



SPONSORSHIP PACKAGE

Background

Moffat Creek Public School opened in September 2012. It currently has a population of 654 students from JK to Grade 8. The on-site YMCA Daycare hosts pre-school children as well as before and after school care and summer day camps. Soccer families and neighbours also make use of the school grounds whether by way of the on-site soccer fields or the asphalt pathways linking Highway 8 to Myers Road or the outdoor basketball courts.

The school building is spectacular as is the setting – a protected wetland area bordered by Highway 8 to the north and Myers Road to the south. The protected wetland is a ‘no go’ zone for our kids. However, it is an area of intense interest – classes have observed mallards, red winged black birds, Canada geese, garter snakes, cottontail rabbits, sparrows, chickadees, centipedes, snails, foxes, Great Blue herons, cardinals (our school mascot), frogs, squirrels, chipmunks, wooly bear caterpillars, monarch butterflies, red bellied salamanders and crickets.

Further, there is an absence of sun and wind protection both in the designated play fields and on the tarmac.



In the fall of 2013, a small group of parents formed a Playground Committee to begin the process of bringing a playground to our beautiful but vacant and often wet school yard. From the outset, these parents were focused on bringing a natural playground to our site in keeping with the beauty and learning opportunities that already exist. The Committee members attended Evergreen's Workshop Series led by Dennis Wendland. School staff were recruited to join our Committee – Principal Allan Mackay as well as teachers from each division. Dennis came to our school and conducted a Visioning session with classes representing primary, junior and intermediate divisions later that year and also met with staff to present the benefits of including rocks, trees and mulch in our plans.



Further, the Waterloo Region Shade Work Group of Waterloo Region, an alliance of the City of Cambridge, Region of Waterloo Public Health and Planning, Housing and Community Services departments and Evergreen, conducted a site audit of our location in order that deficits could be recognized, shade introduced in phases and results measured. The overall goal of the initiative is to increase shade coverage in public access spaces used during critical peak times by most vulnerable users.

Goals

The Playground Committee met to digest the results of the children’s visioning sessions. From the synthesized results, we formed these goals:

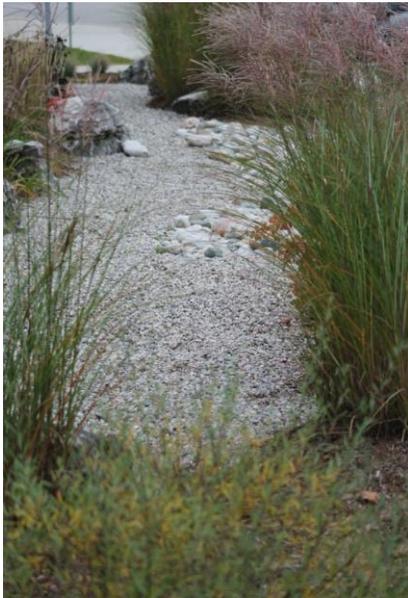
Goal 1: To transform the schoolyard into an interactive natural learning environment filled with options for inquiry-based study, native to our beautiful wetland location, while still maintaining wide open spaces for play and multi-use.



Goal 2: To provide protection from ultraviolet radiation through shaded areas for both active play and passive activity for children of all grade levels, for school staff and for members of the community while still keeping sight lines clear for staff supervision and visibility of students.

Goal 3: To provide play opportunity that would expand children’s imaginations, sense of adventure and ability to discern appropriate risk-taking in a safe environment.

Goal 4: To make fuller use of the lands we have by reducing “wetness” while still preserving existing grades and staying well back from designated protected areas.



Goal 5: To create four distinct areas of play and discovery (Integrated Play Area for grades 1 to 8; Full Day Kindergarten; Primary Area closer to the school & Nature Trail) in a phased approach as funds allow.

Goal 6: To inspire students to become environmental stewards and advocates.

Goal 7: To use local renewable or recycled low-maintenance resources with a long life-span as much as possible.

Goal 8: To involve the children, parents, staff and broader community in the realization of these goals. As stakeholders, they will care for, protect and maintain this community investment.

