



Minutes

Annual General Meeting – Report and Minutes from AGM

Tuesday, March 17, 2015 7:00 pm

Location: Uxbridge Town Hall, 51 Toronto Street South, Uxbridge, Ontario

Call to Order and Welcome – Art Mathews, President 7:03 PM

Introduction, President of Board since inception, provided an outline of the meeting

Introduction of Board:

Steve Andersen – Treasurer

Sandy Dewar

Chris Harris – Township of Scugog, honorary member

Ginger Jackson – since inception, Vice President

Tirzah Johnston – Secretary

Debbie Leroux – Township of Uxbridge, honorary member

Susan Long

Art Matthews – President, since inception

Virginia Miles

Amy Stevenson

Joy McKinnon

Victoria McWhirter (manages current shelter) – Honorary member

Absent: Victoria McWhirter [manages current shelter]; Honorary member,

Javier Moreno, Jason Oldham, Susan Evans

1. **Building Report** – Art Mathews, President

- There is no report as this committee is on hold. The second phase of the build involves the Townships more than the Board,
 - To do: Discussion with Township to review/discuss/finalize project manager, building plans
 - Any Questions? – None
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2. **Communications and Marketing Report** –

Notes from Meeting in addition to report from Liz Williams:

- Introduction
- Big projects and accomplishments for 2014:
 - Signage - Up
 - Website – this is the face to the community
 - Goal for this committee is to be more consistent with Facebook communication; celebrate volunteers, recognize donors, lost/found animal stories. Liz welcomed an invitation to have others follow on Facebook,
 - Database : Goal is to have proactive communication with the community, continue to build marketing campaigns to drive forward the last 20% of fundraising to meet the build goal,
 - Marketing material completed for volunteers and this helps tell the story

Questions? None

Art thanked Liz for her time and effort and confirmed she is stepping down

Marketing & Communications Committee supports the work of the board and other committees with a variety of materials and services including:

- Marketing materials
- Publicity
- Media relations
- Advertising
- Web site
- Facebook presence
- Twitter presence
- Donor materials
- Signage
- Stationery
- Branding

In 2014, the committee undertook five major projects.

New Web Site:

The original website for the project was built in 2011 with the generous assistance of a local web design firm. The site, however, was difficult for volunteers to update and the business owner who donated it, had become too busy to assist. Local web design firms were invited to submit bids, and four elected to do so. The committee chose a Scugog-based company, Heather Chapman Graphic Design, to build a new website that would be easy for volunteers to update, integrate with our other social media presence and include new elements not in scope for the original build. The business generously donated its design services, reducing the cost considerably. The site was launched in November of 2014 and we continue to add content and functionality.



Site Signage:

While the organization has done a good job of communicating the future location of the new shelter, the address is not one that is easily visualized by community members. With the support and assistance of the Township of Uxbridge, we were able to erect a large sign at 5500 Lakeridge Road, visible to drivers heading in either direction. The sign was made and installed by a Fantasy Sign & Display of Goodwood, which offered a generous discount.



Information Kit:

Board members and volunteers spend much of their time in the community promoting the project to prospective donors, sponsors, volunteers and others. To assist in properly informing these stakeholder groups about the project, the committee created an information kit that could be used in a variety of circumstances. The kit consists of five sheets: Quick Facts, Frequently Asked Questions, How to Donate, How to Sponsor, How to Volunteer, packaged in a pocket folder. The contents were printed by Cosmos Printing in Uxbridge. We will update in the Spring of 2015.



Facebook Content:

Since its inception, the New Animal Shelter for Uxbridge-Scugog has relied on Facebook as its primary community outreach platform. A number of volunteers have worked hard over the years to contribute content. The committee focused in 2014 on better managing the cadence and messaging, with the following goals:

- Posting at least once per day
- Making sure the public is informed about board and committee meetings
- Publicizing NASUS events
- Connecting with supporting businesses
- Reaching out to potential volunteers
- Supporting third party fundraising efforts
- Acknowledging the work of volunteers and supporters.

Late in 2014 we achieved our goal of 1,000 Likes, and we have generally achieved our goal of daily posts. Posts have an average reach of about 500. In December, one of our volunteers, Lisa Streets, ran a very successful photo contest.



