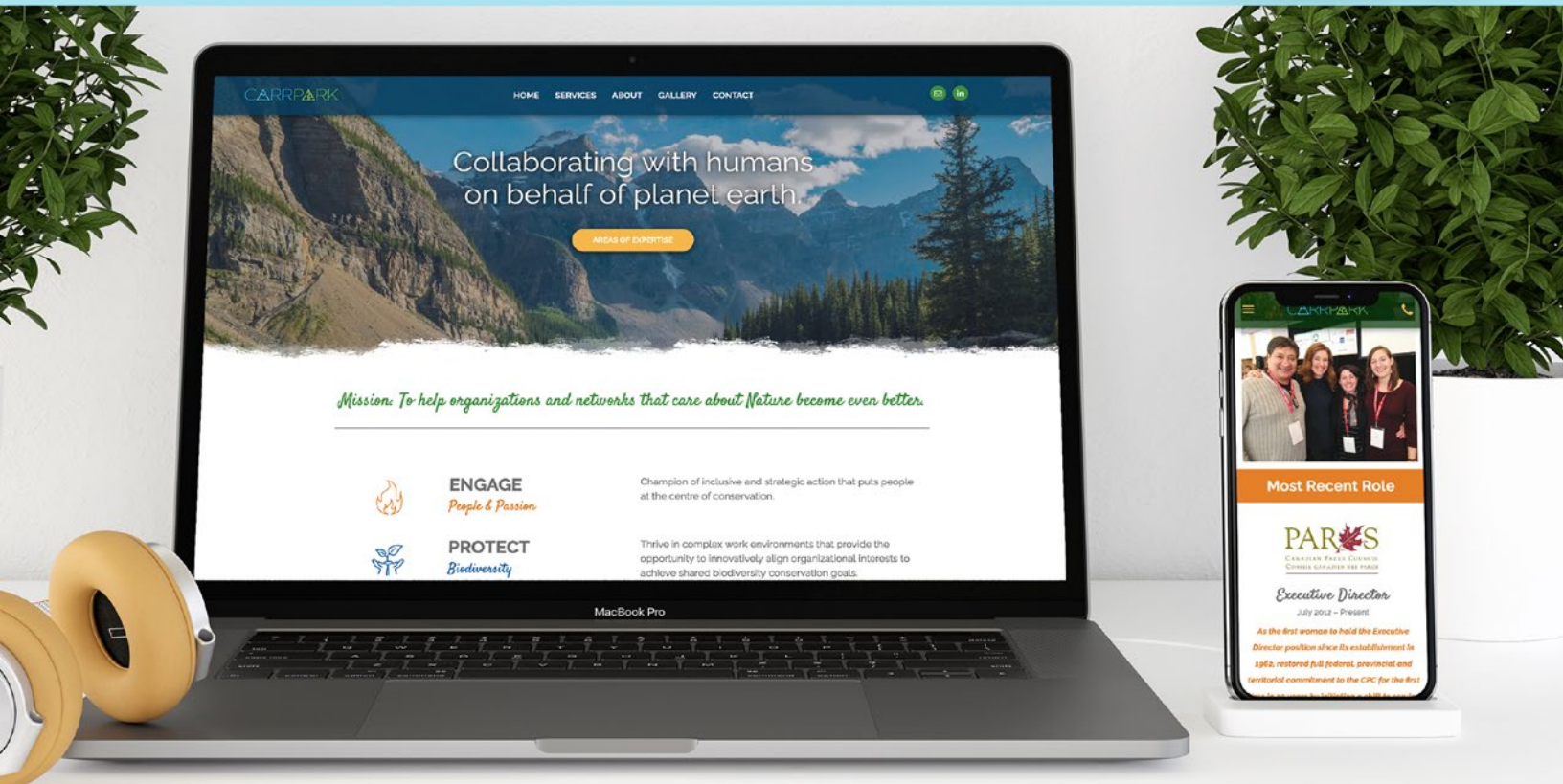


**CLIENT**  
KAWARTHA QUILTING

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

# CARRPARK

connecting humans with nature



## CLIENT

DAWN CARR CONSULTING (CARRPARK)

## PROJECT

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





# HEATHER SMITH

*Going the extra mile.*



If you're thinking of leaving this lovely part of the city...

*I can help you sell your home.*

I understand the value of homes in your area because I **actually live here**. My clients know I work hard, I'm hands on, and you will always have **direct access to me**.

