



PROFESSIONAL
ORGANIZERS
IN CANADA



ORGANISATEURS
PROFESSIONNELS
AU CANADA

An Organizing Community
for All

Annual Report

2022-2023





State of the Industry

President's Message

The State of the Professional Organizing and Productivity Industry in Canada

As I look back over the last year, I am immensely proud of the accomplishments of our volunteers. Many projects and ideas have been suggested, researched, are in progress or nearing completion that bring value to you, the member. The world itself is changing with technological advances, trends towards hybrid or work from home workspaces, and the economic situation around the globe. This past year has been a whirlwind of opportunities, growth and challenges. This report celebrates the state of the professional organizing and productivity industries and the remarkable environment we are creating within the association.

THE INDUSTRY has evolved into a dynamic and essential profession, despite the economic stagnation we are currently experiencing. We have witnessed a surge in the demand for our services as individuals and businesses alike recognize the transformative power of organization. The COVID-19 pandemic has undoubtedly been a catalyst for change in so many ways. In 2023, we are being called upon as organizing specialists to adapt more hybrid/remote workspaces and as productivity specialists to provide the tools and processes necessary for those workers to be their best. Real estate prices are soaring and potential clients are looking to utilize the unused space and declutter in their current homes versus buying in this market. Something that we, as professionals, already know so well is becoming readily apparent to the general public; implementing organizing and productivity strategies while reducing the amount of clutter helps with an individual's mental health.

POC's committees and chapter volunteers have been the driving force of our association's success behind the scenes. These selfless individuals have dedicated their time, expertise, and unwavering commitment to advancing the strategic plan through the goals and projects they are working on. Their successes are outlined in the reports for each board portfolio that follows. This year the board of directors has been working on the new strategic plan for 2024-2026 while continuing to develop education, diversity, equity and inclusion, marketing, transparency and additional important initiatives. The new strategic plan will provide direction for the committees, the board team and the association as a whole.

CHAPTERS are the nucleus of the organization, bringing together our members, fostering a sense of community and collaboration. These leaders have tirelessly coordinated in-person events, online meetings, and workshops to empower fellow organizers with knowledge and support. They have the wholehearted thanks of the board and the entire membership of POC for the time and effort they put into creating that community for us to flourish within. Bravo!

Finally, we extend our gratitude to all our members, volunteers, and supporters for their unwavering dedication to POC and the professional organizing industry. We look forward to an exciting year ahead as we continue to adapt, evolve, and thrive together. As we look ahead, let's carry this spirit of collaboration, innovation, and dedication forward, forging a brighter future for Professional Organizers in Canada as we head into the celebrations of our 25th Anniversary in 2024.

Board of Directors

2022-2023



Cindy Wezenbeek

President

CW Organizing Services, Halifax, NS

Nathalie Bureau

Past President

Time Management Specialist, Saint-Boniface, QC

Noreen Music

Vice President, Director of Volunteer Management

Organize my Space Calgary, Calgary, 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

