

Vulnerable Children Society
Annual General Meeting
December 9, 2024

via Zoom virtual

10:00am Pacific 12:00pm Central / 1:00pm Eastern / 2:00pm Atlantic

Welcome and Introductions

Meeting began @ 12:00pm Central

Land Acknowledgement

Agenda Overview

Welcome & introductions

Approval of 2023 AGM minutes

President's report

2024 goals – update

End of year sponsor & donor recognition

Program update – Love & Hope Centre

Program update – New Life Girls

Financial report (Tawnya)

Marketing and communications report (Tihut)

2025 goals

Election – 2025 board of directors

Adjournment

Introduction of 2023 board of directors

President: Nicole Bellefleur

Treasurer: Tawnya Pattie - Treasurer

Website content manager: Dacia Douhaibi

Secretary: Laura Morrison

Tihut Zekewos

The Vulnerable Children Society is a society under BC legislation, and a registered charity under the CRA Charities Directorate.

MOTION (Nicole) to call the 2023 annual general meeting of Vulnerable Children Society to order.

Secunder - Tawnya

Approval of 2023 AGM minutes

MOTION (Nicole) to approve the minutes of the 2023 annual general meeting of the Vulnerable Children Society.

Secunder: Tawnya

President's report

2024 goals - update

At last year's AGM, we set three goals for 2024:

1. Increase number of monthly sponsors to 80 individuals at \$35 each per month

- As of November 2023: Total monthly sponsors: 42 (\$1985/month)
- As of November 2024: Total monthly sponsors: 60 (\$2685/month)

Status: Goal not achieved (ongoing)

We recruited 18 new monthly sponsors in 2024. This was mainly through one-on-one outreach to personal networks.

2. Recruit new directors, to ensure organizational sustainability

Status: Goal achieved / ongoing (one new director has been recruited for 2025)

3. Review / update VCS bylaws

Status: Goal not achieved (due to strong focus placed on fundraising in 2024)

Non sponsor donation revenue:

- Almost \$2500 from approximately 20 individuals
- Special donations from organizations, events
 - Havenwood Dance Studio (Charlottetown, PEI): \$350 from ticket sales to spring recital
 - Kelowna Senior Secondary and Global Awareness Club (Kelowna, BC): \$1000 donation
 - City of Charlottetown – Gold Cup & Saucer Parade (Charlottetown, PEI): \$50 donation in recognition of Havenwood Dance Studio receiving “Best New Entry” award
- Approximately \$200 from Nicole's bottle and can drive; Facebook Marketplace sales ~\$2500 from 20 individuals

2024 Donor Insights

Donations received through CanadaHelps (As of December 8, 2024)

Period	Number of new donors	Number of donations (from new donors)	Number of repeat donors	Number of donations (from repeat donors)	Total number of donors	Number of donations (from all donors)
2024 YTD	21	86	48	544	69	630
2023 YTD	8	28	38	440	46	468
% Change	162.50%	207.14%	26.32%	23.64%	50%	34.62%

Note: A small number of donations are received as cash, cheque and e-transfer - these are not reflected in the table above.

Program Update - Love & Hope Centre

- In-country partner: Real Humanitarian
- The Love & Hope Center welcomes 70 at-risk kids after school, for hot meals and tutoring daily, and gives them access to arts and recreation programs, medical services and counselling.
- During the October 1, 2022 to September 30, 2023 program year, VCS provided \$25,000 in funding to Real Humanitarian.
- For the October 1, 2023 to September 30, 2024 program year, VCS regrettably had to reduce funding to Real Humanitarian to \$20,000, due to decreasing sponsor and donor revenue.
- For the October 1, 2024 to September 30, 2025 program year, VCS regrettably had to reduce funding to Real Humanitarian to \$25,000, due to decreasing sponsor and donor revenue

Child updates

- We used to match each monthly sponsor with a specific child, and send that sponsor that child's update twice a year (summer and winter).
- Over the years, with children coming and going, and sponsors coming and going, that matching process became challenging to manage. The reality is that all sponsorship funds are pooled to help all children who attend the Love & Hope Centre, so the matching was always symbolic, not actual.
- Knowing that our sponsors are interested in following the progress of all children who attend the Love & Hope Centre, we started sharing all child updates with all sponsors in August 2023.
- To protect the privacy of the children, the updates are posted on a password protected page that is only accessible to VCS monthly sponsors.

