

COALDALE COMMUNITY WELLNESS ASSOCIATION LTD.
Shareholders Annual General Meeting
September 25, 2019

2018/2019 Chairperson's Report Submitted by:
Herb Wall

2019 was another fulfilling year for the Coaldale Community Wellness Association where our funding goals were met, funds were turned back to the community in the form of grants, and scholarships and sponsorships were awarded. During the year we continued to accept grant applications from diverse stakeholder groups in the community. We carried on our review of the Board's goals and objectives to meet the expectations set out in our strategic plan.

As a Wellness Association, we have been looking at ways to broaden our mandate in the Coaldale Community. This can be achieved by investigating alternate sources of funds through offering additional gifting opportunities to potential donors. Philanthropic giving has deep roots in the community. Encouraging a planned giving program where stocks or shares could be conferred or where a bequest could be set out in a will would be an alternate source of giving for some donors. We will continue to work on an awareness campaign for the Association through advertising, in particular, a pamphlet that would lay out the variety of gifting opportunities by leaving a "Legacy".

Two new members joined the board last year. Their contributions were greatly appreciated and they were assets to the already effective group. One of our strategic mandates is to attract new members to the association. It is our hope that this may be achieved by building on relationships already established by our individual board members, and by implementing the new "Legacy" brand. Once the new brand has been established then the logo can be used on all of the Associations advertising and communications.

Over the 2018/2019 funding period, a total of 6 grants in the amount of \$36,750 were awarded, with a total of \$640,276 in grant funds being awarded since 2007.

The Association currently administers three scholarship and a total of \$975 was given out this fiscal year. Establishing scholarships "in honour of" or "in memory of" is also an area of gifting that could be encouraged to interested donors. Scholarships are also an excellent way of bringing community awareness to the CCWA.

Sponsorships are a way to highlight the work of the Association and its area of interest in the community. This year \$1,000 was given for sponsoring the Coaldale Family Fun Run. From 2010 to date, \$32,065 in sponsorship funds have been dispersed.

It would be remiss of me not to include a huge thankyou to Shannon Little for the wonderful job she does for Wellness Association, for keeping the Board on track, and finally, for her excellent organizational skills and keeping me on track this year.

As we reflect on this past year's activities, we are reminded the CCWA is part of a long-standing tradition of giving that makes this community proud. Since 2007, this Association alone has dispersed \$677,091 in funds. We are reminded of the many Coaldale partners that share with us on this journey. Our gratitude to our many volunteers, community and family members, donors and the Town of Coaldale is enormous. Our shared philanthropic spirit and success is a testament to the guidance, support and people we serve.