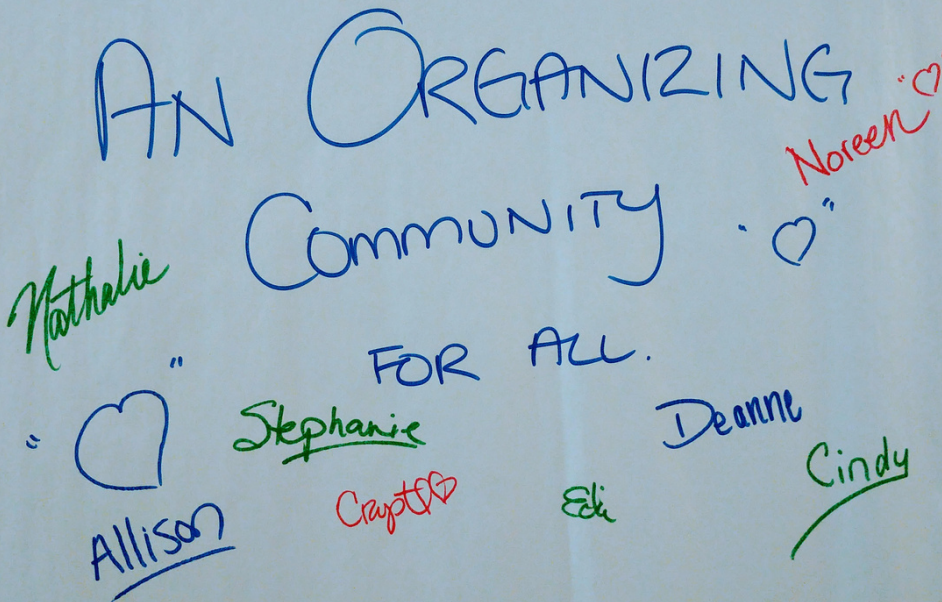
Jigsaw Organizing Solutions, Peterborough, ON

Stephanie Deakin Ricketts

Director of Membership

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

Diversity, Equity, Inclusion & Belonging (DEIB)



A handwritten note on a piece of paper. The main text reads "AN ORGANIZING COMMUNITY" in blue ink, with a heart symbol and the words "FOR ALL." below it. Several names are written around the text: "Nathalie" in green, "Noreen" in red, "Stephanie" in green, "Deanne" in blue, "Cindy" in green, "Eli" in green, "Cray" in red, and "Allison" in blue. There is also a heart symbol next to "Allison".

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

2024-2026

THE POC BOARD OF DIRECTORS IS RENEWING AND UPDATING THE STRATEGIC PLAN FOR THE NEXT THREE YEARS TO GUIDE THE ACTIVITIES IN MEETING THE POC MISSION AND VISION.

1

Strategic Goal: Membership

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

2

Strategic Goal: Association Excellence

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

3

Strategic Goal: Value & Awareness

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

4

Strategic Goal: Professional Development

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

Board Report

Director of Education

This past year the Education Committee continued to expand the growing list of course offerings. These on-demand courses represent both Trained Professional Organizer (TPO), as well as elective courses. In keeping with the goal of language inclusivity, they were released in both French and English:

- Finances for Professional Organizers
- The Assessment
- Introduction to Chronic Disorganization
- Residential Organizing
- Organizing With Older Adults
- Office Organizing

This year we also began offering “Should I Become an Organizer” live in French, albeit, with limited attendance.

The Education Committee continued its work towards making the learning platform inclusive by prioritizing the simultaneous release of courses in both official languages, incorporating a wide variety of learning styles, and adopting gender-neutral terminology whenever possible. When gender neutrality wasn't feasible, such is often the case in French, we defaulted to the female in order to be more representative of our current organizing population.

The TPO Exam was again revised and updated to accommodate the continued overlap between zoom and on-demand courses, and remains an interactive design. This allows participants to choose their language and pool of questions based on the mode in which they took the course. A free live Q&A session was also made available to all exam registrants in order to review the format of the exam and answer any questions they may have leading up to the exam.

In the last fiscal year the Education Portfolio brought in \$61,403 in revenue, which includes \$32,158 in revenue solely from the on-demand courses. During this past year 28 participants took part in the TPO exam and 42 potential organizers took the non-credit, introductory course (in French or English).



Allison Weigensberg
Director of Education

**In the last fiscal year
the Education Portfolio
brought in \$61,403 in
revenue, which includes
\$32,158 in revenue
solely from the on-
demand courses.**

Thanks to our dedicated body of volunteers the Education Committee currently has five members: **Diane Woodworth, Elizabeth Alescio, Samantha Stermac, Jessica Ney and Collette Oswald**. We thank everyone whose hard work allowed for such progress, including members **Corrie Goldfinger** and **Andrea Fefekos** who have moved on to new challenges.

