



706 Snowy Owl Squadron Royal Canadian Air Cadets

Squadron Sponsoring Committee – Minutes

Date: April 11, 2013

Members Present: Judy Brignell, Pattie Filoso, Kathy Reid, Karen Nemes, Sue Grant, Linda Savasta, John Montgomery, and Laurence Senior

Regrets: Nam Chopra, Pete Caron, Clarke Bedford

Guests: Deb M, Sukh K.

Air Cadet League (ACL) Squadron Advisor: Arlo Speer (regrets)

Squadron Staff: Capt. Platt

Item	Presenter	Discussion	Action
1. Meeting Called To Order	Chair	Review and acceptance of the agenda Addition: Bush weekend help	Motion to accept the agenda as amended: Moved: Karen 2 nd : Pattie
2. Review and acceptance of previous meeting minutes	Sue	No errors or omissions noted.	Motion to accept minutes of March 7, 2013 Moved: Kathy 2 nd : John
3. Financial Report – ACC9	Nam	(Secretary provided update) <ul style="list-style-type: none"> • ACC9 balance \$9258.84 • Bank balance: \$9378.40 • Difference (\$119.56) unreconciled cheques • Committee reviewed Monthly Financial Transactions statement /upcoming expenses: <ul style="list-style-type: none"> • With the addition of Tag Days revenue (\$12,624.46) and reimbursements from DND (\$2454.41) ACC9 balance is \$24,457.27 • Identified some service club donations are potentially forthcoming • Spring Bush Weekend May 4-6 – reimbursable by DND • Capt Platt identified expenses for Shooting Jackets for the Range team at approximately \$900 – 10 jackets ideal, but minimum of five. Identified could be purchased now or at the beginning of the next training year • Power Flying Day – approx \$240 - \$300 expense 	NA
2. Squadron Updates – CO's Report	Capt Platt	<ul style="list-style-type: none"> • 123 cadets registered in the SQN • A few cadets have left the SQN, but also a few new recruits 	NA



706 Snowy Owl Squadron Royal Canadian Air Cadets

Item	Presenter	Discussion	Action
		<ul style="list-style-type: none"> Recent Events: Sports Day at West Carleton and Tag Day Activities Upcoming events: bush weekend, gliding, first aid and biathlon day Still waiting to hear back on regional summer camps and cadet staffing positions The Son/cadets did very well in terms of placements for National courses 	
3. Business Arising from the Minutes			
a) Sens 50/50	Judy	<ul style="list-style-type: none"> Requested an update from Sens Foundation on where we stand with our fundraising efforts Some other charities have been helping the SSC meet their volunteer #s, so after they are paid for their support (applicable game amount per volunteer), estimate that we've earned about \$2000 April 18th game - gave up that date as was originally the Committee election; however do have volunteers registered for that night. Will send volunteers as the SENS Foundation in generally short volunteers. Linda advised that she spoke with SENS foundation and received positive feedback regarding our volunteers. SENS foundation indicated that all organizations struggling with getting volunteers this year due to the shortened season, and as a result the Sens foundation will not look at volunteer #s this year in determining which charities come back next season 	Pending update from the SENS Foundation
b) Tag Day Weekend	Judy	<ul style="list-style-type: none"> Total earned - \$12,624.46 – Excellent outcome Fundraising target was \$10,000 for tag day – extra earned will help overall as did not meet fundraising target for OPC Lottery Tickets Tag Day Report provided by Judy which includes lessons learned and suggestions for next year 	Report included with the minutes
c) OPC Lottery Tickets	Sue	<ul style="list-style-type: none"> Total Earned - \$6990.00 Fundraising target was \$9500.00 Summary report provided by Sue Discussion about lessons learned from this first time fundraiser – committee feedback will be added to the report Committee purchased 52 books of tickets (unsold) – discussion related to 'what if' the committee wins one of the lottery prizes. 	Report included with the minutes



706 Snowy Owl Squadron Royal Canadian Air Cadets

Item	Presenter	Discussion	Action
		Further actions to be determined if have a winning tickets	
d) Annual Parade	Linda	<ul style="list-style-type: none"> Annual parade reception flyers to be handed out to cadets at evening parade Flyer requests donations from families of food, and if not, a \$20 donation to purchase food for the reception Requesting families return flyer by May 9 for food item sign up Laurence has received a number of financial donations which will likely cover the drinks for the reception Invitations will go out shortly to dignitaries and to parents 	NA
e) Update -Trillium Grant Application	Sue	<ul style="list-style-type: none"> Sue contacted the Ontario Trillium Foundation (OTF) regarding the July 2012 application - there is no record of the application being received OTF provided info helpful for having a successful application – requests need to align under the OTF Strategic Framework (4 Priority Areas) so they can better measure ‘outcomes’ or impact of their community investment Responsibility for organizations who receive grants to report back to OTF on the ‘outcomes & impact’ of the grant – accountability for funds received. OTF application deadlines: March, July and Nov 	Sue and Linda to work on Trillium application – liaise with Sqn Staff re: Outcomes/measurement of success
f) Fundraising Strategy for 2013/2014 Training Year	Sue	<ul style="list-style-type: none"> Deferred 	Determine a date at the May 9 th meeting
g) HST Application	Nam	<p>Sue provided update on behalf of Nam</p> <ul style="list-style-type: none"> Missing one form to complete the HST application and then will be able to submit – Nam is trying to get the form (signed by the Provincial Committee) Committee will need to relook at the budget as HST rebate will likely not be received before year-end 	<p>Nam to obtain missing form</p> <p>Committee to look at budget and adjust accordingly</p>
New Business			
a) 706 SSC Post Secondary Scholarships	Judy	<ul style="list-style-type: none"> Deferred to next meeting 	CO to advise of the potential number of cadets who will be attending Post Secondary in Sept.



