



Communications & Development Director Report to 2020 AGM

Report Date	August, 2020
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Past Year's Work

Newsletter

The Orienteering Canada newsletter is back. And on a monthly schedule. Submissions welcomed by the 15th of each month to newsletter@orienteering.ca.

Social Media

Our social media continues to grow organically. 2841 followers on Facebook, 1087 followers on Instagram and 1187 on twitter. Social media updates are relatively consistent, with room for improvement

Website

Time for a new Orienteering Canada website, which is at the initial planning stages. Have been doing basic updates as needed.

Communications

Assist Staff, Board, and Committees to get relevant information out to the orienteering community, such as Hall of Fame, COVID info, etc.

Let's Talk Orienteering

A by-product of COVID-19, this virtual speaker series has proven to be popular. I assist with logistics, promo, etc.

Fundraising / Sponsorship / Funding

Not a lot to report over the last year. Still in a holding pattern with Sport Canada as they do a comprehensive review of the way they fund sport organizations.

Endowment Fund

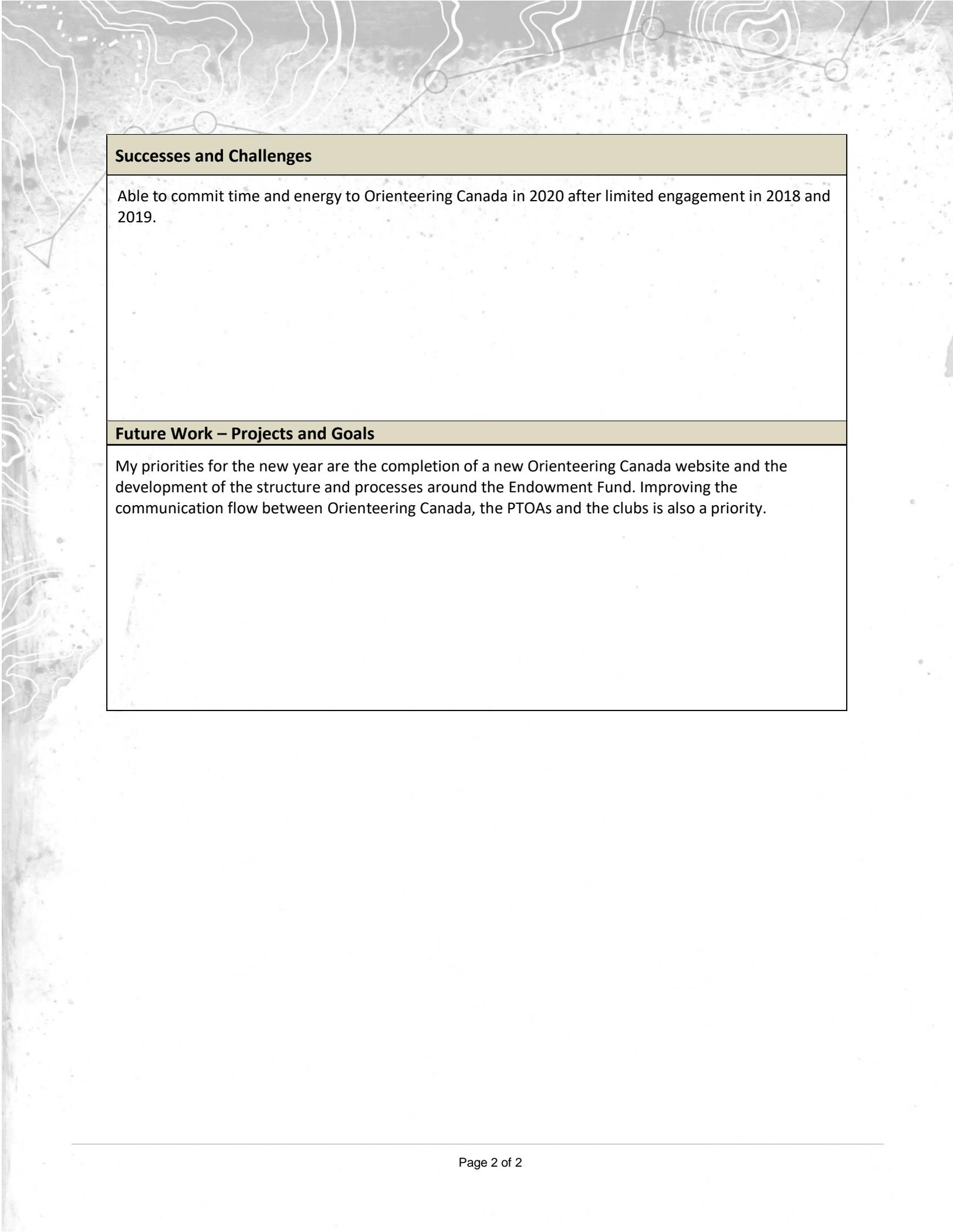
Applied to be recognized by the Canadian Olympic Committee, a requirement to host our endowment fund with the Canadian Olympic Foundation. Starting work on the creation of the international structure for the Fund.

Archive Work

Collected archive materials. Lots to do re ideal virtual archive system.

COVID-19

Assisted with the development of Orienteering Canada's COVID Risk Management Plan. Attended many webinars and frequent monitoring of guidelines and resources from across the governments, health authorities and sport organizations from across the country.



Successes and Challenges

Able to commit time and energy to Orienteering Canada in 2020 after limited engagement in 2018 and 2019.

Future Work – Projects and Goals

My priorities for the new year are the completion of a new Orienteering Canada website and the development of the structure and processes around the Endowment Fund. Improving the communication flow between Orienteering Canada, the PTOAs and the clubs is also a priority.