



PROFESSIONAL
ORGANIZERS
IN CANADA



ORGANISATEURS
PROFESSIONNELS
AU CANADA

An Organizing Community for All

Annual Report

2021-2022



Nathalie Bureau, President



President's Message

State of the Industry 2022

In preparing for this message, I re-read the State of the Industry reports from previous years and I was struck by the widely different styles of the former presidents, and by the differing tones used. But one thing that stood out to me is they all had the same intention: drawing people's attention to how Professional Organizers in Canada is a great association, and how much we have done since it was founded in 1999. The other thing that struck me is that despite the different president messages, we are all the same: human beings who care about the wellness of our clients. And that is the true essence of POC.

When I am asked to define the trends of our industry, I can only be extremely positive about them. In this past year, along with our fellow associations around the globe, all members of the IFPOA (International Federation of Professional Organizers Associations) we created the first ever World Organizing Day on May 22. This shows how collaborating with other associations puts the wind in our sails.

Also, diversity, equity, inclusion, and belonging are more recognized throughout the world. Our association worked on its initiative to state that we are committed to being a diverse, equitable and inclusive community where all members are valued and respected.

We even presented the first national Professional Development Day in May this year which highlighted this topic. We are proud of all the changes we have made so far, and we know that there are more to come. We will keep adapting to the changing world by opening our eyes, ears, and hearts even more.

Finally, the dynamic of our fantastic association would not be possible without the help and support from our volunteer members. It is thanks to you that Professional Organizers in Canada strengthens and grows. I cannot thank you enough for all you do for the association, whether on the Board, a committee, or a sub-committee.

We hope POC helps you be inspired and motivated to pursue your *Purpose*, nourish your *Passion* for organizing, so you can *Progress*.

Parce que c'est ensemble vers un *but commun*, avec notre *passion* commune pour l'organisation, que nous pourrions *progresser*.

- Nathalie Bureau, POC President

POC
SUMMIT
10-27-22
PURPOSE
PASSION
PROGRESS



Board of Directors

2021-2022



Nathalie Bureau

President

Time Management Specialist, Saint-Boniface, QC

Cindy Wezenbeek

Vice President

CW Organizing Services, Greenwood, NS

Deanne Powell

Director of Development

Artfully Organized, Edmonton, AB

Allison Weigensberg

Director of Education

Everything in Place, Pierrefonds, QC

Edie Michel

Director of Finance

Neat Spaces Professional Organizing Services, Toronto, ON

Adeilah Dahlke

Director of Marketing & Communications

Jigsaw Organizing Solutions, Peterborough, ON

Stephanie Deakin Ricketts

Director of Membership

Re:Organized! & Clutter Queen Services, Sooke, BC

Noreen Music

Director of Volunteer Management

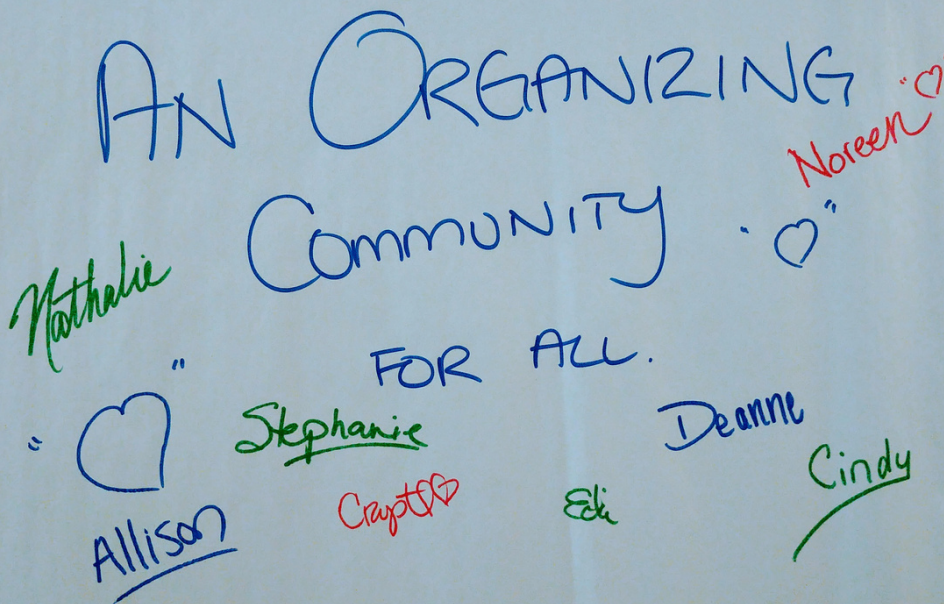
Organize My Space Calgary, Calgary, AB

Crystal de Nobrega

Director at Large

Teach Me To Tidy, Toronto, ON

Diversity, Equity, Inclusion & Belonging (DEIB)



AN ORGANIZING COMMUNITY -  FOR ALL.

