



## **President's Year End Report 2013-14**

At the beginning of the 2013-14 fiscal year, the CFUW Etobicoke Executive set three priorities:

1. Membership acquisition/retention
2. Expand membership diversity
3. Differentiation through advocacy

### **Membership acquisition/retention**

Attracting new members to CFUW Etobicoke continues to be a challenge. Our membership numbers are currently at 285, down from 296 in 2012/13 (see Membership Convenor's Report).

We used a number of tactics this year to attract new members:

- Monthly meeting reminders sent to all members via email to encourage them to bring a friend to our general meetings
- A complimentary ticket to the May Banquet was offered to the person who referred the most new members to the Club (not effective)
- Participated in a number of community events including the Cloverdale Mall Community and Government Services Fair, CARP Etobicoke Meeting; we collected names and email addresses at these events from women who wanted to receive updates about our Club, a tactic that has potential to attract new members

In addition, Roma Mehta, Gail Rutherford and I developed a Marketing Plan for 2014/15 to help attract new members (copy attached). The budget committee also doubled our Marketing budget next year to \$500 from \$250 this year.

We revamped the CFUW Etobicoke website with a more contemporary look. The new site encourages web visitors to sign up for our mailing list, a tactic we hope will build our database of potential new members.

### **Expand membership diversity**

Pat Ferbyack tackled this priority (see Past President Report). Diversifying our membership base is a long-term effort and we hope Pat will continue to work on this priority in 2014/15.

### **Differentiation through advocacy**

Advocacy is at the very heart of CFUW Etobicoke's identity. It is also the one aspect of our Club that clearly differentiates us from competitors, such as Probus.

This year CFUW Etobicoke held its first ever *Stop the Violence Valentine's Day Breakfast* on Monday, February 10<sup>th</sup> at the Canadiana Restaurant. This breakfast was our major project to support CFUW National's initiative to combat violence against women. It also addressed feedback from our Membership Survey that expressed an interest in a breakfast or lunch meeting.

The Executive Director of Women's Habitat, one of the local Etobicoke women's shelters, spoke to us about running a shelter and its current needs in the community. The Etobicoke Guardian and SNAP publicized the event, helping to raise the profile of CFUW Etobicoke.

We raised \$600 for Women's Habitat at this event.

The Issues Group Report outlines our other advocacy initiatives.

### **Other**

Avery Fleming continued as our Club's representative on the Toronto Caucus.

Sarah Witol resigned her position as Club Auditor. A Finance Review Committee is replacing Sarah.

Our members generously donated to the Charitable Trust through direct donations and their support of our Card Party. Donations raised at our Christmas Party were given to Ernestine's and Women's Habitat.

Five or six members attended each of the three Ontario Council Standing Committee meetings this year. I also represented the Club at the Ontario Council AGM in Barrie. Gail Rutherford and Roma Mehta will attend the National AGM and Conference in Kitchener-Waterloo.

I want to thank the members of the Executive for their work and support this year. Special thanks to Pat Ferbyack for spearheading the diversity initiative and for her overall leadership in guiding our Club over the last three years.

Submitted by:  
Shelley Pringle