

Breast Cancer Action Ottawa

Newsletter January 2021

Happy new year everyone!

I held off sending out this message last week because my personal email was being inundated by happy new year messages from charities and organizations that I support. So, I wanted to give you all the chance to have your emails quiet down a little bit.

The Board and I Just wanted to send a quick hello and hope that everyone is staying safe, healthy and happy!

BCA Newsletter – Update!

In 2019 and at the beginning of 2020 we had brought back the quarterly newsletter. As of March 16, 2020 with the world being pushed into a tailspin and priorities shifting to ensure the organization continue to exist, other than ad hoc emails going out to the membership we didn't have the opportunity to continue with the quarterly newsletters. After receiving feedback, we have decided to resurrect the monthly newsletters. They will be shorter in content but still provide relevant information and updates. Please share any ideas that you would have for content by emailing me or calling me anytime throughout the year.

Portfolio Summaries

Going forward, each director will be asked to contribute to the newsletter to speak a little bit about what their projects entail and what the goals are for 2021.

To start off, financially, BCA is still here, and continues to struggle under Co vid restrictions. From a revenue generation perspective, in 2020, there were various organizations who were committed to raising funds for BCA, however as you know those events were cancelled. Some of our supporters have pivoted and have started figure out how to run fundraisers virtually. We look forward to working with these organizations during the 2021 year. Information regarding those fundraisers will be posted on our website and can be found here: <https://bcaott.ca/partners/>

Also, our goal is to have the 2020 annual report posted to the website before the end of February.

I continue to work on the human resource is guidelines and hope to have these finished by the beginning of summer.

From communications, we have completed the annual review of the website I made any necessary changes to the content. We also began a social media campaign in December on Facebook and continue with that campaign with the goal of gaining more followers. Please follow us on <https://www.facebook.com/BCAOttawa>

We want to thank our volunteers who helped us out in 2020. our peer support program continues to evolve and succeed when providing support to the newly diagnosed. special thanks to the Chair of the Peer Support, Andrea Douglas and BCA's peer support volunteers. We continue to seek volunteers who are willing to call the newly diagnosed post-surgery to inquire as to their well-being and to see if we can help in any way. If you would like to volunteer in this capacity, please call the office or send me an email.

We have successfully launched the 2021 zoom platform Health and Wellness program. It's not too late to register for the classes and reboot your social networking with other members. Please Register here <https://www.facebook.com/BCAOttawa>.

With THANKS and GRATITUDE

With 2020 having been such a crazy experience, the Board and I didn't have the chance to properly thank 2 retiring Board members. Louise Haley and Andrea Douglas. Andrea has agreed to stay on as Chair, Peer Support and has shifted her volunteerism to Dense Breasts Canada. Check this great organization out at <https://bcaott.ca/health-and-wellness-program/dense-breasts-canada/>

We continue to develop board positions and are currently seeking to fill the following two positions:

- ✓ Director, membership engagement and Retention
- ✓ Director, Volunteer Engagement and Retention
- ✓ Chair, Donor and Stakeholder Engagement

After a review of the current job descriptions, we will also be recruiting for a Director Membership Engagement and Retention. You can check out those job descriptions here <https://bcaott.ca/board-responsibilities/>

BCA is Here to Support You!

I also wanted to confirm that if any of you are experiencing any sort of added stress or anxiety due to the consequences of COVID our peer support volunteers are here to listen. You can just send me an email and I will connect you with the Chair of the Peer Support Program.

I always do my best to stay positive, even on bad days so from the bottom of my heart, wishing you a year of adventure, prosperity and happiness.