



## **ANNUAL GENERAL MEETING**

**APRIL 21, 2022**

### **RESOURCE DEVELOPMENT COMMITTEE REPORT**

**COMMITTEE MEMBERS: Lynda Montgomery (Chair), Jackie Mersich, Vivian McCaffrey, Gwynne Potter, Cynthia Lemon, Mary Gray**

**SUPPORT: Paul Eichhorn, General Manager**

It has been my pleasure to chair this very hard working, hands-on committee. Jackie Mersich will be leaving this committee to support Education Outreach. Her contributions in fundraising, Minute taking, sponsorships and securing advertisers will be missed. We are grateful for the energy she gave to our committee and know that Education Outreach will benefit from her insights and experience. We are fortunate to have Gwynne Potter, with her accounting background on this committee. Cynthia Lemon has just joined recently and we know she will be a great asset to the many duties of this committee. Welcome Cynthia. Finally, welcome to Mary Gray. She joined the Committee after serving as member and Intern Chair of our Endowment/Legacy Committee.

This was the second year of Covid that we were undertaking to raise sufficient funds to keep SweetWater healthy and active. Again, amidst unknown challenges we set about to continue some of the successful strategies we had developed the previous year. Firstly, the budget was struck with conservative estimates. For this process I would like to thank our Treasurer, Jill Willington. Her vast experience both as an accountant and a musician helped us develop a reasonable budget keeping in mind all of the "unknowns" over the next year. ie. ticket sales, patron support, grant support and donations in general.

The Board participated again in a very successful "PHONE OUTREACH CAMPAIGN". This personal connection to our members and patrons offered them an opportunity to hear what we were doing in terms of programming, safety measures and financial support. Many had questions and were grateful that we were able to answer directly.

We have continued to send out hard copy letters to all of our Patrons twice a year...SPRING AND FALL NEWSLETTERS. Again, reaching out personally to our Family has proved to be an effective and appreciated way of communicating with them.

Our General Manager, PAUL EICHHORN, has continued to develop our expanded web presence, created new tracking programs with up-to-date data bases and submitted many grant applications. We have maintained and even seen increases in overall granting, including a one-time grant from Canadian Heritage of \$30,500 to help adjust to the transition of programming in the pandemic era. This was essential to allow us to once again stage a full September Festival and also new digital programming opportunities.

I will add in here that sadly, we will be losing Paul as our support as he is taking a full-time position near his home in Midland. His constant oversight and input into this committee has been invaluable to the success SweetWater currently enjoys.

The ENDOWMENT/LEGACY Committee has moved under the umbrella of this RD committee. We are grateful that Mary Gray has headed up this subcommittee. It has been a difficult time to move forward with programs to help inform the membership of this opportunity for Planned Giving. A rack card was created with information about the Legacy Fund on one side and SweetWater giving on the other side. It has gone out in both of our patron mailouts and a new area on the website was created for legacy giving.

We are looking forward this spring to host a live Concert with “Fire and Grace” at Heartwood Hall mid May. This is much more like “the old days” with a celebratory Opening Concert!

However, we have put a hold again on trying to reschedule an inaugural Concert in Toronto. Streaming concerts and Digital concerts have had moderate appeal but were an essential part of our programming in the last two years. Thankfully we have had a very supportive sponsor for these offerings as ticket sales are strongly revenue-negative.

Our efforts to engage Corporate support in a larger way continues to be a challenge. We have a member on RD that has had experience in Not-for-Profit organizations and we hope to grow that area of our funding.

Throughout this year our Committee has been so very grateful to our SweetWater Family. Your continued generosity (even before we ask!!) is helping us build a long term base to provide stable funding for SweetWater moving forward...no matter what challenges we face in the near and distant future.

Respectfully submitted,

Lynda Montgomery (Chair: Resource Development Committee)