

April 17, 2021

To: CHARA Board members

From: Yvele

Subject: **Outreach to Partners in the Community - test**

At the end of March 2021, I distributed a letter to 14 local organizations. I had the impression that a community association offering support during COVID, would be a positive thing. I sent 2 letters through e-mail, 7 through Canada Post and 5 through physical drop off. The letter can be found below.

The response rate is 0.

Cost for envelopes with stamps is \$11.75.

Recommendations:

- Scrap any further work on the project
- Continue with some modifications:
  - modify the letter to include a heading in red print: **Buy local or Bye local**
  - Reduce the size of the letter
  - Designate a coordinator or
  - Board members could print a couple of letters at their home and distribute them during their activities; such as, if you get an oil change, deliver a letter at the same time.

Below, please find the letter and a list of organizations I contacted.



Hello Neighbour!

The members Carleton Heights and Area Association (CHARA) are writing you to let you know we are the long-time community association in the area. We would like to get to know you better and how we can partner to better support our community including, the local businesses, schools and churches.

If you have a website, please let us know the link and we will happily share it on ours. Or if you wish we could place a photo of your business card. We are hoping to connect you to residents and residents to you. We are happy to help promote your business on our website.

In the winter, CHARA manages the outdoor skating rink on Apeldoorn Ave. We would accept advertisement or posters advertising your establishment if you are inclined.

In the summer we host a free community bbq. Many of the various community groups have a table or displays set up at the bbq. We would love for you to be a part of that, or even to consider being a sponsor.

We are a non-profit community association. You can find out more about us at our website: [www.ourchara.ca](http://www.ourchara.ca). If you have suggestions for us on how better to serve the community, or ways we can support you please let us know. To contact us, please write to us at [info@ourchara.ca](mailto:info@ourchara.ca).

This is who we are:

President	Darren Dicks
Vice-President	Yvele Paquette
Treasurer	Adam Martin
Corporate Directors	Michael Mack
	Lorraine Neville
	Dr. Elizabeth Anderson
	Dr. Tim Patterson
	Dr. F. Webster

On behalf of the CHARA Board,

Darren Dicks

CHARA President

**Farm Boy**

1642 Merivale Road

Ottawa, ON

K2G 4A1

Steve 613-228-7471

Mailed and then Used website feedback form (Head office makes local decisions)

**Metro Merivale Rd.**

1705 Merivale Road

Ottawa, ON K2G 3K2

613-274-7274

Mailed

Jason will call ME after reading the letter

**St Pius X Catholic High School**

1481 Fisher Ave, Ottawa, ON K2C 1X4

(613) 225-8105

Mailed

Call before 3:30

**La Madona Contact Father Antonio [mdr@mdrchurch.com](mailto:mdr@mdrchurch.com)**

1621 Fisher Ave

Ottawa

Ontario

Canada

K2C 1X8

Tel. (613) 723-4657

E-mail sent

**Broadway Restaurant**

1896 Prince of Wales Drive

Ottawa , Ontario K2C 3W9

Canada

613-224-7004

Delivered by hand April 12

**Wild Wing Hogs Back**

1430 Prince of Wales Dr, Ottawa, ON K2C 1N6

Mailed and phoned left my number

**Tim Hortons**

1406 Prince of Wales Dr, Ottawa, ON K2C 1N6

6137271772

Mailed

Left message for call back

**Rideau Canoe Club**

804 Hog's Back Road

Ottawa, Ontario

K2C 0B1

info@rideaucanoecub.ca re email to admin@rideau.ca

(613) 225-5546

Emailed 2x

**Shayna's Hair Design**

80 Appleby Private, Ottawa, ON K2C 3P4

Mailed and phoned - does not want any more business

**Farmers' Pick**

1430 Prince of Wales

Ottawa, Ontario

K2C 1N6

613-225-1240

Mailed

**Lone Star**

Dropped off letter April 12

**Fisher Dental (POW mall near Broadway)**

727-0990

Dropped off letter April 12

**PaPa Joes (POW mall near Broadway)**

224-7700

Dropped off letter April 12

**Shawarma De Roza (POW mall near Broadway)**

274-0404

Dropped off letter April 12