



**CASE FOR
SUPPORT**

LET'S BUILD THE MAC!

**STRENGTHENING
OUR
COMMUNITY
THROUGH
SPORT
AND
RECREATION.**

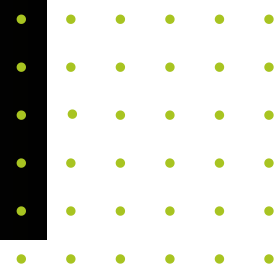


“Our kids need somewhere to play year-round and there’s nowhere for them to go. The truth is, we all need somewhere to go. We all need a place to go that offers connection and brings joy. We are building the MAC because it’s our turn to take up the torch and meet the needs of our community like our parents and grandparents did. It’s our turn to build something that will unify us and change life for everyone.”

– Albert Loewen, Pastor, Mount Salem Community Church



EXECUTIVE SUMMARY



The pandemic years had a deep effect on the mental, physical and relational health of small towns, especially on youth. Canada-wide, surveys show youth of all demographics are getting less physical activity than any generation before. In Elgin County, Ontario, this is exacerbated by a real lack of recreational facilities allowing kids to engage in sports year-round. In 2020, a group of concerned parents, business people and community leaders developed a vision for building an inclusive, accessible, and affordable community recreational hub in Malahide, an under-served region of the county.

The Malahide Athletic Centre is the fruit of that vision. **“The MAC“ is a domed, indoor athletic centre** where youth and adults from all over Elgin County can practice sports, join a team, host a tournament, learn a skill and cheer on their people all year round. A multi-use facility, it will empower a wide variety of sports such as football, soccer, basketball, baseball, lacrosse, field hockey, track and field, volleyball, pickleball, as well as fitness classes and dance.

At an estimated cost of \$7.5 million, the MAC’s dome will cover a turfed area of 36,000ft² for turf sports like football, baseball, and soccer, plus three full-sized multi-use courts. It will also include workout facilities, a large exercise studio, café and an outdoor social area.

With close to \$2 million in private funding already committed, enthusiasm and support for the MAC has been overwhelming.

Join us as together, we eliminate barriers that keep children, youth, and adults from connecting with one another and enjoying the benefits that come from sports and recreation.



VISION

Every person in the county with year-round access to an activity or sport they love so they can thrive relationally, physically and mentally.

MISSION

To build community through an accessible and affordable community hub providing sport, recreational programs, and healthy connections for all in Elgin County.

MODEL

Not-for-profit business model aiming for maximum usage and minimum community expense with all profit above costs directed back into local recreational development.¹

CORE VALUES

- > **ACCESSIBLE**
- > **AFFORDABLE**
- > **AUTHENTIC**
- > **INSPIRATIONAL**
- > **ETHICAL**
- > **COMPASSIONATE**



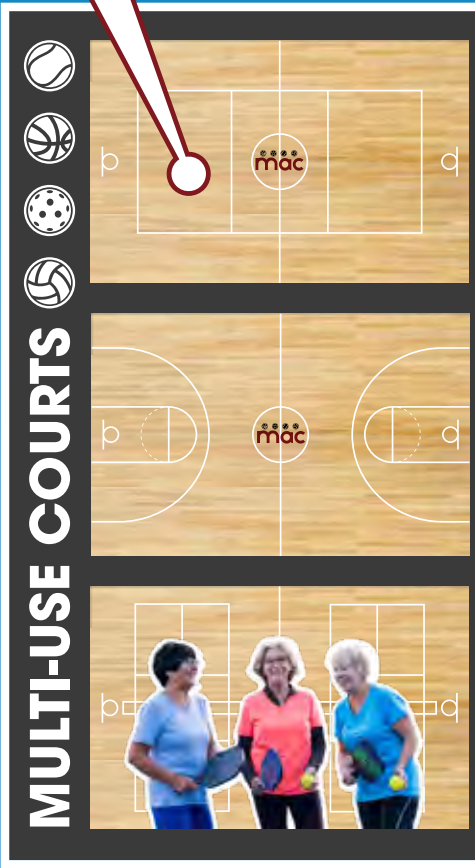
Photo - Kendra Cornelissen, from Aylmer, London Ramblers JUEL alum, and MAC supporter.