*I go the extra mile.*

When you list with me, my services include:

- Professional Staging of Your Home
- Professional Photos/Video/ Drone Footage
- Professional Home Inspection
- Cleaning/ Organizing/ Minor Repairs

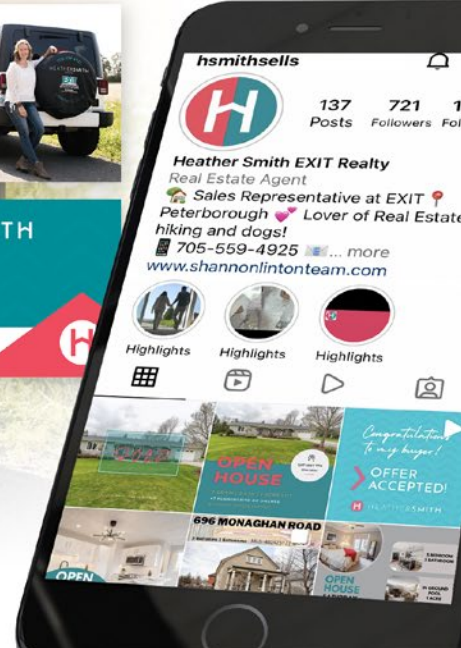
Call me, Heather, Smith, Realtor!  
If you're interested in a **FREE EVALUATION** of your home,  
**705.559.4925**




**HEATHERSMITH**  
REALTOR®

call: 705-559-4925  
office: 705-749-3946  
email: hsmithsells@gmail.com  
web: hsmithsells.ca





*Going the extra mile.*

**CLIENT**  
HEATHER SMITH

**PROJECT**  
IDENTITY & TAGLINE | SOCIAL GRAPHICS | DIRECT MAILER  
BUSINESS CARDS | VEHICLE WRAP

# ALTA DEVELOPMENTS

Pride Precision Possibilities

DESIGN & BUILD / RESIDENTIAL & COMMERCIAL  
PROJECT & SITE MANAGEMENT / CONSULTATION & PLANNING

## 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  
Project and Site Management  
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.



CLIENT  
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 best possible 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

#### FRANK GIORDANO

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

#### PROUD PARTNERS & VALUED ACCREDITATION



**ALTA**  
DEVELOPMENTS



Reach new heights

Pride / Precision Possibilities AltaDevelopments.com

CLIENT  
ALTA DEVELOPMENTS

PROJECT  
KIT FOLDER INSERTS | VEHICLE WRAPS

# INVISION EYECARE

*Life is Beautiful, See it All.*



**CLIENT**  
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

*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? 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!



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? Time for Relief.

Why suffer waiting for your hospital dentistry?

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. Time for Relief.



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

### CLIENT

KAWARTHA DENTAL CLINIC

### 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!**

VISIT: [dentalprofits.com](http://dentalprofits.com)

November 22nd & 23rd  
Holiday Inn  
970 Dixon Rd., Toronto

4 Great Speakers:  
Alan Macdonald DDS, Rob Bond DDS,  
Shaun Baylis MSW, BSW and Don Foster DDS

SIGN UP TODAY FOR OUR EARLY BIRD TUITION AND SAVE \$200 BEFORE SEPTEMBER 30TH

**Support Services For YOUR Patients**

General Anesthetic Facility  
I.V. Sedation  
3D Cone Beam CT Scanner

KAWARTHA DENTAL CLINIC

The Secrets to a Profitable Practice, Productive Staff, New Patients, and Less Stress!

**INCORPORATE, ATTRACT, COLLABORATE and TRACK!**

A 2 DAY, 4 PART presentation designed for dentists who desire business acumen and are committed to operating a highly productive office.

*Register Now for your chance to Win!*

Win: A Caring, Eight (value \$1200)  
iMac - An Apple iPad 3 (value \$600)  
iPad - A First Class ticket for the Queen of West Coast (value \$100)  
4th Hand Boxes Paid for or Equivalent in Visa Gift Card (value \$200)

Set Yourself Up Right!  
Alan Macdonald DDS  
• Analyze your practice instantly  
• Review income and expense  
• Determine the best services and benefits

Keys to Attracting and Retaining New Patients  
Rob Bond DDS  
• Create your S.M.A.R.T. Goals  
• Invest in marketing and social media  
• Enhance on-hospitality customer service

Employee Engagement and Highly Effective Teams  
Shaun Baylis MSW, BSW  
• Discover the 'chemistry' of collaboration  
• Effective leadership and conflict resolution  
• Ignite and motivate your team

Everything Monitored Improves  
Don Foster DDS  
• Learn 8 advantages to Practice Management  
• Determine which business models to monitor  
• Examine 3 Successful Profit Centers

For complete info, see page 8-10.

**LOOKING GOOD!**

Call us today for your **FREE SNAP®** smile evaluation photo and **FREE** consultation with a Dentist!

*A Confident Smile Says it all!*

Cosmetic Dentistry  
Reconstructive Dentistry  
Veneers • Crowns • Bridges • Dentures  
Implant Dentistry  
Root Canal Treatment

General Anesthesia  
Sedation & Anxiety Care  
Invisalign® & Orthodontics  
Emergency Care

**705.743.1851**  
[www.kawarthadentalclinic.com](http://www.kawarthadentalclinic.com)

**KAWARTHA DENTAL CLINIC**  
A Caring Group of Professionals

Dr. Donald Foster, BSc(BS), Professional Corporation

PLEASE VISIT: [KawarthaDentalClinic.com](http://KawarthaDentalClinic.com)

