



Major
Fundraising
Campaign
2018 | 2023

Questions and Answers

01 What is MIFO?

Mouvement d'implication francophone d'Orléans, or MIFO, is a multidisciplinary centre offering a variety of services in French in the areas of the arts, culture and community. MIFO is also the main presenter of Francophone performances at the Shenkman Arts Centre. For 40 years, MIFO has been showcasing Francophone culture and promoting the cultural expression of the Orléans community.

02 What are MIFO's priorities over the next 5 years?

Priority 1 - Modernization of spaces

Build, inhabit and bring to life a new centre to promote the vitality of MIFO and its community.

Priority 2 - Active in its community

Provide a dynamic presence within the community.

Priority 3 - Engaged teens

Offer Francophone teens the opportunity to imagine, create and contribute to the community.

03 What is the Actor in the Movement Major Fundraising Campaign?

The Actor in the Movement Major Fundraising Campaign is aimed at raising \$1.3M from individual, corporate and private foundation donations, which will then be invested into the construction of the new MIFO multidisciplinary centre.

04 Why is MIFO undertaking this construction project at this point in time?

Reflecting the vitality of the community it serves, the MIFO operating budget has increased by 50% in five years. Inaugurated in 1985, the current building no longer offers spaces and tools to adequately meet the needs of the thousands of users, volunteers and employees of the organization.

This visionary project towards which MIFO is working is the result of thoughtful reflection that began in 2011. Once completed, it will provide Francophones and Francophiles of Orléans with new spaces that are at the height of their aspirations.

05 Who can take part in the fundraising campaign?

In addition to the contributions of members of the MIFO Campaign Cabinet, Honorary Committee, Board of Directors and staff, we are also seeking the support of all our friends, members, subscribers, partners, companies and business people, private foundations, religious communities and any other person who would like to support the leadership of an entire community.

06 What is the schedule and what are the planned stages of the project?

- Major fundraising campaign launch: **November 2019**
- Construction work starts: **summer 2021**
- Delivery and launch: **spring 2023**

Questions
and answers

07 What are the different levels of government contributing?

The construction project requires an investment of **24,7 million dollars**, broken down as follows:

- **Gouvernement of Canada – \$11,98M**
- **Gouvernement of Ontario – \$8.24M**
- **City of Ottawa – \$2M**
City Council has pre-approved the amount of \$529,000 under the Community Partnership Major Capital Program – Preliminary Partnership Proposal for the construction of a gymnasium.
- **MIFO – \$2.5M**
with \$1.2M already confirmed through the organization’s reserve fund.

08 Why is the community contribution so important?

Mobilizing the community around this project is aimed at raising \$1.3M through the Actor in Movement Major Fundraising Campaign. This amount is required for the construction of the new MIFO.

MIFO’s future looks promising, with many unifying and exciting events, and we hope that everyone will take part, as thousands of people who were passionate about their culture, language and community were in the past.

09 Will MIFO programming be affected during major construction work?

The aim is for us to maintain our regular programming in the current MIFO building without interruption. MIFO will work with different partners to resolve parking challenges caused by the work.

Several MIFO services and programs such as daycare, camps, performances and movies will be offered in other places; they will therefore not be affected.

Complete programming can be viewed at MIFO.ca.

10 What will happen to the current MIFO building?

The future of MIFO depends on its ability to adequately meet the needs of a growing community, notably with more modern spaces and facilities

meeting the latest health, safety and accessibility standards.

Located at 6600 Carrière Street, in Orléans, the current building will remain open until the inauguration of the new MIFO building that is scheduled for 2023. The new building will be built at the location of the current parking lot. The 1985 building will then be demolished to accommodate new parking spaces.

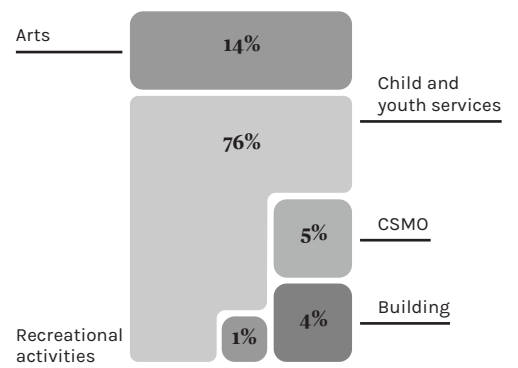
We will always be grateful to the builders of the centre who made some of the greatest achievements of our community possible, and for this reason, some elements of the 1985 building will be integrated into the new building.

11 While this project is underway, how will MIFO finance its day-to-day operations?

75% of MIFO revenues are self-generated. However, we will continue to actively pursue subsidies to support existing programs and create new ones.

Revenue distribution by sector:

- **Children and youth services** – preschool and afterschool services, camps and professional development days.
- **Arts** – performances, movies, art gallery and music school.
- **CSMO** – programming for retirees offered during the day.
- **Recreational activities** – programming for children, teens and adults
- **Building** – room and bar rental



12 How will my donation be recognized or advertised?

Unless we hear otherwise from you (anonymous donation), your contribution will be highlighted in a variety of different ways to achieve the greatest influence throughout the MIFO community, based on the recognition policies in place for the Actor in Movement Campaign.

Please read the recognition plan included or contact the Campaign Office for further information by email at dons@mifo.ca or by phone at 613 830-6436 ext. 235.

13 Can donors pay their donation over several years?

Yes, donors can make regular payments over 5 years.

14 Will my donation be tax deductible?

All donations of \$25 and over receive a tax receipt. MIFO is a registered charity – registration N°129956264 RR0001.