INDOOR COURTS
180' X 100'
THREE FULL SIZED BALL COURTS

INDOOR TURF
180' X 200'
36,000ft² OF TURF FOR ALL TURF SPORTS AND SPECTATORS!

FINALLY, A PLACE FOR COMMUNITY TO COME TOGETHER!

Located on 5 acres of a 15 acre piece of land in the heart of Malahide, the MAC will boast an astounding 61,155 square feet of sport & recreational space.



MULTI-USE FIELDS



**FULL KITCHEN
WITH CAFÉ**

**MULTI-USE STUDIO
& FITNESS CENTRE**

THE DOME

90
PLAYER CAPACITY
200
SPECTATOR CAPACITY
PLUS **THE FIELD HOUSE**
with washrooms & lockers.

**OUTDOOR
SOCIAL SPACE**

MAIN BUILDING



LACK OF FACILITIES

Elgin County is a busy, diverse community in Southwest Ontario along the shores of Lake Erie. It covers some 1,878km² of land and is home to 94,752 people in 12,340 families. 24% of them are children aged 0 to 19.² This is a significantly more youthful population than the provincial average (15.8%). Yet, there is an enormous lack of facilities in the county.

> VERY FEW INDOOR SPORTS FACILITIES

In a 200km radius, there are a total of four indoor sporting facilities offering multiple sport opportunities year-round. Each of these facilities are at capacity. Getting court or turf time is difficult, and expensive.

> HIGH DEMAND FOR RECREATIONAL SPORTS

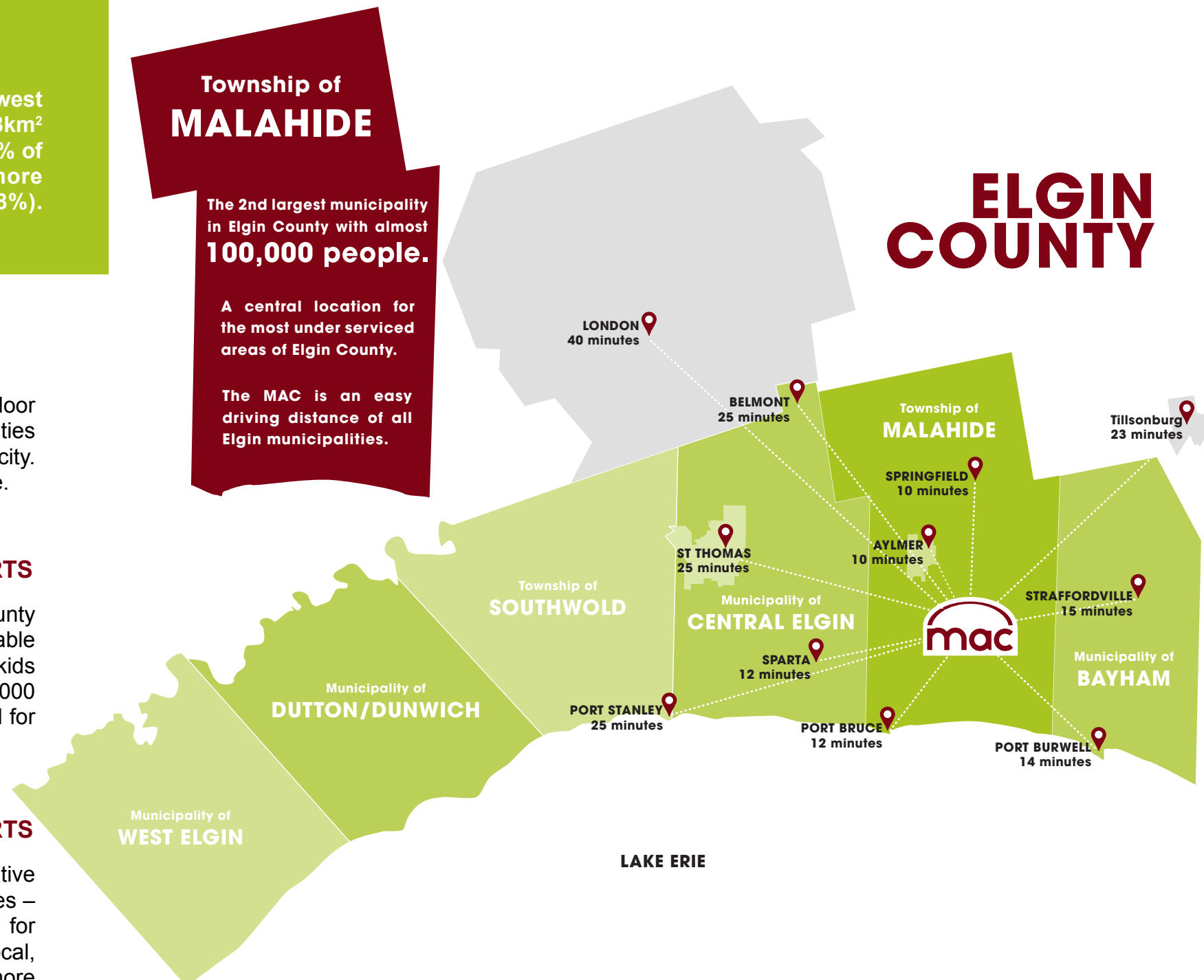
Recreational player registrations in Elgin County demonstrates there is great demand for affordable sport programs with approximately 1,500 kids involved in county-wide football programs; 2,000 players registered for basketball, 1,200 registered for baseball; 2,500 for soccer and 300 for volleyball.

