

Director of Fundraising and Promotions Report for the AGM September
2021-August 2022

Todd Barr was elected to the position of Director of Fundraising and Promotions. Unfortunately Todd was unable to continue with the position to the end of the term and requested that Leanne McLaughlin, the Director at Large continue with the duties of this position.

On behalf of the PCSA Board of Directors, I would like to sincerely thank Todd for all his contributions to our club over the many years he has served as a Board member, a coach and as a parent.

In recognition of all the work he has done for the club, we have awarded Todd the “Volunteer of the Year” award for 2022.

I am submitting this report on behalf of Todd and will *hopefully* do this report justice.

Fundraising:

I. The PCSA obtained a grant from the Ontario Trillium Fund (OTF) in the fall of 2021. The objectives of the grant were to help PCSA off-set the negative impacts of COVID, and sustain its operations so the club could continue to offer programs and services in the community.

Costs covered by the \$47, 000 grant included:

- Direct Personal Costs: Which includes Staff honorariums, field marshals, etc.;
- Indirect (Operational) costs: Fixed operating costs for utilities (gas, hydro, internet, etc.);
- Project Costs: which includes technical coaching, coaching education, police checks, website, logo, strategic planning, etc..

The OTF Grant allowed the club to:

- maintain low player registration fees for the 2022 season, despite the hike of costs downloaded by ECOSA, Ontario Soccer and the City of Peterborough;
- provide extra fall (2021) training sessions, free of charge for all club teams;
- provide indoor winter training for all teams;
- provide technical team coaching to teams requesting assistance.

II. The PCSA applied, and was approved, for the Ontario Soccer/Recovery Grant in April 2022. The objective of the grant was to recover funds lost during the 2020

and 2021 season. The PCSA received \$2500.

Sponsorship:

A number of our teams were directly sponsored by local businesses. These sponsors are proudly advertised on our teams' jerseys. Thank you for your continued support of our club and our efforts to promote youth sport in Peterborough.

Over and beyond team sponsorship, a number of businesses were generous to sponsor the following events:

Kingdon Timber Mart (Lakefield): in addition to sponsoring the U9 boys team, Kingdon sponsored the renovation of the storage bin that sits on Eastgate 1. This project brought together the Integrated Arts students of Thomas A Stewart Secondary School, Local artist, Jason Wilkins and our club to create a beautiful mural on the storage bin.

Enniskillen General Store generously donated free ice cream coupons to every player and coach in our club, as well as teams participating in our Boys and Girls tournament.

Promotions:

Newsletters: The intent of the newsletters was to provide our families with updated information during a time of uncertainty. The newsletters have been delivered to every registered family on a monthly/bi-monthly basis, and posted on our social media platforms.

Strategic Planning:

As mentioned previously, the Ontario Trillium Funding Grant has allowed the PCSA the opportunity to rebrand our club through an updated logo, club colours and improved Website.

The new logo and club colours were designed by Graematter Designs. It has been more than 10 years since the club's logo was last updated.

The new PCSA Website provides users with easier access on their mobile devices, and reorganized content. Additionally, as part of this "refresh", the club contracted Wayne Eardley to take high resolution photos that can be used as part of our social media presence. The relaunch of the website and other social media will occur in Fall 2022.

Last, but not least, on behalf of the club, we would like to sincerely thank Barry

Graham (our webmaster, tournament chair, past director, and keeper of knowledge/history/protocol) for his tireless work with the website over the past 10+ years (and for the next 20+ years to come). We are grateful for his patience, time and wisdom throughout the updating process.

Submitted by Leanne McLaughlin, Director of Fundraising and Promotions
September 2022