

PAL-Reading Services Inc.  
Annual General Meeting  
September 14, 2016

## **EXECUTIVE DIRECTOR'S REPORT**

This has been an exciting year of transition for PAL. We're asking the difficult questions: Who are we as an organization? What does the community we serve need us to be? How can we continue to reach those who've not yet heard about us? Over the past year we have connected with many new clients, welcomed back returning clients, and there has been a 12% increase in recorded hours. Clearly, the service we provide continues to be an essential part of building an accessible Ontario.

The shift in our government contract last year resulted in a renewed commitment to fundraising. We're actively engaged in developing dynamic new marketing strategies which include assessing our current branding and developing a vibrant and active social media presence. Over the past year we have created a new website, a Facebook page and a Twitter account, and we now have a new, fledgling LinkedIn page. In August Mark spent a week in a one-on-one class with our website developers learning all about the world of social media, and is quickly becoming PAL's social media go-to person. Please help us increase awareness of PAL's online activity; be sure to like us on Facebook, follow us on Twitter, check us out on LinkedIn and share, share share!

On a more personal note, this has been a particularly challenging year for PAL's staff. Both Mark and I have experienced unsettling loss and illness in our immediate families and the PAL community has been exceptional. Thank you to our clients, our volunteers and especially our board of directors for your support, understanding and encouragement.

Speaking of gratitude...

Without our volunteers there is no PAL. Many thanks for lending your skill, your time and your voices. At the AGM we traditionally honour those who have reached decade milestones during the past year. Later this evening we'll celebrate three people whose weekly commitment brings them downtown from the far reaches of the GTA and beyond. At this time however, it is my pleasure to welcome 3 new volunteers: Karen N, Lynne M and Nancy D. A special mention goes to our good friend Peter Hart who has been with PAL for 15 years and is at home recovering from surgery.

There's still much exploration ahead of us, with many more questions to ask. In the meantime, as our logo says, "Let's hear it!" for another year.