**MINUTES**

**LCCJ Fundraising Committee
March 12, 2020 7:45 am – 9 am**(in Joellen’s office)

*As Approved by the Committee on April 2 2020*

**Present**: Joellen McHard, Brian Peters, Christine Peringer and Steve Brown

**Regrets:** Aisha Toor and Scott Ferguson. Sue Landry.

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| 1. **Welcome**
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| 1. **Minutes** **of Jan 23, 2020**
 | 1. Approved as present
2. Review of Action Items – all included in today’s agenda
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| 1. **News**
	1. **Polar Bear Plunge (PBP)**
 | * + - 1. No discussion at board meeting on Feb. 26th as it was cancelled due to snow storm. Alfred is booked to attend the March board meeting.
			2. Alfred is busy organizing things: liaison with the legion; meeting with Aisha re the breakfast; social media will be led by Amir (Aisha’s son) … lots is going on. Christine passed on our ideas to Alfred. Joellen and Christine met with Alfred and all is excellent. Alfred is hard at work.
			3. Update on committee member action from Jan. 23rd meeting
* Approaching individuals: Brian is approaching veteran plungers Stan Monroe and Dale Bowes.
* Strategy to really engage the police, bar, crown and judges
	+ Joellen talked up the PBP at all police presentations -- 8 officers will plunge, 5 maybes and a tentative yes from the Acting detachment commander, Karuna. 😊
	+ Justice Janet O’Brian wants to start a special program for return offending kids.
	+ Steve has asked Karen Kerr if we can do a 10-minute presentation at 8:30 am in April (Steve will confirm date) at the Direct Trial Management when all court officials gather.

**Action:**1. Joellen will circulate PBP sign up forms to all committee and board members
2. Steve and Joellen will meet to strategize further on strategy to engage the police, bar, crown and judges.
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| * 1. **Concert March 7, 2020**
 | * + - 1. Report: Joellen reported on 2 concerts by Craig Cardiff on Saturday March 7 – 2 pm (~35 attended) & 7:30 pm (~37 attended) at Full Circle Theatre in Perth. The concerts were excellent – great music, great storytelling. His song, “Safe Here” is so restorative. He offered to do another event in the future. 😊 We will receive about $1,000.
			2. Lessons learned: Work more closely with third party fundraisers to promote such events. And Covid 19 is staring to make people stay home. One person said they weren’t coming because of the quality of the seats. We don’t think that is enough universally experienced to make us move away from this venue. The acoustics there are very good.

Action: Christine will send a thank you to Craig Cardiff |
| 1. **Fundraising updates**
	1. Service Clubs and other community organizations
 | Of 34 service clubs in Lanark County, we were able to send letters offering a speaker and asking for funds to 20. Of these, we have received funds from 9 so far and spoke to 4. Updates:* Steve is sending a follow up note to the 6 remaining non-responding clubs via their websites.
* Steve is now added to the editors of the service club google doc
* Steve passed contact info for Ken Fournier (Lanark Civitan) re hall to Joellen
* Probus presentation was very enthusiastically received

Here is our tally of club speakers/revenues to date – yellow are upcoming:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Date** | **Who spoke** | **Donation?** |
| *Lanark Civitan* | Jan 8 2020 | Steve B. & Christine | $200 |
| *Lanark Legion* |  | - | $100 |
| *Mississippi Mills Civitan* |  | Aisha | $500 |
| Perth Catholic Women's League | Apr 7 or May 5 7 pm/30 min. | Christine with Brian | (20 people) |
| *Perth Civitan* |  | - | $250 |
| *Perth Legion* |  | - | $200 |
| *Perth Lioness* |  | Aisha | $1,000 |
| *Perth Ministerial* | Nov 20 2019 | Joellen | - |
| *Perth Rotary* |  | - | $5,000\* |
| *Probus* | Mar 3 2020 | Steve B. & Joellen | $100 |
| *Smiths Falls Lions Club* | Thurs. May 28 6:50 pm | Brian (maybe) JoellenSteve away. |  |
| *The Hub* |  | - | $1,500 |
| ***Total*** |  |  | **$8,750** |