We are also incredibly grateful to all of the course facilitators and/or course creators, our short-term volunteers, translators and presenters.

An incredibly special thank you is extended to **Hilda Rodgers**, our dedicated Education Committee Chair, as without her meticulous work and devotion to education, none of the above achievements would be possible.

Board Report

Director of Finance

2022-2023 Revenue Highlights

- POC's total revenue was \$231,993 during the fiscal year, a decrease of about \$17,000 from the previous fiscal period.
- Revenue from Membership was \$139,216, a decrease of approximately \$15,000 compared to the previous year.
- The POC Education Program, which includes TPO credit and non-credit classes and exams, generated \$61,403 in revenue, a decrease of \$2,000 from the previous fiscal year; however the portfolio enjoyed \$40,000 in net revenue with reduced expenses.
- The virtual summit had gross revenue of \$24,623 compared to \$22,250 last year. While below budgeted expectations of net revenue, the summit produced \$9,000 of income over expenses.
- The Development portfolio produced \$4000 in revenue, a decrease of \$1,000 compared to the previous fiscal year.
- And lastly, POC's investments produced \$2,751 in interest income compared \$825 in the previous fiscal year.

2022-2023 Expense Highlights

- Administrative expenses increased this year to \$103,338 (compared to \$86,646) which is attributed to external consultants that were engaged by the board of directors for governance, legal and accounting support.
- Membership expenses decreased slightly this year (\$33,129) compared to last year (\$37,048)
- Communication expenses decreased as well from \$30,789 last year to \$27,606 this year.
- Education expenses decreased significantly compared to last year (\$21,814 versus \$34,494)
- Virtual Summit expenses doubled for the 2022 Summit compared to the 2021 Summit as they relate to keynote speaker and platform
- Board expenses decreased as board meetings were held virtually throughout the year to minimize the additional expense of travel and meeting in person. (\$5,557 compared to \$26,473 the previous year)
- Marketing expenses decreased significantly (\$9,811 vs \$27,261), by doing much of the marketing through volunteer time
- The overall expenses for 2023 were \$226,920, \$35,000 less than the previous year resulting in an excess of revenues over expenses of \$5,073.

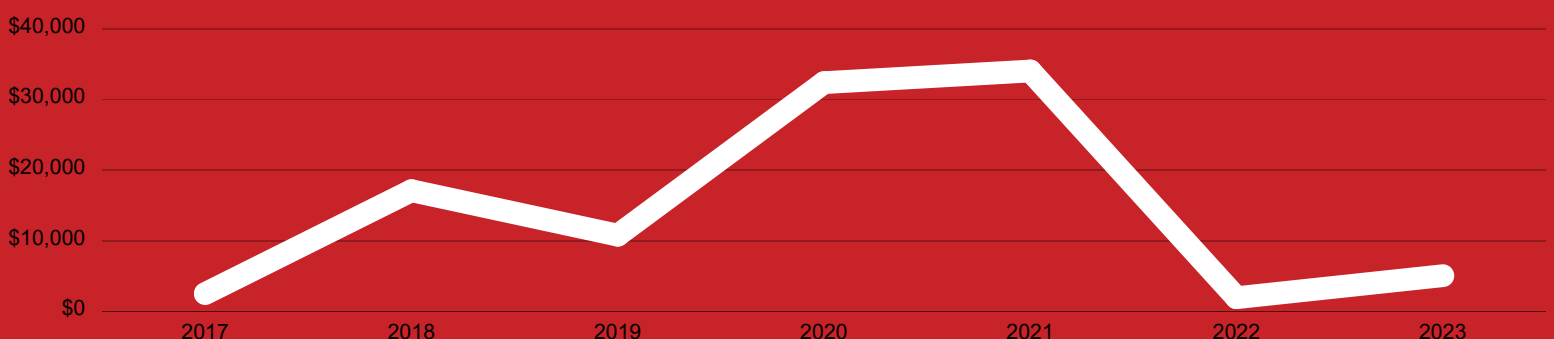


Edie Michel
Director of Finance

I can report that POC ended the 2022-2023 fiscal year with a surplus of \$5,073 of revenue over expenses (see expenses below) compared to a \$12,342 deficit last year.