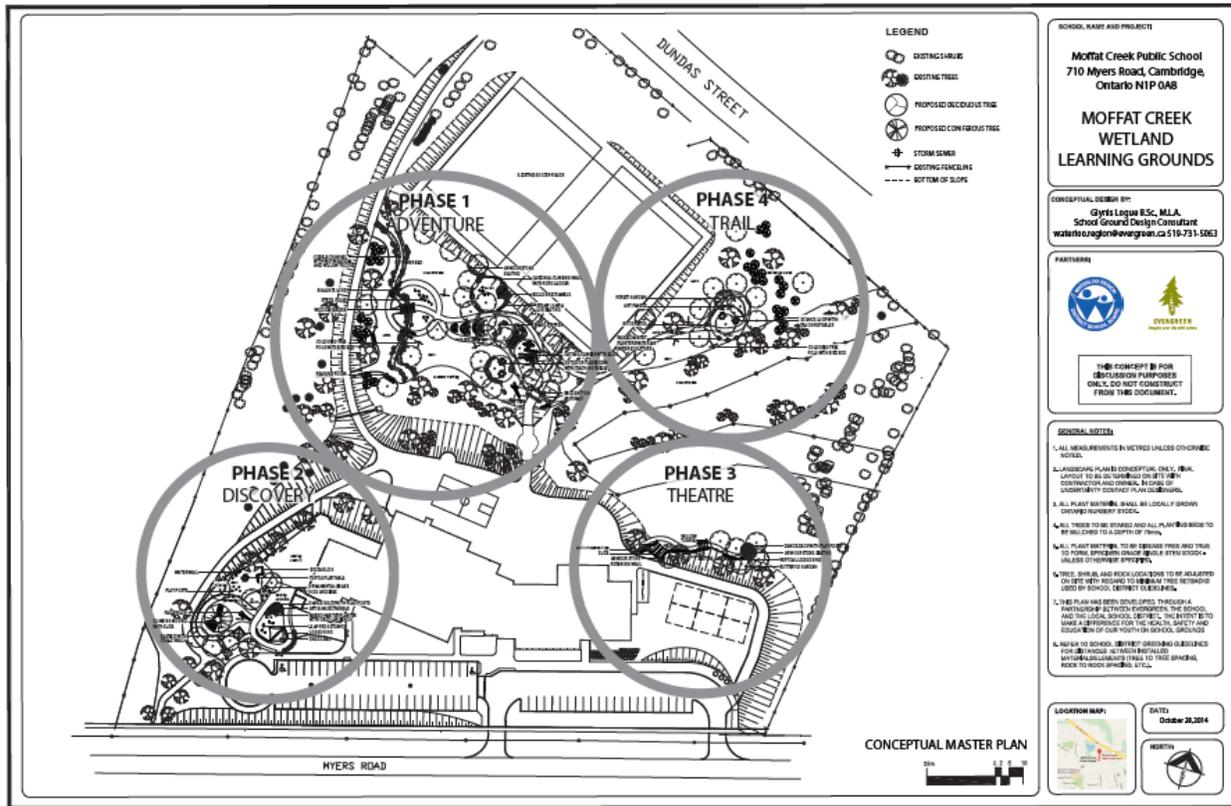
Conceptual Master Plan

Catering to our children’s natural curiosity, the Wetland Learning Grounds make the wetland accessible to the children in an engaging way. The Wetland Learning Grounds combine the elements of a natural playground with creative learning.

Our plans are founded on two key principles:

1. Professionally designed with a whole child education approach – providing a framework to support the development of children who are healthy, safe, engaged, supported and challenged.
2. Significantly greening the grounds – bringing nature into accessible and safe areas.

The Learning Grounds will comprise four physically separate spaces all under the Wetland theme.



The above illustration shows all four phases of the Learning Grounds.

