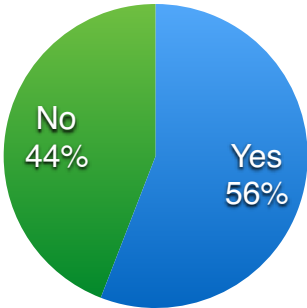


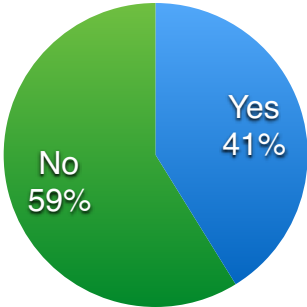
BCGA Fundraising Survey

Thanks to everyone for taking part - we had 102 responses from 356 member, making it a great sample size.

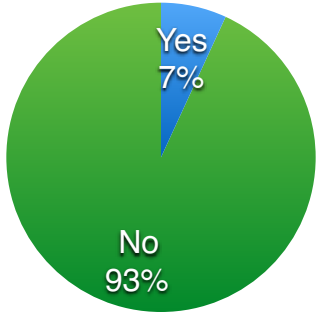
Q1 The BCGA currently has an inventory of coins from 2011, 2013 and the 2014 Anniversary coin, as well as two pathtags. Have you ever bought a BCGA Geocoin?



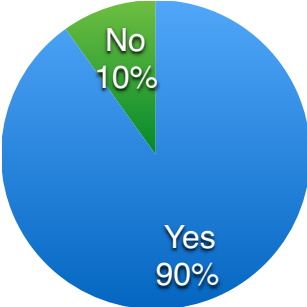
Q2 Would you buy a new BCGA Geocoin each year?



Q3 Have you bought a BCGA pathtag?



Q4 Do you support the strategy of BCGA producing Geocoins and PathTags?



Q5 Any comments on Geocoins and Pathtags

76 people replied. Comments were summarised to belong to one general theme. Some comments covered more than one area, so they were counted in the theme that was mentioned most.

14 people made comments that can be summarised as saying that they like geocoins and their designs.

9 people made comments that can be summarised by saying they know that others like coins but they don't collect them or buy them themselves

25 people made comments that can be summarised by saying that they have become disenchanted by geocoins, with comments like they got fed up of them going missing, that they think geocoins are a thing of the past, that it was an interest for them before but not any more.

13 people made comments that relate to cost. Some people said the coins and/or shipping cost too much, others said that it seemed that the geocoins were not making money for the BCGA, due to excess inventory, and they would only support it if it was profitable.

6 people said that there was insufficient publicity and that the geocoins and pathtags could not be found on the website.

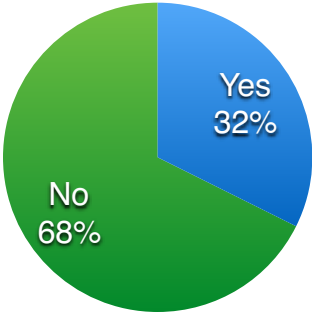
8 people commented on the coins themselves. One issue was around putting dates on coins, that it makes them harder to sell and that once a year is missed, the collections are incomplete. Some people commented they haven't liked the designs recently, that the coins are too heavy and that they should only be available for special events.

Summary

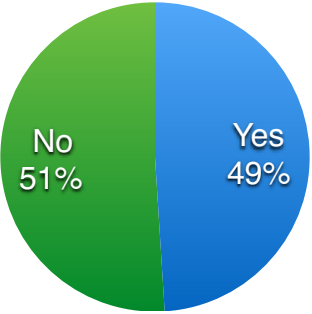
The responses to the first 5 questions show some contradictions. While people say that they support the strategy, it can be seen that the number of people who have bought a coin or would buy one in the next year does not support the strategy. The reasons for this become clear in the comments, with quite a few people no longer being interested in geocoins.

It may be that geocoins should only be made for special events in the future, as the expense for buying an inventory, and then carrying it on, is not an effective use of funds.

