



PAL Ottawa

Annual Report to Members for 2016

REPORT FROM THE CHAIR: PETER HAWORTH

In 2016 PAL Ottawa had the final presentation of our Case for Support by Mena Gainpaulsingh of International Fundraising Consultancy (Canada). The Annual Strategic Planning update took place.

The following key activities of PAL Ottawa are in order of the way you may meet PAL Ottawa at Events, followed by core purpose of Supporting Cast and Affordable Housing, then the internal activities that keep us going and growing: Communications & Community, Fundraising & Membership, and Operations. Thank you for joining us!

EVENTS

Creating events to raise awareness and funds.

- Held a benefit Soirée at Cube Gallery in Wellington West friend-raiser and fundraiser
- Held a Benefit Performance at the Preview of *The Three Musketeers* at Ottawa Little Theatre in November
- Beneficiary of donations at Shakespeare benefit performance at University of Ottawa with Paul Gross and Martha Burns and from Two Women's performance of Jan Andrews' *Written in the Body*
- Participated in the annual Capital Pride Parade to build awareness of PAL Ottawa in August.
- Our annual Kitchen Party 'friend-raiser' was held at Glebe St. James Church Hall.
- Monthly Coffee Klatches were launched. Casual get-togethers for PAL members and friends at Stella Luna Gelato Café.

SUPPORTING CAST Report

Providing a community of support for older, isolated and/or disabled members of the artistic community.

- The Supporting Cast team of 7 volunteers, served 7 colleagues-in-need, with a variety of services including a total of 51 unique services totaling 120 hours of service helping members of the arts community.
- Services provided include, but are not limited to:

- The Companionship & socialization included in providing travel to medical appointments
- Light housekeeping, shopping
- Special housing assistance
- General advocacy.

HOUSING PROJECT

Raising affordable housing roof for PAL members in need.

- We thanked former committee chair Alison Atkins for her work, in overseeing the important Feasibility Study.
- Our Committee is currently being lead by Catherine Lindquist, and continuing on the committee is Susan Dell.
- We met with Cornerstone Executive Director Sue Garvey and have joined the Alliance to End Homelessness and Faith and the Common Good, Ottawa Chapter-working on sustainable redevelopment of faith properties.
- Completed a Request for Proposal process to retain the services of an affordable housing Development Consultant to undertake the work supported by the Ottawa Community Foundation. CAHDCO, lead by President Graeme Hussey, will undertake this pivotal work commencing this Fall.

COMMUNICATIONS AND COMMUNITY ENGAGEMENT

Informing and engaging the community on PAL Ottawa's mission and activities

- Created and disseminated invitations and reminders for all PAL Ottawa events through the year
- Produced new ads as needed for placement in house programmes of local performing arts organizations

- Created various other promotional materials, such as a roll-up banner, event signage and posters for Supporting Cast and other events
- Continued to add content to the website and blog
- Published two issues (Summer and Winter 2016) of our newsletter *The OPAL*
- Increased social media presence by continuing to add content and engage audiences on Facebook
- Worked to recruit new volunteers to assist the committees in their work
- Assisted in the editing process of the Case for Support
- Managed the activities of the communications contractor which included:
 - running publicity campaigns to promote Supporting Cast events and PAL fundraisers such as the Cube Gallery Soirée and the Ottawa Little Theatre benefit performance;
 - writing substantial content for the newsletter, website, blog and member and fundraising correspondence;
 - editing and formatting the Winter edition of *The Opal* newsletter;
 - working on the update and reorganization of our database and mailing lists;
 - revising content on the website; and
 - reorganizing the structure and accessibility of PAL Ottawa shared folders and documents

FUNDRAISING AND MEMBERSHIP

Raising over \$30,720 from events, individuals, the private sector and government sources.

- Charitable donations receipted amounted to over \$16,217 from direct gifts to PAL and from CanadaHelps
- Event sales and silent auction raised \$7,659
- Completed development of the Case for Support for the Housing Project with input from Board and Advisory Council
- Completed the Supporting Cast project with funds from the Community Foundation of Ottawa
- Reached out for new members from Equity, ACTRA and the Musicians Union and renewed past memberships

ORGANIZATIONAL INFRASTRUCTURE

Establishing PAL Ottawa as an effective Not-for-Profit Organization

- Conducted annual review and update of Strategic Plan. Priority for future years was identified as human resources needs – personnel, volunteers and expertise.
- Sought nominees to stand for election to the Board of Directors and began to refine needs for future years including for the Housing project
- Oversaw PAL Ottawa's budget which brought in \$33,129 in revenue and had \$20,595 in expenses, with a surplus of \$12,535 for use in future years along with our \$10,000 Housing Reserve Fund.

THANKS AND ACKNOWLEDGEMENTS

Working together to care for our own.

- PAL Ottawa thanks its Founding Partners – **ACTRA, Canadian Actors Equity Association, Council for the Arts in Ottawa, IATSE Local 471**, and the **Ottawa University School of Music**
- Pal Ottawa thanks **PAL Canada** and its other chapters for sharing their experiences and materials
- PAL Ottawa extends a special thanks to Don Monet at Cube Gallery, Dan Soublière at TD Wealth, University of Ottawa and **Ottawa Little Theatre** for their special efforts in helping present fundraising events in 2016.
- Thank you to all of PAL Ottawa's volunteers and supporters for your support and generosity. Together we can, and will, build affordable housing and provide the services required to ensure local artists can live, not in isolation, need or fear, but in dignity within a caring community.