Nathalie
Allison
Stephanie
Crystal
Eli
Deanne
Cindy
Noreen 

Professional Organizers in Canada is committed to being a diverse, equitable and inclusive community where all members are valued and respected. We embrace all life experiences and backgrounds, and strive to ensure that all voices are heard and appreciated, and that all feel welcome to participate.

Diversity:

We acknowledge all the ways in which people differ within our association. This includes characteristics such as: Age, gender, race, ethnicity, national origin, sexual orientation or identity, religion, education, neurodiversity, and/or physical ability.

Equity:

We recognize that advantages and barriers exist, and that people start from different places. Our goal is to uncover and correct imbalances that inhibit access to opportunities and resources within our association.

Inclusion:

We will work to make all members and interested parties feel welcome, valued, invited, and provided opportunities to participate and contribute at all levels of our association.

Belonging:

It is our goal to be a community in which all members feel safe, accepted, and have a sense of connection within our association.

Strategic Direction

2019-2022

POC ESTABLISHED FOUR KEY STRATEGIES TO GUIDE THE ACTIVITIES IN MEETING THE POC MISSION AND VISION.

Professional Development

Design and deliver educational programs across diverse business specializations and experience levels, promoting professional excellence.

1. Undertake an education needs assessment and develop a multi-year education plan for content and program offerings.
2. Expand the provision of educational programming through on-line platforms.
3. Develop standards and guidelines for becoming a POC member.

Value and Awareness

Develop and share content, messaging and resources that support POC and members to raise awareness locally, nationally and internationally.

1. Expand partnerships and outreach activities with local and provincial organizations, mental health organizations and community agencies, with the support of concise messaging and branding and the provision of pro bono activities.
2. Expand French content on the POC website and across educational programming.
3. Discuss with the National Association of Productivity and Organizing Professionals (NAPO) collaboration to develop a National Organizing Campaign in conjunction with the U.S. campaign.
4. Continue to pursue, in partnership with NAPO, an industry designation for professional organizers.
5. To create a shared content program for associate members at a cost to them.

Strategic Direction

2019-2022

POC ESTABLISHED FOUR KEY STRATEGIES TO GUIDE THE ACTIVITIES IN MEETING THE POC MISSION AND VISION.

Member Services

Promote member recruitment, engagement, retention and recognition. Enhance member services to best meet the needs of members for their professional success.

1. Increase membership by 10-15% per year through new recruitment approaches and retention strategies, including the establishment of membership tiers, member surveys, volunteer surveys.
2. Create new messaging, graphics, video and infographics to best show the value proposition of membership in POC.
3. Expand initiatives and approaches to inform the general public regarding professional organizers and their role in home, office and corporate services.

Association Excellence

Follow and promote best practices in governance, leadership, management and volunteer engagement.

1. Develop and implement a succession planning process for board positions.
2. Institute a process to ensure policies and procedures are kept current, and instruction manuals for targeted portfolios are established.
3. Develop a comprehensive recruitment process for volunteer positions, including clear position descriptions, and descriptions of skills and benefits.
4. Enhance volunteer recognition generally and include recognition of chapter volunteers.
5. Create and implement an ethics course as a mandatory requirement of membership.

Board Report

Director of Development

We currently have 14 Associate Members; 3 new Associate Members joined our organization and 11 renewed their membership.

POC is pleased to welcome Varcroft & Bianco – Drawer Insert Designer, Storage Warrior and Load of Rubbish as new members in 2021/22. All new associate members received a welcoming email that included the POC logo and POC Brand Logo Guidelines as well as a welcome and recognition message in POC Talk.

All are featured on our Associate Member web page. Please take the time to check out each of these amazing companies and see what they can offer you and your clients. You will find each Associate Member's logo featured in each POC Talk, with a link to their individual websites.

Each Associate Member has been invited to join our Virtual Summit and are offered POC courses at member discounted rates. Each company is invited to reach out to individual Chapter chairs to attend monthly meetings.

For more information on our Associate Member program, please reach out to our Director of Development, Deanne Powell.



Deanne Powell
Director of Development

Professional Organizers in Canada currently has 14 active Associate Members.

We are thankful for the financial support they offer us and grateful for the array of services and discounts they provide to our members and their clients.

