

Granting for Impact

KEY OUTCOMES

- Complete assessment of current granting
- Compiled community assessment of identified needs to help Guide Granting
- Active grant impact storytelling
- Clear granting priorities for undesignated funds

Granting

Continued to meet with Potential Applicants

Organized all Spring 2022 Grant Applications

Scheduled Grants Committee Meetings & Evaluations

Created new Grant Portal on Website

Met with all 150 Women Who Care Presenters

Bursaries

Presented Bursary Options to BBBS Fuse Program – March 2nd

Grant Analysis ◆ Complete

Community Assessment ◆ In Progress

Planned a Non-Profit ED Focus Group with Urban Systems

Grant Impact Storytelling ◆ In Progress

Granting Priorities ◆ Not Started

Board Diversity & Education

KEY OUTCOMES

- Board members reflect community demographics
- Diversified list of potential board members
- Community volunteers to reflect community demographics
- Board educated on community needs and cultural issues

Board Succession Plan ◆ In Progress

Potential Board Member List ◆ In Progress

Volunteer Succession Plan ◆ Not Started

Board Development Plan ◆ Complete / Ongoing

No updates for all above

Increased Awareness

KEY OUTCOMES

- Continued awareness through a variety of social medias
- Continued awareness by engaging younger donors
- Continued awareness by staying up to date with digital marketing
- Increased engagement/relations with key community and government stakeholders
- Strong relations with organizations who represent and serve a variety of demographics
- Viewed as a trusted philanthropic organization
- Continued development of innovative events to engage new donors

Marketing Plans & Strategies ◆ In Progress

Social Media

Current Stats – Facebook 988 Followers & 825 Likes, Instagram 577, Twitter 146

150 Women Who Care Details, Sponsors, Ticket information and Pitchers, Spring Grant Deadlines and How to Apply, International Women’s Day, St Patrick’s Day, Foundation Feature – Portage Learning & Literacy Centre.

Continued Awareness & Marketing ◆ In Progress

Website

150 Women Who Care Event, Spring Grant Deadline, Recurring Giving, Foundation Feature, Animated video, Auna Marie Brown Fund, Geno Romanow Fund

Advertising

Print Foundation Features- PLLC Summer Youth Engagement Program

Press Release 150 Women Who Care Event & Pitchers

Recognized Community Leader ◆ In Progress

Planned Next Network of Non-Profit Meeting for April 20th

- Scheduled Health Inspector to Present

Events Strategy ◆ In Progress

Continued organizing 150 Women Who Care Event with Committee

- Meetings for 150 WWC March 3rd and March 17
- Met with Caterer & Sponsors
- Secured Liquor License

Strengthened Organization Capacity

KEY OUTCOMES

- Financial capacity will equal goals and expectations
- Upgraded technology including an integrated fund accounting & database platform
- Increased revenue streams to provide more budget options

Financial

Reconciled Bank Accounts & Credit Card February 28, 2022
 Accounts Payables & Payroll completed
 Tax Receipts updated & completed until February 28, 2022
 Fund Disbursements completed for March
 Submitted Audit Materials to MNP

Operational

Staff Meetings each Tuesday at 9:30am
 Prepared for Executive Meeting March 3, 2022
 Prepared for Finance & Investment Meeting March 11th
 Prepared for Board Meeting March 15th
 Worked on Staff Performance Evaluations with Executive Mandy Away March 22-30th

Operating Fund deposits in March 2022

Women Who Care Fund Tickets & Donations	\$6,960
150 Women Who Care Sponsorships	\$3,500
Southport Advertising Sponsorship	\$703.50
RM Debentures	\$19,816.05
Government of Canada GST Return	\$2096.18
PCRC Community Assessment Funding	\$15,000
Grand Total	\$48,215.73

Financial Capacity & Plans ◆ Complete

Discussed long term financial goals with Finance & Investment Committee at Meeting March 11th

Updated Technology ◆ In Progress

Progress: ◆ Complete ◆ In Progress ◆ Overdue ◆ Not Started

MARCH 2022 EXECUTIVE DIRECTOR REPORT

Donor Engagement & Growth

KEY OUTCOMES

- Increased profile & target audiences
- Actively soliciting and engaging new donors
- Execute the Ducks in a Row event (replace Will Week)
- Introduce pre-authorized /multiple annual donations program
- Connect with Advisors to increase awareness

Donor Acquisition ◆ In Progress

Received notification Ian McKenzie Estate is being finalized

Donor Engagement ◆ Complete & ◆ In Progress

Growth - Donations for March 2022

*New Fund

Smart & Caring Community Fund	\$40
Alexis Unrau Memorial Bursary Fund	\$1,096
Harvey & Barbara Carmichael Fund	\$25
Burnside Cemetery Fund	\$100
Women Who Care Fund	\$15,600
Grand Total	\$16,861

Comparison from 2020, 2021 & 2022 for Monthly Donations

	2020	2021	2022
Jan	\$8,570	\$3,065	\$6,960
Feb	\$19,390	\$15,990	\$5,875
Mar	\$6,771	\$38,505	\$16,861
Apr	\$7,020	\$3,975	
May	\$6,955	\$57,803	
Jun	\$9,610	\$1,725	
Jul	\$15,921	\$470	
Aug	\$30,163	\$150	
Sep	\$74,262	\$546,246	
Oct	\$54,386	\$28,398	
Nov	\$66,300	\$132,701	
Dec	\$364,308	\$81,453	
TOTAL	\$663,656	\$910,480	\$29,696

Reoccurring Giving Program ◆ Complete

One monthly recurring donation through Donor Perfect

Planned Giving Strategy ◆ In Progress

Progress: ◆ Complete ◆ In Progress ◆ Overdue ◆ Not Started