

FUNDRAISING COMMITTEE REPORT...Year in Review.

June 18, 2020

PREPARED BY: Lynda Montgomery (Committee Chair)

Members: Shawna Macivor, Colleen Purdon, Elizabeth Warren

Staff: Paul Eichhorn

Fundraising during this past year (March 2019-March 2020) has been very successful. With increased expenses incurred over this busy year, we increased our budget forecast and met our target. Particularly gratifying was having all 4 major Concerts (as well as the Spring Jazz 3 Concert) sponsored well before the Festival. As well, our Advertising income doubled from our projected budget! Thanks to all Board Members for their efforts here.

Fundraising strategies have continued to focus on the Gratitude Attitude! Efforts to demonstrate our appreciation as well as reach out to our supporters seem to be welcomed.

*The 3rd SweetWater Jazz at Heartwood Hall pre-party was well attended with positive feedback.

*Consistency in sending out our “hard copy” outreach letter in the Spring and the Fall has also seen positive results.

* We are enhancing our Outreach to our membership through increased frequency of posting and expanding our social media presence. Thankfully our Festival Manager has deep skills in that area!

The Committee has spent much time on reorganizing and updating our Donor/Sponsor levels and benefits and ensuring our lists of supporters is up to date and accurate. Current promotional material is always being developed to inform our supporters of the different opportunities for giving.

Our efforts to engage Corporate support have not been particularly fruitful. We still struggle to develop this facet of potential community support.

The Grant Applications sent in by our Manager and Colleen have been consistent and successful. They constitute a significant portion of our budget. Thank you.

During last years' Festival we were able to announce the creation of the Mark Fewer Legacy Fund and the new Operating Fund. Both of these funds will have a percentage of matching funds from Canadian Heritage. They will be important vehicles for future support from our patrons and a good tool for the Board. Thank you Colleen for spearheading this.

The next year will prove challenging. With the onset of Provincial lockdown as a result of COVID-19, our first outreach concert in Toronto scheduled for late May had to be postponed (likely for a year). As well, the May SweetWater Jazz 4 Concert at Heartwood Hall was also postponed.

These opportunities for revenue will require creative solutions during the next year.

The Committee has again worked diligently this past year and coupled with the efforts of all Board Members, we have seen a most gratifying year.

THANK YOU.

Sincerely,
Lynda Montgomery