

## PAL Ottawa Annual Report to Members for 2019

### REPORT FROM THE CHAIR: PETER HAWORTH

In 2019 PAL Ottawa began work with a partner for the PAL Ottawa Residence. We opened out to the Ottawa Social scene with our hugely successful Don't Quit Your Day Job!

**The following key activities of PAL Ottawa are in order of the way you may meet PAL Ottawa: at Events, followed by core purposes of Supporting Cast and Affordable Housing, then the internal activities that keep us going and growing (Communications & Community, Fundraising & Membership, and Operations.) Thank you for joining us!**

### EVENTS

#### Creating events to raise awareness and funds.

- The big event of the year was Don't Quit Your Day Job! The spirit of community and sharing artistry which is at the heart of the PAL Ottawa mission was in full force at our fundraiser which took place at the uOttawa LabO at Arts Court on Friday, September 27! The black box was transformed into a cabaret setting thanks to organizer Victoria Steele and her committee. Dan Soubliere of the TD Ottawa Wealth Advisory presented the event.
- PAL Ottawa was the grateful recipient of a Benefit Performance at the Preview of *Miss Bennet: Christmas at Pemberley* at Ottawa Little Theatre in November, sponsored by Dan Soubliere's Ottawa Wealth Advisory team at TD Wealth Management.
- PAL @ The OAG Social Circle continued which was an ongoing monthly event of programmes of various topics.

### SUPPORTING CAST Report

#### Providing a community of support for older, isolated and/or disabled members of the artistic community.

- Supporting Cast continued its important work of attending to the needs of senior arts workers who need assistance for daily matters which they find challenging.
- Since September, 2019, the following programming was made for the PAL Ottawa Social Circle: Ottawa Public Library Musical Instrument Lending Library with Shayna Keces; Conversations on dying, death, grief and loss with Compassionate Ottawa; An afternoon with Ottawa Storyteller, Mary Wiggin; Our Holiday Social with PAL Members, Clients, Volunteers and Friends.
- The Ottawa Community Foundation Grant of 2019 (PAL Supporting Cast: Building Momentum) was approved. Its focus includes outreach to new clients and volunteers, training volunteers and programming for the PAL Ottawa Social Circle.

### HOUSING PROJECT

#### Pursuing partnership opportunities for a PAL Ottawa residence.

We are in promising partnership discussions with a leading developer of affordable and market housing in Ottawa to establish our Capital 'PAL Place'. This would comprise a block lease of ~80 new affordable and market rental units (2, 1, bedroom, and bachelor units) and complementary Creative Spaces (including an enhanced multi-function room).

The potential development sites are centrally located, close to arts facilities and LRT access, with projected occupancy as soon as 2022-23.

We continue(d) to consult with key political and housing organizations and services representatives in this regard. Underscoring our case for partnership is the confirmation of: a full waiting list for the units (~90 senior arts workers); \$500,000 in indications of financial support from our generous supporters; and a housing management services provider (rentals, minor maintenance).

Co-Chairs Catherine Lindquist and Stephen Arbuckle are continuing to lead the Housing Committee's pivotal core work for PAL Ottawa, and we thank them for their dedicated efforts.

We look forward to sharing updates with you in the coming months.

## **COMMUNICATIONS AND COMMUNITY ENGAGEMENT**

### **Informing and engaging the community on PAL Ottawa's mission and activities**

During 2019, PAL Ottawa's Communications and Fundraising team was kept busy with a variety of high-profile events and promotional campaigns. PAL Ottawa maintained a membership of 104 people. Our social media presence continued to grow, with Facebook likes at 518 and 536 followers as the year closed. Thousands of people have seen PAL Ottawa's message through consistent posting about our work and celebrating the creativity of our membership. We also began a Twitter account in 2019 that ended the year with 51 followers. Significant upgrades were also made to the website to make it more attractive and readable, updating our sponsors and providing higher profile to supporters. We also designed and printed a new series of PAL Ottawa brochures to be distributed throughout the city at various locations (galleries, bookstores, music and theatre venues), but our distribution plans were subsequently put on hold due to the pandemic. New communications tools were also developed, including a power-point presentation that proved useful in a February, 2020 Ottawa Homelessness summit presentation.

Significant efforts were put into building the successful Don't Quit You Day Job! Fundraising event held at the end of September. Earlier in the year, PAL Ottawa partnered with Bear & Co.'s production of *King Lear* to highlight the issue of homelessness in Ottawa, organizing a high-profile panel discussion following one of the matinees. This partnership resulted in high-profile media coverage on CTV Ottawa Morning, CBC's In Town and Out. We continued our partnership with Supporting Cast's monthly social circles at the Ottawa Art Gallery, and also enjoyed the support of a third-party fundraising event with the Canterbury Trebles Women's Ensemble. The year's final event was our annual fundraiser at Ottawa Little Theatre courtesy of the fantastic support of the Ottawa Wealth Advisory Group.

## **FUNDRAISING AND MEMBERSHIP**

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#### **Raising \$61,202 from events, individuals, private sector and government sources.**

- General Donations were \$25,295
- Housing Project donations were \$12,873
- Fundraising events generated \$17,284
- Government grants received were \$5750
- Reached out for new members from Equity, ACTRA and the Musicians Union and renewed past memberships.

## **ORGANIZATIONAL INFRASTRUCTURE**

### **Establishing PAL Ottawa as an effective Not-for-Profit Organization**

- Sought nominees to stand for election to the Board of Directors and began to refine needs for future year, including for the Housing project.
- Oversaw PAL Ottawa's budget which brought in \$61,202 in revenue and \$59,908 in expenses.
- Gowling's pro bona Governance Audit, started in late 2018, was satisfactorily completed.

## **THANKS AND ACKNOWLEDGEMENTS**

### **Working together to care for our own.**

- PAL Ottawa thanks its Founding Partners – **ACTRA, Canadian Actors Equity Association, Council for the Arts in Ottawa, IATSE Local 471**, and the **Ottawa University School of Music**
- Pal Ottawa thanks **PAL Canada** and its other chapters for sharing their experiences and materials
- PAL Ottawa extends a special thanks **Dan Soublière at TD Wealth Advisory** and **Ottawa Little Theatre** for their special efforts in helping present fundraising events in 2019.
- **Thank you to all of PAL Ottawa’s volunteers and supporters for your support and generosity.**  
Together we can, and will, build affordable housing and provide the services required to ensure local artists can live, not in isolation, need or fear, but in dignity within a caring community.