**KAWARTHA DENTAL CLINIC**  
A Caring Group of Professionals  
EST. 1990

Cosmetic Dentistry  
Reconstructive Dentistry  
Veneers • Crowns • Bridges • Dentures  
Implant Dentistry  
Root Canal Treatment  
General Anesthesia  
Sedation & Anxiety Care  
Invisalign® & Orthodontics  
Emergency Care

Dr. Donald Foster, BSc(BS), Professional Corporation

**KAWARTHA DENTAL CLINIC** EST. 1990

*A Caring Group of Professionals*

DR. DONALD FOSTER  
DR. KEITH ZEILER  
DR. MASON SOKARY  
DR. ED SEGURA  
DR. SINA SANI

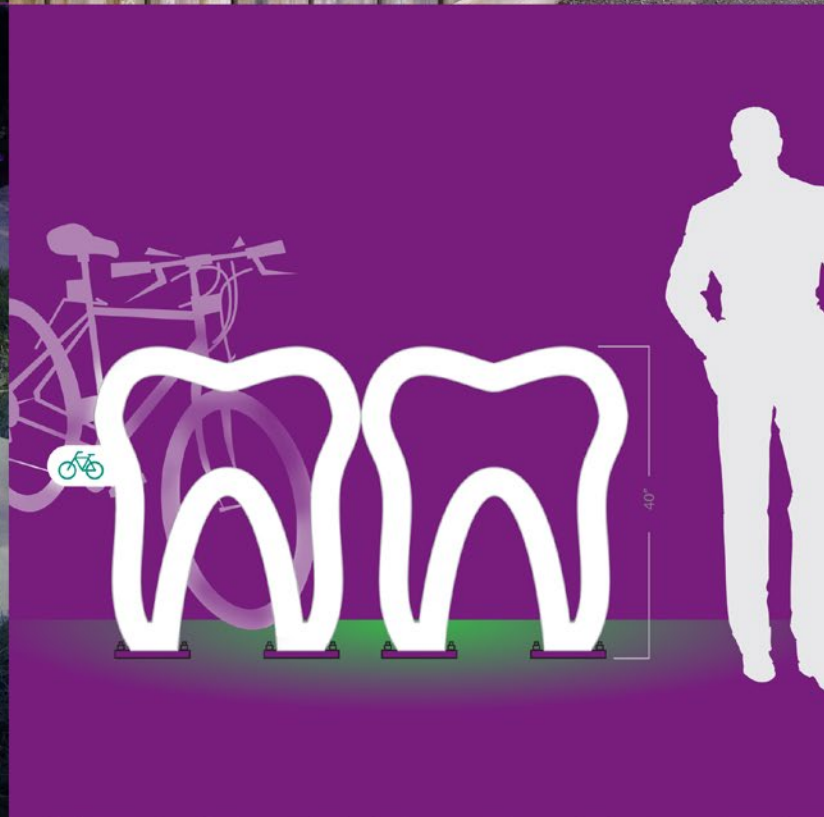
Dr. Donald Foster, BSc(BS), Professional Corporation

CLIENT  
KAWARTHA DENTAL CLINIC

PROJECT  
CONFERENCE MARKETING | DIRECT MAILER  
TRADESHOW BANNER, GRAPHICS & 10FT X 8FT DISPLAY



Free Consultation • Minimal Wait Time • Open Weeknights & Saturdays



**CLIENT**  
KAWARTHA DENTAL CLINIC

**PROJECT**  
BRIDAL SHOW MARKETING | OFFICE SIGNAGE APPLICATIONS  
CUSTOM BIKE RACK



Vision | Integrity | Pride



**PRINSTON HOMES**

CUSTOM

HOMES  
COTTAGES  
ADDITIONS  
RENOVATIONS

EDDY PRINS  
705.750.8389

eddy@  
PrinstonHomes.ca



vision  
integrity  
pride



**CLIENT**  
PRINSTON HOMES

**PROJECT**  
IDENTITY REBRAND | TAGLINE DEVELOPMENT  
BUSINESS CARDS | FLEET GRAPHICS





Vision | Integrity | Pride

HOME ABOUT US SERVICES PROJECTS TESTIMONIALS CONTACT



# A reputation built on trust.



## PRINSTON HOMES



### About Us

We have been building homes for over 25 years! Learn more about us.



### Services

We offer a wide range of services, from custom build to home renovation.