POC's net assets are \$332,758 as of June 30, 2023.

Excess Revenue Over Expenses



Board Report

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.

Marketing & Communications Highlights 2022-2023

- Facebook has increased followers by 860 over the year for a total of 3402, and Instagram has increased followers by 734 over the year for a total of 1880 followers (as of Sept 2023)!
- We re-started our Influencer Program.
- Website Committee has met throughout the year to discuss needs and layout for ease of use, and exposure to the general public. Next step is to hire a developer to create a new website so we can start fresh!
- Updated Media Training Kit.
- Updated Brand & Logo guidelines document.
- Worked with Director of Development to create a social media policy for Associate Members to provide value for their membership.
- Created chapter logos to keep branding consistent.
- Created infographic to show how members can tag POC in their Facebook and Instagram posts so that we can share with our followers.
- We had a successful World Organizing Day on May 20 2023, where members highlighted POC using the hashtag #WorldOrganizingDay – several templates were sent out for members to use with our branding/logo, with areas for them to include their logo, headshot, and their favourite organizing tool/tip!
- Inspired by the success of our World Organizing Day templates, a few other templates have been created and are available on our site for members to use.

Goals for the next year

- Assist with re-branding of POC, as well as our new website.
- Re-start POC POST to connect with those original subscribers and provide them with value.
- Collaborate with other members of IFPOA to grow exposure within the industry.
- Utilize Google Business Profile and Google Ads to grow exposure.



Adeilah Dahlke

Director of Marketing & Communications



3402 followers



1880 followers

Current and Future Marketing & Communications Projects and Goals

Things that I will continue to do for the rest of my term:

- I am currently only focusing on Facebook and Instagram, but I hope that when we have a social media/marketing company take over that we will share content across more platforms
- Engage on our social media platforms by responding to comments, messages and shares, and liking others' posts – I hope to do more engagement when a social media/marketing company takes over
- Sharing member content when they tag our account on their posts
- Create posts and share content that helps with our financial goals – increasing membership and retaining existing members, having people sign up for courses and for our virtual summit
- Working alongside other Board Directors to create content that will assist with their goals – educating public and members about what's happening

Board Report

Director of Membership

This year saw quite a lot of activity in the membership portfolio. We revised the member handbook to bring it up to date and make it more succinct. We also introduced a new membership category for partnerships and businesses with employees, with reduced membership fees for multiple members of the same business.

As membership director, I reached out to over 100 non-members of POC who follow us on Instagram or have attended conference or summit, inviting them to consider joining. Response was not huge, but some did join. If you know of any organizers who are not members, pass their information along to the director of membership and I'll reach out to them.

In response to a request, we introduced Special Interest Groups (SIGs), and now we have two: Working with Seniors, and Virtual Home Organizing. Check the POC website under the "Chapters/SIGs" tab for more information about how to join one of these groups.

We revised the points chart for Silver Leaf and Gold Leaf status to include more ways to earn points, and to award more points for certain higher-commitment tasks. We also put the Silver and Gold Leaf application forms online. Now you can track your points right on the website, and send in your application form with just a click.

Discussions with chapters led to the creation of a new member onboarding handbook, still being finalized and translated. Big thanks to the Calgary chapter for giving us theirs!

We are excited about the new 2024-2026 strategic plan, which will see us continuing to focus on increasing both membership and the value of membership in POC.



Stephanie Deakin Ricketts
Director of Membership

Platinum Leaf status was granted to EIGHT members, honouring 20 or more years membership and ongoing involvement with POC!



