

SCRC 2022 FUNDRAISING REPORT

Sam Baio, VP Fundraising

There were two significant 2022 fundraising events that allowed us to reach our budget target of \$20,000 centered on sending boats to the Royal Henley Regatta. That campaign raised approximately \$ 14,000. The *Coming Home to Henley* event held during the Canadian Henley Regatta, for the first time was used to recognize and raise money for our coaching. That event raised approximately \$ 6,000 for coaching development and training.

Louise Hastings was instrumental in helping with both events and Kate Hingston was instrumental in planning the Coming Home to Henley event. I would like to thank both Kate and Louise for their dedication and service.

Many things were discussed for future fundraising and my recommendation to the 2023 Board will be to allow Louise Hastings to take over as VP Fundraising in 2023 and merge fundraising with Sponsorships and Special Events. The 2023 Board of Directors will need to discuss this possibility. I will continue to assist Louise to grow our fundraising efforts.

Five things would help with future fundraising efforts:

1. A full review and a rebuild of our membership and mailing contact lists. It is missing several potential donors and long time members. This was evident when we used the available mailing lists for the Henley Royal Campaign.
2. A strategy for fundraising, and for every fundraising event there should be a purpose and focus for raising those funds. Examples include rowing equipment, diversity scholarships and coaching development.
3. A recognized brand and marketing presence in our community. This will require professional marketing to create a framework and web site that is versatile and allow us to solicit support and funding for various projects.
4. A 50/50 lottery licence that can be run electronically, running from the Early Bird Regatta through to Canadian Henley. Many sports organizations and professional teams are using this medium for significant fundraising.
5. A working relationship with sport clothing retailers and a web site provider to make SCRC branded merchandise available through our website for both members and consumers outside of our community that may have rowed in St Catharines at CSSRA or Henley. I believe our logo is very desirable and would help in fundraising and promote the brand by selling more of our branded merchandise outside of the city.