



DUFFERIN PARENT SUPPORT NETWORK

BOARD MEETING MINUTES

Date | time Nov 17/25, 11am -1pm, via Zoom

In Attendance

Present: Wendy C (chair), Susan W (secretary), Joanne D (treasurer), Alyssa K (program coordinator), Loren R (project coordinator)

Regrets: Saket K

Agenda

The agenda was approved as presented.

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 October 2025 Minutes

This minutes from the meeting held on October 06/25 were approved by all.

Mission Statement

Between meetings, all approved the new DPSN mission statement to reflect that we support parents (and other caregivers) with kids of *all ages*, not just those with school-aged children. The new statement reads as follows:

Our mission is to encourage, educate, and support parents -and other caregivers - by providing opportunities to build positive parenting skills and healthy community connections.

Coordinators' Report: Workshops

Fall Workshops: A total of 11 have been scheduled. Registration seems to be better this season than last, returning to typical numbers of people attending. One workshop was presented at the lunch hour, and it had the highest registration and attendance numbers as compared to the other workshops that have happened this fall.

The coordinators are pursuing some potential new facilitators for future workshops.

Promotion of DPSN workshops:

Website:

Google Analytics: 11-page interactions in the past 28 days, down from the last report.

Wix analytics: Up from last month: 398 site sessions from 320 unique visitors (up from the last time) in the last 30 days.

Google ads: We had 867 impressions and 60 clicks.

Facebook: 1053 followers as of November 14/25. This is the same as the previous report. Posts viewed 14,165 times in the last 30 days, up quite a bit from last report.

Instagram: 167 followers (up from last report) as at November 14/25. Posts viewed 1123 times (up from last report) in the last 30 days.

Wix Email: 1608 contacts, up from the last report. Email open rate was 32% and the click rate was 3%. (Both down from last report. Industry average is an email open rate of 37% and a click rate of 1%)

Coordinator's Report: Grants

United Way Grant:

This grant was approved for \$8,000 annually, between April 1, 2024 and March 31, 2026.

An application for the 2026-2028 season was submitted on October 29, 2025, asking for \$20,000 annually.

Dufferin Community Grant:

Nothing new to report. The funds for the 2025-2026 year have been received.

Town of Orangeville Grant:

Nothing new to report. An application for this grant was submitted on March 31/25. We have been approved to receive \$2,000.

Sifton Family Foundation Grant:

An application requesting \$20,000 was submitted on September 22/25.

Catherine and Maxwell Meighen Foundation Grant:

An application requesting \$25,000 was submitted on September 29/25.

TS Ready Commitment Driver Grant:

An application requesting \$8,000 was submitted on October 02/25.

Rexall Grant:

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

Foodland and Freshco Grants:

Grant applications for these were submitted on November 03,2025, asking for \$8,000.

The Georgina Foundation Grant:

An application asking for \$2,000 was submitted on September 23, 2025

The Audrey S Hellyer Grant:

An application was submitted asking for \$10,000 on November 04, 2025.

Treasurer's Report

Joanne submitted a report prior to the meeting, indicating that the cash at the beginning of this 4th quarter was \$25,541.

Within the report there were some recommendations that the board all approved. They are as follows:

- i) That the VISA card for the DPSN will be in Joanne's name, as she is now the treasurer.
- ii) That the DPSN account at Meridian be moved to on-line banking, with dual-authorization controls in place. There will be a small monthly fee for this service.
- iii) That approximately \$3,500 be redeemed from the GIC, to cover upcoming expenses.
- iv) That another redemption of funds from the GIC be done in early January – amount to be determined.

Corporate Sponsorship Package

Loren presented a draft of a flyer to be used within a package for prospective sponsors. With a few edits, it was approved by all. Loren will send the group a list of prospective businesses to approach.

Fundraising

- i) Raffle: Prior to this meeting, Loren had presented ideas and information related to setting up a raffle. After a little

- bit of discussion, it was approved for her to go ahead and set it up with a draw date of February 16, 2026.
- ii) Giving Tuesday: Is on Dec 2nd. There was nothing new to report.
 - iii) Micro-events as fundraisers: It was noted that we cannot do fundraising at certain venues.

Social Media

It was reported that the volunteers who had been interested in helping with social media are no longer connected to the DPSN. We will investigate the cost of paying contractors to help with some of the advertising for the PSN.

Coordinators' Titles and Compensation

The 3 board members present had an off-camera meeting and came up with new titles that will help to further differentiate the roles of the 2 coordinators. The new titles are:

- i) Program Operations Director
- ii) Community Outreach and Fundraising Director

Also, there will be an increase in pay, as the positions have been at the same amount for a few years without any increase.

Upcoming Board Meetings

Monday, Dec 08/25, noon - 2pm, at the Orangeville Library
Monday, Jan 12/26, noon – 2pm, via Zoom