Database:

Database marketing is a critical component for our fundraising and community awareness mandates. In 2014, the committee sourced a web-based tool and built a prototype database. The goal is to have a contact management system that is easy for volunteers to update and manage and which can be leveraged to:

- Keep stakeholders informed about the project
- Support fundraising campaigns
- Drive awareness for events
- Communicate with key groups, including media, donors, sponsors and others

In early 2015, we expect to have the baseline data populated and by the middle of the year, we expect to be able to launch our first email campaigns. The database tool is included with our web hosting package and there is no incremental cost to the organization to use it.

Other Projects:

The committee was pleased to support fundraising activities including:

- In The Ruff Golf Tournament, June
- Reception for Laureen Harper, September
- Walk-a-thon, September
- Gimme Shelter Gala, November

The committee also delivered the following:

- Redesigned retail coinbox headers
- Generic signage and event materials, including a new tablecloth
- Image gallery for future materials

Looking Ahead:

In 2015, the committee is looking forward to supporting ongoing fundraising and volunteer activities, and will be working on key projects including:

- Database marketing campaigns
- Improved Twitter presence
- Updated stationery items
- Additional web content
- Promotional video content

We will also be looking to expand our committee with a focus on social media presence, video production, photography and event marketing support.

Committee Members:

- Jason Oldham, Chair, Uxbridge
- Elizabeth Williams, Vice Chair, Uxbridge
- Chantelle Bani, Uxbridge
- Heather Chapman, Scugog
- Ian Giffin, Uxbridge
- Ginger Jackson, Scugog (ex officio)
- Tina Northern, Uxbridge
- Nancy Oldman, Scugog
- Ryan Rogers, Scugog
- Lisa Streets, Uxbridge
- David Watt, Uxbridge

3. Finance Report – Steve Andersen, Treasurer – See Hand outs

Notes from Meeting: Steve Andersen

- Review of handouts, confirmed fundraising to date is over \$ 800,000 as of today (this isn't the total as of end of 2014). Therefore, we are closer to our goal today
- Fundraising Statement:
 - Third party fundraising – no expenses
 - Direct fundraising – these incur expenses
 - review of Golf, Walk-A-Thon, and Gala
 - For detailed questions on figures, refer to Committee heads
 - Over \$ 30,000 in general donations
 - More detailed line item is available on request

Questions?

1. Are we paying municipal taxes at the new site? Art advised no as the Township currently owns the land.
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4. Fundraising Report -

Notes from Meeting: Amy Stevenson

- Amazing year in 2014

- Signature events were very successful
 - Golf Tournament – over \$ 13,000
 - Walk-a-thon rebranded this year to Mutt Strutt – New communication will be launched for this event this spring. This event is being refreshed this year to bring back momentum, including longer and shorter routes and to encourage participation of families, communities, schools etc.
 - Gala: refreshed last year and was a huge success, auctioned off decorated trees last year, will do the same this year, moving gala to Wooden Sticks this year
 - Lorraine Harper attended last year (Nestleton Waters Inn) hosted wine and cheese cocktail, goal was to assist with brand marketing and communication for our sponsors,
 - Received donations at following fundraising activities Movies, Manicures and Volunteers; Bonner Boys; Petissimo (Port Perry) – this will continue again this year; donation from 100 Women Who Care, Uxbridge and in 20 minutes had almost \$ 13,000 donated to Shelter
 - This year, going for an Aviva grant – key to this grant will be community support and social media campaign to gather this support,
 - Planning community Garage sale – June 14, Scout Hall – communication for this event will follow.

Questions: How long does the Aviva grant process take?

Virginia answered, the process starts in September (application) voting and decision in January 2016

Voting process is via social media, need community support and can receive extra money if we are endorsed by insurance broker – shelter is currently endorsed by Ron Noble and James Campbell. Amy confirmed this committee is always looking for committee members and volunteers

Fundraising Report: AGM; March 17, 2015

2014 was an amazing year for our organization thanks to the hard work of our Fundraising Committee. With our signature events and third party fundraisers, we added an amazing total of \$91,765.34 to our funds raised to date.

Signature Events

The NASUS Fundraising Calendar consists of three signature events, planned by our hard working committees.

Our 2nd annual Golf Tournament (“In the Ruff”) took place on June 26th 2014 at Oakridge Golf Club. We were lucky to have an amazing, warm and sunny day for our golfers to hit the greens. With the round, a delicious dinner and many raffle prizes our attendees had a great day and contributed \$13,837.69 to our fundraising goal.

The Fall brought our 2nd annual Walk-A-Thon and once again, our towns came out with their furry friends for the 7km walk to Epsom Public School. While the total raised was less than the first event, the day still added \$11,808.09 to our goal.

