



VICE PRESIDENT OF ADMINISTRATION | EVA MARTENS

2021-2022 ANNUAL REPORT

INTRODUCTION

New to the role this year, I focused on filling in where I saw the organization could use my skills. I assisted in a huge administrative endeavor for the OWA, as we moved over to an online athlete and competition support system called Interpodia. Working with an employee, Lana Roguel, as she handled the daily administration and operations of the OWA, I was able to focus on expanding the support our organization receives both in personnel and in funding.

ADMINISTRATIVE PROJECTS

ON-BOARDING DOCUMENT

Immediately faced with the challenges of learning a new role without much guidance due to limited time available for orientation and direction, I set to creating an onboarding document that would help each new future board member better understand their roles and have a basic guideline in place as they learn to navigate the workings of the OWA.

INTERPODIA INTEGRATION

This was a lot of work behind the scenes to make this happen. I assisted where I could. Doing tests, creating graphics, verifying access and starting a FAQ guide for Interpodia are some of the items I worked on.

NEW LOGO

Worked with VP Operations, Dave Earle and Warren Shuya from Encore Promo to create a new logo for the OWA. We selected this company as they had personal experience in weightlifting and they created the CWH logo. We asked to keep it simple but still required that it retained all the elements that OWA represented, Weightlifting and Ontario and we are very happy with the result. You will see the roll out of the logo over the next months.

FUNDRAISING

50/50 TICKET FUNDRAISER WITH RAFFLEBOX

One of the items mentioned in my first board meeting was about connecting with Rafflebox, a company who had contacted the OWA about supporting us in a 50/50 ticket fundraiser. After months of planning and work to be granted AGCO eligibility and make this 50/50 ticket a registered official fundraiser, we are excited to be launching a big 50/50 ticket draw that should generate some extra revenue for the OWA. Our intention is to use this opportunity to support new team uniforms, and to be prepared to launch future fundraising efforts.

Additionally I reached out to many companies to secure \$1476.99 in additional prizes for the 50/50 ticket fundraiser to make this a bigger success.

NON-PROFIT GRANTS

Having non-profit status opens up a world of discounts, many from the software world. I searched for and successfully applied for many of these grants.

- Google Ads: Expanding on our Google Non-Profit status which provides us the free G-Suite I applied and received \$10,000 in monthly funding for Google Ads. This will be useful as we expand our marketing efforts to fundraise and hire and raise awareness of our sport.
- Canva: Free Canva Pro for the OWA
- Microsoft: Free Microsoft 360 Account with Word, Excel and the full suite for 10 members of our organization.

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- Monday.com: Was denied as we didn't fit their specific non-profit organization mission.

OTHER GRANTS AND FUNDING

2022 Summer Experience Program

Applied and was not successful in receiving funding for the 2022 Summer Experience Program that would have provided us with monies to hire a student over the summer. However this was a learning experience and I made additional contacts that will hopefully make future applications more successful.

TMU - The Creative Lab Intern Program

Applied for the TMU (formerly Ryerson) Intern program and have successfully completed the first steps and am now waiting for Fall Program applicants, hoping one chooses us for their Marketing and Communications Internship. We are hopeful that we can work with them to utilize Google Ads, and to create cohesion in our online presence with our new logo.

Riipen

This is an online matching program that matches organizations and students to businesses and organizations to provide them with real world projects as part of their university or college program. I put our OWA profile up and am waiting to be matched with a team that would assist us in marketing and social media.