706 Snowy Owl Squadron Royal Canadian Air Cadets

Item	Presenter	Discussion	Action
b) Squadron Merchandise	Sue	<ul style="list-style-type: none">Sue will coordinate another order of Sqn Merchandise, for interested cadets, prior to year end	NA
Other Business			
a) Bush Weekend	Judy	<ul style="list-style-type: none">Will know next week whether SSC help is needed with meal preparation during bush weekend - dependant on whether Sqn obtains ration packs	<ul style="list-style-type: none">CO to advise committee
b) May Meeting Date	Judy	<ul style="list-style-type: none">May meeting scheduled for May 16thReschedule to May 9th	NA
Adjournment		Motion to Adjourn: Karen 2 nd : Kathy	Meeting Adjourned
Next Meeting		May 9, 2013 6:45 – 1 Lewis Gun	



706 Snowy Owl Squadron Royal Canadian Air Cadets

2013 TAG DAY REPORT

Provided by: J. Brignell

MONEY RAISED:

Friday P.M. & Saturday: ***\$ 8,467.18***

Sunday: ***\$ 4,157.28***

\$ 12,624.46 GRAND TOTAL

Lessons learned and suggestions for next year:

- Friday p.m. & Saturday was by far more lucrative than Sunday. However, had we not done the Sunday we would not have met our goal
- TD coin counting machines are amazing!
- Next year both Fall & Spring Tag Days should be seriously considered (Fri. p.m. & Sat).
- Cadets, parents & staff need to be made aware of Tag Days at least 6 weeks ahead.
- Sign up should be available on line with the areas listed, example: Bells Corners, Centrum, Stittsville - not by individual location. This will ensure that all high traffic locations are covered the entire time.
- Cadets must receive training on how to approach people



706 Snowy Owl Squadron Royal Canadian Air Cadets

Summary - OPC Lottery Ticket Fundraiser

Summary Provided By: S. Grant

Fundraiser - OPC Lottery Tickets			
	Books of Tickets	\$	Total
706 OPC Ticket Commitment	300	\$50.00	\$15,000.00
Fundraising Potential			
First level of Funding	100	\$27.50	\$2,750.00
2nd level of Funding	200	\$35.00	\$7,000.00
Total Potential F.R. Revenue	300		\$9,750.00
Unsold Books*	52	\$50.00	\$2,600.00
Subtotal - F.R. Revenue			\$7,150.00
OPC Lottery Expenses**			\$160.00
Total F.R Revenue			\$6,990.00
*52 unsold books purchased by the committee which counts towards 2nd level of funding			
** Expenses include \$120 paid to Children at Risk for sale of 12 books of tickets and \$40 to ship sold books to the OPC			

Ticket Sales by Location/Group

Sales Location/Group	Books Sold	\$	Sales Location/Group	Books Sold	\$
Car Rally	8	\$400.00	Hockey Tournament	4.5	\$230.00
Carp Fair (2.5 days)	15.5	\$780.00	Independent - Almonte	8	\$400.00
Richmond Legion BBQ	4	200.00	Independent - Stittsville	7.5	\$375.00
Hazeldean (5 hrs)	3.5	\$175.00	Children at Risk	12	\$600.00
Hazeldean (8 hrs)	8	\$400.00	Canadian Tire	2	\$100.00
Bayshore	3	\$150.00			
Subtotal of Books Sold: 76			Subtotal of Sales: \$3800.00		
Cadet & Families /Committee	172				\$8,600.00
Committee (Final Tickets)	52				\$2,600.00
Total	300				\$15,000.00



706 Snowy Owl Squadron Royal Canadian Air Cadets

What worked well:

- Sales locations in smaller communities (i.e. Almonte/Stittsville/Hazeldean)
- Rick Mercer Gliding Video/ the Flight Simulator demonstrations – attracted interest to the sales table and generated conversation about the cadet program
- The personal connection with the cadet program (i.e.: military connection) or to the cadets themselves
- Engaging the cadets/families to sell tickets

Recommendations:

- Take on a lower number of books to sell
- Engage the cadets/families early– provide plenty of time to :
 - Explain the process/ensure the significance of the ticket sales is understood
 - Sell tickets
 - Return tickets
- Look at Cadet participation around holidays – Thanksgiving or Christmas – avoid times where committee is doing other fundraisers as it results in competing efforts to get volunteer/or pressure on families for financial support
- Engage cadets and have them return tickets well in advance of deadline for return to the OPC – allows committee to know how many books left to sell and schedule further targeted sales activities
- Consider approaching other organizations to help with sale (i.e. Children at Risk)