Presentation

Real Humanitarian – Deborah Northcott, Co-Founder and Director, as well as Rachel Austin, Co-Executive Director of Operations with Real Humanitarian

- Centre is doing well.
- Continuing with support students all year long.

- The school offers many student clubs are doing well including homework, sports, dance, computer, art, gardening, and reading. New club is a robotics.
- Garden centre has been important for learning but also provides a source of food for students and families.
- Students typically start together and new graduating. New students are typically siblings of multi age. Several new students.
- Surrounding area is growing and redeveloping with many new people coming.
- Updates on graduates/alumni – most are entering university (2-4 year programs), examples of program acceptance are engineering, medicine, prelaw, accounting, tourism.

Program update – New Life Girls

- In-country partner: Hope for Children in Ethiopia
- The New Life Girls program helps teenage girls find a way out of the commercial sex trade. It gives them a safe place to live and counselling, and provides them with vocational training – hair dressing, food preparation, or sewing.
- The Vulnerable Children Society provided funding at various levels for several years until 2022, after which point we had to pause funding due to a decline in donation revenue. This was a hard decision for us, as we know how important this program is for the young women who participate in it. Though we were not able to provide funding in 2023, the program remained in our hearts. This year, we had a small amount of surplus funds, so in November, the VCS board of directors approved a \$5000 donation to the New Life Girls program.
- Until 2019, the Vulnerable Children Society had been providing \$30,000 annually to put a cohort of 10 young women through this year-long program.
- Since 2019, due to a reduction in donations, we have been unable to continue to fund the program at this level. Funding in 2020, 2021 and 2022 was based on ad-hoc donations and funds raised via campaigns; regrettably, funding was paused in 2023; in 2024, we had a small surplus that enabled us to make a one-time donation in November. Total program funding was as follows:
 - 2020 contribution: \$14,090
 - 2021 contribution: \$12,000
 - 2022 contributions: \$3000
 - 2023 contributions: \$0
 - 2024 contribution: \$5000

Presentation

Yonas Tesfaye, Executive Director of Hope for Children in Ethiopia, New Life Girls program

Background



- Aid agencies estimate that nearly 600,000 street children in Ethiopia and over 100,000 in Addis Ababa
- About 25% of the street children are girls.
- There are no government programs or facilities for street children
- Reasons children and teens flee from their homes are:
 - Sever poverty
 - Unemployment
 - Family related challenge
 - Internal conflict and others

Hope for Children in Ethiopia (NEW LIFE Program Portrayal)

The objective of New Life Girls Home



Services provided in the New Life Girls home



Training provided to New Life Girls

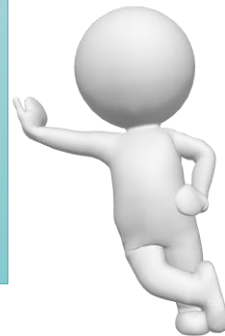


- 1 Hairdressing & Beutification
- 2 Sewing & Designing
- 3 Leather goods production
- 4 Food preparation