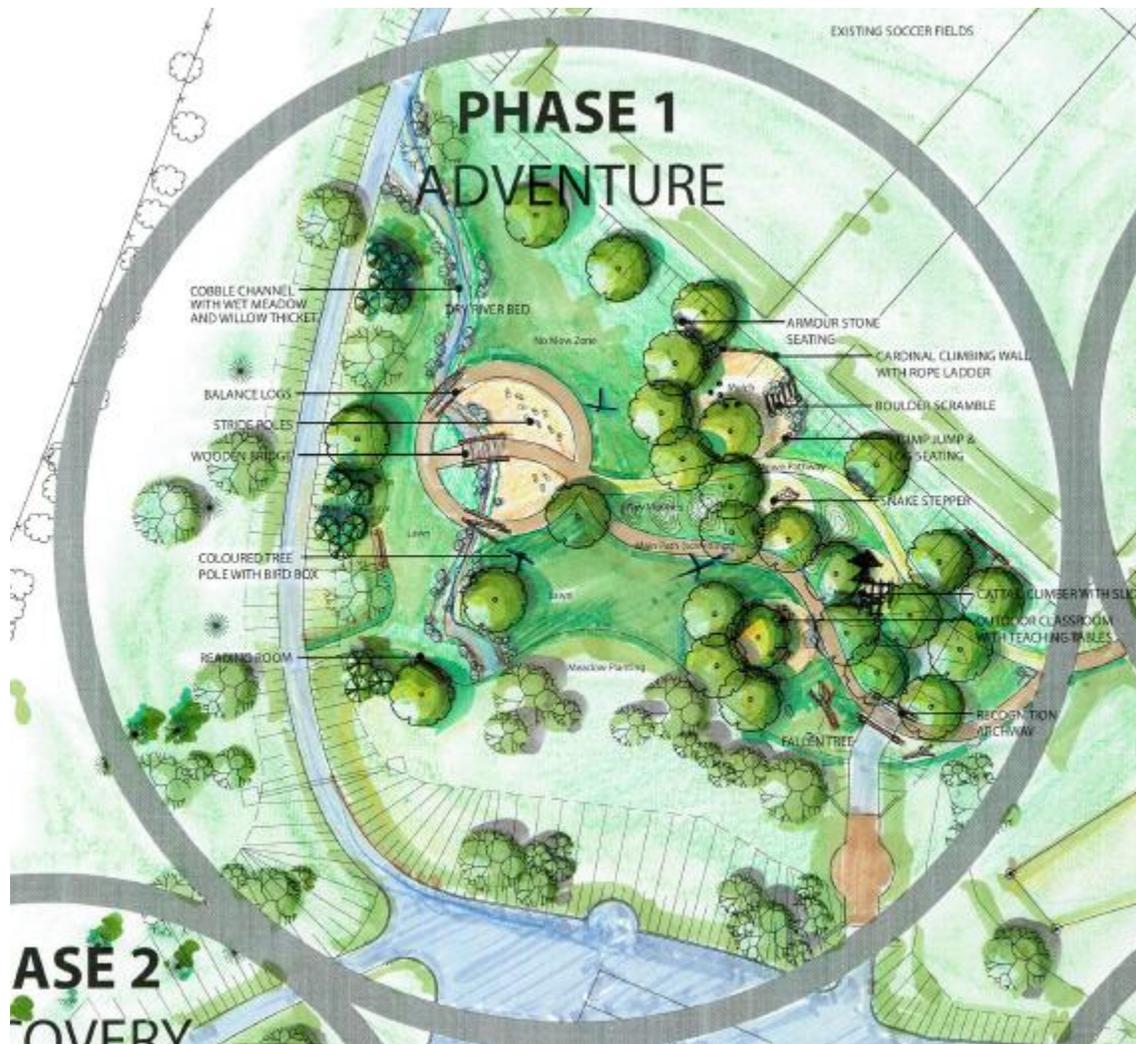
Phase 1: Moffat Creek Wetland Adventure



With an innate desire to care for nature, children will embrace the Wetland Adventure. Crossing the bridge over the protected wetland, mown pathways and shade trees will transport children to multiple activity centres where they can “be kids”! Primary children can explore the Cattail Climber while older children can test their skills with a Rock & Ropes Climbing Wall and Boulder Scramble. A dry riverbed with bridge and balance logs and wet meadow planting will provide ample opportunity to investigate or just hang out.

Throughout bird boxes which the kids will create will encourage wildlife to make this habitat their home. A shaded outdoor classroom will be the perfect backdrop for discovery and discussion.

Following is a rendered drawing of Phase 1: Adventure.