Definition

An **Associate Member** is a profit or non-profit business entity that offer products or services to POC Regular Members. An Associate Member is primarily engaged in the manufacturing, distribution and/or sale of organizing-industry related equipment, supplies, services, and/or educational training directed to Professional Organizers or their clients.

A business entity that offers professional organizing services cannot be an Associate Member unless it also offers products or services consistent with the definition of an Associate Member above. An individual who also operates a business entity may join POC as both a Regular Member (the individual) and as an Associate Member (the business entity) as long as the criteria for each type of membership are met.

Board Report

Director of Education

This past year represented a huge leap for our education platform. With the path having been laid by previous Education Director, Tamara Leibmann, the Education Committee has been able to release five recorded courses in both French and English:

- Introduction to Professional Organizing
- Ethical Standards for POC Members
- Safety Practices for POs
- Business Practices and Boundaries
- Organizing Tools and Strategies

Not only does the on-demand nature of these courses allow for students to flexibly incorporate them into their own schedule, but they also have lifetime access to the videos as well as the digital course manual, which makes preparing and studying for the TPO exam much easier. To ensure we were incorporating the latest information and different perspectives and experiences, we also brought in course consultants to work with the creators in the formation of these new classes.

The Education Committee also worked towards making the platform inclusive by prioritizing the simultaneous release of the courses in both official languages, as well as adopting gender-neutral terminology whenever possible. When it wasn't feasible to be gender neutral, such is often the case in French, the decision was made to default to female in order to be more representative of our current organizing population.

With the help of our amazing course creators we are continuing to work on and release more TPO classes in the coming year as well as work towards incorporating pertinent and topical elective courses.

As so many of the core TPO courses were revamped and updated, the Education Committee, alongside Wil deGast, was able to rework the TPO exam. This has allowed for participants to choose, in real time, what language they would answer exam questions in, along with which pool of questions, based on how they took each course.



Allison Weigensberg
Director of Education

In the last fiscal year the Education Portfolio brought in \$64,791 in revenue, which includes the 38 participants in the TPO exam and 77 potential organizers taking the non-credit, introductory course.

Thanks to our dedicated body of volunteers the Education Committee was able to welcome five new members to our group: **Diane Woodworth, Elizabeth Alescio, Corrie Goldfinger, Samantha Stermac, and Andrea Fefekos.**

We thank everyone whose hard work allowed for such progress, including long-time member **Sarah Tudway-Cains** who has moved on to new challenges.

We are also incredibly grateful for our course facilitators and/or course creators:

Edith Dandenault, Laurene Livesey Park, Georgina Forrest, Karen Shinn and Elizabeth Alescio, along with all of our short-term volunteers, translators and presenters.

A special thank you must be extended to **Hilda Rodgers**, our dedicated and relentless Education Committee Chair, as without her countless hours none of the above achievements would be possible.

Board Report

Director of Finance

2021-2022 REVENUES

- POC's total revenue from the six sources was \$249,052 during the fiscal year, a decrease of a little more than \$25,000. Membership revenue was \$155,046, a decrease of about \$3,350 compared to the previous year.
- The POC Education Program, which includes TPO credit and non-credit classes and exams, generated \$63,401 in revenue, a decrease of about \$28,641 from the previous fiscal year. Net revenue from the Education portfolio was \$28,907, a decrease of \$32,049 compared to last year.
- The virtual summit had gross revenue of \$22,250. While below budgeted expectations of net revenue, the summit produced \$13,452 of income over expenses compared to \$4300 last year.
- The Development Portfolio produced \$5000 in revenue, an increase of a little over \$1,000 compared to the previous fiscal year.
- And lastly, POC's investments produced \$825 in interest income.

I can report that POC ended the 2021-2022 fiscal year with a deficit of \$12, 342 of revenue over expenses (see expenses below) compared to \$34,109 surplus last year. This deficit was offset by the non-recurring recovery of funds from the three chapters that formally closed adjusting the year end bottom line to a surplus of \$1958.



Edie Michel
Director of Finance

POC has successfully transitioned to paperless electronic banking with RBC for the National bank account. While the goal was to have all Chapters transitioned to the same platform, this has been more challenging than anticipated. Research continues to assess how best to provide electronic banking to the Chapters.

