

Director of Fundraising and Promotions Report for the 2024 Season

Acknowledgement

We would like to extend our deepest condolences to the family—Kate, Gabriel, and Bella—and friends of Todd Barr, who sadly passed away in February.

Todd was a long-standing and valued member of the PCSA community. He served as a coach, a Board Member, and most importantly, a dedicated parent within our club. In recognition of his many contributions, Todd was honored with the **Volunteer of the Year Award** in 2022.

His wisdom, knowledge, and unwavering commitment to our community have been deeply missed. Todd's legacy will forever remain a cherished part of the PCSA family.

The 2024 soccer season has been an active and successful year for the Fundraising, Promotions, and Social Media efforts of the PCSA.

Team Sponsorship

This year, we were proud to have 41 sponsors supporting our teams. The funds raised through these sponsorships were instrumental in helping us purchase apparel and equipment, as well as offsetting the costs of tournament fees for our teams.

Fundraising

As part of Family Fun Day, we organized a raffle featuring a variety of items generously donated by local businesses and individuals. The raffle raised \$450, which will be donated to our club's chosen charity, **City Cares**.

We extend our heartfelt gratitude to the following businesses and individuals for their generosity:

- **Boston Pizza**
- **Demathieu & Bard Inc.**
- **Durham Auto Works**
- **Kingdon Timber Mart**
- **Liftlock Family Dentistry**
- **Macron**
- **The Patel Family**

Social Media

The Social Media responsibilities of this portfolio were successfully managed by two dedicated volunteers: **Barry Graham**, our webmaster, and **Liz Chamberlain**, who led our online social

media efforts. We sincerely thank Barry and Liz for their tireless commitment and the hard work they contributed throughout the season.

Unfortunately, due to personal reasons, Liz will be stepping down from her role. We are now actively seeking a new volunteer to manage social media. If you or someone you know is interested in contributing to this vital role, we encourage you to reach out to us.

Website and Player Recognition

The club's website received a refresh this year, featuring updated photos taken during the boys' and girls' tournament weekends. These photos beautifully capture the excitement and spirit of the events.

We also continued the popular “**Player of the Week**” posts, which have been warmly received by players, families, and sponsors. These posts celebrate the dedication and achievements of our players while also recognizing the generous support of our team sponsors. **Enniskillen General Store** generously provided each spotlighted player with free ice cream coupons and gifted every player in the club with buy-one-get-one-free coupons.

Thank you to everyone who contributed to another successful season for the PCSA. Your support continues to make a lasting impact on our players and community!

Leanne McLaughlin

Director of Fundraising and Promotions

Peterborough City Soccer Association.