

**Yee Hong Capital Campaign – Talking Points**

Updated on January 8, 2021

**Suggested Short script – Please feel free to revise according to purpose and audience**English

Canada's population is aging rapidly, we now have more than 6 million seniors over the age of 65. In Ontario, about 40,000 are waiting for a long-term care bed. Over 6,000 of them are in need of Yee Hong's culturally and linguistically appropriate geriatric care. Unfortunately, the wait time for a Yee Hong bed can be as long as 10 years. To tackle this urgent problem, Yee Hong will build three new centres, adding 800 more beds, doubling the current capacity. Our first step is to raise about \$80 million to get started. The estimated construction cost of the three new centres is \$300 million. This is not a small amount to raise, but no support is too small. Every dollar counts. Please give generously. Thank you.

Traditional Chinese/Cantonese

加拿大人口急劇老化，現在已經有超過 600 萬 65 歲以上的長者，在安省有約 40,000 長者等待進入長期護理院，其中超過 6,000 人在等候頤康的切合文化和語言的服務。可是，輪候頤康的長期護理床位可以等上十年。因此，頤康正計劃儘快興建三家新的中心，多加 800 個床位，以解決迫在眉睫的長者護理問題。此舉，能讓頤康的長期護理床位增倍。籌集 8,000 萬的啟動資金是我們計劃的第一步，而三家新中心的興建費用大概是 3 億。雖然這個籌款目標是很龐大，但是我們深信集腋成裘，每一分一毫都能讓我們離目標走得更近。希望您能慷慨解囊，捐款支持我們，感謝！

Simplified Chinese/Mandarin

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**Details for Reference****What are the challenges facing us?**

1. Canada's population is rapidly ageing

Year	Senior 65+ population	Representing % of Canadian total population
2016	6 million <ul style="list-style-type: none"> <li>• To increase 3.5 million in 14 years</li> <li>• That is, about 250,000 every year</li> </ul>	16.7%
2030	9.5 million	23%
Now	10,000 centenarians (age 100+) in Canada	

2. Long wait list in Ontario: 40,000 Canadian are waiting for long-term care beds currently
3. Long wait list at Yee Hong: Over 6,000 people are waiting for Yee Hong's beds
4. Long wait time at Yee Hong: It can be as long as 10 years (vs. 152 days of provincial average)

**What is Yee Hong's solution of the problems?**

1. To build 3 more centres, adding 800 long-term care beds, doubling the service capacity

We have currently	To Add	We will have
4 centres	3 centres	7 centres
805 beds	800 beds	1,605 beds

2. To work with various ethnic organizations at the 3 new centres, expanding the multi-cultural coverage

New centre location	No. of bed to add	Ethnic organization to work with
Scarborough	224	Social Services Network, serving South Asian community
Mississauga	320	Indus Community Services, serving South Asian community
Markham	256	In discussion with the Vietnamese community.

**How will your giving/donation impact the community?**

1. Significantly cut the wait time for Yee Hong's long-term care beds
2. Increase employment opportunity by adding more than 1,000 job working at the new centres
3. Benefit the economy by adding \$150 million annual budget
4. Your generosity will affect and inspire people in the large multicultural communities:

Ethnicity	Population in Ontario	Representing % of the ethnic population in Canada
Chinese	849,345	48%
South Asian	1,182,845	60%
Vietnamese	107,640	45%

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### **What does Yee Hong need?**

1. \$300 million construction cost for 3 new centres
2. To raise initial fund of \$80 million to kick start the project

### **What are the benefits of giving?**

1. Tax benefits
  - a. Personal giving: Enjoy tax credit
    - i. First \$200 donation, get 23% tax credit\*
    - ii. Donation above \$200, get 47% tax credit\*
    - iii. If annual income is above \$214,000, get 51% tax credit\* on partial income
  - \* Please consult account professional for details
  - b. Corporate giving:
    - i. Reduce taxable income
    - ii. Get tax free dividend for private corporation
2. As a major gift donor (with donation more of \$25,000 or more), you will get name recognition in our new centres.