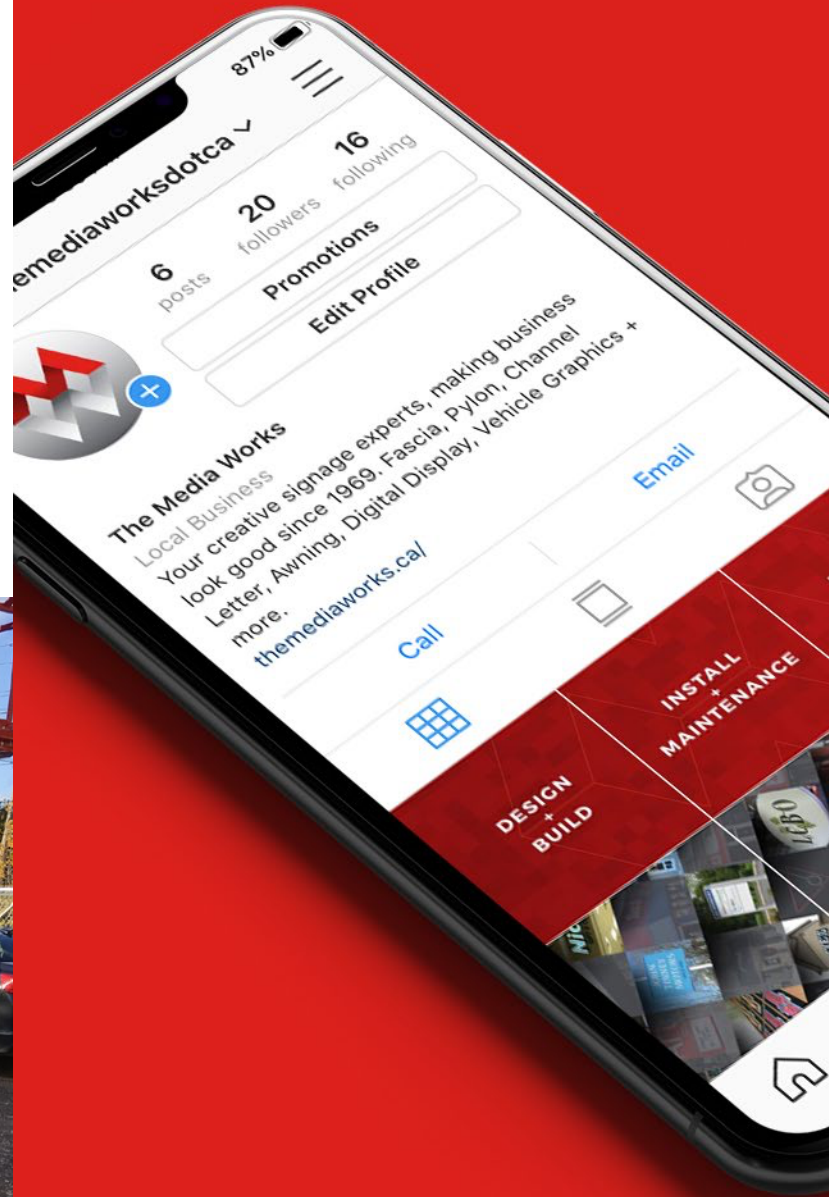
### Projects

See some of our finished projects and what clients are saying.

