



## Victoria Health Co-op

Chair: Vanessa Hammond

[vichealthcoop@gmail.com](mailto:vichealthcoop@gmail.com) 250.415.9272

Treasurer: Dylan Bos [dylanibos@icloud.com](mailto:dylanibos@icloud.com)

[www.victoriahealthcooperative.ca](http://www.victoriahealthcooperative.ca) Serving our Member-Owners and Community.



## Report for Victoria Health Co-op Annual General Meeting on February 23 2019

### Communications Update - Selina's Projects

**Overview** - 2018 has provided opportunities for the VHC to feature new marketing collateral like new brochures for our organization and services, event posters and more! We were especially excited to have new opportunities to present posters and brochures at conferences, our Co-op Cafés and most recently, **Vancity Community Showcase** in the main Douglas Street branch. We are grateful for the community support shown for both the Victoria Health Co-op and the Creating Community Wellness Society.

- **Communications and Marketing Committee Volunteer Recruitment** - Since January 2019, I have recruited a small group of volunteers to assist with growing the reach and social media presence of both VHC and CCWS. This committee is currently made up of students and professionals committed to getting involved in our community and still has room for more assistants! We have begun discussions around reviewing our current marketing plan, which has been minimal in the past, and are considering new methods and initiatives to advertise and grow our programs and community. We will also be working towards refreshing the CCWS online presence to further clarify the connection to VHC as an important partnership, in light of new projects with O-CHI and other potential "partner" organizations.
- **Website Review:** Working together with the communications team, Scott and John, on occasion, we are preparing to revisit the following projects in 2019, as time was limited in 2018 to accomplish all goals relating to the new website and content for VHC. Following suggestions and direction from Board Members, we will continue our web presence "audit" and work on ease of access and ensure we provide all important information for visitors to our website.
- **Wellness Practitioner Directory** – This is a great networking opportunity for our Wellness Practitioner group and our members that needs to be utilized further. This website function was released several months ago and we have successfully connected with small group of participating Wellness Practitioners to populate an ever-growing Practitioner-Member Directory on the VHC website. As we have around 40 Wellness Practitioners listed as active members of the co-operative, this project will need further time to reach its potential with the need for more involvement from our members. I am

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requesting that all Wellness Practitioners who would like to be featured on our Directory fill out the application online or email Vanessa directly with detailed contact information to include and a photo of yourself or your practice before the end of March 2019.

- **New ideas: Potential promotional agreement for Member-Practitioners through social media and website** - This initiative has been discussed throughout the past year. This would require the VHC to collaborate with Wellness Practitioners to create and post content for our website and social media, including blog posts (topics include practitioner profiles, information about modalities, opinion pieces from our community, etc.) and use Facebook and Twitter to help advertise practitioner services, possible discounts or deals for VHC members, as well as notice of any special events or announcements from the Wellness Practitioner's business activities. This proposed partnership can begin as soon as Wellness Practitioners contact VHC to let us know they interested in participating.
- **Fundraising Efforts** - Our communications efforts, including social media activity, articles in the James Bay Beacon, press releases and community event calendar postings, have drawn attention to our specific fundraising goal for the Nurse Practitioner's supplies and equipment. We are lucky to have prints of Chris Paul and Dr. Krista Stogryn's "Our Gift" remaining to provide as a gift for donations made above \$100, and we will continue to pursue this as a fundraising campaign throughout 2019. Further fundraising events and initiatives will be developed in 2019 with the help of our growing Communication and Marketing Committee.

### Summary

With the help of the Communications and Marketing Committee, VHC will continue on with the communication efforts and partnership developments over the past year, but now with the input of fresh, new perspectives and positive energy from our group of volunteers. If you would like to get involved, or simply share your suggestions for great marketing or fundraising campaigns, please get in touch with myself or Vanessa. Any help to spread the word and create a stronger community in Victoria is greatly appreciated. Thank you.

Respectfully submitted by Selina Pieczonka,  
Board of Directors, Victoria Health Co-operative

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