

SAVE PEFAC
YOU ASKED WHAT YOU COULD DO – WE NEED YOU TO ACT NOW!
FAQ#3, NOVEMBER 9th, 2025

BACKGROUND:

Who Owns PEFAC and What is Happening?

The facility and land are owned by DF Automotive, a business owned by members of the Lester Family. They have put the property up for sale; this is related to settlement of an estate.

PEFAC is an incorporated not-for-profit organization that leases the facility from DF Automotive and operates it as a fitness and aquatic centre. PEFAC started operating the fitness centre in 2005.

The Municipality (The County of Prince Edward) **DOES NOT OWN** or operate PEFAC. They have provided operating support (currently \$70,000 per year) since PEFAC started. This represents about 8% of our operating costs; the balance comes from revenue earned by PEFAC.

WHAT CAN WE DO?

PEFAC will be returning to Council on Tuesday November 25th (meeting starts at 7 pm). Our goal at this meeting is two things:

1. Obtain Council approval to designate PEFAC as a Project of Community Interest; this will enable donations to PEFAC to be eligible for charitable receipts.
2. Convince Council to ask staff to look at an increase in the 'fee for service' they provide PEFAC for 2026.

We need you to call/email/write your member of Council before November 21st (and copy PEFAC at savepefac@gmail.com), **and ask them to support PEFAC's requests at this meeting.** (A map of the wards, a list of councillors by ward, and contact information is linked to this email. We have also linked a sample letter you can personalize and send. Or, if you prefer, there are some letters in the lobby you can sign, add a personal note to if you want, and turn into Reception).

Tell councillors things like:

- PEFAC is a critical community asset
- Why PEFAC is important to your physical, mental and social health – and give personal personal/family stories
- How PEFAC helps the health care system by keeping you physically active, helping with rehab, letting you exercise in the pool even with mobility issues, etc.
- How PEFAC provides social interaction and a friendly community resource
- That there are no other options for you to do this in Prince Edward County – PEFAC has the only indoor pool; other gyms in the county are much more expensive
- Where you live, how long you have been a member – and that you are happy to go to PEFAC because it gives you all of these things
- That they must support PEFAC and help it continue operations, however they can

Your action on this could be the deciding factor in getting Council support which is critical to PEFAC's ongoing operations, so please, let your Councillors know what PEFAC means to you and the community.

WHAT ELSE CAN WE DO?

1. Sign the SAVE PEFAC petition in the lobby. AND, please, take a sheet home and get 10 of your friends/family and neighbours who are not PEFAC members to sign it. (and return to Reception)
2. Send a letter to the Picton Gazette (**BEFORE November 13th** - jason.parks@pictongazette.ca) and/or the Wellington Times (letters@wellingtontimes.ca) and promote PEFAC's benefits to your friends and neighbours.

This is your chance to make a difference to PEFAC.

WHAT ELSE IS PEFAC DOING?

1. Advertising for a Fundraising Coordinator to develop and implement a fundraising plan.
2. Board members are meeting one-on-one with Councillors to make our case.
3. An "op ed" will be in the Picton Gazette November 19th issue
4. Continuing to communicate with the Lester family, through real estate agents, regarding the purchase and the rent increase.
5. Preparing to make a deputation to Council on November 25th. If you want to come out and show your support, the meeting starts at 7 pm at Shire Hall.

CAN WE DONATE MONEY?

As soon as the Project of Community Interest designation is approved, we will get organized for donations and pledges. We will be looking to raise a minimum of \$1 million.

If you have any questions that are not addressed above, or comments, please email savepefac@gmail.com. Please do not ask our staff – for staff, it's business and service as usual delivering PEFAC programs to our members, with just a bit of personal stress added in. Please be caring, kind and appreciative.