**SPECIALIZING IN CUSTOM HOMES, COTTAGES, ADDITIONS & RENOVATIONS.**

**CLIENT**  
PRINSTON HOMES

**PROJECT**  
WEBSITE REDESIGN



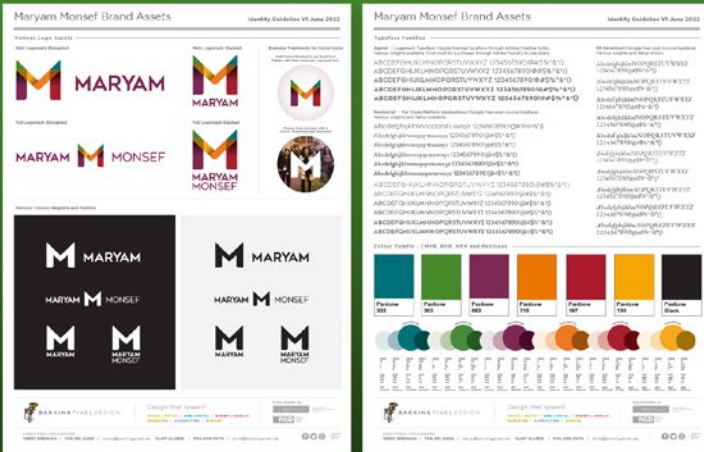
**CLIENT**  
THE MEDIA WORKS

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



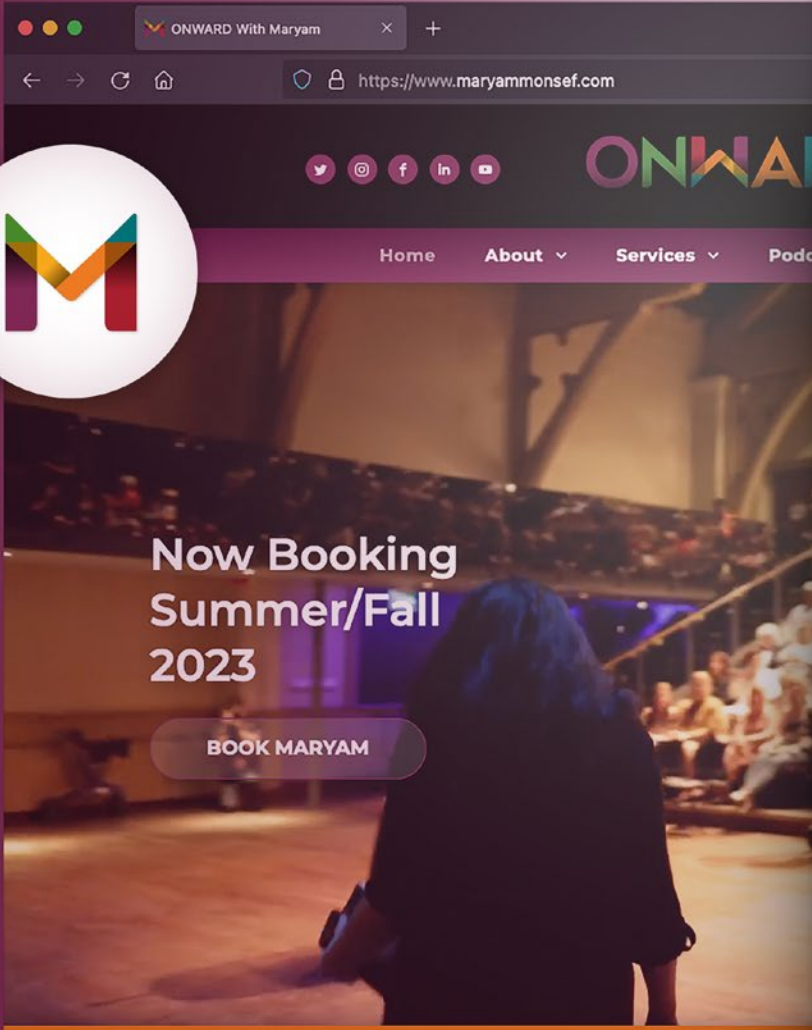
~ Have you walked in our shoes? ~

# ONWARD



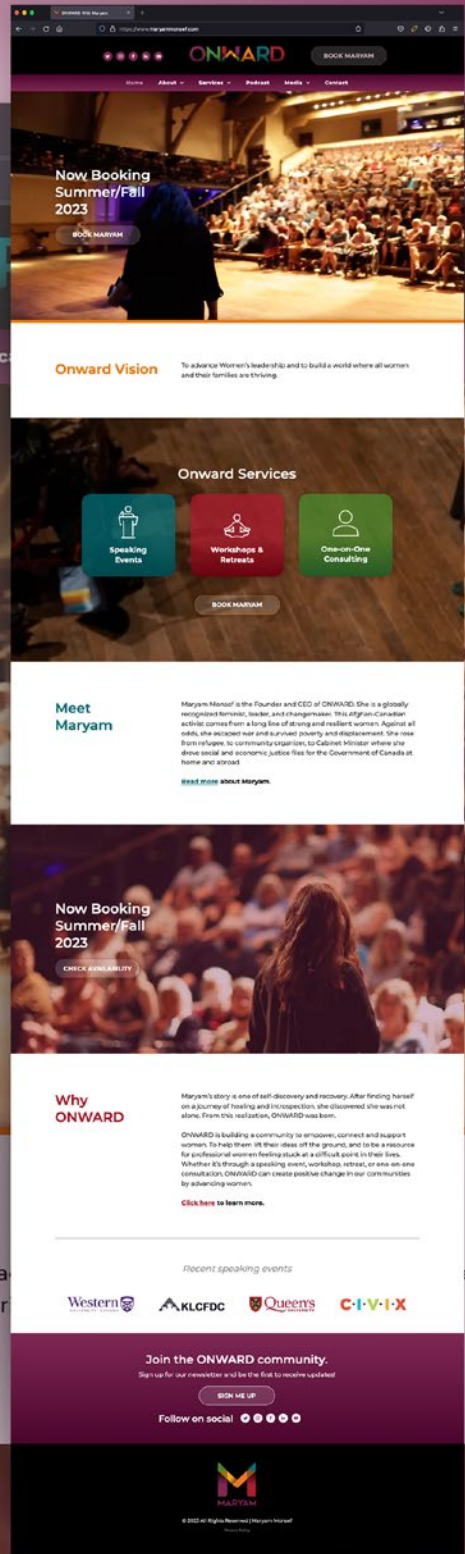
**CLIENT**  
MARYAM MONSEF

**PROJECT**  
BRAND DEVELOPMENT | IDENTITY  
MARKETING COLLATERAL



## Onward Vision

To advance Women's leadership and their families are thriving.



## Why ONWARD

Join the ONWARD community.  
Sign up for our newsletter and be the first to receive updates.

