

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

Grants Committee Meetings April 12th

Grant Committee Report compiled for Board Meeting

Committee determined additional Priorities:

- Grant Evaluation Tool & Process Review
- School Division Grant Process Review

Compiled all Grant Agreements & decline letters including 150 Women Who Care Grant

Bursaries

Advertised Bursary Program on Social Media

Sent new all in one application to contacts

Addressed questions from potential applicants

Grant Analysis  Complete

Community Assessment  In Progress

Urban Systems Monthly Check in – April 21st

Polled Board for interest in Community Assessment Committee

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

Planning for 2022 Board Recruitment

Nominating Committee Meeting Scheduled

Potential Board Member List In Progress

Requested Board Members to send potential candidates for Nominating Committee to review

Volunteer Succession Plan Not Started

Board Development Plan Complete / Ongoing

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

150 Women Who Care Event – April 7th

Social Media

Current Stats – Facebook 998 Followers & 832 Likes, Instagram 583, Twitter 145

150 Women Who Care Event Photos, Sponsors, and Winner, Bursary Deadline, Good Friday, Easter, Virtual Will Week with Winnipeg Foundation, Earth Day, Foundation Feature – Prairie Harbour,

Continued Awareness & Marketing ◆ In Progress

Website

150 Women Who Care Event & Winner, Bursary Application Deadline, Recurring Giving, Foundation Feature, Animated video, Annual Report

Advertising

Print Foundation Features- Prairie Harbour

Press Release 150 Women Who Care Event Winner

Recognized Community Leader ◆ In Progress

Executed Network of Non-Profit Meeting for April 20th

- Urban Systems Focus Group
- Round Table Discussion
- Local Health Inspector Presentation

Events Strategy ◆ In Progress

- Fund Development Committee reviewed 150 Women Who Care Event & made notes for future events
- Fund Development Committee decided to plan an Annual Celebration Event on June 16th including our AGM
- Started planning for the Fall Ducks in a Row Event

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

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 March 31, 2022
 Accounts Payables & Payroll completed
 Tax Receipts updated & completed until March 31, 2022
 Fund Disbursements completed for April
 Work with MNP continued for 2021 Audit

Operational

Prepared for Executive Meeting April 14, 2022
 Prepared for Board Meeting April 19th
 Prepared for Fund Development Committee Meeting April 26th
 Completed Staff Performance Evaluations
 Draft new Marketing Administrative Assistant Job Description
 Attended Virtual Will Week April 26th
 Prepped for Follow-up Meeting for 150 WWC April 26th
 Mandy Away April 27 & 28th

Operating Fund deposits in March 2022

150 Women Who Care Sponsorships	\$1,500
150 Women Who Care Liquor Sales	\$2,045
City Debentures	\$9,962.56
Southport Advertising	\$351.75
Grand Total	\$13,859.31

Financial Capacity & Plans ◆ Complete

Updated Technology ◆ In Progress

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

APRIL 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

Review Ian McKenzie File & drafted Fund Agreement

Donor Engagement ◆ Complete & ◆ In Progress

Great feedback & engagement at 150 Women Who Care Event

Growth - Donations for March 2022

*New Fund

Smart & Caring Community Fund	\$10
Barbara Alice Beck Bursary Fund	\$1,000
Gage Foster Athletic Scholarship Fund	\$130
Harvey & Barbara Carmichael Fund	\$25
Women Who Care Fund	\$2,000
Grand Total	\$3,165

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	\$3,165
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	\$32,861

Reoccurring Giving Program ◆ Complete

One monthly recurring donation through Donor Perfect

Planned Giving Strategy ◆ In Progress

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