2021-2022 EXPENSES

- POC had total expenses of \$26,394 during the 2021-2022 fiscal year. The Administration category of expenses is the largest expense for POC totaling \$86,646 this year. This is roughly \$10,000 less than last year and is attributable in part to cost savings around the onboarding of the new accountant. The line item includes fees paid to Associations First, the bookkeeper/accountant general commercial liability insurance, Directors and Officer's liability insurance, and sundry office expenses. – generally, the elements required for the day-to-day operation of POC.
- Expenses for the Virtual Summit enjoyed a decrease of approximately \$3500 from the previous fiscal year.
- Membership expenses include the Chapter split payments, representing the Chapter's share of membership fees, insurance, and name badges. The total expense was \$37,048 down from \$50,137 last year due to the correction of the error in chapter split payment calculations and a decrease in membership numbers.
- Marketing expenses were \$27,261 compared to \$22,000 in the previous year. This was in part was due to a timing issue of invoicing and payments at the end of the prior fiscal year when we were without an accountant.
- Education expenses were \$34,494 representing money paid to course facilitators, delivery of the courses and the development of new courses.
- Board expenses were significantly higher this year. During the pandemic, all board meetings were held virtually whereas historically the board meets twice a year in person. The board met in person in April, using the credit we had with the Delta Hotel in Vancouver for the cancellation of space previously booked for Conference but canceled due to the pandemic.
- Finance expenses are credit card expenses paid as a percentage of membership dues, courses etc.
- Communications saw a \$3,500 increase in year over year expenses due largely to maintenance and monthly subscriptions for platforms supporting the new website.
- Chapter Relations, Education Acquisition and Development each have small expense line items.
- A note in this year's Statement of Operations is that due to three chapters formally closing during the fiscal year, there was a recovery of \$14,300 which is a non-recurring item.

Board Report

Director of Marketing & Communications

Since taking on this role in August, I am very committed to increasing awareness of POC_OPC, increasing our engagement on social media platforms and encouraging our members to showcase and be proud our wonderful organization.

I have several goals and consistent actions to keep doing during my 2-year term:

- Since coming into this role in August, I have only been focusing on our two biggest platforms (Instagram and Facebook), and our current follower count is steadily increasing (as of Oct 11, our Facebook “like” count is 2781 and Instagram follower count is 1398)
- Increasing engagement on our social media platforms – responding to comments, messages and shares, commenting on others’ posts
- Sharing member content when they tag @professionalorganizersincanada
- Create posts and share content that helps and supports our POC_OPC community and aligns with our financial goals – increasing membership and retaining existing members, having people sign up for courses and for our virtual summit
- Working with the Director of Marketing for ICD to collaborate and create content that we can both use (and to support each organization)
- Creating reels to engage exposure
- Working alongside other POC_OPC Board of Directors to create content that will assist with their goals – educating public and members about what’s happening
- When possible, writing our posts in English AND French to be inclusive to our French membership
- Collaborate with website committee to have consistent branding and clear communication across our site and social media platforms
- Reworking Influencer Program to encourage members with great content to get featured on our social media and POC newsletters



Adeilah Dahlke

Director of Marketing & Communications

Marketing is crucial to ensuring that we have a steady flow of new members, and income generating actions that keep us going. We want to highlight the brilliance of our members, and encourage a dialogue within our community for all to see what a supportive and loving organization we are! Together we are creating an awareness of our industry, which supports future growth and membership.

2021-2022 Highlights

- We had our first World Organizing Day on May 20 2022, where members highlighted POC_OPC using the hashtag #WorldOrganizingDay – a template was sent out for members use with our branding/logo, with areas for them to include their logo and headshot
- Steady increase in followers/likes on Facebook and Instagram: Facebook has increased “likes” by 127 over the year for a total of 2542, and Instagram has increased followers by 280 over the year for a total of 1146 followers (as of June 2022)
- Slight increase in followers on Twitter and Pinterest: Twitter increased by 41 over the year for a total of 2286 followers, and Pinterest increased by 13 over the year for a total of 427 followers (as of June 2022)

Board Report

Director of Membership

This has been a busy year for the membership portfolio:

- We formed a subcommittee to review member benefits for our Gold and Silver Leaf members. They surveyed Gold Leaf members, and we introduced new benefits in response. Those benefits include being spotlighted in our social media, being able to take a hiatus without losing membership status, discounts on conferences, and targeted education sessions.
- We added a requirement for volunteer points to the Silver Leaf eligibility criteria. A survey for Silver Leaf members is coming soon!
- We began emailing a report to chapters to make it easy for them to know who has not renewed each month.
- And last but not least, we are introducing the Platinum Leaf membership status, for our members who have been with us for 20 years or more!



Stephanie Deakin Ricketts
Director of Membership

**We're launching new
member recruitment
initiatives.**

**Check out our
October POC Talk
for details!**

Much of the membership information on the website has been or is being updated, including online application forms for Leaf status.

