

WCB Report to Members

Marketing and Communications

This past year has been a busy one as we move our objectives forward in the area of Marketing and Communications.

Hosting the 2014 Women's World Wheelchair Basketball Championship provided a platform for WBC to do the following in this area;

- Create and implement a comprehensive schools program including a teachers resource
- Increase community partnerships
- Increase revenue through grants, sponsorship and donations
- Improve relationships with sponsors
- Increase media attention

Despite our successes there were areas we can improve upon in the future, specifically:

- Increase spectator attendance
- Increase sponsorship revenue

Hosting events provides a platform for WBC to seek sponsorship, foster partnerships, increase awareness, increase funding and so much more. WBC has created a longer term hosting plan. We have submitted an intent to bid for the 2017 U23 Men's World Wheelchair Basketball Championships.

We created and implemented the Annual Charity Assist fund raising event. A special thank you to all the volunteers and athlete role models for their help at the event. We had 7 teams register for the event and were able to generate a profit. Plans are to host this event annually and increase revenue to support WBC programs and services.

The communications staff has been busy with several initiatives. Primarily the website has been re vamped and is very functional now. They continue to successfully use several social media platforms to get our message out.

We have been focusing on increasing staffing in the area of fund development, as we know we need to increase our revenue to meet our budget demands. As a result we hired Jan Munro this spring to assist in this area. We look forward to success in this area as Jan moves several initiatives forward.

Please see staff reports for much more detail in this area. I would like to say thank you to Jody, Courtney and Wendy for all their work in this area. They are a hard working team and are very thoughtful. And I welcome Jan to our team.

In closing I would like to say a very special thank you to Jody for all his guidance and hard work in the Marketing and Communications Department of WBC. I am amazed when I reflect back on how far we have come over the past 7 years with Jody's leadership. It has been my pleasure to work with Jody and I wish him all the best in his future endeavors.

Respectfully submitted,

Kathy Newman
VP – Marketing and Communications