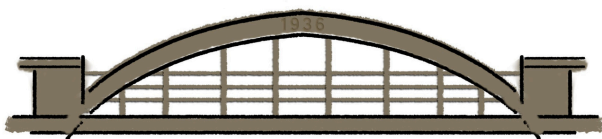


ANNUAL REPORT 2023-24

LATEST INFORMATION AND UPDATES
PASADENA HERITAGE SOCIETY - NL INC.



PASADENA HERITAGE SOCIETY - NL



STEWART CO.

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Thank You



A WORD FROM THE CHAIR

It's an exciting time at Pasadena Heritage Society - NL. I am pleased to share some of the key developments from our inaugural year of incorporation in this report.

Strategic Plan for the Future

Our Board of Directors developed a comprehensive strategic plan. This plan will guide our work over the next three years, focusing on preserving Pasadena's history and heritage while engaging our community in meaningful ways.

Traditional Skills & Community Events

Our events continue to be highly anticipated. With full classes, knowledge keepers in the community enjoy sharing their talents at our Traditional Skills events. Our knowledge sharing events engage family and friends in learning more about the community. These events take place throughout the year, and we encourage members of all ages to participate.

Board of Directors

This year we were blessed with a full Board. Nine creative, passionate, and dedicated members of our community contributed greatly to our success. Their time and talents designed interactive activities, and developed strategic proposals to obtain grants.

Future Directions

Together, we are building a vibrant and inclusive heritage community. Thank you for your continued support of the Pasadena Heritage Society - NL. I look forward to seeing you at our upcoming events and hearing your ideas for our future.

A handwritten signature in black ink that reads "Carole R. Spicer".

CAROLE SPICER
CHAIRPERSON

STRATEGIC DIRECTIONS

Our 2024-27 Strategic Plan includes three key areas of focus: Awareness, Collection, and Knowledge Transfer.

Over the next three years, we will work hard to increase the awareness of what we do and why.

Our collection is being inventoried and documented for a complete picture of what items have been graciously donated to date.

Knowledge transfer is the driver behind our community events. You can expect increased communication from us in the coming years on social media, in print, and on our website.

OUR MISSION

We collect, preserve, and promote the history and heritage of Pasadena, Newfoundland and Labrador.

OUR VISION

To ensure intangible knowledge and artifacts are preserved for future generations.





TRADITIONAL SKILLS

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With nearly one event per month, we provided a range of chances to acquire new skills or insights about the community. Popular events such as Rug Hooking, Strawberry Jam, Crocheting, and the Amazing Heritage Race made a comeback.

New additions to our lineup were Dandelion Jelly, Fruit Cake, Soup, and the Sister City Escape Room.

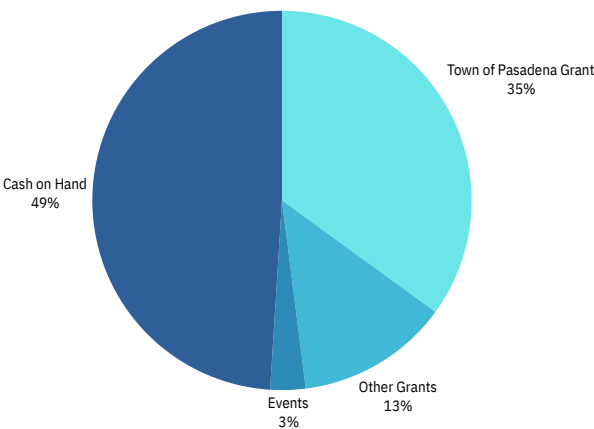
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Attendees of all ages joined our events, with several community members becoming regular faces. It was common to see mothers & daughters, best friends, and families attending together.

Several events spanned multiple weeks. Many highlighted besides acquiring skills or knowledge, the sense of camaraderie and forming friendships during this time were equally cherished.

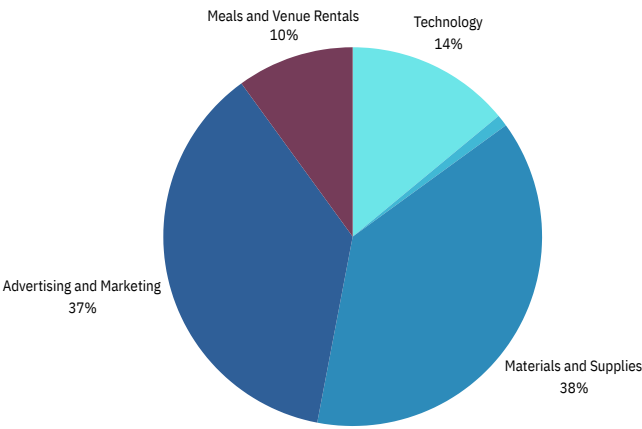
FINANCIAL HIGHLIGHTS

REVENUE



We are grateful to the Town of Pasadena for providing financial support with a small operating grant. We were successful in leveraging those monies to apply for additional grants from the Government of Newfoundland and Labrador. Specifically, we obtained funding to support our strategic planning sessions, and a Seniors Social Inclusion grant for our intergenerational activities.

EXPENSES



The largest expenditure is materials and supplies to offer our community events. With the grants we receive, we are able to subsidize this events and offer most for free.

The second largest expense this year was the one-time purchase of branded materials to promote and advertise our organization.



Donations to the Pasadena Food Bank were collected during our annual Amazing Heritage Race.



Pasadena Heritage Society - NL Inc.

2023-24

	Budget	Actual
Revenue		
Town of Pasadena Grant	5,000.00	5,000.00
Other Grants	1,000.00	1,845.00
Events	200.00	370.00
Cash on Hand	7,027.16	7,027.16
Total	13,227.16	14,242.16
Expenses		
Technology	800.00	703.85
Memberships	50.00	50.00
Materials and Supplies	1,500.00	1,938.77
Advertising & Marketing	500.00	1,901.15
Business Fees	200.00	16.50
Meals and Venue Rentals	500.00	514.00
Total	3,550.00	5,124.27
Net Profit/Loss	9,677.16	9,117.89





THANK YOU!

Thank you to our Board of Directors for your commitment and passion to preserving and promoting the heritage and history of our community.

We thank the many volunteers who support our mission. Your willingness to share your time and talents at our events is incredibly generous. We cannot do this without you.

Thank you to the Town of Pasadena and the Government of Newfoundland and Labrador for your funding programs, guidance, and support.

We are thankful for the many donations of artifacts, stories, photos, and ideas from members of the community and beyond.

Thank you to Heritage NL and the Association of NL Archives for your encouragement, expertise and cheerleading for our success.

And lastly, thank you to our community for embracing our initiatives. We feel the support on social media and at our in-person events. We look forward to serving you in the coming year.

CONTACT

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