



DUFFERIN PARENT SUPPORT NETWORK

BOARD MEETING MINUTES

Date | time Dec 08/25, 12pm, at the Orangeville Library

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 November 2025 Minutes

This minutes from the meeting held on November 17/25 were approved by all. November 03/25 meeting had been cancelled.

Coordinators' Report: Workshops

Fall Workshops: A total of 11 were offered this season. One held in late November was cancelled due to low registration. A discussion was held about what workshops are relevant, what time works best, and in-person vs on-line. There was also some discussion about how we market them: taking into consideration that some are more like webinars and others more like workshops where there is more interaction between the facilitators and the audience.

A survey will be created and sent out via our email list to ask for input from parents and caregivers about what workshops (and other activities to support them and their families) they would like to see in 2026

Promotion of DPSN workshops:

Website:

Google Analytics: 100 page interactions in the past 28 days, up from the last report.

Wix analytics: Up from last month: 740 site sessions from 601 unique visitors (up from the last time) in the last 30 days.

Google ads: We had 1.87k impressions and 220 clicks – both up from the last report.

Facebook: 1055 followers as of December 04/25. This is up slightly from the previous report. Posts viewed 10.9k times in the last 30 days.

Instagram: 170 followers (up from last report) as at December 04/25. Posts viewed 1331 times (up from last report) in the last 30 days.

Wix Email: 1611 contacts, up from the last report. Email open rate was 37% and the click rate was 1%. (down from last report, but at the industry average: Industry average is an email open rate of 37% and a click rate of 1%)

Princess Margaret School Holiday Fair: We attended this with a table set up. Talked with a few parents who hadn't heard of us (and some who have). We spoke to some grandparents that will pass along the info as well.

Coordinator's Report: Grants

United Way Grant:

Nothing new to report.

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:

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.

TS Ready Commitment Driver Grant:

Nothing new to report. An application requesting \$8,000 was submitted on October 02/25.

Rexall Grant:

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

Foodland and Freshco Grants:

Nothing new to report. Grant applications for these were submitted on November 03,2025, asking for \$8,000.

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 Pottruff Foundation:

An application was submitted asking for \$5,000 on November 26, 2025. It was rejected as the foundation has committed to a sizeable donation to a local hospital for the next 5 years.

Treasurer's Report

Joanne did not speak specifically about the finances at this meeting but has set up a spreadsheet for the board and coordinators with the budgeted vs actuals for the year.

Corporate Sponsorship Package

Loren will continue to work on this.

Fundraising

- i) Raffle: This was put on hold for now.
- ii) Giving Tuesday: Was on Dec 2nd. There were 2 donations made, for a total of \$1,000.

Social Media

Nothing new to report.

Coordinators' Titles and Compensation

There was a brief discussion about the new titles; further discussion is needed. This will be added to the next meeting agenda.

Upcoming Board Meetings

Monday, Jan 12/26, 10am - noon, via Zoom

Evening board meetings have been cancelled for the foreseeable future.

Monday, February 9, noon – 2pm, via Zoom.