> UNDER-RESOURCED COMPETITIVE SPORTS

Youth in Elgin County struggle to access competitive teams as training is consistently in London facilities – a geographical, financial and logistical barrier for many families. The MAC will provide a local, affordable, year-round space for training, giving more youth the chance to succeed at competitive sports.

> UNDER-SERVED ADULT SPORTS

There is also enormous demand for facilities for adult sports leagues and spaces for seniors to enjoy year-round activity. The county has a larger aging adult population (20.4%) than the Ontario average (18.5%)³. In addition, while physical activity for youth dropped as a result of the pandemic, weekly physical activity among all adults over the age of 50 significantly increased.⁴



"I remember the day I walked across the street from our Canadian Tire store to our storage facilities in the former Imperial Tobacco Warehouse. It's an old, dark building. It's gloomy. It's kind of eerie. As I walked up the stairs I could hear "thump, thump, thump" and...voices. All of a sudden I could see a bunch of kids playing baseball. They had nets set up, a pitching machine, and I could see their parents watching. I said, "what are you doing here?!" They said "this is where we practice. There is no other indoor place in town we can play."

– Paul Leeking, Associate Dealer, Canadian Tire, Aylmer

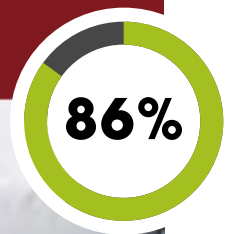
THE NEED: THE HEALTH OF OUR YOUTH



Post-pandemic, report after report indicates children and youth are in crisis. There is a link between the increase in the average Canadian youth's screen time, the decrease in youth physical activity and the increase of youth mental health issues.

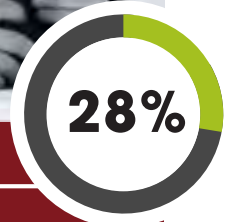
ONE in FIVE Canadian youth experience mental health challenges.⁵

- > Suicide is the second most common cause of death among Canadian young people aged 15-24 after accidents.⁶
- > In 2019, suicide among Canadian youth aged 15-19 was among the highest rates reported by countries in the Organization for Economic Cooperation and Development (OECD).⁷



86% of Ontario youth use social media daily.⁸

- > 35% of Ontario high schoolers spend five hours or more daily on electronic devices in their free time.⁹
- > The average North American child spends 2,778 hours per year in front of a screen.¹⁰
- > One in eight users report feeling anxious, depressed, frustrated, or envious of the lives of others as a result of social media.¹¹

