

Fund Development Committee

Members: Melba Hanson, Katherine Hough, Lorraine Frocklage, Corinne Friesen & Riley Wilcox

Board Meeting Tuesday Feb 11th 2014 Report

Committee Meeting January 22nd

Standup Comedy, A date to be chosen from the following in the month of October 2014, 4th or 5th , 17 or 18th.(Riley will advise) Venue: Royal Alexandra Hall , Caterer: The Heid Out.

Business & Service Club Outreach- Compiled a priority list for presentation appointments, currently contacting by email or post. There are a number of Businesses that will receive information packages , outlining our services , benefits and priorities, that are advantageous in the role they have with patrons. Some examples of these contacts are local Law offices, Bankers, Accountants , Brokers , Funeral Homes. They will receive our Brochures to place in racks for their public areas plus the package information and personal contact.

Investor & Donor Luncheon Presentation is planned for a day between November 11th – 15th 2014 “Philanthropy week” featuring an expert speaker in the field of Charity investment and the role it plays in good financial planning .

Opportunity Fund Drive, there are presently three funds that are getting near the endowment level.

1. Animal Welfare Fund - \$8325.00
2. Arts, Culture & Heritage Fund – \$6048.27
3. Friends of Children Fund - \$ 4771.72

The committee is open to ideas on marketing these funds, held an additional meeting on Wed. Feb 5th, It was then decided to move forward first with the Animal Welfare Fund. A poster has already gone out with the Feb newsletter, Katherine Hough will head up this drive with letters going out a list of organizations and businesses that we selected and a media plan is to be put in place.

The news of Theresa’s departure as Executive Director will change the dynamics as to some Fund Development activities as Riley’s move into her position will reduce the time to be spent on related projects.

The Giving Fair plans continue with Riley, Patricia Whalen & Theresa Bartraw meeting.

I attended the Jan 10th official opening of the Habitat for Humanity Project here in Cranbrook. There was a great turnout, with a number of the building and other volunteers in attendance.

Last week I hosted a Luncheon meeting with Karen Johnston, Daily Townsman/Kootenay Advertiser Publisher and Riley to express our gratitude to her and the newspapers for their ongoing support shown us on the Memorial page etc. We discussed the necessity of making periodic changes to the message and the importance of continued media attention. Riley will forward the material to Karen as we see fit.

Upcoming Activities of interest,

The annual BDO Dunwoody Puck Toss will take place at the Ice Hockey Game on Feb 21st.

It has been decided we should have a presence at Cranbrook's annual festival, Sam Steele Days, detail to follow.

Another event we will plan ahead for is the Santa Claus parade.

It is necessary to plan ahead, we like Riley's "Year at a Glance" Board.

We are currently requiring additional Board members to join our busy committee.

Submitted by Corinne Friesen