### **How can you help?**

1. Donate cash
  - a. Monthly
  - b. Yearly
  - c. One time
2. Different ways to give:
  - a. Cash – Instalment can be arranged
  - b. Legacy
  - c. In-kind, e.g. securities, real estate, and artwork, etc.
  - d. Registered saving plan – TFSA, RRSP, RRIF
  - e. Life insurance

### **About Yee Hong**

1. Largest non-profit senior care organization in Canada
  - a. Provides culturally and linguistically-appropriate care to seniors of different ethnic backgrounds - Chinese, South Asian, Japanese, Vietnamese, Korean and Filipino.
  - b. Serves 26,000 individuals annually, including seniors and their family members.
  - c. 1,300 staff and 3,000 volunteers
  - d. 805 long-term care beds in four centres across the GTA.
  - e. Provide a full spectrum of care to seniors, including long-term care, medical centre and clinics, palliative care, home care, and community-based support services.
2. Global reputation for quality of care
  - a. Awarded “Accreditation with Exemplary Standing” by Accreditation Canada for 2016-2020, the highest recognition for commitment to quality and excellence.
  - b. Recognized among Canada’s Most Admired Corporate Cultures™ by Waterstone Human Capital.
  - c. Trusted by all levels of government as a model in senior care.
  - d. Visited and studied as a global role model in the industry.

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**To learn more about the Capital Campaign**

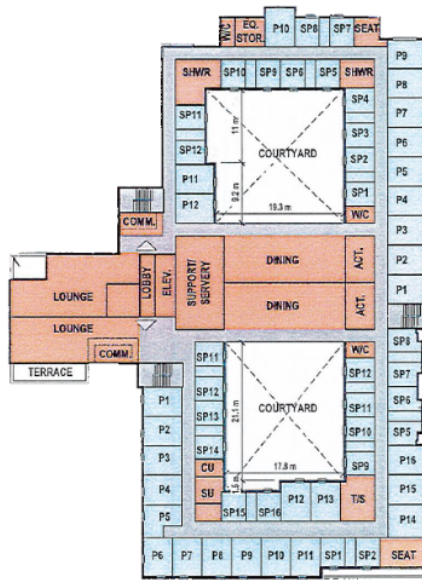
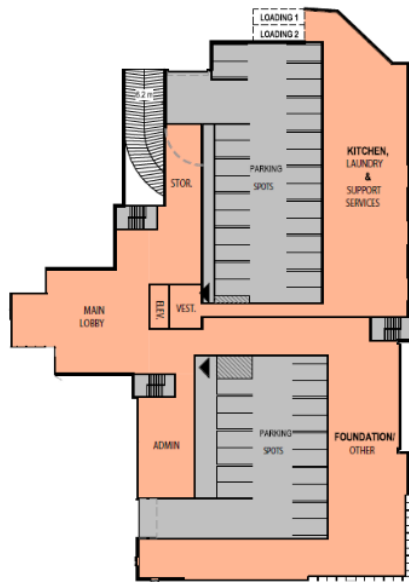
- Contact Yee Hong Community Wellness Foundation
- Phone: 416-321-0777
- Email: [foundation@yeehong.com](mailto:foundation@yeehong.com)

**Donation Link:** <https://www.yeehong.com/donation-form/>

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**Appendix – Naming Opportunity at the new Finch Centre**



**NAMING OPPORTUNITIES**

Long-Term Care Centre (Reserved)	\$5 million
Nursing Home	\$2 million
North Building	\$700,000
South Building	\$800,000
North Wing (each floor)	\$100,000
South Wing (each floor)	\$120,000
Central Lobby on G/F (Reserved)	\$600,000
North Courtyard	\$350,000
South Courtyard	\$350,000
Elevator Lobby-Main floor (Reserved)	\$120,000
Elevator Lobby (each floor)	\$60,000
Lounge/Activity Centre (each floor)	\$100,000
Dining Room (each floor)	\$100,000
Lounge for Residents (each floor)	\$40,000
Resident Room	\$25,000
Foundation Office (Reserved)	\$250,000
Administration Office (Reserved)	\$200,000