



South Central
Cancer Resource

Social Media & Project Coordinator

Report for Annual General Meeting: January 30, 2025 at Morden Best Western

Reporting for Oct 1, 2023-Sept 30, 2024

Social Media Growth:

	Sept 26, 2023	Sept 24, 2024	Reach: (# of people who see our posts)
Facebook	Likes & Follows: 1652	Likes & Follows: 1815 <i>Up 163</i>	Facebook reach averaging 3,500
Instagram	Followers: 552	Followers: 825 <i>Up 273</i>	Instagram reach: Averaging 300
Audience Info	Instagram: 76% Women 24% Men 55% of audience are ages 25-44 <i>(less than 7% are 65+)</i>	Facebook: 86% Women 14% Men 70% of audience are ages 45-65+	

Summary:

Our social media pages have seen continuous growth and increased activity over the past fiscal year. This year we have done a lot of awareness activities such as developing posters, social media posts, awareness presentations, updating our welcome package & internal documents and continuous website updates. Overall, everything is going well, and we are seeing increased awareness in the communities as to who we are and what we do, this is also continuously helping to increase our general donations.

Events that took place which we were involved in include:

- RM of Emerson-Franklin Awareness Presentation
- Carman Curl for Cancer 30th Anniversary
- Hockey Fights Cancer Events – Morden Thunder Hockey Team
- RM of Montcalm Awareness Presentation
- Hope Thrift Store Fundraising Day

- Parkside School Bakesale & Presentation
- South Central Women’s Health Expo – Genesis House
- Plum Coulee Community Foundation Grant Presentation
- Carman Area Foundation Grant Dinner
- SCCR Fashion Show “Beauty in Bloom”
- Smile Cookie Campaign with Carman Tim Hortons
- Menzie’s ProCare Massage A Thon
- Legend’s Car Club Events: Radio Interviews, Car Show & BBQ, Drive for Cancer, Show in the Park, Drag Race
- Morden Foundation Grant Presentation
- Morden Thrift Store Cheque Presentation
- Rocking W Ranch Memorial Charity Barrel Race
- SCCR Skin Screening Clinic with Dr. Marnie Wiseman
- Hockey Champions Charity Golf Tournament – Falk Fehr Foundation
- Altona Elks SCCR Fundraising Dinner (first annual!)
- Mike Pritchard Memorial Golf Tournament
- Parades: Carman Fair, Morris Stampede, Altona Sunflower Festival, Ponderosa Days, Winkler Harvest Festival, Morden Corn & Apple
- Emily Isaak Memorial Golf Tournament (first annual!)

Thank you to everyone who supported SCCR through their donations and fundraising initiatives!

Social Media Posts from the past year included:

- “Did you Know” Series – highlighting what SCCR does, such as covering mileage expenses, how to sign up to be a client, how we are funded, volunteer driver program, tax receipt info etc.
- Client Testimonials
- Community Member Features – highlighting the work of young people in the community who support SCCR through their own fundraising initiatives
- Radon Awareness – Partnered with Polar Plumbing to offer free test kits to members of the community in November
- 2023 At a Glance newsletter
- Holiday Season Posts – sharing our stats about everything SCCR accomplished over the past year
- Board Member Introductions
- Fashion Show Coverage and advertising
- Volunteer Driver Recruitment
- “Make it Monthly March” – Canada Helps offered a bonus to charities who took on new monthly donations in March
- As well as event coverage and thank you posts for events and groups who supported us

Looking forward to another great year with SCCR, continuing to increase awareness of all the wonderful services and programs available through SCCR.

Respectfully,

Erika Friesen
 Social Media & Project Coordinator
 South Central Cancer Resource