**Fundraising Committee Notes** – March 31, 2021

1:00 p.m. via Zoom

Members Present: Brian Peters, Mark MacDonald, Joellen McHard, Sheri Halliday & Margo Bell

Regrets: Aisha Toor

Guest: Alfred von Mirbach - Polar Bear Plunge update (notes from March mtg.) & discussion

Joellen agreed to chair the meeting

Note taker – Mark until 2:00 (has to leave) Margo for balance of meeting

**Polar Bear Plunge update** – discussion highlights:

* Success of the plunge is not only getting people to plunge, but people who will get a number of pledges – how do we identify and motivate as many people as possible
* Ideas exchanged
  + Reach out to youth groups to create a challenge amongst themselves
  + Mark will liaise with the legal community – reach out to Kate Ryan re doing a presentation about CJ programs & the plunge
  + Margo to address involvement of individual board members at April board meeting
  + Brian when info available will contact Dale Bowes & David Chaplin
  + Agreed that people/groups should be approached individually, ideally by someone familiar to them
* information re the plunge, pledge sheets etc. needs to be easily accessible for participants, need to update section on website – discussion occurring with Cat’s Cove
* Suggestion of working with Weatherhead Brewery for sideline fundraisers
* All agreed we need to create hype and make it a fun event

**Golf Tournament**

* Brian reached out to Sue Landry – doesn’t want to be lead, but will be actively involved
* Ann Tripp stepped forward and will be involved – currently having health issues
* Summer student may be able to assist
* Discussion regarding timing – concerns re covid – decided upon a September date if available – have to keep in mind the closing tournaments at the club – Brian will talk to the club re Fridays in September
* Staying with 9 holes and dinner – will have to have safety protocols - staggered start times (as was done last year) rather than shotgun start
* Same cost as last year $60 per golfer – LCCJ gets $20
* We should be looking at raising $15,000 with tournament – every hole sponsored, auction etc. but this will depend upon how long people stay for dinner etc. due to covid
* Decided a committee to be struck – Sheri, Brian, Mark and Margo agreed to sit on the committee, Sue Landry has agreed and Margo will call Christine Peringer to see if she is interested
* Joellen has templates from last year she will make available

**Fundraising Budget**

The board passed the budget for 2021/22 at the March board meeting. Included in that budget is Projected Fundraising – the following changes were made:

Approved Fundraising Committee Change

Revenue

* Municipal Funding 2,000 1,000
* Civic Clubs/Groups 6,500 1,500
* Court Diversion Funds 500 500
* Donations/Individual Donations 5,000 7,000

Events

* Golf Tournament 4,500 7,000
* December Mail Campaign 1,600 2,000
* Polar Bear Plunge 20,000 16,000
* Crain Cardiff Concert 0 2,500
* Fundraising Dinner 5,000 2,500

Total 45,100 40,000

Meeting Adjourned at 2:30 p.m.