See our Membership Stats Section (pg 16) for more details about our membership numbers.

Board Report

Director of Volunteer Management

Volunteerism is the lifeblood of Professional Organizers in Canada and is the engine that will drive the professional organizing industry into the future. Without our valuable volunteers, POC's vision of providing visibility, credibility, and connection on behalf of our members across all chapters and regions in Canada will struggle to be realized.

Volunteer Pathway

In December 2020, the Nominating Committee prepared and presented a report entitled "The POC Volunteer Pathway" to the Director of Volunteers (Cindy Wezenbeek) to use as a starting point for the development of a detailed strategic plan to achieve our vision of improving volunteerism at POC.

The report included recommendations and/or changes in the following areas to improve the Nominating Committees mandate of recruitment, on-boarding, retention, and appreciation of the volunteer experience with POC.

Specifically, the report focused on the following 5 areas:

- Attraction / Recruitment
- Qualifying / Approval
- Orientation / On-boarding
- Evaluation / Succession Planning
- Appreciation / Retention

The POC Volunteer Pathway report and recommendations was heartily supported by the POC Board of Directors. From there, the Director of Volunteers and the Nominating Committee members worked together to create a master Strategic plan which focuses on 5 the strategic goals (see the points above) including laying out detailed objectives and tactics needed to realize these 5 strategic goals.

The priority under the newly created Strategic Plan was to update and modernize the previously cumbersome volunteer application process with an easy and streamlined online process. This was completed and rolled out nationally to all members in a special POC Talk in June 2022. This means all the required volunteer application forms can now be accessed electronically and easily filled out in one place with no more need for downloading pdfs and scanning. Volunteer application forms are now completed simply and quickly through this secure online platform.



Noreen Music
Director of Volunteer Management

We are pleased to announce the following POC Members have been elected to the Board of Directors by acclamation, pending ratification by the membership:

Adeilah Dahlke – Elected for a Two-Year Term

Crystal de Nobrega – Elected for a Two-Year Term

Edie Michel – Elected for a Two-Year Term

Deanne Powell – Elected for a One-Year Term

POC Committees 2022/23

Ethics:

Ethics Standing Committee consists of:

Board Liaison: Cindy Wezenbeek, President

Chair: Julie Meltzer

Members: Jeri Pitzel, Caroline Bertola, Catherine Davis, Karen Bryer

Ethics Supplementary List consists of:

Robynne Potts, Georgina Forrest, Elinor Warkentin and Kerith Paterson

Awards Committee consists of:

Board Liaison: Nathalie Bureau, Past-President

Chair: Mylene Houle-Morency

Members: Ida Tetlock and Nancy Greenely

Education Committee consists of:

Board Liaison: Allison Weigensberg, Director of Education

Chair: Hilda Rodgers

Members: Diane Woodworth, Elizabeth Alescio, Samantha Stermac, Corrie Goldfinger, Andrea Fefekos

The Education Committee is looking for at least two new members.

National Conference Committee consists of:

Board Liaison: Deanne Powell, Director of Development

Co-Board Liaison: Crystal de Nobrega, Director at Large

Chair & Program Lead: Georgina Forrest

Entertainment Lead: VACANT

Communications Lead: VACANT

Exhibitor/Sponsor Lead: Crystal de Nobrega

The National Conference Committee is looking for at least two new members.

Nominating Committee consists of:

Board Liaison: Noreen Music, Director of Volunteers

Chair: Lisa Macdonald

Members: Andrew Neary, Marina Bellew, Caitlin Smith

The Nominating Committee is looking for one new member.

Short-Term Volunteers consists of:

Board Liaison: Noreen Music, Director of Volunteers

Chair: Lisa Macdonald

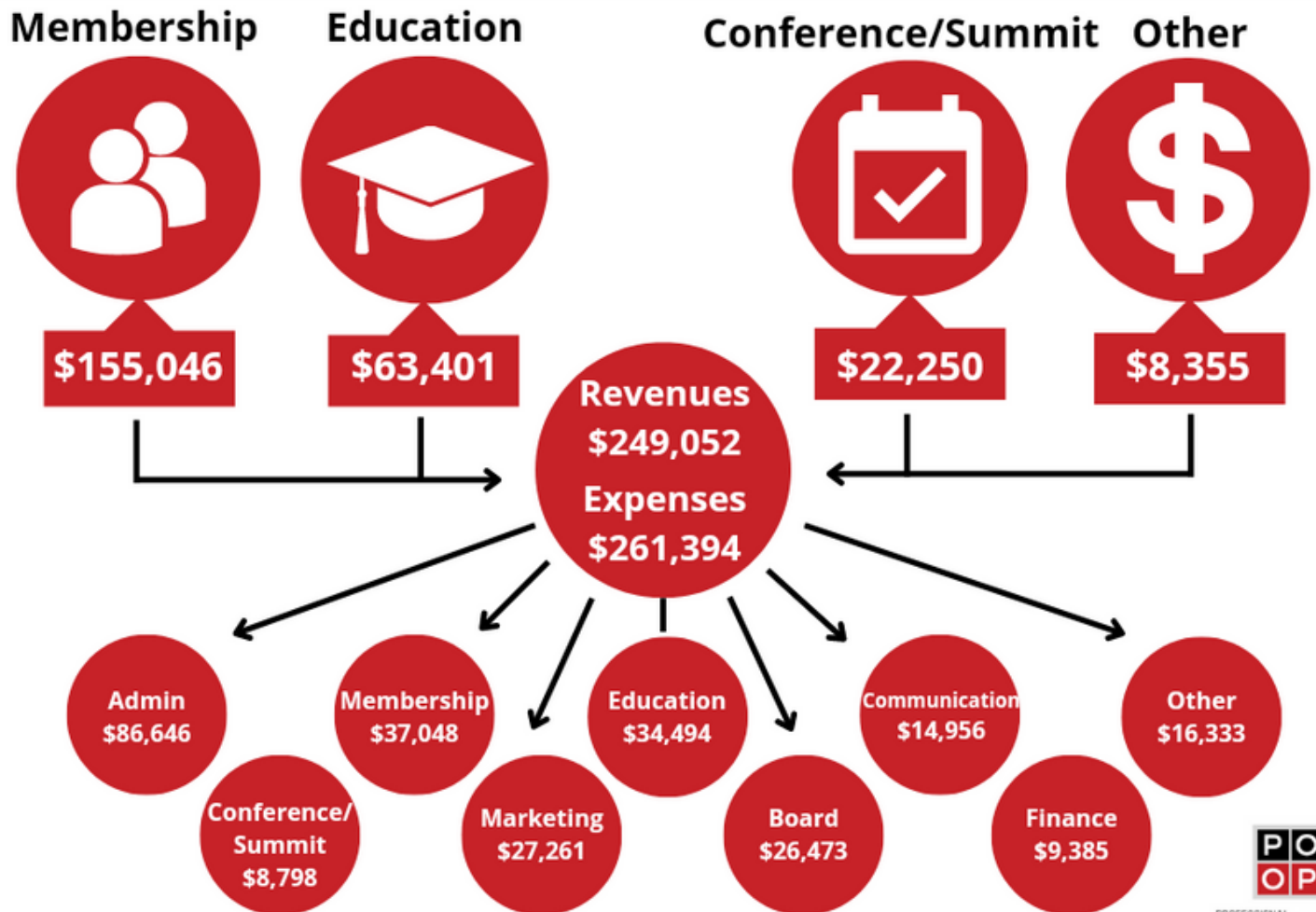
Members: Ida Tetlock, Daina Benson, Anita Silvestri, Alice Flahive, Janet Stitt, Collette Oswald, Isolde O'Neill

We are always looking for more short-term volunteers!

Chapter Zoom Scheduler: Alison Lush

Financial Summary

POC OPC Annual Report - Revenue & Expenses



See the Financial Board Report (pg 9)
from our Director of Finance for more
details about these numbers

Award Winners

2021

POC Ambassador Award

Ida Tetlock – SMART Organizing & Property Management

Congratulations to Ida Tetlock, who was presented with the Professional Organizers in Canada Ambassador Award at the 2021 Summit.

In her organizing practice at SMART Organizing & Property Management, Ida serves her clients by empowering them to address the situational disorganization they have encountered in life, home and business through the implementation of goal based organizing and productivity solutions.

Ida's passion is serving as an accountability partner to her clients on an individual or team basis with a focus on assisting other professionals and their families. Adding order, function and productivity through implementation of best practices developed from formal education and years of applied experience in customer service, information technology, business analysis and project management fields and as a master practitioner in Neuro Linguistic Programming (NLP). Ida offers motivation, solutions expertise, hands on organizing and mentorship enabling clients to regain control and feel accomplished.