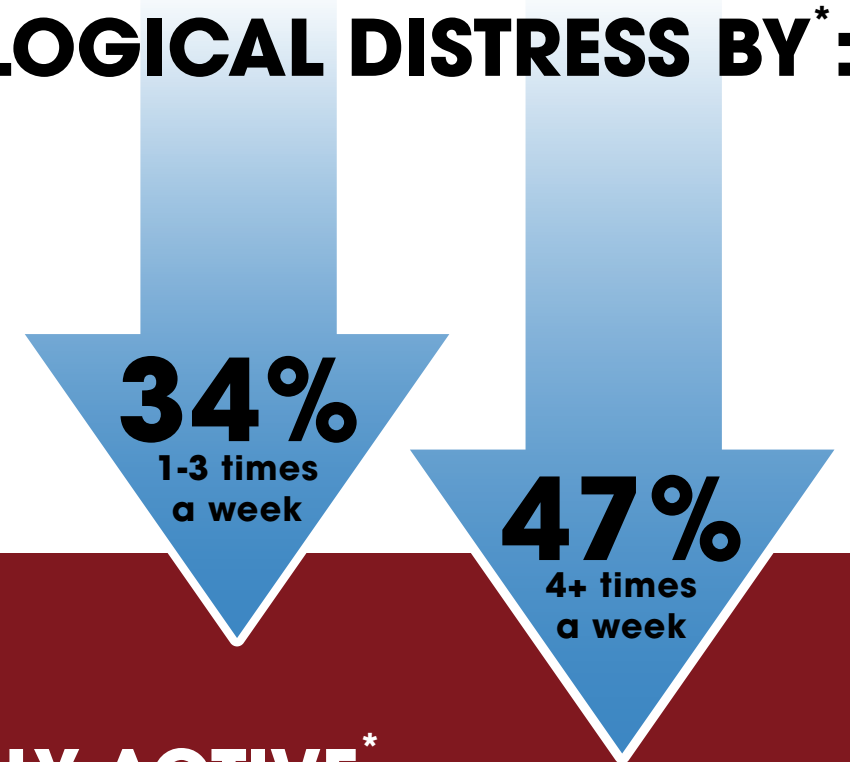


Only 28% of kids in Canada aged 5 - 17 are meeting national physical activity guidelines, a drop in 11% from 2021.¹²

- > Canadian youth of all ages, sexes and socio-demographics are getting two hours less physical activity per week compared to pre-pandemic levels.¹³
- > Mental and physical health are linked. People with a long-term physical health condition such as chronic pain are much more likely to also experience mood disorders.¹⁴

“ I have young kids. **THERE ARE SO MANY COMPETITORS FOR THEIR ATTENTION.** They have phones. They are anxious. There's not much for them to do here. It's our responsibility to give them something that will help build their characters and build community.
- Michael Dyck, local resident and parent ”

PLAYING SPORT REDUCES PSYCHOLOGICAL DISTRESS BY* :



BEING PHYSICALLY ACTIVE*

- 1. PROTECTS** against mental health problems.
- 2. DECREASES** depression in older adults.
- 3. REDUCES** the symptoms of post natal depression.
- 4. EFFECTIVE** as medication for mild to moderate anxiety and depression.
- 5. IMPROVES** self-esteem and cognitive function in young people.



*From: The Department of Local Government, Sport and Cultural Industries, Western Australia

“Sport and non-sport organized activities may offer opportunities for children and adolescents to develop relationships, engage in activities that increase their confidence, competence, character, caring and connectedness. Consequentially it is hypothesized that they are at lower risk for academic, psychological, social and behavioral problems.”

- "Impact of organized activities on mental health in children and adolescents: An umbrella review", 2021, Mirte Boelens, Michel S. Smit, Hein Raat, Winchor M. Bramer and Wilma Jansen



LEGACY

THE NEED:

The communities of Elgin County had their beginnings in 1790 with the McKee Purchase Treaty between the Crown and the Wyandot, Anishinaabe and Mississauga Nations. This resulted in clearing for farming, and by 1810 many Scottish and English immigrants had moved in. Within forty years, the railway in St Thomas connected the area to hundreds of cities across Canada and the US.

After World War II, a wave of Dutch, Belgian, German and Hungarian settlers immigrated to the area attracted by the promise of work on farms. They built mills, hotels, and stores.

