

REPORT TO SAH EXECUTIVE: MEMBERSHIPS 2013-2014

By John Howarth, Membership Chairman, June 23, 2014

This report covers the annual Membership Drive, its financial results and the number of community memberships sold during the drive and afterwards. The membership year runs from October 1 to September 30. With the help of 19 volunteer canvassers (see p2) the drive was run from September 14 to 29, 2013. The fees have remained the same since 2006. The monies collected were delivered to the Acting Treasurer, Gord Miller. The Community List of residents' names, indicating members, was sent to Jacques Gendron (President), Liz Murray (Past President), Allan and Meredith Simon (Hall Coordinators), Kevin Noakes (VP Sports) and Gwen Schaefer (Tennis Coordinator). The List was updated as new memberships were sold. Final results are:

<u>Resident Members (Change from Last Yr)</u>	<u>2013-14</u>	<u># Last Yr</u>
[* numbers adjusted from 2013 Report to make comparable to this year's numbers]		
Family Memberships (+5)	200 @ \$25 = \$5000	195* / \$4875*
Senior Memberships (-6)	84 @ \$15 = \$1260	90 / \$1350
Additional Family Members (+2)	4 @ \$ 5 = \$ 20	2 / \$ 10
Donations made in addition to fees	4 = \$ 40	2 / \$ 10
Foothills Village member (-1)	0 @ \$25 = \$ 0	1 / \$ 25
<b>Subtotal Resident Memberships Receipts:</b>	<b>\$6320</b>	<b>\$6270</b>
 <u>Associate Members</u>		
Associate – Sports (no change)	1 @ \$25 = \$ 25	1 / \$ 25
Associate – Art Club (+2)	14 @ \$25 = \$ 350	12 / \$ 300
<b>Subtotal Resident Memberships Receipts:</b>	<b>\$ 375</b>	<b>\$ 325</b>
 <b>Total Membership Receipts 2013-2014:</b>	 <b><u>\$6695</u></b>	 cf: <u>\$6595</u>

**Community Membership Drive:**

1. Resident Memberships are down by a single member from last year: 284 (200+84), 70.1%; cf. 285 (195+90), 70.4%, last year.
2. The 70.1% of 405 homes is slightly above (0.3%) the long term average of the last 10 years of 69.8% participation.
3. The drop in the number of Senior memberships was almost, but not quite, fully offset by the increase in Family memberships sold.
4. The fees collected for resident members totalled \$6320, \$50 more than in 2012-2013.

**Associate Memberships:** (Non-resident Associate members do not have voting rights.)

5. A total of 15 Associate memberships were sold: Art Club, 14; Sports, 1 (for tennis; there were no memberships sold for soccer this year).

**Summary:**

Memberships from all sources raised \$6,695, \$100 more than last year's \$6,595. By June 23, 2014, 284 of 405 homes had taken out Community membership (70.1%).

The preliminary dates for this year's Drive are September 13 to 28, 2014. This will be confirmed by Gwen Schaefer who is taking over from me as the coordinator of Memberships.

John Howarth.

CANVASSERS FOR 2013-2014 DRIVE

This Year's Volunteer Canvassers were:

BIERWIRTH	Jim
BLUM	Pia
BROWNE	Jane
DURBENIUK	Karen
FRASER	Geoff
GENDRON	Jacques
GORSLINE	Elsie
GREEBE	Bertien
HAMBLIN	Jennifer
HARPER	Connie
JULIEN	Gitte
LOZINSKI	Larry
McQUAY	Heather
MILLS	Teriesa
MURRAY	Liz
NAIL	Terry
NOAKES	Kevin
SCHAEFER	Gwen
STURBY	Ruth