www.yourwebsite.com

Selection crieteria for New Life Girls home

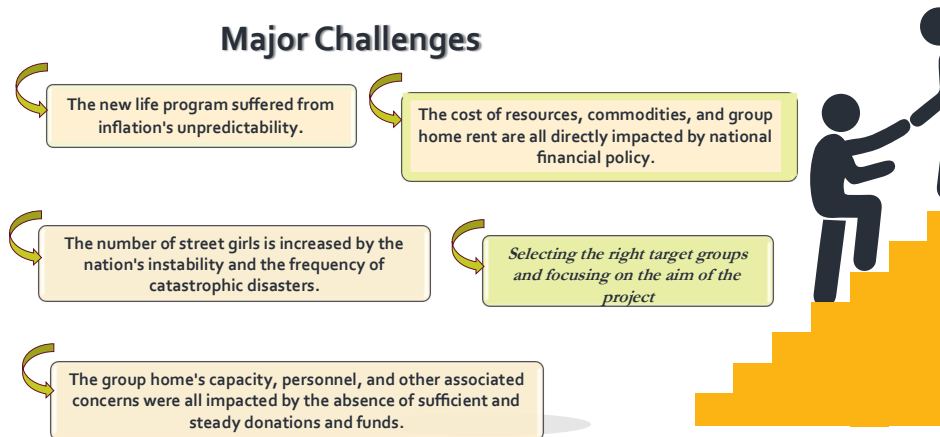
- The selection of new life right holders performed in collaboration with key government stakeholders
 - Women Children and Social affair offices at the city administration and Sub-City level
 - Education office
 - Peace and security office
- The social workers has made outreach activities to select girls vulnerable to commercial sex trade.
- The program personnel interview each street girls to select girls who undergone in sever conditions
- Inform the duty bearers about the already identified and accepted street girls.



Major successes



Major Challenges



MOTION (Nicole) to accept the president's program report as presented.

Secunder: Tawnya

2023 Financial report

- Revenue for the year is up by 16% (\$30,215 from \$25,958 last year).
- We had \$16,059 in the bank as of July 31, 2024; we have \$9,839 in the bank as of today.
- We've paid half of commitment to Real Humanitarian (\$15,000); and \$5,000 to Hope for Children.

Profit & Loss

	Aug '23 - Jul 24
Ordinary Income/Expense	
Income	
Direct Public Support	
Individual Contributions	30,215.35
Total Direct Public Support	30,215.35
Total Income	30,215.35
Gross Profit	30,215.35
Expense	
Banking Service Charges	20.40
Business Expenses	
Business Registration Fees	40.00
Total Business Expenses	40.00
Kality Project	20,000.00
Operations	
Advertising	204.54
Canada Helps	1,008.91
Postage, Mailing Service	116.11
Supplies	0.00
Total Operations	1,329.56
Other Types of Expenses	
Advertising Expenses	69.33
Total Other Types of Expenses	69.33
Total Expense	21,459.29
Net Ordinary Income	8,756.06
Net Income	8,756.06

Balance Sheet

Accrual Basis

As of December 9, 2024

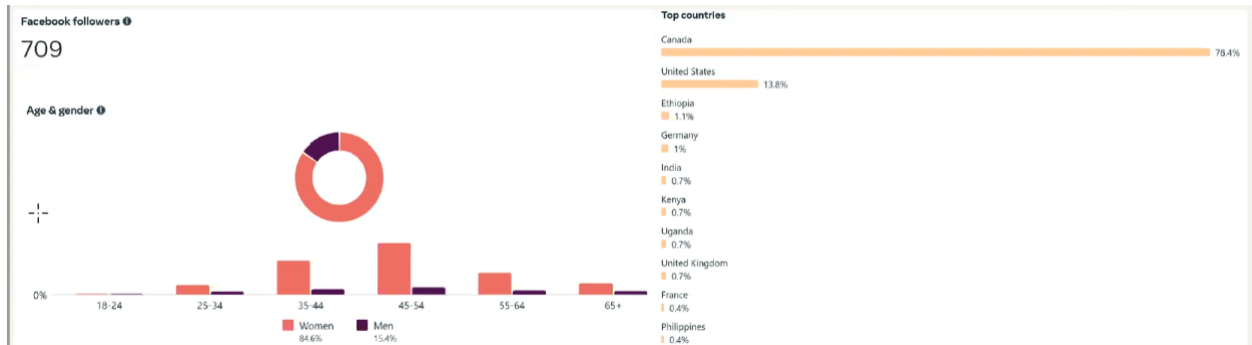
	Dec 9, 24
ASSETS	
Current Assets	
Chequing/Savings	
Canada Helps	342.50
PayPal	20.24
TD Chequing	18,954.50
Total Chequing/Savings	19,317.24
Total Current Assets	19,317.24
TOTAL ASSETS	19,317.24
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	19,317.24
Total Equity	19,317.24
TOTAL LIABILITIES & EQUITY	19,317.24

MOTION (Tawnya) to accept the financial reports as presented.