To give our “Gimme Shelter Gala” a refresh, we moved the event to November 15th and transported guests to a winter wonderland. The event was a huge success, selling out all of our sponsorships and 170 tickets. Thanks to our amazing ticket auction and addition of a live tree auction, we raised an incredible \$16,039.72. The Gala will undergo another refresh this year with a change of venue to Wooden Sticks Golf Club.

While not on our regular events calendar, our Fundraisers added a visit by Laureen Harper to our summer schedule and hosted a gathering in her honour at Nestleton Waters Inn. The goal of this event was to raise awareness of our cause and invite our current supporters, potential major donors and also our key volunteers to thank them for their hard work so far.

Third Party Events

Our two towns continue to support this cause and the support we receive is nothing short of amazing.

“Movies, Manicures and Margarita’s” kicked off our year with a fun ladies only event followed by a partnership with The Bonner Boys to participate in their annual car draw event. “Petissimo”, a new event in Port Perry, was created to showcase local music talent while benefitting our charity. They will return for a second year and we have no doubt the event will be even more wonderful than the first.

At the end of the year, we received the support of the Uxbridge chapter of 100 Women Who Care. This wonderful group of women voted for our charity and donated an astounding \$12,900.00 to close out our year.

Other community support in 2014 included: Roar By The Shore, Beer Store Collection Days, Dog Days of Scugog, Drive For A Cause and the Rev It Up Classic Car show.

Goals for 2015

- Rebrand of our Walk-A-Thon to “The Mutt Strutt” and a change of date to the Spring (May 23rd) to refresh the event and obtain more community support
- Increase attendees and sponsorships for the Gala and Golf Tournament

A “volunteer spotlight” was included in the newsletters and on the website.

42 email blasts were sent to all volunteers. Emails included requests for volunteers, information on upcoming events, invitations to the volunteer appreciation evening and the AGM, etc.

For the upcoming year, we plan on continuing to build the database with new volunteers and to help fill all NASUS requests for volunteers. The next newsletter is planned for June 8th. Volunteer appreciation will continue to be important with expansion to the use of Facebook to thank our volunteers.

Thanks again to all of our hardworking volunteers, without whom NASUS could not function.

Karen Bardecki- Co-chair Volunteer Committee

Members of the Volunteer Committee are as follows;

- Karen Bardecki- Co-chair Volunteer Committee
- Susan Evan- Co-chair
- Anne Mitt
- Sandy Dewar
- Amy Stevenson
- Susan Long
- Ilona Parenteau
- Sarah Horton

Board Discussion – Art Matthews

- confirmed all 12 members will stand as board members for current year
- open to floor/attendees at AGM for anyone interested in coming onto board
- don't have to be a board member to be involved in any committee
- Open to floor for any interest in board? Question x 2 to Floor 7:33 PM
- Acclamation of current 12 Board members 7:33 PM

Open to Floor for any questions at all? None

6. Report from the President for the calendar year 2014;

Notes from Meeting:

- Thank you to board, townships/municipalities, volunteers and community
- Confirmation of over 3700 hours from volunteers, which is outstanding
- Time commitment speaks to dedication to cause

- Thank you to citizens, businesses as well
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President's Report – AGM March 17,2015

2014 was a significant year for our charity. We enjoyed record donations from the citizens of our two municipalities, received unparalleled emotional, organizational and financial support from the two townships, and have succeeded in positioning our work well for the year ahead - and the next phase of the project. As you will see as you review the various committee reports, these results are only possible through the hard work, dedication and commitment of many, many people. As a result, it is my pleasure to use my report as a vehicle to say "Thank you" to so many people that I/we are indebted to.

- Thanks to the tremendous people on our Board for their dedication, hard work and guidance as we have moved forward – without you, this would not be successful
- Thanks to the two municipalities we are so blessed to work with in this endeavor
- Thanks to the staff of these two municipal governments for their ongoing support – attending and participating in Board functions and our various fundraising endeavors
- Thanks to the staff of the current shelter for their continued stellar service and support to lost and abandoned animals in our towns
- And finally, but certainly of the most significance - thanks to the citizens of our towns for their ongoing interest, support, and dollars, that are so essential to making this project a reality.

2014 was a significant year for or charity – let's make 2015 of even greater significance!

Art Mathews, President/Chair

7. Other

Ginger: Thank you again to Liz Williams for her dedication, time and support for this board and her professionalism.

8. Adjournment:

Motion to adjourn Steve Andersen

Seconded by Anne Mitt; meeting adjourned: 7:38 PM