SIGN ME UP

Follow on social

CLIENT  
MARYAM MONSEF

PROJECT  
WEBSITE



**TravelMaven**  
SMALL GROUP TOURS & PERSONALIZED TRAVEL



**TravelMaven**  
SMALL GROUP TOURS & PERSONALIZED TRAVEL

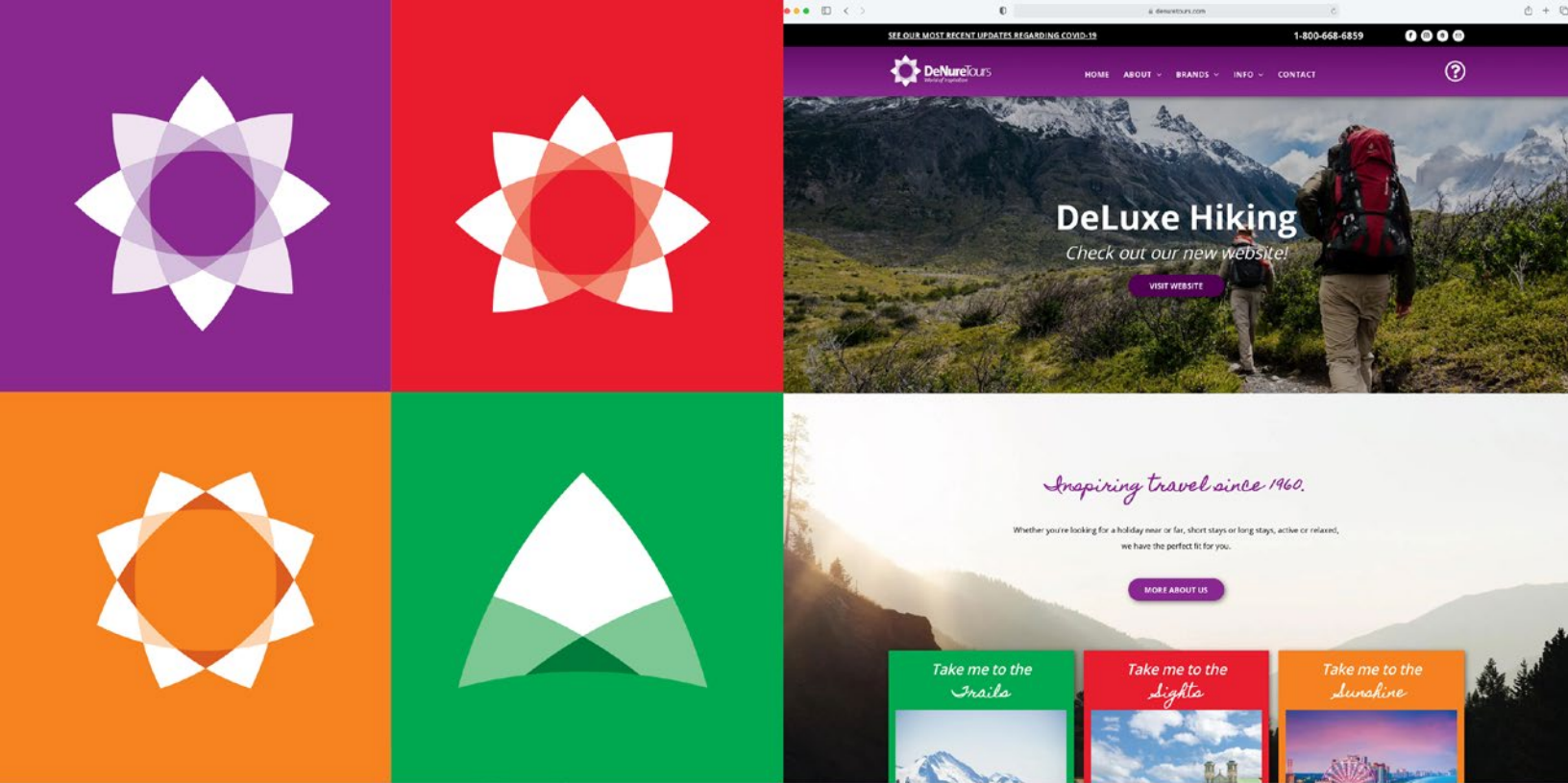
**CLIENT**  
TRAVEL MAVEN

**PROJECT**  
IDENTITY | BUSINESS CARD | WEBSITE | BROCHURE



**CLIENT**  
STONEY LAKE HOMES & COTTAGES

**PROJECT**  
IDENTITY | VEHICLE GRAPHICS | TRADE SHOW DISPLAYS



**CLIENT**  
DENURE TOURS

**PROJECT**  
SUB-BRAND DEVELOPMENT | WEBSITES | BUSINESS CARDS



CLIENT  
DENURE TOURS

PROJECT  
SUB-BRAND ADMATS & MARKETING COLLATERAL





CLIENT  
KAWARTHA TRANS CANADA TRAIL

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 #00a7e0 HEX #c8c7c7 HEX #4a4f55 HEX #000000

PANTONE 2995 PANTONE 420 PANTONE 7540 BLACK



**CLIENT**  
HYBRID SPORTS

**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) chats 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



[Learn More](#) *You make great care possible.*



[Donate Now](#) *You make great care possible.*



[Learn More](#) *You make great care possible.*



[Learn More](#) *You make great care possible.*



[Learn More](#) *You make great care possible.*



[Learn More](#) *You make great care possible.*

For more information, please

Call us: (705) 876-5000

Visit our website: [www.prhcfoundation.ca](http://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), call your local media centre, donate on-line to PRHC (705) 876-5000. Donor online: [www.prhcfoundation.ca](http://www.prhcfoundation.ca)

