



## Communications & Development Director Report to 2021 AGM

Report Date	2021-07-20
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### The Past Year

An odd year for sure! Here's a quick look at what I've been working on with my Communications & Development Director hat on

#### Communications

- Continuing to grow our social media which has consistent growth year over year
- We ran a successful awareness raising social media campaign in May with Silva Canada, Icebag Canada and o-store.ca
- Provide communication support and implementation to all OC projects and committees
- Writing content for new OC website and working with developer to launch later this year
- Consistently published the OC newsletter each month (submissions always welcome!!)
- Let's Talk Orienteering and Club Connect support/coordination

#### Development

##### Funding & Fundraising

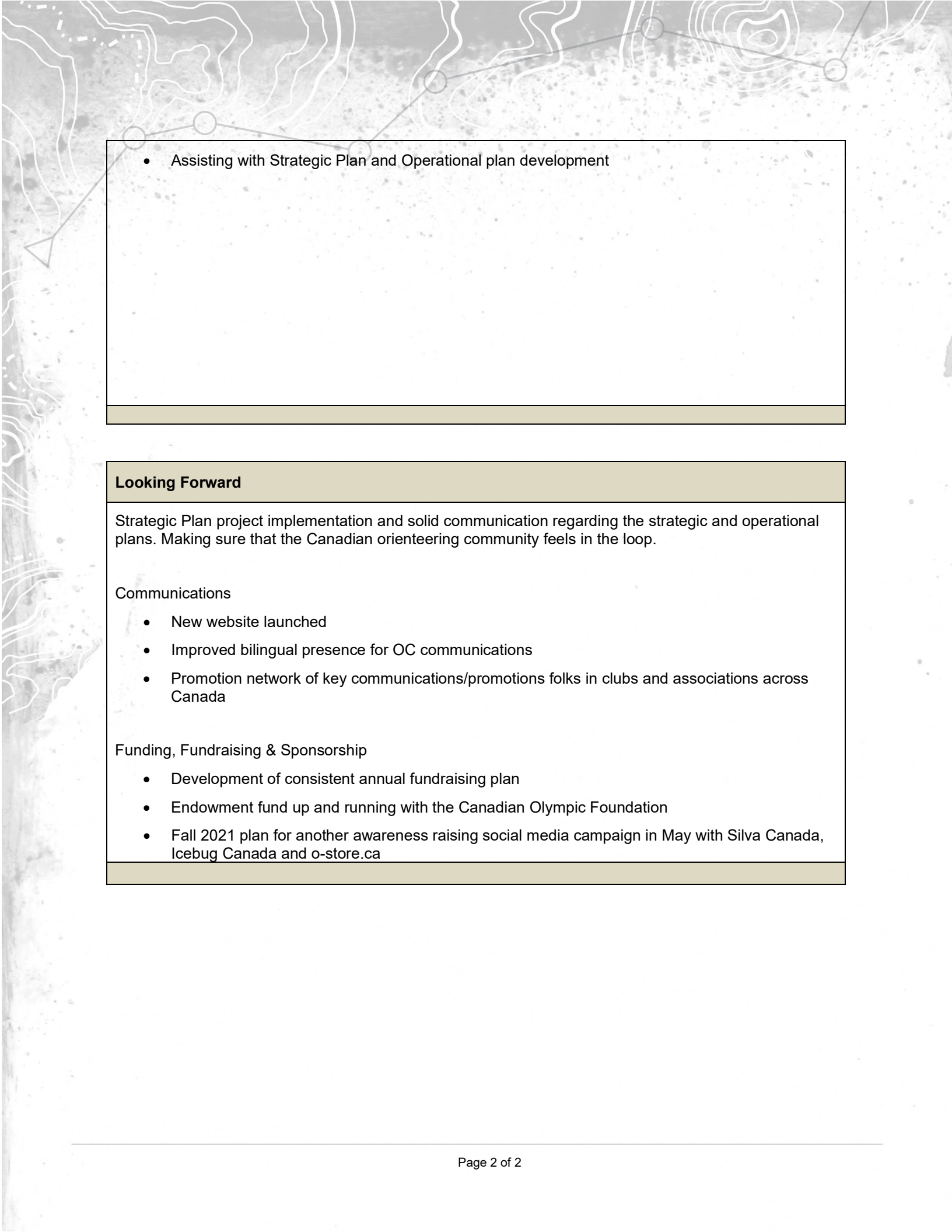
- In conjunction with Tracy, staying abreast of upcoming revamped funding structure from Sport Canada (expecting new fundraising framework to be announced imminently)
- Added Canada Helps as an OC fundraising tool
- Continuing to encourage and facilitate donations to OC
- Communications support to Team Canada Program fundraising initiatives (Control Bounty, Silent Auction)
- Continuing to work with the Canadian Olympic Committee regarding Orienteering Canada's official recognition status which will allow us to invest our endowment funds with the Canadian Olympic Committee

#### Sponsorship

- Finalizing a multiyear partnership agreement with Silva Canada and Icebug Canada

#### Orienteering Canada Admin

- Assisting with Interpodia implementations plans
- Assisting with COVID protocol development

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- Assisting with Strategic Plan and Operational plan development

### Looking Forward

Strategic Plan project implementation and solid communication regarding the strategic and operational plans. Making sure that the Canadian orienteering community feels in the loop.

#### Communications

- New website launched
- Improved bilingual presence for OC communications
- Promotion network of key communications/promotions folks in clubs and associations across Canada

#### Funding, Fundraising & Sponsorship

- Development of consistent annual fundraising plan
- Endowment fund up and running with the Canadian Olympic Foundation
- Fall 2021 plan for another awareness raising social media campaign in May with Silva Canada, Icebug Canada and o-store.ca