

**PUBLIC RELATIONS REPORT to the
COLUMBUS LONG TERM CARE SOCIETY
ANNUAL GENERAL MEETING on June 27, 2018**

We remain actively involved with the CHABC, who this past year continued to progress through goals and work plans created from the Strategic Planning sessions held in 2016. We are thankful to have the CHABC's support and greatly appreciate their assistance as we navigate the many issues associated with MaiD. The CHABC has a new website and features, among many things, several resources for both catholic-based health care facilities and individuals. Holly Martin-Thompson, Administrative Coordinator sits on the Board. As is customary, Columbus Residence provided sponsorship to both the annual CHABC (Catholic Health Association of BC) and CHAC (Catholic Health Association of Canada) conferences. Columbus Residence is also a member of the DHA (Denominational Health Association) that represents a large number of faith-based facilities in the province.



Archbishop Miller greets resident,
Fr. Bill Somerville

Ms. Agnieszka Krawczynski, a longtime reporter for the BC Catholic newspaper, attended our Light up for Christ event on December 5. Photographs of the event were featured in the December 14th Nota Bene section of the paper. The BC Catholic also posted a photo and blurb on His Grace's Facebook page and Instagram from his visit to the residence last August.

We placed a substantial sized ad in the BC Catholic in hopes of selling more tickets to our theatre event. The ad, unfortunately, did not generate additional ticket sales so, given the cost, we will not go this route for this year's event.

In an effort to bring greater awareness Columbus and connect more with the larger community, Columbus Residence began using social media last year with the creation of a Facebook page.

We used Facebook to promote our fundraising theatre event last year, to advertise our Christmas Craft and Bake and to share photos from our special events. We will look to better use this platform in the coming months. If you're on Facebook we encourage you to like and share with your Facebook friends.



The Board now has their own Columbus Residence email address for which the Public Relations Committee is responsible for checking and responding to any queries.

Setting up Mailchimp to manage mailing lists and send out notifications did not get off the ground early this year as was hoped, however this remains an important project and the committee will endeavor to have this up and running by the end of 2018.

Our website receives many compliments and remains very current and eye catching thanks to the talented, Corinne Wheeler-Hogan, who maintains the site.

Several past and present board members attended founding and long serving Director, Tony Kamensek's Funeral Mass in March. Tony's unparalleled service to Columbus, his warmth, compassion and generosity of time and talent will be long remembered.

Everlasting Mass cards were sent to Dale and Ian Clements, and Ted and Gayle Hawthorne. A thank you card, signed by all Directors, was given to Family Council for their ongoing commitment and fundraising efforts.

The Board will continue to look at how we can optimize community awareness that in turn may increase our Society membership, volunteer base and fundraising revenues.

Respectfully submitted by:

Jo-Anne Harrison and David Robinson, Public Relations Committee