

Jody Jacob
Fund Development Coordinator
Cranbrook and District Community Foundation

Networking/Community Events:

- January 20 – Attended CBT public community consultation
- January 31 – Attended BDO ring toss event at Kootenay Ice Game
- January 27 – Sunrise Rotary – Presented on Kootenay Granite Stone Soup Challenge
- Feb 6 – Social Connections Luncheon
- Feb 12 – Rotary Lunch – Presented on Kootenay Granite Stone Soup Challenge
- CBT Grant Writing workshop January 22.
- Meeting with Friends of Fort Steele on February 18

Kootenay Granite Stone Soup challenge:

- Tickets just over 50% sold
- Excellent media coverage
- Great feedback from Salvation Army administration, staff and clients
- Good feedback from participating chefs
- Community engaged and aware
- About a dozen silent auction items donated
- Final event details in works

Other:

- Media Release on the Melodie Hull Fund for Mental Health written and being approved by Hull. Will go to media in the next couple weeks
- Accompanied Riley to Fernie on January 28 for brainstorming session
- Wrote text for CDCF 6 part ad series in Daily Townsman
- Met with Jim Wavercan to discuss role in fund development committee

Kootenay Granite Stone Soup Challenge media:

News Release Jan 21:

- <http://www.bclocalnews.com/news/289513701.html>
- <http://www.e-know.ca/news/seven-chefs-go-head-head-soup-challenge/>

*Over 415 Facebook shares and 5 twitter shares on the story in e-know. We're the top trending story as of Jan 23.

- Jan 26. Kootenay News Advertiser <http://issuu.com/blackpress/docs/i20150126050003295/7>
- http://www.dailytownsman.com/breaking_news/289513701.html

*Front Page, continued to Page 3, in Thursday, Jan 22 edition of the Cranbrook Daily Townsman.

- Shaw TV: <https://www.youtube.com/watch?v=-NxZD4fyXxA>
- Jan 29: Radio interview on B104 with Derek Kortschaga (Yak Tracks)
- Jan 23, Kimberley Daily Bullitin <http://issuu.com/blackpress/docs/i20150123100011931/1>

News Release Feb12

- <http://www.e-know.ca/news/soup-challenge-kicks-off-feb-16/>
- Feb 12: Radio interview on B104 with Derek Kortschaga (Yak Tracks)
- Full media release with photo appeared Page 2 Cranbrook Daily townsman on Feb 13.

News Release Feb 16

- http://www.dailytownsman.com/breaking_news/292115011.html (Story Appeared Front page daily Townsman, full colour, Feb 17.)
- <http://www.e-know.ca/news/chef-cox-wins-curried-sausage-squash-soup/>
- Active, ongoing conversation on FB and Twitter

News Release Feb 17

- <http://www.e-know.ca/news/vegetable-bean-soup-earns-chef-schiller-win/>
- http://www.dailytownsman.com/breaking_news/292269451.html
(Story appeared Front page Feb 18 continued to Page 4)
- Active, ongoing conversation on FB and Twitter

News Release Feb 20:

- http://www.dailytownsman.com/breaking_news/293069781.html

*Front Page, continued to Page 4, in Monday, Jan 23 edition of the Cranbrook Daily Townsman.

- <http://www.e-know.ca/news/chef-wagner-wins-cheeseburger-chowder%E2%80%A8/>
- Feb 23: Semi-final chefs do Radio interview on B104 with Derek Kortschaga (Yak Tracks) and with Matt and Jo on the Drive.
- March 4 Feb Radio scheduled interview on B104 with Derek Kortschaga (Yak Tracks)

News Release Feb 23:

<http://www.e-know.ca/news/sas-kathy-morey-wins-first-semi-final-challenge/>