New Leaf Members This Year

Silver

Karen Bodoano
Malorie Kohos

Gold

Adele Lapointe
Sylvia Lomanski
Andrew Neary
Hilda Rodgers
Pamela Wong

Platinum

Linda Chu
Pauline Hoffman
Soraiya Kara
Laurene Livesey Park
Marie Potter
Karen Shinn
Jane Veldhoven
Elinor Warkentin

(please see page 15 for membership statistics for 2023)

Board Report

Past President

As the Past President, my role was mostly to support Cindy Wezenbeek, the incoming President, in her new presidency. I was also representing our association internationally at the IFPOA (International Federation of Professional Organizing Association). Finally, I was the board liaison with two different committees.

Awards Committee

The current Awards Committee is chaired by Christa Jones, and is also comprised of Alison Lush, Marie Potter, Kaytlyn Beakhouse, and Judy Rickey. As you have probably seen, we made a collaborative effort and created some fun reels on social media this year. Our active presence resulted in many nominations of very deserving members. We will be having our post Summit meeting in November and will then discuss ways to improve the nomination process, selection of winners, and awards ceremony.

25th Anniversary Committee

In 2024, Professional Organizers in Canada will be celebrating its 25th anniversary. The 25th Anniversary Committee started working in May to build programming that would benefit our association, but mostly our members. The POC 25th Anniversary committee, Colette Robicheau, Julie Stobbe and myself want to acknowledge willingness/support of the many POC members who are helping with the plans for 2024. The theme for the year is 25 Years of Impact.



Nathalie Bureau
Past President

**Thank you to each one of
you for being a POC
member.**

**Thank you to all the
people I met along the
way who made me a
better leader, a better
person.**

Merci du fond du cœur!

I would like to thank all our committee volunteers who have devoted time in this past year, and who will continue to do so in the year to come. Professional Organizers in Canada is built on those generous people who commit their time and energy.

This Annual General Meeting will conclude five active years on the National Board for me. I first joined in 2018 as Vice President, then moved into the role of President, and finished this year as your Past President. Those five years were moments of learning, making great connections, experimenting, and dedicating countless hours to an association in which I truly believe.

Board Report

Director of Volunteer Management

Volunteering with POC is a unique opportunity to give back to your community while also developing valuable skills. This year our volunteers worked with like-minded individuals who are also passionate about volunteering with POC. Through these volunteer experiences, they developed leadership, communication, and problem-solving skills that benefit them both personally and professionally.

Volunteering with POC offers the chance to make a real difference in the organizing industry across Canada. By getting involved with your local Chapter, being a part of the short term volunteer committee, joining a National committee or making a commitment to being a part of the Board of Directors, you help our profession grow and become widely recognized as a valuable service. This sense of fulfillment, purpose and impact is truly priceless and can lead to a greater sense of happiness and satisfaction in your own business.

In the past year, our volunteers have worked tirelessly to support our members by offering networking and educational opportunities at the Chapter level, organizing the upcoming virtual summit in October, launching new educational courses and developing a new long-term strategic plan to guide the association.

Volunteer Management Highlights 2022-2023

- Created an instruction manual for the Nominating Committee Chairs use.
- Translated all new online volunteer forms into French.
- Acknowledged all volunteers at the last virtual summit.
- Set up the new Special Interest Groups.
- Participated in National Volunteer Week.
- Prepared various social media campaigns to bring awareness of volunteering opportunities.

Current and Future Volunteer Management Projects and Goals

- Create a volunteer procedure for SIGs and Chapter Executives.
- Create an onboarding and training process with resources for all new volunteers.
- Implement "Volunteer Spotlight" on POC social media or POC Talk.
- Create a "Volunteer" badge to identify volunteers on the websites "Find an Organizer" directory and use on their own marketing materials.
- Transition all Chapter to using Google Meet versus zoom.

As we look towards the future, there are countless opportunities for you to get involved with POC. From organizing Chapter events to leading a National Committee, there are many ways to make a difference in your community and gain valuable experience at the same time.

