



# *PETERBOROUGH CITY SOCCER ASSOCIATION*

## **Director of Fundraising and Promotions Report for the**

### **Reporting Period of October 2022-October 2023**

*Date: November 24, 2023*

As the PCSA's Director of Fundraising and Promotions, I have been involved in planning, implementing, and overseeing our club's fundraising activities, as well as being responsible for developing and executing promotional strategies aimed at enhancing the visibility and reputation of our club.

The following are highlights of some of the initiatives that were undertaken during the reporting period of October 2022 to October 2023.

#### Grant Applications:

In the reporting period, four grant applications were prepared and submitted, yielding varied outcomes:

- City of Peterborough Community Grant: Secured \$750 to fund the acquisition of an Automated External Defibrillator (AED) installed at the Eastgate Equipment room. The remaining cost was shared between the Mens Old Timer's Soccer Club and PCSA.
- Hydro One Community Grant: Unsuccessful
- Ontario Trillium Foundation- Resilient Community Fund: Unsuccessful
- Ontario Trillium Foundation - Capital Grant: Unsuccessful

#### Social Media:

Barry Graham and Liz Chamberlain, our dedicated volunteers, have played a pivotal role in rejuvenating our club's diverse platforms. The central focus throughout the year centered on executing the "Player of the Week" initiative, designed to highlight remarkable contributions by players from participating teams, underscoring their positive influence on team culture. These posts were shared across all our social media platforms and showcased on our website's blog. As part of this initiative, we also aimed to spotlight the sponsors associated with individual teams, recognizing and thanking them for their support.

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### Tryout/Orientation Poster:

We express our heartfelt gratitude to Jayne Nicholson for crafting a captivating poster to promote our Tryout weekend. The visually appealing poster was showcased at various field locations and prominently featured on our social media platforms.

### Swap and Share:

The "Swap and Share" table has emerged as a beloved initiative among our families. Numerous families generously contributed gently used equipment to the swap and share table, fostering a cycle of reuse within the club as others benefited from these shared resources.

### FASST:

The Fitness and Soccer Skills Testing (FASST) project was introduced as a pilot this year. Collaborating with trainers from Hybrid Sports, players aged U12 and older underwent assessments in both athletic and soccer skills at the beginning and end of the outdoor season. The primary objective was to evaluate the progression of our players' athletic skills throughout the season and identify specific areas for targeted training during the off-season.

### Ongoing Initiatives:

We have joined forces with the City of Peterborough in a collaborative effort aimed at enhancing the accessibility of the Eastgate Fields. These fields, under the ownership and maintenance of the City of Peterborough Parks and Recreation Division, serve various leagues and community entities, necessitating comprehensive accessibility. It is imperative that as members of the club, we assume the roles of vocal and political advocates, championing the cause of full accessibility for our players, families, and fans, irrespective of their physical abilities.

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Sponsors:

On behalf of the Board of Directors, I would like to express our heartfelt gratitude to our teams' sponsors:

U10 Girls	Liftlock Family Dentistry
U10 Boys	Kingdon Timber Mart
U12 Girls	Class A Automotive Sean Auger - Exit Realty
U12 Boys	Liftlock Family Dentistry Liftlock Escape DeMathieu& Bard Construction Rust Check Peterborough
U13 Boys	Ayotte Dupuis Gunsolus O'Neill Law Offices
U14 Girls	FACES - Skin Cancer & Reconstructive Surgery Ontario Insurance Network WaterworldLeisurescapes
U14 Boys	Liftlock Family Dentistry DeMathieu& Bard Construction
U 15 Girls	Lett Architects Friendly Fires
U 15 Boys	Composite Deck Shop
U16 Girls	Rebecca Quinn, Century 21 Kawartha Cardiology
U16 Boys	Charlina Westbye - IG Wealth Management
U17 Girls	FACES - Skin Cancer & Reconstructive Surgery
Men's Teams	Haven Brewery

I extend my heartfelt respect and gratitude to all the volunteers, and sponsors who have generously dedicated their time, talents and support to the various endeavors that were undertaken this year. I look forward to what the 2024 season brings.

Submitted Respectfully

Leanne McLaughlin

Director of Fundraising and Promotions.