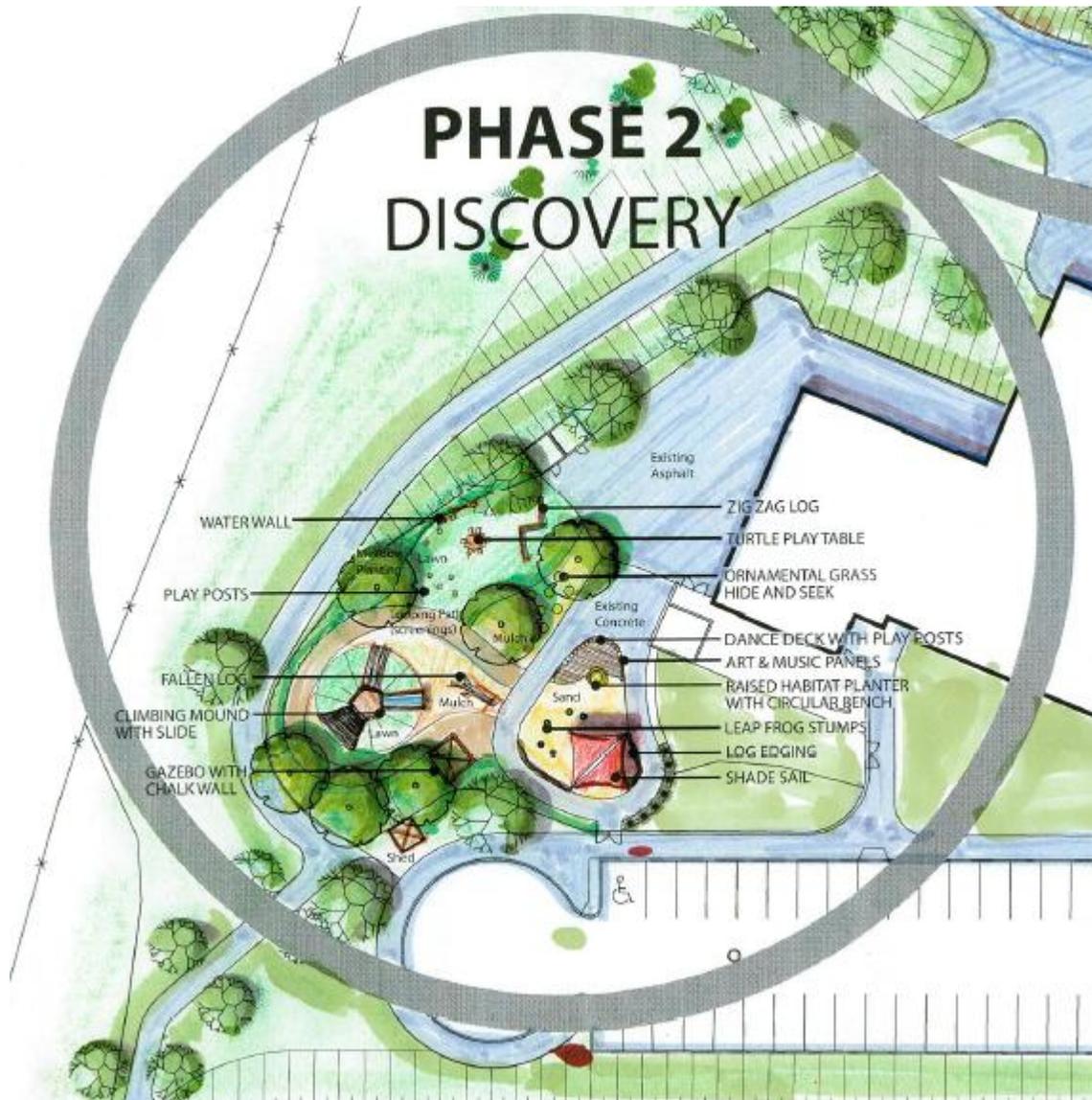


Phase 2: Moffat Creek Wetland Discovery



Although our youngest children do not have the freedom to explore beyond their fenced play yard, they are just as inquisitive so we will bring elements of the Wetland to them. A water wall, fallen logs, ornamental grass hide and seek, all with a meadow planting backdrop, will provide many play and learning opportunities. A variety of trees (planted October 2014) will provide much needed shade but also subject matter for science and numeracy skills.