Building community through service and volunteering is a core personal & business value for Ida. In addition to participating in the POC mentorship program at the chapter level, Ida serves as a Board Member and ambassador at the Dufferin Board of Trade. She is also a champion for the UCW Purse Project responsible for organizing donations, outreach and distribution and she organizes small events and donation drives in support of non-profits in the community. Ida is often seen supporting various community events either lending a hand, sharing and promoting as well as participating and enjoying the activities with her family too!



Harold Taylor Award

Mylène Houle Morency – FLO Organisation

Congratulations to Mylène Houle Morency, who was presented with the Professional Organizers in Canada Harold Taylor Award at the 2021 Summit.

Mylène has been a professional organizer since 2013 and is a Silver Leaf member of POC. Her company, FLO Organisation, specializes in family organization and offers residential organizing services in addition to online courses, virtual organizing services and downloadable products to simplify daily life for families and to offer tools allowing her clients to live better organized lives, aligned with their values. Her objective is to enable families to anchor all aspects of their family organization in order to free up time for what matters most to them and therefore strengthen family ties.

She also offers services in the corporate environment and not-for-profit sector as a speaker and consultant, with the goal of transferring knowledge and skills to alleviate her participants' mental load and better manage their work-life balance.

Deeply passionate about the professional organizing industry, she teamed up with a group of professional organizers, all members of POC, and a trade college to launch the program "Organisation des espaces" as a course concepter and trainer. The trade college, Centre de formation professionnelle Maurice-Barbeau, open to all residents of the province of Québec, has now been training two cohorts of professional organizer per year since September 2019.

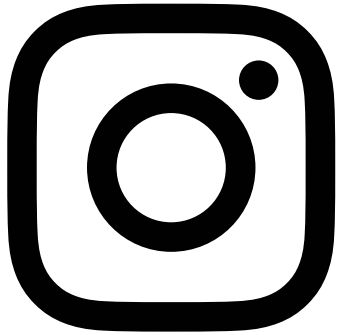
Her advice has been shared in both French and English media alike, in such publications as The Montreal Gazette, Canadian Living, CBC Radio One and on the Declutter Hub podcast in addition to La Presse +, Elle Québec, Coup de pouce and the tv network tou.tv in French. She was the French spokesperson for the Spring 2021 HomeSense Campaign.

Mylène is currently Vice-Chair of the Ethics Committee, and Treasurer of the Montreal Chapter of POC.



Social Media Report

July 2021-June 2022



@professionalorganizersincanada

283 new followers over the year on Instagram

Monthly "like" average on all posts of 244

Monthly impressions average of 5115

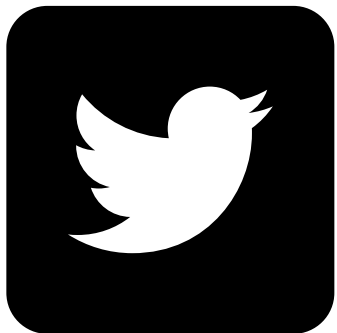


@professionalorganizerscanada

133 new followers over the year on Facebook

Monthly reach average of 6473

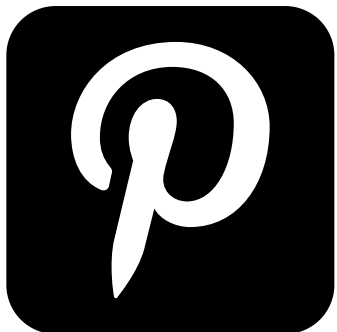
Monthly engagement average of 5.22%



@POCCanada

48 new followers over the year on Twitter

Monthly impression average of 2402



@ProfessionalOrganizersInCanada

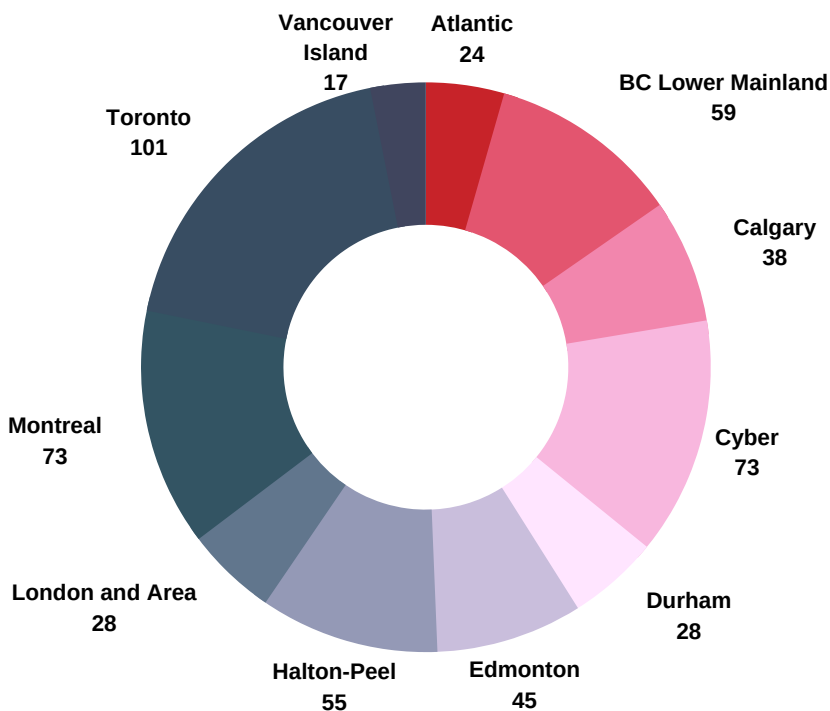
11 new followers over the year on Pinterest