We are always looking for enthusiastic volunteers to join us and help us achieve our mission of promoting visibility, credibility and connection. Whether you have a few hours to spare each month or are looking for a more long-term commitment, we have a role that is perfect for you.



Noreen Music
Director of Volunteer Management



POC National Committees

Awards Committee

Board Liaison: Nathalie Bureau, Past-President

Chair: Christa Jones

Members:

Kaytlyn Beakhouse

Alison Lush

Marie Potter

Judy Rickey

Nominating Committee

Board Liaison: Noreen Music, Director of Volunteers

Chair: Lisa Macdonald (stepping down November 2023)

Members:

Andrew Neary

Caitlin Smith (new chair effective November 2023)

The Nominating Committee is looking for three new members.

Education Committee

Board Liaison: Allison Weigensberg, Director of Education

Chair: Hilda Rodgers

Members:

Elizabeth Alescio

Jessica Ney

Collette Oswald

Samantha Stermac

Diane Woodworth

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

Short-Term Volunteers

Board Liaison: Noreen Music, Director of Volunteers

Chair: Lisa Macdonald (stepping down November 2023)

Members:

Daina Benson

Denise de Paola

Alice Flahive

Nancy Greenley

Sara Novak

Isolde O'Neill

Collette Oswald

Ida Tetlock

Anita Silvestri

Janet Stitt

We are always looking for more short-term volunteers!

Chapter Zoom Scheduler: Alison Lush

Ethics Standing Committee

Board Liaison: Cindy Wezenbeek, President

Chair: Tamara Liebmann

Members:

Caroline Bertola

Karen Bryer

Susan Dunkley

Ethics Supplementary List consists of:

Georgina Forrest, Kerith Paterson and Elinor Warkentin

Website Subcommittee

Board Liaison: Adeilah Dahlke, Director of Marketing & Communications

Members:

Rick Baillargeon

Bev Chandler

Kim Dempsey

Andrea Fefekos

Stéphanie Galipeau

Sarah Grant

Allison Landry

Adele Lapointe

Kimberly McGrann

Andrew Neary

Kate Nikalaidis

Anita Silvestri

Sheeba Uzzaman

National Conference Committee

Board Liaison: VACANT, Director of Development

Chair & Program Lead: Georgina Forrest

Entertainment Lead: VACANT

Communications Lead: VACANT

Exhibitor/Sponsor Lead: VACANT

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

25th Anniversary Subcommittee

Board Liaison: Nathalie Bureau, Past-President

Members:

Colette Robicheau

Julie Stobbe

The 25th Anniversary Subcommittee is looking for new members.

Thank you to all our volunteers!!

2022 Award Winners



POC Ambassador Award

Adeilah Dahlke

Congratulations to Adeilah Dahlke, who was presented with the Professional Organizers in Canada Ambassador Award at the 2022 Summit.

Excerpt from the Awards Presentation

As recipient of the POC 2022 Ambassador award she demonstrated they are a true ambassador of our association and the organizing industry.

Giving back to fellow organizers at the chapter level by hosting new member Q&A sessions; facilitating a social media tips workshop and has held multiple chapter executive roles. Volunteering in the local community also ranks high on this recipients' priorities with time and contributions to a breakfast club at a local school and facilitation of workshops and meetings at local organizations by sharing tips and their passion for POC and the organizing industry.

Harold Taylor Award

Nathalie Bureau

Congratulations to Nathalie Bureau, who was presented with the Professional Organizers in Canada Harold Taylor Award at the 2022 Summit.

Excerpt from the Awards Presentation

The Harold Taylor award is an Inukshuk sculpture and the Board of Directors created the award to recognize outstanding individual contribution, guidance and direction to the organizing profession, and for support of Professional Organizers in Canada.