**PRHC** *making great care possible.*  
FOUNDATION  
**Grateful Hearts**  
*Honouring Exceptional Care.*



**GIFT SHOP**

GIFTS • FLOWERS • CARDS

GIFT SHOP PROCEEDS FUND THE EQUIPMENT THAT MAKES GREAT CARE POSSIBLE AT YOUR HOSPITAL

**PRHC**  
FOUNDATION

**CLIENT**

PETERBOROUGH REGIONAL HEALTH CENTRE FOUNDATION

**PROJECT**

GRATEFUL HEARTS CAMPAIGN PATIENT REPLY CARD & POSTERS  
WEBSITE BANNERS | GIFT SHOP SIGNAGE

**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, your quality of life, or 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*

**CONTENTS**

- Our Mission 2
- A Message from the Campaign Chair 3
- Why do we need a Hospice Care Centre? 4
- Our Building 5
- Partnerships 6
- Community Program Space 7
- Growth and Permanence Fund 8
- Appendix 9

**A Message from the Campaign Chair**

**Why do we need a Hospice Care Centre?**

*Partnerships*

**Hospice Peterborough Care Centre**

**A New Home for Hospice**

*Partnerships*

**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

**Hospice Care Beds**

*Partnerships*

**Community Program Space**

**Growth and Permanence Fund**

**CLIENT**  
HOSPICE PETERBOROUGH

**PROJECT**  
CAMPAIGN IDENTITY | BANNER DISPLAY | BUSINESS CARDS  
CASE FOR SUPPORT BOOKLET



# Kawartha

PLASTIC SURGERY

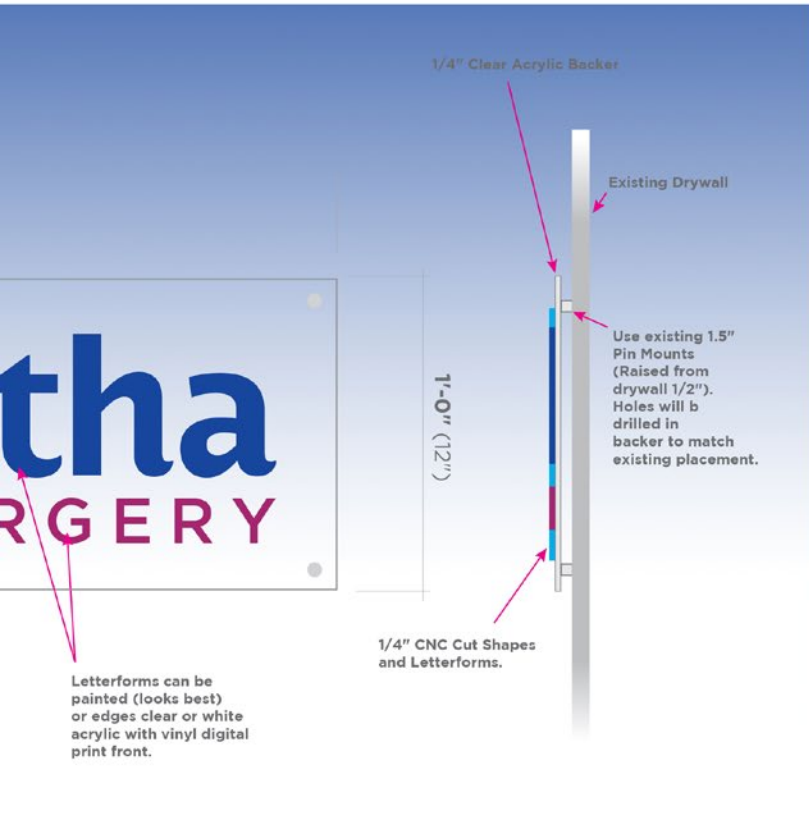


**Dr. Reid Chambers** BSc., M.D., FRCS(C)  
Plastic & Reconstructive Surgery

[KawarthaPlasticSurgery.ca](http://KawarthaPlasticSurgery.ca)

**705.876.9003**  
[KawarthaPlasticSurgery@gmail.com](mailto:KawarthaPlasticSurgery@gmail.com)  
f @ @Kawartha\_Plastic\_Surgery

Suite 301  
272 Charlotte Street  
Peterborough, Ontario  
K9J 2V4



**CLIENT**  
KAWARTHA PLASTIC SURGERY

**PROJECT**  
IDENTITY | BUSINESS CARD | TECHNICAL DRAWING  
RECEPTION SIGNAGE



What you do for kids is amazing!

