

## **TICA AGM Sunday, May 7, 2023**

### CEC Report

The Communication and Engagement Committee members are Ann Dickie, Don Sinclair, Teresa Moore and Ellen Rush

The Communication and Engagement Committee started in 2020 with the following members: Ann Dickie, Tatiana Nemchin, Laurel Marsh, Teresa Moore and Ellen Rush. The purpose was to provide consistent clear and timely communication about TICA, and Forbes Hall to the TICA membership and to the broader Thetis Island community.

The CEC committee works to engage and inform the community by

- encouraging participation at Forbes Hall Community Centre,
- encouraging islanders to become TICA member
- and fundraising.

As well, the committee produced two informative Bulletins in 2022 and one so far in 2023.

In July 2022, the committee produced its first Bulletin with a focus on events at the hall, a fundraising update, how to donate, how to become a TICA member and the benefits of membership to the community as a whole.

A second bulletin came out in November with a focus on the value of volunteering, events at the hall and as always a fundraising update.

A third bulletin was produced this April full of information about activities at the hall including fundraising numbers current to the end of March 2023.

### **Back into the Black**

In 2022, the CEC created the **Back into the Black Debt Repayment Program** to provide an opportunity for the individuals to donate monthly, annually or a onetime donation. The committee decided to promote a pledge-based fundraising program as this type of fundraising requires significantly fewer volunteer hours than the fundraising events we are accustomed to.

### **2022**

January 2022 – December 31 2022 \$90,569 was pledged or donated

### **2023**

Jan 2023 – April 30<sup>th</sup> = \$22,995

**Program to date:** Jan 2022 - April 2023

\$113,564 had been donated or pledged

### **Year to date:**

Jan 2023 – April 30 = \$22,995

