

## SQUASH BC Key Initiatives (FY2017/18)

REVISED:  
July 13, 2017

2017-18 Initiatives: (April 2017 - March 2018)	Responsible	Quarter	Progress
			Green = Complete
			Yellow = In Progress
			Red = Not Started
			Purple = Postpone
<b>1.1 Ensure a balanced budget in FY2017/18</b>	<b>TB</b>		
<i>\$40K is new revenue has been included in the FY2017/18 budget and includes new Gaming Grant money \$25K, sponsorship \$5K and Building the Futures Fund \$10K</i>			
Review the FY 017/18 budget for areas to decrease expenditures.			
Acquire a minimum of \$10K in sponsorship or other new funding outside of the Building the Futures Fund and 2020 Funds			
Formally launch the Building the Future Fund (BFF) with the objective of raising a minimum of \$10K this fiscal			
Seek additional Gaming Grant funding for \$25K. If funding is not realized, recommend to the Boar where expenditures will be reduced.			
Continue to monitor revenues and expenditures to ensure a balanced budget.			
<b>1.2 Raise new revenues of \$50K+ annually by 2020.</b>	<b>TB</b>		
<i>New revenues are defined as based on the FY2017/18 budget and could include: membership, BFF, sponsorship, grants, advertising, events, etc.</i>			
<i>Partnership Committee, supported by the ED, develops and implements the long term plan for raising funds for SQBC to achieve the vision and/or key elements of the vision as outlined in the 5 Year Preferred Future.</i>			
Develop a revenue generation plan for the next 3 years (FY2017/17, FY2018/19, FY 2019/20) that includes all potential sources of revenues with the goal of building a sustainable ongoing revenue stream			
Explore the need to establish a Partnership Committee to help raise the new revenues			
If a Partnership Committee is needed, develop the materials necessary to use in the recruitment process for the chair and committee; identify a chair and establish the committee.			
<b>1.3 Fundraising Campaign for both the 2020 Fund and the Building the Futures Fund (BFF) on donation</b>	<b>TB/NT</b>		
Develop and implement a fundraising campaign for both the 2020 Fund and the BFF.			
Develop and implement an annual marketing and communication strategy to support the fundraising campaign for the 2020 Fund and BFF			
<b>2.1 Junior Pathway is expanded to province wide operation (300 kids in 7 zones)</b>	<b>TB</b>		
Continue to build buy-in from clubs and pros			
Expand program outside Lower Mainland			
Evaluate the program and revise as needed			
Develop an implementation plan to expand the Pathway program into rec centres, Y's and schools with squash courts.			
<b>2.2 Develop and implement a 3 year strategy to grow the number of women who are active members of Squash BC by 15%</b>	<b>DM</b>		
Develop a project plan and budget and implement the new SQBC Womens Squash Week across the province			
Develop a project plan and budget and implement the new SQBC Women's Weekend event			
Focus on conversion to membership			
Explore the need for a women's pathway (from beginner to local tournament/event participation) and if warrented, develop the project plan and pilot in 2018/19.			
<b>3.1 Develop and implement volunteer management &amp; recognition strategies</b>	<b>ND</b>		
Establish committee and objectives/outcomes for committee to achieve including identification, recruitment, retention and recognition			
Review the Terms of Reference for the Committee and revise as needed.			
Develop and implement the SQBC Awards program and other relevent Awards (Sport BC, Squash Canada) e.g. identify potential recipients, approval of recipients by the Board, awarding of trophies, publicity			
Organize the presentations of the Awards to recipients and ensure that the recipients are recognized at the SQBC level and within their own communities.			
Identify special proects that individuals or small teams of volunteers can undertake to help support the work of SQBC			
<b>3.2 Review and revise policies and procedures as needed to reflect the current situation</b>	<b>NT</b>		
Create priority list for which policies to do first			
Identify people(s) who have experience with policy writing			
Revise the policies and procedures document as needed			
Approval of revised policies and procedures as needed			
<b>4.1 Improving member engagement with particular focus on our member and potential member facilities/clubs</b>	<b>TB</b>		
Develop information and tools to communicate key benefits of facility membership with Squash BC			
Undertake face to face visits with clubs (member and non-member) around the province. Goal: visit 750% of member clubs in 2017.			
Highlight clubs in newsletter?			
Share best practices with clubs e.g. programs, services, club mgmt and operations, etc.			
Develop and implement a survey to determine what clubs want from SQBC			