

MSA – Development Committee Report - AGM

Date: May 25, 2021

Results Summary

- Fundraising in 2020 has been significantly negatively impacted due to the pandemic, however some progress has been made with various adapted efforts made to raise funds despite COVID-19 limitations
 - Icebreaker, Moncton and NSPA events in 2020 were not held
 - Saint John held a limited in-person event in the Fall that generated higher than usual net proceeds
 - Fredericton held a virtual event and live auction in the Fall that raised significant funds but well short of usual proceeds
 - Hartland held an online auction and fundraiser drive in late Fall that generated a comparable amount to the average of the last 3 years
 - A Fall fundraising event was held in Moncton hosted by MSA Director Jacqueline Girouard

Development Plans

- Upcoming MSA US Atlantic Salmon Celebration 2021 on February 20th
 - [Event info](#)
- Plan for the first half of 2021 would typically include: Moncton, NSPA event and Icebreaker
 - Given COVID realities, a virtual fundraisers is being considered in the May/June timeframe with in-person events for larger groups only being considered in the Fall 2021
- Fundraising plan to be developed that builds on potential event fundraising efforts and financial needs to fund operational plans and projects
 - New members are being sought to join the Development committee and can email Tristan at tristan.hovey@gmail.com
 - Committee will develop a potential calendar of fundraising events for 2021