In the 1960's, Mexican Mennonites who had fled Canada when conscription was introduced during the first world war, returned, and settled in East Elgin because of agricultural opportunities. They created more schools, built successful businesses and provided jobs for thousands of others.

& RESPONSIBILITY

Every generation in Elgin County has worked hard to build their community.

The MAC is a chance for this generation to roll up their sleeves, take up the torch, and build the facilities children and youth need to be healthy, confident and contributing adults.

“

We have become so focused on building our own worlds we have forgotten about building the world we all share. In stepping away from our responsibility, we have unknowingly removed the glue that will hold us together and keep our children safe. **IT'S OUR RESPONSIBILITY TO BUILD COMMUNITY.** We shouldn't wait for someone else to do it.

- Patrick Stanat, Pastor, Mount Salem Community Church

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THE SOLUTION: A SUSTAINABLE SPORT & RECREATION HUB



Building the MAC is about **strengthening community** through sports & recreation.

It's so much more than just sports. It's about creating a community hub where people of all ages and from all walks of life can find the inspiring connections they will need to participate in a hopeful future.

Accordingly, the MAC has been designed as a not-for-profit business with the **goal of maximum usage and minimum expense** to individuals.

WHAT SETS THIS PROJECT APART?

The business plan anticipates a highly used, **100% financially sustainable** and profitable facility from the first year of operation:

80% OCCUPANCY RATE THROUGH EXISTING SPORTS LEAGUES & PROGRAMS.

SERVING **1000 KIDS** IN 10 WEEKS OF LOW-COST SUMMER CAMPS.

HELPING GROW CURRENT PROGRAMS AND BRINGING **NEW OPPORTUNITIES.**

ANNUAL **SPONSORSHIPS** FROM MUNICIPAL, CORPORATE AND MULTI-NATIONAL ORGANIZATIONS.

ALL PROFITS ABOVE COSTS WILL BE CHANNELED DIRECTLY **BACK INTO COMMUNITY** RECREATIONAL DEVELOPMENT SUCH AS BUILDING NEW SPORTING PROGRAMS, PARK REFURBISHMENT PROJECTS ETC.

JOIN US! HELP FUND THE MAC

A \$7.5 million fundraising campaign is a huge undertaking for a small community.

EVERY CONTRIBUTION IS A SIGNIFICANT ONE.

The driving forces behind the MAC are a passionate Board of Directors, community leaders, volunteer coaches, local business owners and involved parents. They work in Elgin County, live in Elgin County, volunteer in Elgin County and are raising their families in Elgin County. Their commitment to the vision for MAC stems from their combined decades of organizing and coaching minor sports in the county.

The MAC Board has been guiding the background feasibility study, business plan, as well as the project location, design, and construction process since 2020. They have received municipal support as well as broad support from local minor sporting associations.

A Campaign Cabinet made up of community members is now seeking to grow project support from private, corporate and governmental donors nationwide.



WAYS YOU CAN ENGAGE:

There are many ways to participate and the MAC team welcomes gifts of all sizes.

CORPORATE DONOR OPPORTUNITIES

Your corporation or business may value opportunities to purchase naming rights of different parts of the facility. This can be through one-time cash gifts or pledged gifts – a commitment to a series of payments - over a two or three year period. We are proud to recognize the generosity of supporters.

NAMING SPONSORSHIP OPPORTUNITIES

ONE	>	\$1,000,000	The Dome
TWO	>>	\$550,000	Pitch 1, Pitch 2
FIVE	>>>>	\$250,000	Fieldhouse, Kitchen, Court 1, Court 2, Court 3
FIVE	>>>>	\$100,000	Dance Studio, Atrium, Courtyard Changeroom 1, Changeroom 2
PLUS			Many more sponsorship opportunities from \$2,500

The Canada Revenue Agency provides tax credits against donations which can considerably reduce the final 'cost' of your charitable gift. (Provincial tax credits may vary.) This chart provides some examples based on a 47% Ontario tax credit.



