



DUFFERIN PARENT SUPPORT NETWORK

BOARD MEETING MINUTES

Date | time April 16/26, 10 am - noon via Zoom

In Attendance

Present: Wendy C (chair), Susan W (secretary), Joanne D (treasurer), Alyssa K (programming & operations lead), Loren R (community engagement & project lead)

Regrets: Saket K

Agenda

The agenda was approved with the correction of a date noted.

Land Acknowledgement

The land acknowledgement was read by Wendy as follows:

“DPSN recognizes that these traditional territories, upon which we live and learn, are steeped in rich Indigenous history and traditions. We also acknowledge there is much reconciliation work to do that honours the recommendations of the Truth and Reconciliation

Commission and the United Nations Declaration on the Rights of Indigenous Peoples.”

Approval of March 2026 Minutes

The minutes from the meeting held on March 09/26 were approved by all.

Coordinators' Report: Workshops

Winter Workshops: The winter session has now been completed. A total of 7 workshops were offered. Registration numbers ranged from a low of 25 to a high of 52 people, with attendance being a low of 8 participants and a high of 21 (with between 2 and 11 additional people watching a recorded version of the live workshop.) These numbers were encouraging!

Workshop Survey: Alyssa presented the results of the survey. 29 people responded, with about $\frac{3}{4}$ of them having had attended a workshop in the past 2 years.

A few highlights of the survey responses:

- About half of the people prefer virtual workshops (and 40% liking a combination of in-person and virtual.)
- There were a variety of ages of children represented, with half being between the ages of 3 and 10 years. The parents/participants were mostly between the ages of 26 and 45 years old.
- Most people read the resources that are sent out after a workshop that they attended.
- In general, the workshops and facilitators were highly rated in terms of quality (ie most people said 4 or 5 out of 5)

- Time, location, and childcare issues are an ongoing challenge, but it seemed that for those who had attended, the workshop times were convenient for them.

Spring workshops: 8 workshops have been scheduled for the spring season, including some new (or revived) ones.

Fall workshops: a “How to Talk” series (6 weeks in a row with a 7th tentative re: rain date or extra session if needed for review) is in the planning stages.

Promotion of DPSN workshops:

Website:

Google Analytics: The PSN had 153 page interactions in the last 28 days; up from the last report.

Google Ads: We had 4.06k impressions and 446 clicks in the last 30 days; down from the last report.

Wix Analytics: We had 762 site sessions from 717 unique visitors in the last 30 days; down from the last report.

Facebook: As of April 07/26, we have 1071 followers (up 1 from last report) and our posts were viewed 6.6k times in the last 28 days (up from the last report.)

Instagram: We have 197 followers (up from the last report) and our posts were viewed 3.1k times (up from the last report.)

Wix Subscription List: We have 1736 contacts (up from last report.) In the last 30 days, our email open rate was 33% (down from last report and slightly below the industry average*) and the click rate was 4% (up from last report.) * the industry average of a 37% open rate and a 1% click rate.

Coordinator's Report: Grants

Current Grants:

Freshco Grant: This grant application was successful – the PSN will be receiving \$3,000 worth of gift cards.

United Way Grant:

Nothing new to report. This grant was approved for \$7,000 annually, between April 1, 2026 and March 31, 2028.

County of Dufferin Community Grant:

This grant was approved for \$5,000 per year for 3 years (April 2024 – March 2027) with the last payment April 2026.

Unsuccessful Applications:

Trillium Mutual Insurance Company: Roots Community Fund

An application requesting \$5,000 was sent on February 4, 2026, but was not successful.

Applications submitted, awaiting responses:

Town of Orangeville Grant:

An application for this grant (one year term) was submitted on March 25/26.

Sifton Family Foundation Grant:

Nothing new to report. An application requesting \$20,000 was submitted on September 22/25.

Catherine and Maxwell Meighen Foundation Grant:

Nothing new to report. An application requesting \$25,000 was submitted on September 29/25.

Rexall Grant:

Nothing new to report. This grant application was submitted on March 15/25. Nothing new to report.

The Georgina Foundation Grant:

Nothing new to report. An application asking for \$2,000 was submitted on September 23, 2025

The Audrey S Hellyer Grant:

Nothing new to report. An application was submitted asking for \$10,000 on November 04, 2025.

The Patrick and Barbara Keenan Foundation Grant:

Nothing new to report. A “request to apply” letter was submitted, as we can only apply if invited to do so.

The Domtar Grant:

Nothing new to report. This grant was submitted on January 27/26, asking for \$10,000.

Resolute Forest Products Corporate Donation Program

Nothing new to report. An application asking for \$10,000 was submitted Jan 27/26.

The Beutell Goodman Charitable Foundation Grant:

Nothing new to report. A grant proposal letter was submitted February 2/26 requesting \$10,000.

The Canada Post Foundation:

Nothing new to report. An application asking for \$15,000 was submitted February 26, 2026.

Treasurer's Report

Joanne presented a financial update as at April 15/26 with a balance of \$22,145 with (less some accounts payable.)

It was discussed and then **approved that Joanne begins the work of setting up a PSN account at RBC, keeping the current account open until all the necessary changes have been made, to ensure that incoming funds are received in a timely manner.**

Sponsorship Packages

Loren reported on a possible grant opportunity that came out in her search for corporate sponsors. She will update the board once further details are received.

Social Media

Nothing new to report. Several new posts have been added to social media via BlazeAI, and our “measures of profile” seem to indicate that they have been helpful. We will investigate using it to promote sponsorships and donations.

Micro Event and Volunteer Tax Clinic

Two clinics have been planned, one in March (which had a moderate turnout, which may be deemed as successful for the first time having it offered) and one in April, taking place at the Shelburne library. In addition to Joanne being there to

supervise the clinic, Loren will be there to offer some activities for any children that accompany the participants.

Promotional Events

Loren is coordinating entertainment (alongside the festival organizers) for the Blues and Jazz Festival on Saturday June 6th.

Upcoming Board Meetings

Monday, May 11, 2026, 10am – noon, via Zoom

Monday, June 08, 2026, 10 am – noon, in-person,