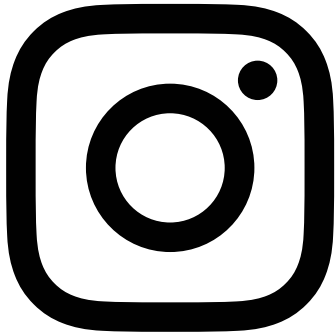
The symbolism is strong with this award, as the Inukshuk is a monument created in the human image, which is erected in groups by the Inuit in the barren, treeless Arctic regions. The Inukshuk serves as a guide to give direction, to show the way and to say "I was" or "we were" here.

The recipient of the POC 2022 Harold Taylor Award can proudly say "I was here": her personal Inukshuk was erected carefully and intentionally through her seminars, her books, her radio and TV appearances. She is a pioneer on the topic of Productivity and has been a member of POC since 2008.

In her dedication to our profession, she has also shone the light on our industry and proudly announced "We were here" through all of her involvement. Much like the barren, treeless Arctic regions, the professional organizing industry was an unknown industry when she started, particularly in the province of Québec, and through her involvement within POC, in her community, in the Professional Organizing global community she has contributed immensely in putting us "on the map" so to speak.

Social Media Report

July 2022-June 2023



@professionalorganizersincanada

633 new followers over the year on Instagram

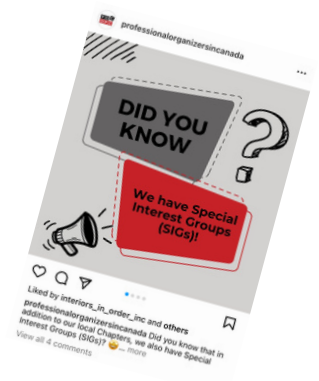
Monthly engagement average on all posts: **1,476**



@professionalorganizerscanada

751 new followers over the year on Facebook

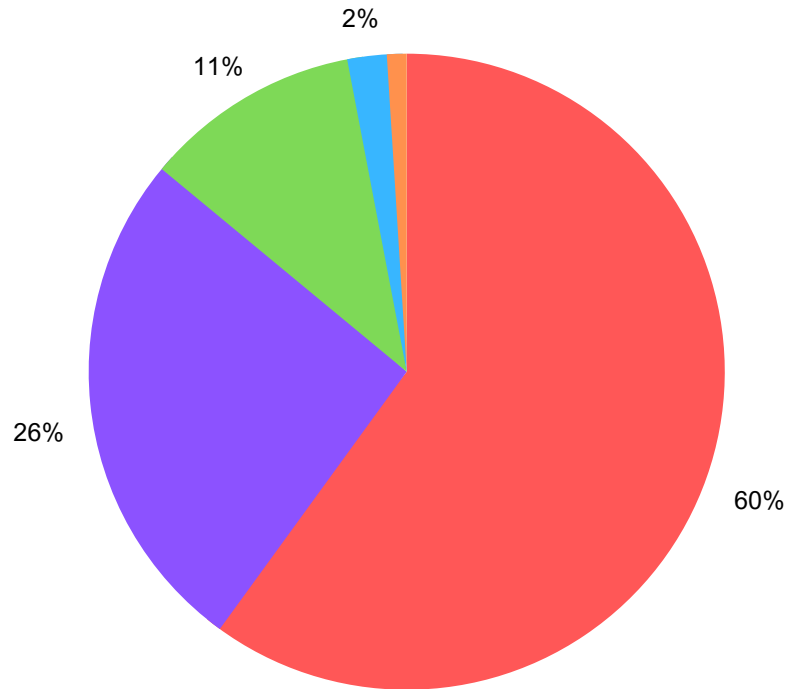
Monthly engagement average on all posts: **471**



