



Help Us Improve  
**Primary Care**  
In Our Community



# Helping Hearts Campaign

SPONSORSHIP and DONOR INFORMATION



# WESTSHORE

Primary Care Society

BC Society #S0074222  
Charity Registration #79276 6545 RR0001



**Web:**

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



**Address :**

120 - 27 Helmcken Road Victoria, BC V8Z 5G5

## OUR MISSION AND HOW YOU CAN HELP

The **Westshore Primary Care Society (WPCS)** is a registered charity working to improve access to Primary Care for the people of Colwood, Esquimalt, Highlands, Langford, Metchosin, and View Royal by:

- **Facilitating the transition of existing private clinics to not-for-profit clinics** operated by the WPCS, freeing medical personnel to focus on patients while our community non-profit handles management and administration;
- **Developing a recruitment strategy to attract Primary Care Practitioners to Esquimalt and the West Shore;**
- **Creating new family healthcare clinics** to serve our growing population; and
- **Working with community partners to deliver much-needed Primary Care capacity through the development of innovative new capital projects.**

Our **Helping Hearts Campaign** is raising funds to help transition existing clinics to our not-for-profit model, and at least two clinics have been confirmed at this time, with a third expected to begin the process shortly. These are clinics looking at closing their doors as a result of retirements or other life changes of the physicians who own the practice, leaving more people at risk of losing their Family Doctor unless a solution is found.

By transitioning clinics which would otherwise be closing, we are helping to stabilize Primary Care services for the people of our community, as we simultaneously work to recruit fresh personnel to build further capacity and connect more community members with a Primary Care team.

Access to community-based Primary Care is a vital part of a healthy and sustainable community. Your financial support of the Westshore Primary Care Society could be a great values-aligned fit for you or your organization. Please consider the donor/corporate sponsorship opportunities outlined here, and if you have other ideas which could help advance our work, we'd love to hear them, too!

Join us as we work to improve Primary Care access for the people of Colwood, Esquimalt, Highlands, Langford, Metchosin, and View Royal.

**Dr. Spencer Cleave (he/him)**  
Chairperson

**Alyssa Andres (she/her)**  
Executive Director

## TERRITORIAL ACKNOWLEDGEMENT

We acknowledge and thank the Lkwungen Peoples, also known as the Songhees and Esquimalt First Nations communities, and the Schian'exw Peoples (Beecher Bay) for the space that we occupy and for allowing us to provide services in their traditional territories.

## SPONSORSHIP LEVELS & BENEFITS

Join our **Helping Hearts Campaign** and show your corporate support for **Primary Care** and its vital role in building healthy and sustainable communities.

SPONSOR BENEFIT	FRIEND	SUPPORTER	BUILDER	VISIONARY
Your organization featured on the Westshore Primary Care Society website (logo and 50-100 word company description hyper-linked to your website from <a href="http://wpcs.ca">wpcs.ca</a> ) for one year; and your logo with hyper-linked company name in the society e-newsletter for one year.	✓ 50 words	✓ 100 words	✓ 100 words	✓ 100 words
Window decal (6" x 6" or 15.24cm x 15.24cm) to show the public your support of the West Shore Primary Care Society and our shared work to build a healthy community (WPCS heart logo indicating your organization's level of sponsorship; see sample below).	✓	✓	✓	✓
Your organization featured in Westshore Primary Care Society social media stories made over a one year period (Facebook and Instagram).		✓ 1 story	✓ 4 stories	✓ 6 stories
Tribute signage prominently displayed in clinic exam room for one year - "This examination room is generously sponsored by company name, logo, and QR code"			✓	
Tribute signage prominently displayed in clinic waiting room - "This clinic is staffed with personnel recruited with the help of company name, logo, and QR code"				✓
Thank you ad highlighting your support in the local media		✓ Company Name	✓ Company Logo	✓ Company Logo
Tribute signage prominently displayed during Westshore Primary Care Society community outreach events/activities - "Gratitude for the generous sponsorship of the following local organizations: company name, logo, and QR code"		✓ Company Name	✓ Company Logo	✓ Company Logo
<b>Total Sponsorship Cost</b>	<b>\$1000</b>	<b>\$3000</b>	<b>\$10,000</b>	<b>\$35,000</b>

**Please Note: For legal reasons, Westshore Primary Care Society cannot promise to attach donations to a specific family physician.**

Each of our sponsors will receive a window decal like this one to show members of the public their level support, as well as a letter of thanks, and an Official Receipt.



## OTHER WAYS TO GIVE

### Plan Your Gift - Leave a Legacy

If you are like us, you have a love for the community you live in and the family, friends and neighbours you share your life with. You want them to enjoy the important quality of life benefits of having reliable access to a Family Doctor and Primary Care services and be well cared for in the years to come.

**A Legacy or Planned Gift** to the Westshore Primary Care Society left in your will is a gift to your loved ones and other residents in the community. It is a promise to provide support and services for their health and wellness, and improved quality of life for generations to come. You can be confident that long after you have passed, your thoughtfulness will remain a legacy through the long-lasting help you provided to our shared community.

Perhaps you can't manage a significant gift at this time, but you can plan a gift that will make a great difference to many people's lives in the future. In addition, there are considerable tax benefits to making a Legacy gift. We recommend that you discuss options with your financial advisor, lawyer and/or tax accountant.

**Bequests** - Advise your lawyer that you wish to add a codicil to your will indicating a dollar amount or percentage of your estate be designated for the Westshore Primary Care Society (Charity Registration #79276 6545 RR0001). You can designate a specific WPCS fundraising campaign that you would like to support, or indicate your legacy gift is to be used where needed the most.

**Gifts in Kind/Securities** - You can leave a "Gift in Kind" in your will (such as a car, house, securities, works of art or jewelry), to

be sold at market value by the Society. Your estate will receive a charitable tax receipt to offset estate taxes.

**Gifts of Life Insurance** - By making the Westshore Primary Care Society a beneficiary of your life insurance policy, you can leave a sizable gift and benefit tax-wise. Annual insurance premium payments are tax-deductible.

### Monthly Giving - Making it Easier to Help

Giving monthly or setting up bi-weekly payroll contributions is an easy way to support our efforts and allows you to spread your donations out during the year to provide a steady source of funding towards quality community Primary Care.

### Tribute Giving

Pay tribute to a loved one, honour a member of our healthcare team, or celebrate a special occasion with a donation in someone's name.

### Community Fundraisers

Host or donate to a community fundraiser where the proceeds are earmarked for the Westshore Primary Care Society to support Primary Care services while supporting great events that are planned and executed by other generous individuals and groups in our community.

### Questions? | More Information?

Alyssa Andres *Executive Director*  
[westshorepcsociety@gmail.com](mailto:westshorepcsociety@gmail.com)

1 (250) 216-3066

## SPONSOR AND DONOR BILL OF RIGHTS

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the public, and that donors, sponsors, and prospective donors can have full confidence in the non-profit organizations and causes they are asked to support, the Westshore Primary Care Society declares that all sponsors and donors have these rights:

1. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgment and recognition of the sponsorship/donation.
6. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a sponsorship/donating and to receive prompt, truthful and forthright answers.







# SPONSORSHIP 2023/2024

WESTSHORE  
Primary Care Society