Total Gift	Tax Credit based on 47%	Actual Cost of Total Gift
\$1,000,000	\$470,000	\$530,000
\$500,000	\$235,000	\$265,000
\$250,000	\$117,500	\$132,500
\$100,000	\$47,000	\$53,000
\$50,000	\$23,500	\$26,500
\$10,000	\$4,700	\$5,300
\$1,000	\$470	\$530

A detailed proposal for you, your Foundation or Corporation can be prepared at your request. Meetings and presentations can be scheduled at your convenience.

COMMUNITY DONOR OPPORTUNITIES

DONATE TODAY!

Join us by donating a one-time gift, a monthly donation or a multi-year pledge. All donations, no matter the size, are tax receiptable.

LEGACY GIFTS

You may wish to use this occasion to honour your family's legacy in Elgin County or perhaps to celebrate a loved one. There are opportunities for naming rights for everything from scoreboards to locker rooms.

GIFTS IN KIND

You or your company may wish to participate by funding practical items such as landscaping, concrete, framing, electricals, flooring, siding or sports equipment to name a few.

GIFTS IN STOCKS OR SECURITIES

These provide increased tax benefits to you over and above the 47% Ontario tax credit.

#team1000

A VISION FOR 1,000

COMMITMENTS OF \$1,000

TO RAISE \$1,000,000 TO HELP BUILD THE MAC!

Sign up your family, local sport team, club, church or business. Encourage your neighbors, fellow business owners and employees to join you. The MAC represents building community even as a facility is being built for the community. You can commit to a one time gift or contribute \$27.78 per month over three years.

HOW TO GIVE:

The MAC has teamed up with 'GiveWise Foundation Canada', a registered Canadian charity to make it easy for you to give and receive a charitable tax receipt.

GiveWise is an online charitable giving platform created to help you give track and manage donations from one app. Make a gift to the MAC online and GiveWise will process your donation on behalf of the MAC. You will immediately receive a Tax Receipt.

GiveWise also accepts cheques, e-transfers, bank transfers and gifts of securities.

However you decide to engage, you can be assured your tax-deductible gift of any size will be invested into making the MAC a game-changing community hub for sports and recreation for all ages.



Registered Charity #70103 2526 RR0001

KNOCK IT OUT OF THE PARK: LET'S BUILD THE MAC!



The Malahide Athletic Centre
Email: malahideathleticcentre@gmail.com

MALAHIDEATHLETICCENTRE.COM





“

I wouldn't be where I am today, living my dream as a professional wrestler, if it wasn't for the sports I played as a young boy in Malahide Township. I can't imagine having a facility like the Malahide Athletic Centre when I was a kid. I know the building of this centre will allow more kids in the area to get involved in athletics and that it will change these kids' lives for the better.

– Chris Gray (professionally known as pro wrestler Cody Deaner)

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Malahide Athletic Centre



malahide_athletic_centre



www.malahideathleticcentre.com

Footnotes:

¹All donations are receiptable.

²Statistics Canada, 2021 Census

³ibid.

⁴Statistics Canada, "The Unequal impact of the Covid-19 pandemic on the physical activity of Canadians", Rachel C. Colley and Jenny Watt, May 2022

⁵The Health of Canadian Youth: Findings from the health behaviour in school-aged children study", Government of Canada, Canada.ca, 2020

⁶Statistics Canada.gc.ca "Suicide in Canada: Key statistics

⁷<https://hillnotes.ca/2022/11/17/youth-and-mental-health-in-canada/>

⁸Statistics Canada.gc.ca. <https://www150.statcan.gc.ca/n1/pub/36-28-0001/2021003/article/00004-eng.htm>

⁹Statistics Canada.gc.ca.

¹⁰"The Big Book of Nature", Drew Monkman

¹¹Statistics Canada.gc.ca.

¹²Participation, 2022 Children and Youth Physical Activity Report

¹³Statistics Canada, "The Unequal impact of the Covid-19 pandemic on the physical activity of Canadians", Rachel C. Colley and Jenny Watt, May 2022

¹⁴Canadian Association of Mental Health; <https://www.camh.ca/en/driving-change/the-crisis-is-real/mental-health-statistics#:~:text=In%20any%20given%20year%2C%201,Canadians%20experiences%20a%20mental%20illness.>