



2024 St. Catharines Rowing Club AGM – VP Fundraising report for 2023 calendar year

SUMMARY: 2023 Fundraising (excluding grants)

Tag Day:	\$11,580
Sponsors:	\$18,675
50/50 Draw:	\$1,857
Masters Camp:	\$3,000
Regatta Sport Merchandise:	\$200*
Mother's Day Plant Sale:	\$220
NSTF:	\$544
TOTAL:	\$36,076

*Christmas sales only; full year numbers were N/A for this report.

During 2023, we had several Fundraising activities and events.

The two most successful events: Tag Day, ably chaired by Tracey Newman and supported by our high school coaches and athletes, raised \$11,580.00; and the support of our Club sponsors that brought in \$18,675.00.

The Fundraising Committee initiated some new activities, including an expanded online merchandise shop at Regatta Sport, a Masters Rowing Camp, an annual 50/50 Draw, and a tax deductible donation mechanism on the National Sport Trust Fund (NSTF) website.

After receiving over \$270,000.00 in grants from the Ontario Trillium Foundation (OTF) and Canada Summer Jobs (CSJ) in 2022, we were turned down by both agencies in 2023. We submitted two applications to OTF, one to subsidize compensation for coaches and the club captain, and one for new coach boats and motors. Our application to CSJ was for one summer workshop assistant. Looking forward to 2024, we have applied through CSJ for two summer employees, and are looking at a OTF capital grant application in March for just under \$100,000.00.

Plans and Ideas for 2024 include the following:

- Tag Day – Saturday, May 11
- Plant Sale – Mother's Day Regatta, Sunday, May 12
- 50/50 Draw – Running from April – October with enhanced publicity and marketing and a celebration at the time of the final draw in October
- Masters Camp - July (dates to be determined)
- Growing our sponsorship list and an enhanced sponsor program with higher "prices"
- Developing a mailing/contact list to request donations
- Silent auction at the Captain's Dinner

- More publicity and promotion of fundraising activities through the website and social media.

New for 2024 will be SCRC BINGO. We have applied to the City of St. Catharines for a charitable licence at DELTA BINGO and may receive it as early as April 2024. Based on results of other organizations hosting Bingo as a fundraiser, we could receive about \$1,500.00 monthly or \$18,000.00 annually. This project requires the volunteer support of the Board and all SCRC members (over 18!) to be successful.

Thank You to the David Derry and the Board of Directors for their input and assistance on these projects, and especially to 2023 Fundraising Committee, Sam Baio, Kate Hingston, Travis King, Stephanie Mowder and Kathy Powell for their ideas and hard work in making these things happen.

Respectfully Submitted

Louise Hastings

VP, Fundraising