

press releases

AQ fund-raising begins to bear fruit

As Alliance Quebec heads towards a new fiscal year in April, the pressure to enlist community financial support is greater than ever. Challenges like electoral fraud, protecting English-language services and dealing with a PQ government are creating needs for greater resources. This dynamic is, of course, more significant at a time when federal support for the Alliance is being cut back. As a consequence, AQ staff and volunteers are making fundraising Priority I over the coming months.

The Alliance will be well positioned to face this challenge. As the following excerpt from our 1995-96 Annual Report shows, we've gotten much better at the fund-raising game over the past year

: "Alliance Quebec raised more in private donations last year than ever before — a total of \$100,500, or 12 per cent more than last year's total.

This news is gratifying in its own right. But even more positive is the fact that last fall's direct-mail campaign and this spring's corporate campaign have both seen 30 per cent increases over their previous results. And best of all, our members are responding very generously to Alliance Quebec by filling out the extra donation section on the membership card.

These improving results are important because it is becoming clear that the Alliance is in the same precarious position as all non-profit organizations at a time when the federal government is working to reduce its deficit and debt. Thus, we will have to raise an ever-greater proportion of our funds from private sources. Happily, last year's results indicate that by concentrating on and perfecting proven fund-raising strategies, Alliance Quebec will continue to see increasing its support from private individuals and companies.

We are also co-operating with regional associations, other Quebec community organizations and the federal government in attempts to find new ways of generating revenues and reducing costs."