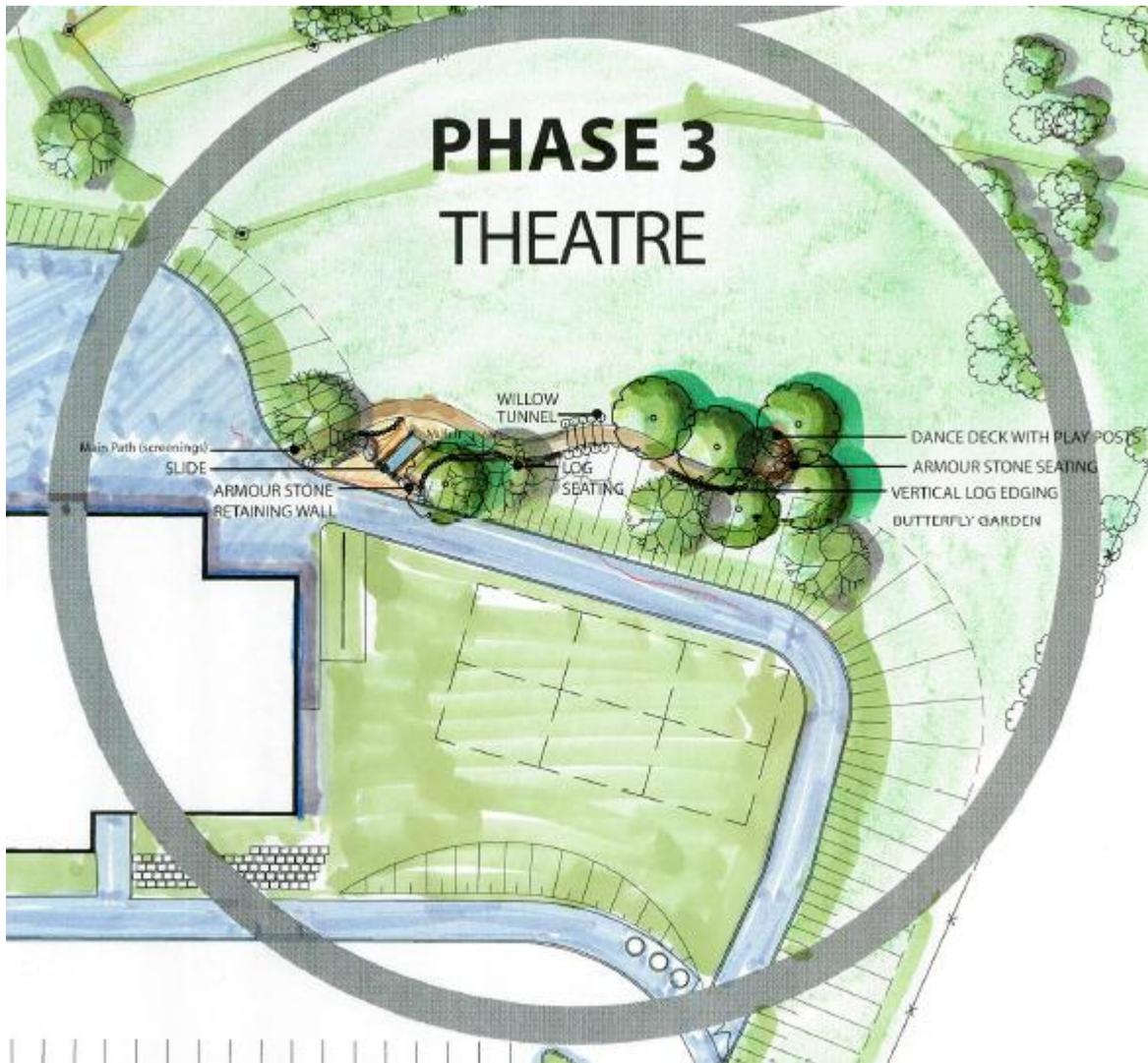
The rendered drawing that follows shows our new and improved Full Day Kindergarten (partnered with YMCA daycare) space.