**\*** We need to provide 50 volunteer hours for Ribfest.**Action items**: 1. Perth Rotary funds received. No thank you letters yet (see #6)
2. Steve is making contact with 6 remaining clubs
3. Christine is still tracking down picture taken in Lanark
4. Christine will write a standard thank you letter and we will ask Aisha to sign it.
5. Christine will follow up with Margo – is it possible to have new thank you notes designed and printed before the end of March?
6. Christine will follow up with Perth Catholic Women’s League presentation for May 5 (presentation with Brian’s support)
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| * 1. Municipal Applications

Highlights show the latest news |

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| --- | --- | --- | --- |
| **Municipality** | **Amount Requested** | **Received for 2020** | **Notes**  |
| 1. **Carleton Place**
 | Did not apply | NA |  |
| 1. **Lanark County**
 | $6,000 for ’19,’20’21 | $6,000 |  |
| 1. **Lanark Highlands**
 | $2,000 |  | Likely $1,000. Presentation/ decision in Mar. |
| 1. **Montague**
 | Did not apply | NA |  |
| 1. **Mississippi Mills**
 | $2,000 | $0 | No funding for social services |
| 1. **Montague**
 | Did not apply | - | Check for 2021 |
| 1. **Perth**
 | Did not apply | NA | Apply 2021 |
| 1. **Smiths Falls**
 | $10,000 | $0 | J & C getting reasons |
| 1. **Tay Valley**
 |  $2,000 | $1,000 |  |
| 1. **Drummond/North Elmsley**
 | Did not apply | NA | Check for 2021 |
| 1. **Beckwith**
 | Did not apply | NA | Check for 2021 |
| **Total for 2020-21** *(as of Mar 12)* |  | **$6,000** |  |

**Updates:*** Lanark Highlands: The Lanark Era had an article which included report on Lanark Highlands council’s consideration of our application. No decision yet.
* Mississippi Mills: Joellen learned that MM does not fund social services – just events.
* Smiths Falls: Christine will follow up with SF once we get their email response to Joellen’s follow-up email

**Action:**1. Perth Delegations to Council – Joellen and Steve will present on Tuesday April 7 5:30 meeting, (10 minutes).
2. Tay Valley Township - Steve & Joellen will present Tues. April 21st
3. Smiths Falls -- Joellen will book us to speak to Council in November.
 |
| * 1. 2020 Golf Tournament
 | We are booked at the Perth Golf course for a 9 & Dine Friday July 10. Sue, Brian, Ann and Steve Brown and Dave Burkett are on the committee.The first planning meeting was held Feb. 25 at Rocky River Café. All is going well. |
| * 1. Individuals
 | (Discussion Deferred) **Action**: Christine and Joellen will meet to ensure Christine can review the donation history etc. |
| * + 1. Endowment Campaign
 | (Deferred)  |
| 1. Program-specific fundraising
 | (Deferred)* 1. Update on our fundraising appeals with Commonwell and United Way (Joellen)
	2. Foundations - Christine
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| 1. **Draft Terms of Reference**
 | Noted that the Terms of Reference was approved by the Board of Directors (sent to members with the agenda) |
| 1. **Other Business**
 | Department of Justice:We applied for $10,000 and received $7,500 from Dept. of Justice for Victims and Survivors Week (Week of May 25). We are planning an event on May 28 at 11 am – 3 pm with Marlee Liss, Rehumanize Movement to which we hope to have lots of Justice personnel and others attend.**Action**: Joellen is lead. Promo materials coming. |
| 1. **Next Meeting**
 | Thursday April 2nd at 7:45 am in Joellen’s Office |
| 1. **Closing Round**
 | Quick exits into our days meant no closing round this time. |