

# ROCKtalk

The newsletter of the  
London Curling Club

April 2021



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## It's time to get serious about a new curling facility for London

Four years ago, a committee was established to investigate the possibility of creating a new curling facility to replace the building that houses the London Curling Club which is now more than a century old. The results of that study indicated a strong need and desire to rebuild to meet the growing needs of our membership and the London curling community. The study confirmed the current building is too small, too expensive to operate and maintain, has serious accessibility issues, and presents a challenge to our ice-making team.

Meetings were held with City of London staff and councillors, MPPs and MPs, Tourism London and

others. Although everyone London Curling Club met with supported our goal, no financial assistance was offered. Last year, our club applied for an infrastructure grant to help make this a reality but we were denied.

The property on Lyle Street is expected to provide a significant portion of the required capital. Money has been raised, donated and directed to our capital fund as well, but we remain far short of the total amount needed. We've been a reluctant to establish a fundraising committee until we have an official project to fund.

Covid-19 has also impacted our ability to move forward and although the search for a new home continues, little progress has been made in the past year.

**Continued on page 2**



*(architectural  
illustration only)*

**GET SERIOUS - continued from page one**

But now... It's time to get serious! Two things are going to happen. First, London Curling Club is officially launching a project with the goal of creating a new eight-sheet curling facility in London. The costs associated with this objective present a big financial challenge.

Second, Greg Lewis has offered to organize and direct a group of individuals, or small teams, in a capital fundraising campaign.

These teams will operate independently, focused on planning and executing on a specific funding objective. Together they'll form the Fundraising Committee.

Potential fundraising targets include:

- Municipal, Provincial and Federal assistance
- Donations and donor recognition
- Grant research and applications
- Bonds and shareholders
- Planned giving
- Naming rights
- In-club fundraising
- Other opportunities

Greg is also meeting with professionals in the fundraising community to gain knowledge and advice on running a successful and effective campaign.

Without the help of current and past members, as well as others in the community, this will not be possible. Greg is looking for people with a strong desire to help turn the dream into reality. Experience in one of the above targets or possession of the following assets would be beneficial:

- Business and/or financial experience
- Municipal, provincial or federal government contacts  
local business contacts
- Fundraising expertise
- Presentations and communications
- Sales, marketing, social media

To get involved please contact Greg Lewis at 519-432-3882 or londoncurlingclub@gmail.com. If you care about the future of curling in London, please offer to help.

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## Got a story for Rock Talk?

Please send any story ideas or club happenings for the next issue to Brian Arnold (barnold439@gmail.com). Deadline for the November 2021 issue is Oct. 29.

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imagine the possibilities.

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## Curl Ontario's 50/50 draw program paying dividends

In a fairly short period of time, London Curling Club's involvement in Curl Ontario's 50/50 draw program is paying off. We've already received more than \$1,500 to ensure we have the facilities and other items that support our successful junior curling program.

Tickets can be purchased directly from the London Curling Club website. Simply go to [londoncurling.ca](http://londoncurling.ca) and click on the BUY NOW button. Tickets can also be purchased by going to <http://www.curl-on.ca/5050-information/>, and clicking on the BUY TICKETS button. Be sure to select London Curling Club and then complete your purchase.

Buy your tickets every month at [curl-on.ca](http://curl-on.ca)



## A new mixed league for the 2021/2022 season

Historically, the Wednesday evening open league has been very popular and for the last few seasons overfilled with several byes in place. The Thompson Social and the Tuesday Mixed Open leagues are also popular.

Our daytime Men's and Women's social and competitive programs are quite popular as well, but there is no opportunity for a mixed or open team to curl in the daytime.

We hope some members might consider playing in a new Wednesday Afternoon Open league. Individual and team entry will be permitted. A mix of social and competitive curling is expected.

We hope this new league will help offset the crowded leagues in the evening. Please talk to your friends and teammates and consider this league as an option when you register for the 2021/2022 season.

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The logo for Excalibur Insurance. It features a shield-shaped icon with a stylized "E" and "C" inside. To the right of the icon, the word "Excalibur" is written in a bold, white, sans-serif font, and "INSURANCE" is written below it in a bold, green, sans-serif font.

A photograph of a glass of beer and a curling stone. The glass is filled with a dark beer and has a label that says "HURRYHARD.COM". The curling stone is black with a red handle. Below the photograph, the text "HURRYHARD.COM" is written in white on a red background. At the bottom right, the hashtag "#KINGOFTHERINGS" is written in blue, followed by social media icons for Twitter, Facebook, and Instagram.

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# A message about refunds

From Michael Leisinger, president, London Curling Club



This is the final Rock Talk for this season, and I want to talk to you about refunds.

The London Curling Club was first formed in 1847. The club predates Confederation. Our members have weathered two world wars and now a second global pandemic.

For all those years, our not-for-profit organization successfully delivered a curling season, including this year, when many other clubs didn't open. We opened knowing we'd likely lose money. The alternative was not opening and losing money anyway because of the fixed costs we incur whether we're open or not.

We still believe opening was the right decision. We had almost a full first half season and, after a long delay, a shortened second half before we were forced to shut down. To the best of my knowledge, no Covid-19 cases have been traced back to our club — a testament to our hard-working club staff and the perseverance of our members to follow the protocols.

We'll now process refunds based on the promise we made to you in the refund policy when you signed up in the summer. We'll do a final calculation and mail a refund cheque to everyone. It'll be automatic. You won't have to request it.

But here's something unique to think about. We'd like you to consider donating all or part of your refund to London Curling Club. We know this is not

an option for everyone. If it is, here's how:

1. The office will be sending you an email. If you don't want a refund cheque just tell us and we won't send it to you. We'll accept your donation with thanks! You can also tell us to only send a partial refund – just tell us how much.


2. You can wait for your cheque and then donate through our partner, Sport4Ontario. You'll instantly receive a 2021 tax receipt for the full amount of your donation. You can make donations at whatever level you want - partial, full, or more!

3. You don't have to wait for your cheque! You can donate any amount you wish today at sport4ontario.ca. Go to Donations/Fundraising, then follow the links and be sure to select Project #202 – London Curling Club. You'll instantly receive a 2021 tax receipt.

**Important note:** If you don't need or don't want a tax receipt, please donate directly to the club. You won't get a tax receipt, but the club will receive 100 per cent of your donation (the club gets approximately 95 per cent if a tax receipt is requested). Also, any surplus we run this season will go towards the new building fund.

Even though this has been a strange season, together we'll get through it and get back to a normal curling season as soon as we can. That's what we've been doing for 174 years!

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**Richard J. Nemeth**  
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