Monthly impressions average of 5929

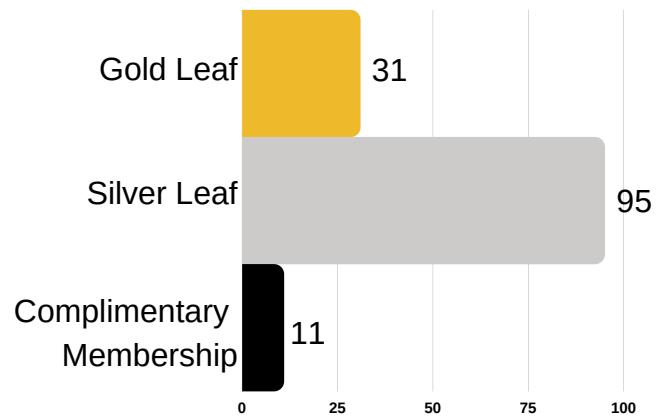
No data on LinkedIn at this time as we are in the process of creating a new account

Membership Stats

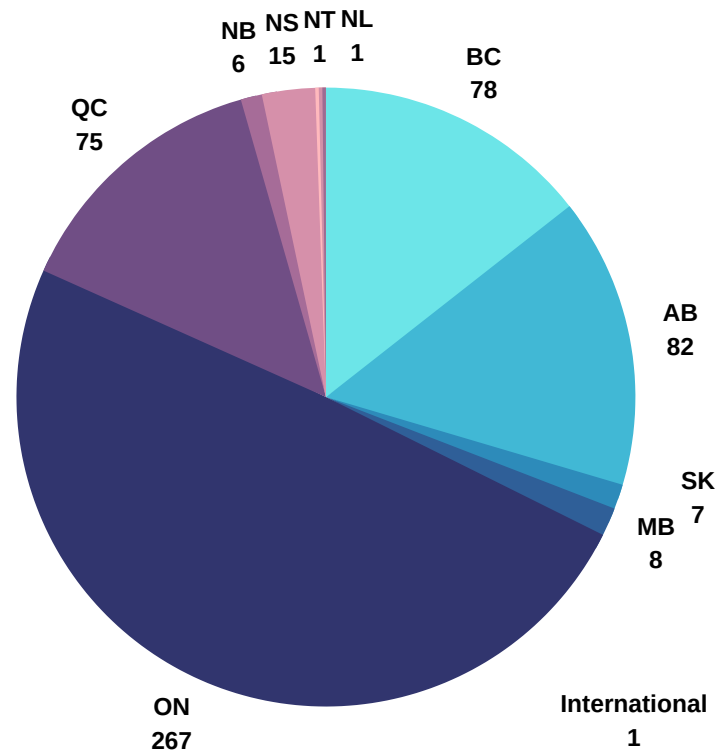
Membership by Chapter



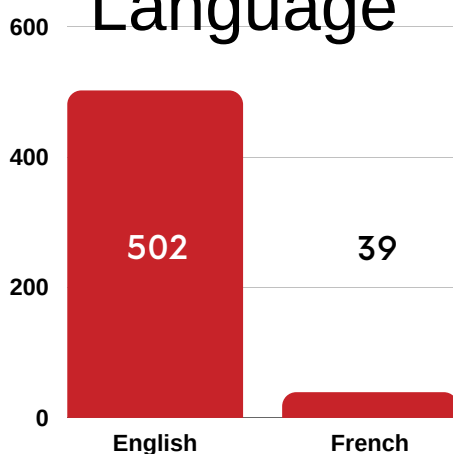
Recognition



Membership by Province



Language



Total Members: 541

Associate Members



ZENSURANCE

