Communications Committee Work Plan

STRATEGIC & GOVERNANCE PLANNING [Patient Support, Advocacy, Education & Awareness]		
Strat plan, committee work plans, communications plan	$	10,000
Community Virtual Open House	$	20,000
ADVOCACY SURVEYS [Patient Support, Advocacy, Education & Awareness]		
Diversity/Under-represented Communities (survey year 1 & support year 2 with programming, translations, materials etc.)	$	150,000
PATIENT SUPPORT & COMMUNICATIONS [Patient Support, Advocacy, Education & Awareness]		
PF Month 2022 (HBH)	$	70,000
DIY CPFF Community Walk Toolbox ENG.	$	16,000
Patient Documentary Video (under-represented communities)	$	65,000
DIGITAL ASSETS [Building the Foundation for the Foundation]		
cpff.ca rebuild ENG.	$	50,000
Update & create new content	$	20,000
cpff.ca monthly maintenance	$	6,720
Web Store BCap (short term solution)	$	2,500
CPFF Mobile App: EventMobi	$	26,500
FUNDRAISING [Patient Support, Education & Awareness, Advocacy, Research]		
Donor Communication	$	25,100
ADVOCACY [Advocacy, Patient Support]		
CPFF Hope Ambassador/Champion Program Materials	$	50,000
PUBLIC AWARENESS [Education & Awareness, Advocacy]		
Social Media organic posting AND paid social media ads & traditional ads to reach new audiences.	$	10,000
HEALTHCARE PROFESSIONAL COMMUNICATIONS [Patient Support, Education & Awareness]		
MARKETING ADMINISTRATION		
Monthly planning and consultation	$	24,000
Project Management	$	12,000
Total	**$**	**557,820**

Advocacy & Support Work Plan

PATIENT SUPPORT & COMMUNICATIONS [Patient Support, Advocacy, Education & Awareness]		
Educational Webinars (3-5 throughout the year + September)	$	8,400
Support Groups	$	22,000
Support Group Leaders training & materials	$	15,000
Support Group Leader and Participant Survey	$	20,000
Support Group Leader Peer-to-Peer meet ups.	$	10,000
DIGITAL ASSETS [Building the Foundation for the Foundation]		
Webpage Support Group Leaders		-
ADVOCACY [Advocacy, Patient Support]		
Advocacy (drug therapy, treatments, and other high priority patient needs)	$	30,000
Oxygen	$	150,000
Total	**$**	**255,400**

Fundraising & Events Work Plan

DIGITAL ASSETS [Building the Foundation for the Foundation]		
Text to Donate		-
FUNDRAISING [Patient Support, Education & Awareness, Advocacy, Research]		
Rare Disease Campaign	$	10,000
Scleroderma & PF Campaign	$	10,000
PF Month Events & Fundraising		-
Do-it-yourself (DIY) Campaigns	$	5,000
DIY Fundraising Platform (OneCause)	$	19,000
CPFF Innovations Fund		-
Total	**$**	**44,000.00**

Governance and Finance Work Plan		
STRATEGIC & GOVERNANCE PLANNING [Patient Support, Advocacy, Education & Awareness]		
HR Consultant - Board & ED reviews, Staff Recruitment	$	40,000
Board Retreat Nov 2022 (Face-to-Face)	$	40,000
Board Retreat May 2023	$	5,000
From Ops to Governance Strat Plan J. Dinner (3-year plan)	$	30,000
Total	**$**	**115,000**

Research Work Plan		
RESEARCH [Research]		
Robert Davidson Fellows	$	180,000
CPFF Research Grants	$	40,000
Total	**$**	**220,000**

All Committees Total	**$**	**1,192,220**