

**To:** Homes First Society Board of Directors  
**From:** Mike Heinrich, HFS Communications & Fundraising Committee Chair  
**Subject:** HFS Communications & Fundraising Committee Update  
**Date:** March 1, 2022

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**Recommendation(s):**

**That the HFS Board of Directors approve the:**

- 1. HFS Communications & Fundraising Committee membership as listed below.**
- 2. HFS Communications & Fundraising Committee mandate.**

**Meeting date:** January 27, 2022

**Present:** Mike Heinrich (Committee Chair), Shelagh O'Donnell, Maggie Tulecka  
Staff: Patricia Mueller (Chief Executive Officer), Jamie Facciolo (Director of Development and Homelessness Initiatives), Dana Hansen (Fundraising and Development Manager), Kallan Lyons (Communications Supervisor)

**MANDATE:**

The mandate of the committee within a strategic context is:

- To provide advice and recommendations to management and Board of Directors on matters related to communications, fundraising, marketing, and public relations for Homes First.
- To provide a forum for the creation, development and evaluation of communications, fundraising, marketing, and public relations initiatives to enhance the visibility and image of Homes First to support organizational objectives.

**RESPONSIBILITIES:**

1. Review and provide input on strategies and plans for positioning and marketing Homes First and its brand entities.
2. Receive bimonthly updates from management on communications, fundraising, marketing, and public relations initiatives, including progress and results against goals.
3. Monitor activities to ensure they are aligned with Homes First's Bylaws, policies and procedures and strategic plan.
4. Ensure that effective communication and fundraising management policies and procedures are in place for Homes First.
5. Provide advice to Management, and the Board, on communications and fundraising matters as they arise, and ensure that issues/opportunities identified by the Board of Directors are addressed.
6. Work with Management to ensure that appropriate internal and external resources are in place to implement plans successfully.
7. Oversee the controls, mitigation and management of communications related risk to the organization.
8. Provide input on any other marketing and communications matters as appropriate.

## **COMMITTEE MEMBERSHIP AND VOTING:**

The HFS Communications & Fundraising Committee membership will consist of the following voting members:

- Mike Heinrich (Chair)
- Shelagh O'Donnell
- Jeremy Roach
- Maggie Tulecka

If representatives from the HFS Board do not have at least five years professional experience in the following areas, or if there are no Board representatives available to join the Committee; at least two community leader volunteers are required to join with the professional experience in one or more of the following areas:

- Corporate Communications,
- Public Relations,
- Media Relations,
- Marketing or Advertising.

In addition, the Committee will also include the following non-voting HFS staff members:

- Patricia Mueller (Chief Executive Officer)
- Jamie Facciolo (Director of Development and Homelessness Initiatives)
- Key communications staff of HFS

## **MEETINGS:**

The Committee will hold at least six (6) meetings each year, at the call of the Committee's Chair. In addition, the Chair is required to call a meeting of the Committee if requested to do so by:

1. The Chief Executive Officer;
2. Any Committee member.

Notice of meetings may be written or verbal.

Committee members may be asked to provide reviews and recommendations of various materials and initiatives outside of scheduled meetings as required.

Meetings may be held by way of in-person, teleconference, or internet as determined by the Chair or by the majority of the committee members.

## **REPORTING RELATIONSHIPS:**

The Committee reports directly to the Homes First Society Board. The Committee will provide written reports and presentations when requested by the Homes First Society Board.

## **LIAISONS:**

This committee will liaise with all of the Committees of Homes First as required.

**BYLAWS:**

This Committee is governed by the Bylaws of Homes First Society.