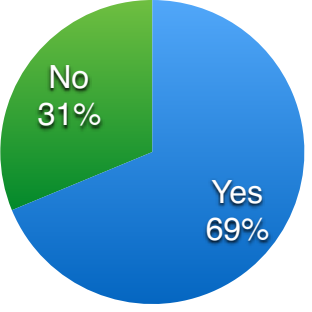
Q6 The BCGA has an online demand printing store for clothing – meaning that we do not carry inventory. Have you looked at the store?



Q7 The store can be found at bcga.wordans.ca. Would you purchase any of the items you see?



Q8 Look at the pricing of the clothing on the store at BCGA.wordans.ca. Do you think that the prices are reasonable?



Q9 Any comments on our clothing

64 people replied to this question and their responses can be summarised as belonging to one of four areas:

14 people responded that they weren't aware of the store but would be interested in purchasing in the future.

18 people responded with a great variety of ideas. Some were for alterations to the current clothes offered, some with ideas for different clothes or items, some with suggestions of other places to go for our t shirts.

22 people responded that they thought the prices were too expensive.

10 people said that they're not interested in buying the clothing. Some said they had too much clothing already, some said that they did not buy clothing online and others said that they did not buy clothing with logos.

Summary

Most people were unaware that clothing was offered; a theme that was also mentioned with geocoins and pathtags. This shows that we must work harder to inform our members about the fundraising initiatives already in place.

The responses were almost equally split between those that said they would buy and those who wouldn't. Just over two thirds of respondents felt that the pricing was correct, even though those that felt the pricing was wrong expressed their views strongly in the open question.

This venture is new and definitely a work in progress. We looked for a Canadian print-on-demand manufacturer, as our experience with the geocoins is that we cannot hold inventory - and clothing inventory would be extremely complex with the sizing and colours.

We are limited by the Wordans stock and their website, but will work with them to find ways to improve it.

We will look for different ideas and fabrics for special event clothing, where we can pre-order and again carry no inventory.

We will also continue to look for better variety products from a Canadian print-on-demand company.

Q10 Any other suggestions for fundraising strategies

42 people responded to this question, with many people either not answering or replying they had no suggestions.

The responses were very varied, so we will combine the responses with our thoughts.

5 people responded that they supported the strategy of seeking out grants.

This may be successful but is also time consuming. We may want to look at adding a board member who has this as their responsibility. More discussion is needed, both by the board and at the AGM.

3 people responded that they thought we should try crowdfunding and 3 people responded that they thought we should ask for donations.

Crowdfunding is an idea that the board has also had and is currently looking for the most cost effective way to do it, doing it ourselves or using a site like Kickstarter. We have added a donation button to our website but we must also pursue targeted donors.

10 people made comments around us charging for various things, from Geocaching 101 to cleanups to rental of our GPSs.

This is not something that the board has discussed. There is currently no charge for using the GPSs; in fact we subsidize it as we often pay shipping one way. This is another item that requires more discussion.

5 people suggested that we approach BC Gaming for their grants.

This is something we have discussed and we will be pursuing. Deadlines are staggered for the various categories and do not begin until the spring. We intend to talk to BC Gaming in early 2016 to see if we are eligible for any of the categories.

5 people suggested we get a license for things like raffles and 50/50 draws.

Our understanding is that each separate event needs a license. At this time, with a board of 6, that's not something we have the people to pursue.

5 people suggested that we have a membership fee.

This is an item for discussion at each AGM, with a motion and a vote. In 2015 the decision was to have no membership fee.

5 people said that they need to be given more information - what funds are needed, what they will be spent on, a budget, information on how the funds raised will be spent to promote geocaching throughout the whole province.

We agree and we are committed to providing you with more information. We will be working on a budget for 2016 in our next board meeting and we will report back to you. We are already producing minutes with more details from each meeting. Another work in progress, but this is something that must change.

And - saving the best to last - 1 person offered us free webhosting based in Vancouver.

Thank you, Pacific Servers Inc, we are very grateful to you!