

Bike Winnipeg Fundraising Committee Report – Sept. 5, 2013

Jeremy, Amanda and Mark met on Aug 26 (Kaye and Chris were unavailable) and dealt with the following:

1. Membership Drive

It was agreed that we need to define what we mean by `membership` before we can proceed with a membership drive. Jeremy emailed the board asking for approval to form a temporary committee to look at three options and make recommendations to the board:

- Membership by a set fee and pays for a lifetime membership
- Membership by a set fee and pays for an annual membership
- Donations pay for an annual membership. Donors may be given the option of checking a box to accept membership

At this point responses have been received from four directors (not including Jeremy) , all supporting the motion and Kevin has volunteered to sit on the committee. Amanda is to contact Currie Gillespie to see if he would be willing to sit on the committee as well.

2. Fall Concert

Mark has lined up three bands for our fall fundraising concert, Oct 9 and is working on publicity. (See attached poster) Everyone is encouraged to visit the Bike Winnipeg Facebook Page and share the event with others.

3. Bicycle Valet Winnipeg/Bombers Proposal

Mark and Amanda have done a lot of groundwork for a proposed new contract arrangement with the Bombers for Bike Valet services. Amanda is to arrange a meeting with Colline of the Wpg Football Club where Mark and Amanda will discuss their ideas for a revised contract for Bicycle Valet Winnipeg that will look at locations for bike parking, equipment and facility needs and increased financial support to BVW. Mark will contact Melissa from the U of M Development office to invite her to participate in the discussions. Colline & the Bombers have been very supportive of BVW. It is expected that a formal proposal or contract will be prepared following this meeting.

4. Grant Opportunities

Mark described 5 possible grant opportunities, the most immediate being the MEC Advocacy & Awareness Grant, and the MEC Capacity Building Grant, with application deadlines on Sept. 10. (These are national grants, as opposed to the local MEC funding we have received in the past.) The others are the Aviva Community Fund (Sept 23), the BTAC grant (may not still be in operation), and the Norco Advocacy Grant (Nov 1 – may be a renamed version of the BTAC grant). The MEC and Norco grants appear to be the most promising. We discussed a few projects that we might want to seek funding for:

- **Developing and Implementing a Campaign for the 2014 Civic Election.**

- **Forming a Community AT Advisory Committee to replace the now secretive and ineffective City committee.**
- **Organizing and Delivering Cyclist Skills and Safety Courses.** This proposal is largely developed but needs fine tuning and to be put into an appropriate format for various potential funders.

Mark is to work on these proposals with help from Jeremy and Dave Elmore.

5. Sponsorship Package

At this point we just need to get a graphic designer to finalize the package, and then get it put on the web site and start contacting potential sponsors. Amanda is to put out a call for potential designers. We will then review applications and hire someone to do the design work.

6. Merchandise

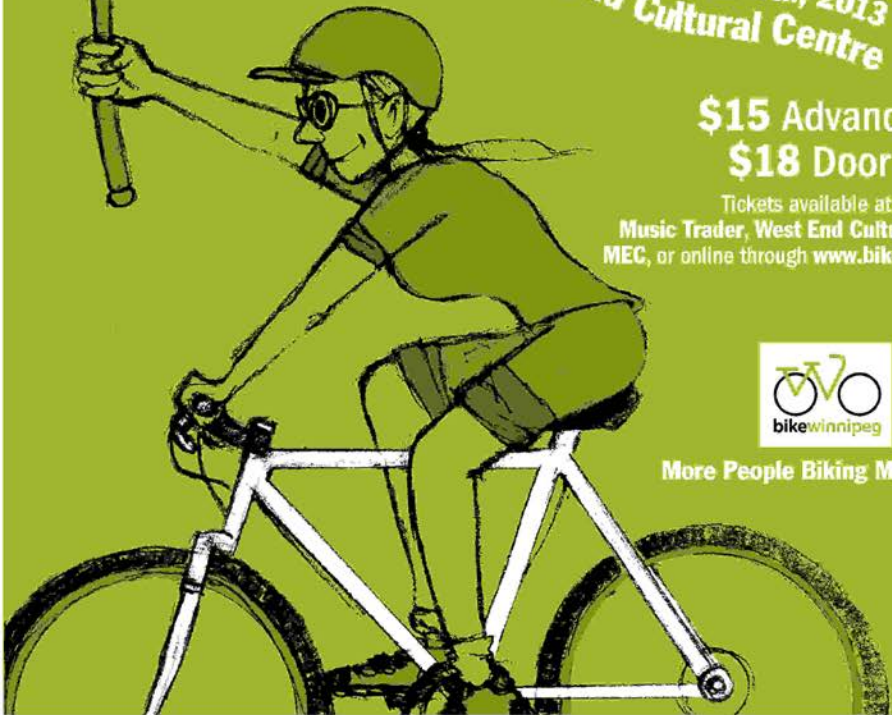
We talked about various options from T-shirts to bike lights to helmets. Amanda suggested that bike light giveaways are a good option because everyone is happy to take one and they generate discussion about the sponsors.

BIKE WINNIPEG PRESENTS
PEDALLING
FOR THE PEOPLE
A FUNDRAISING CONCERT
FEATURING
MISE en SCENE
INDICATOR INDICATOR
and FEDERAL LIGHTS

Wednesday, October 9th, 2013
West End Cultural Centre

\$15 Advance
\$18 Door

Tickets available at:
Music Trader, West End Cultural Centre,
MEC, or online through www.bikewinnipeg.ca



More People Biking More Often

LOPPE
behance.net/allanloids