

Fund Development & Marketing Committee Report

November 8, 2022 at 4:00pm

CFPD Boardroom

1. Terms of Reference

The Terms of Reference was reviewed and all committee members were in agreement with it.

2. Donation & Fund Updates

Kim advised the committee that we received \$7,063.76 in donations in October. She also advised the committee of the agencies and individuals who have been approached regarding creating funds.

3. 150 Women Event Update

Sherrie gave an update on this event. The Glesby Centre has been tentatively been booked for February 23, 2023. Planning has started and the organizing committee is searching for a local caterer prior to looking outside the district. Planning is coming along and the next meeting is November 15th.

4. Giving Challenge Week

Mandy gave an overview of the marketing plan for the Giving Challenge Week and advised that the billboard has gone up near Dollarama. She also advised that she is working on a schedule for Board Members to volunteer at COOP, Portage Supermarket and the Terriers game as well she secured three co-host radio spots.

5. 2023 Marketing Plan

Mandy gave an overview of her Marketing Plan for 2023 and is asking that \$20,000.00 be Earmarked for marketing for 2023.