Secunder: Laura

Marketing and Communications Update

Facebook



2024 Insights

16 New Followers in 2024

Published content

Based on up to 200 pieces of content
 +213.3% vs 25 Jan 2023 – 31 Dec 2023

Facebook reach

+327.4% vs 25 Jan 2023 – 31 Dec 2023

Content interactions

+114.8% vs 25 Jan 2023 – 31 Dec 2023

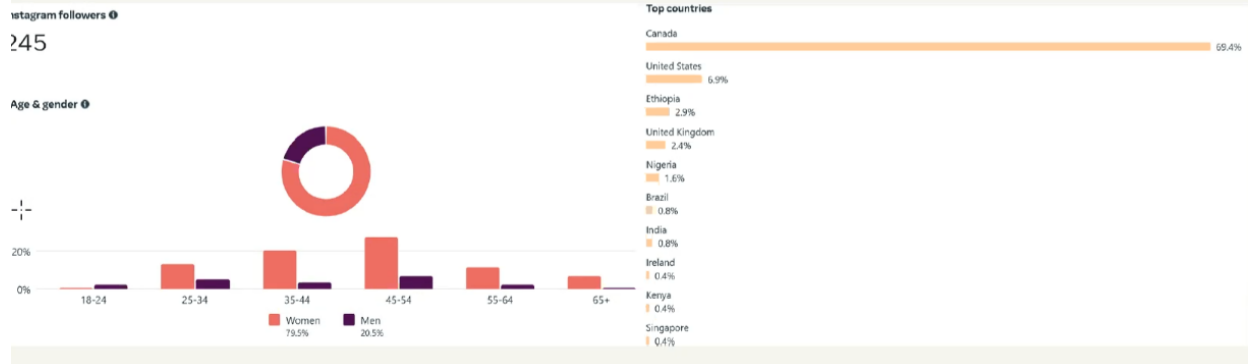
Views **3.1K**

Reach **6.4K** ↑ 327.4%

Content interactions

232 ↑ 114.8%

Instagram



2024 Insights

26 New Followers in 2024



2024 Key Campaigns



- Emphasized storytelling, transparency, and the impact of donations
- Increased engagement
- Expanded awareness of Love and Hope Center programs (e.g., education, nutrition, counseling).
- Promoted monthly giving

Next steps for Marketing and Communications

- Diversify content formats
- Seasonal campaigns
- Expand reach and awareness by encouraging donor and partners to share posts with their networks

End of year sponsor & donor recognition

- In December, sponsors and donors who have contributed to VCS in 2023 will receive a set of NEW design greeting cards featuring artwork by children at the Love & Hope Centre.

2025 Goals

- Increase the number of monthly sponsors to 80 @ \$35 per month (or \$2800 per month)
- Continue to recruit new directors, to ensure organizational sustainability and enhance governance
- Review / update VCS bylaws

Election – Board of directors

Retiring: Flora Meier (Vice-President)

The candidates for the board of directors are as follows:

President: Nicole Bellefleur

Vice-president: VACANT

Treasurer: Tawnya Pattie - Treasurer

Secretary: Laura Morrison

Website Content Manager: Dacia Douhaibi

Director / Marketing & Communications Manager: Tihut Zekewos

No other nominations

Election closed.

Adjournment

MOTION (Nicole) to adjourn the 2024 annual general meeting of the Vulnerable Children Society.

Secunder: Laura

Adjourned @ 1:30pm Central