Phase 3: Moffat Creek Wetland Theatre



What child doesn't want to be a star?! Children, particularly primary grade children, will have the chance to slide down the hill and run down the tree-lined path through the willow tunnel harvested from willows we will plant onsite. On the other side of the tunnel awaits their very own stage set amidst butterfly meadow plantings, the perfect inspiration for play acting and dance. Come, enjoy on our armour stone theatre seating.



Phase 4: Moffat Creek Wetland Trail



Completing the plan is a looping trail. This trail will be intensely planted to screen our children from the busy Highway 8 road and extreme winds. Both science and art teaching tables and panels will allow children to bring collected treasures – acorns, leaves, keys, frogs, insects, pine cones, cattails, and so on – for closer study.



Next Steps

Our hope is to have Phase 1 completed before school commences September 2015. The Waterloo Region District School Board is currently preparing to publish the bid for construction that stays true to the Conceptual Master Plan already designed.

The School Council has set \$25,000 aside in a Capital Projects Fund from fundraising initiatives over the last two and a half years. Moffat Creek Wetland Learning Grounds Committee has actively pursued grant opportunities and was selected to receive \$3,000 from Toyota Evergreen School Ground Greening Grant. The Committee was able to garner over 800 supporters to vote daily for funding in the 2015 Aviva Community Fund, advancing as one of 120 Semi-finalists of more than 500 entries, and supported by five different brokerages. Our school was awarded \$1,000 from Aviva for our efforts.

We are also grateful to local companies who support our dream – Greg Pautler Graphic Design, Mitographics and Element Print & Copy.

We ask for your help in making the Moffat Creek Wetland Learning Grounds a reality. Please review the sponsorship opportunities enclosed. We look forward to discussing how your organization can be involved.

Corporate Donors

Corporate donors of \$5,000 or more will receive the following with our thanks:

- Invitation to Phase 1 Ground Breaking anticipated as June / July 2015
- Invitation to Phase 1 Grand Opening anticipated as September 2015
- Photo opportunity for cheque presentation
- Thank you in school newsletter distributed to over 400 local families
- Inclusion in Recognition Archway (description follows)

Corporate donors between \$4,999 and \$1,000 will receive the following with our thanks:

- Photo opportunity for cheque presentation
- Thank you in school newsletter distributed to over 400 local families
- Inclusion in Recognition Archway (description follows)

Recognition Archway



Crossing over the bridge that spans the protected wetland, the plans specify two Recognition Archways which form the “entrance” into the Wetland Adventure. The purpose is not only to frame the entrance but also to provide a means to recognize project donors. The entranceway will be wider than in the inspiration photo. Rather than “full size” logs forming the walls, rustic log discs will be secured to a wall. Wood burning into the disc face would recognize donors by name only.

Sponsor a Component

In order to acquire the components of the Learning Ground we need your help. Sponsoring a component provides your corporation with tangible knowledge that you are playing a part in making children’s lives brighter by providing them with a safe, imaginative place to play and learn.

Below is a current list of components included in our Conceptual Master Plan for Phase 1: Adventure. All component sponsors will be recognized on the Recognition Archway.

Component	Visualization	Estimated cost
Snake stepper (vertical cedar logs)		\$4,000
Cattail climber (primary play structure incorporating teepee, netted climbing & slide)	To be designed	\$15,000

Component	Visualization	Estimated cost
Armourstone classroom		\$4,000
Discovery table x 2		\$3,200 each
Stump jump & seating		\$3,000
Log bench seating x 6		\$1,200 each
Boulder scramble & rock climbing wall		\$7,000

Component	Visualization	Estimated cost
Rope ladder		\$3,000
Dry river bed & edging stones		\$10,000
Willow thicket		\$600
Balance logs x 7		\$300 each

Component	Visualization	Estimated cost
Stride poles x 12		\$300 each
Wooden bridge		\$3,500
Fallen logs x 2		\$3,000 each
Deciduous trees x 15		\$300 each
Coniferous trees x 18		\$300 each
Meadow plantings x 720		\$3 each

Contact Information

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