2017-18  
IMPACT REPORT

**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  
872 Dutton Road  
Peterborough, ON K9H 7G1  
Toll Free 1-888-779-9916  
Phone: (705) 748-2321  
Fax: (705) 748-3526

LINDSAY/ HALIBURTON COUNTY/ MINDEN  
9 Russell Street East  
Lindsay, ON N9Y 1Z7  
Tel: 1-888-708-4734  
(705) 324-1922  
(519) 326-1935

URG  
1600 St. Clair St. Unit 2  
St. Catharines, ON N2G 1G2  
Tel: 1-877-574-5212  
(905) 377-0190  
(905) 653-1384  
(905) 653-2480

BELFORD  
181 Carr Lodge  
2650 Wood Hospital  
Ave Road  
Belford, ON K0L 1L0  
(705) 653-1384  
(905) 653-2480

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

**Your Donation Makes an Impact**  
The demand for our services exceeds the funding available so some children have to wait. *Fill in your letterhead!*

**Continuing to Build Abilities for Life!**

**Vision • Mission • Values**

**Message from our Board Chair and CEO**

Dear Friends,

It is a pleasure to share with you the highlights of our 2017-18 Impact Report. This report provides a snapshot of the work we have done over the past year to support children and families in our community. We are proud of the progress we have made and the support we have received from our donors and volunteers.

At Five Counties Children's Centre, we are committed to providing high-quality, evidence-based services to children and families. We believe that every child has the right to thrive and that every family deserves the support they need to succeed. Our services are designed to meet the unique needs of each child and family, and we are committed to ongoing learning and improvement.

We are grateful for the support of our donors and volunteers, who make our work possible. Your contributions help us provide the best possible care for the children and families in our community. We look forward to continuing our partnership with you in the future.

Sincerely,  
[Name]

**Meet Our Kids**

Meet our amazing children who are thriving and achieving! We are proud to share their stories and the support they have received from our services.

**Meet Sarah**  
Sarah is a 10-year-old girl who has been receiving occupational therapy services. She has made significant progress in her fine motor skills and is now able to write her name and complete her schoolwork. Sarah's parents are grateful for the support they have received from our services and are looking forward to continuing her care.

**Meet Jordan**  
Jordan is a 12-year-old boy who has been receiving speech therapy services. He has made significant progress in his communication skills and is now able to express his thoughts and feelings more effectively. Jordan's family is grateful for the support they have received from our services and is looking forward to continuing his care.

**Meet Emily**  
Emily is a 6-year-old girl who has been receiving physical therapy services. She has made significant progress in her gross motor skills and is now able to run, jump, and play independently. Emily's family is grateful for the support they have received from our services and is looking forward to continuing her care.

**You can help children reach their potential and make what seems impossible, possible.**

**Why Community Support Matters**

Five Counties Children's Centre relies on the support of our community to provide the best possible care for the children and families in our community. Your support makes a difference in the lives of the children and families we serve.

**Meet Mum**

Dear Mum,

Thank you for supporting our work. We are grateful for your support and the impact it has on the lives of the children and families we serve. Your support helps us provide the best possible care for the children and families in our community.

**Every Gift Makes an Impact**

Your support makes a difference in the lives of the children and families we serve. Every gift, no matter how small, makes a difference. We are grateful for your support and the impact it has on the lives of the children and families we serve.

**Donate/Volunteer**

Dear Donor

Five Counties Children's Centre is a registered charity and we are grateful for the support of our donors. Your contributions help us provide the best possible care for the children and families in our community.

**Dear Mission**

Five Counties Children's Centre is committed to providing high-quality, evidence-based services to children and families in our community. We believe that every child has the right to thrive and that every family deserves the support they need to succeed.

**Five Counties Children's Centre**  
1-888-779-9916  
www.fivecounties.on.ca

**What you do for kids is amazing!**

Dear Friend,

What I have 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. To 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.

**Sarah Riley**  
"My president was the best positive multi-organ transplant in Canada and young in the world. Thanks to the therapy I received at Five Counties, I got the book I needed to be successful in high school and was then able to take those books with me to help me achieve my dream of graduating college. I don't know where I would be today without the amazing staff from the Centre." - Sarah, Northern Ireland

**Emily**  
"Every year at the Centre, sometimes he didn't realize the games and activities he was engaging in were actually part of his therapy. Now that his therapy is complete, we're looking to mix things up and see how he does on his own. It's great to know he's able to do things on his own and knowing there will be able to help him open if needed is a great feeling!" - Jeremy, City of Kawartha Lakes

**Emily**  
"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,  
[Name]

CLIENT  
FIVE COUNTIES CHILDREN'S CENTRE

PROJECT  
IMPACT REPORT | CAMPAIGN APPEAL | BROCHURE

We look forward  
to working  
with you.

**KERRY BRENNAN**  
705.761.8260 | [kerry@barkingpixel.ca](mailto:kerry@barkingpixel.ca)

**CLINT CLARKE R.G.D.**  
705.930.7470 | [clint@barkingpixel.ca](mailto:clint@barkingpixel.ca)



**BARKINGPIXEL.CA**

BRAND + DESIGN / WEB + SOCIAL  
MARKETING / SIGNAGE

**RGD**

Association of  
Registered Graphic Designers  
Ontario



**BARKING  
PIXEL  
DESIGN  
CO.**



President TGSA &lt;presidenttgsa@trentu.ca&gt;

---

**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.