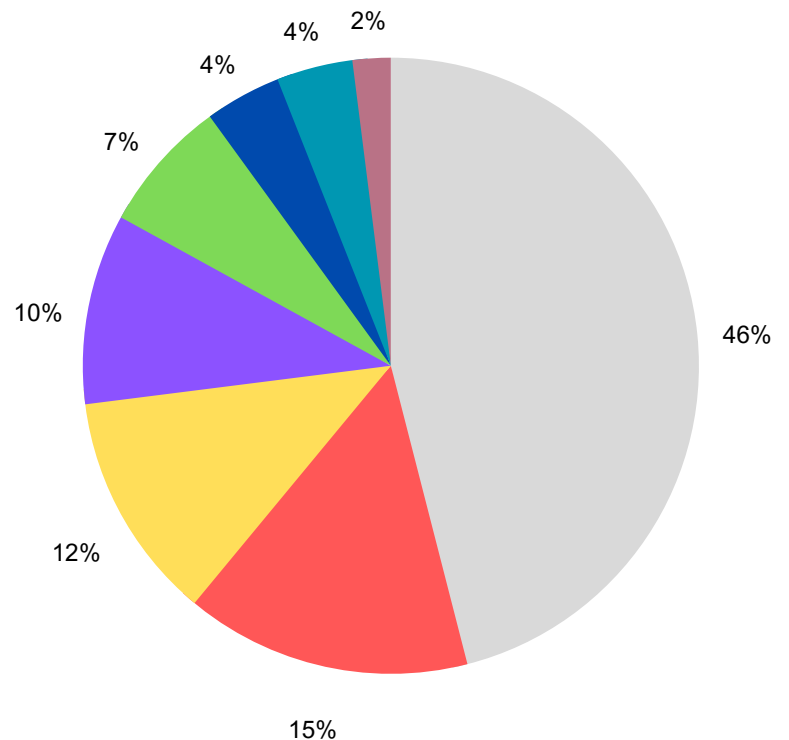
*No data on LinkedIn, X (Twitter), or Pinterest,
but these may become a focus in the 2023-24 year*

Financial Summary

INCOME



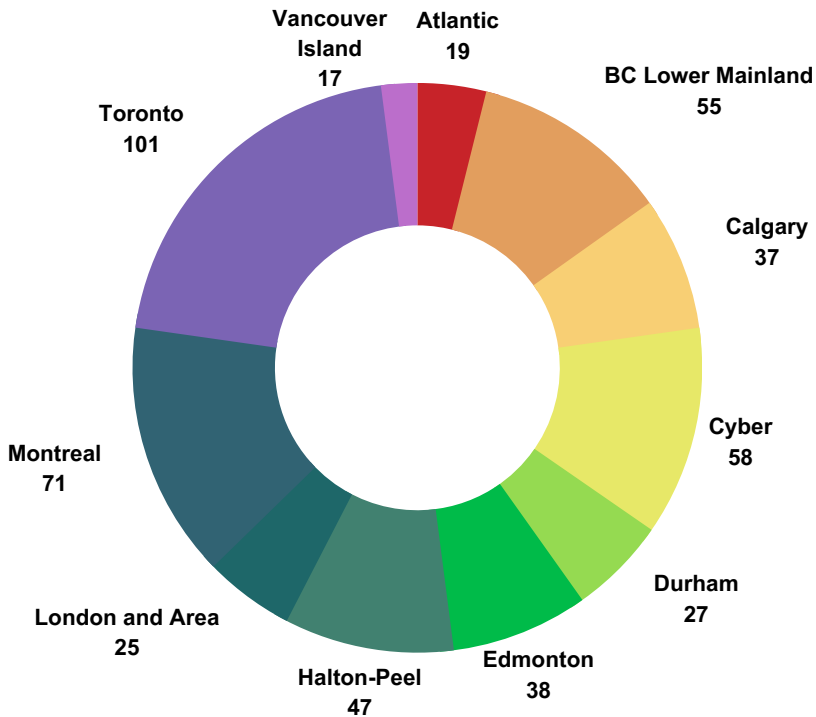
EXPENSES



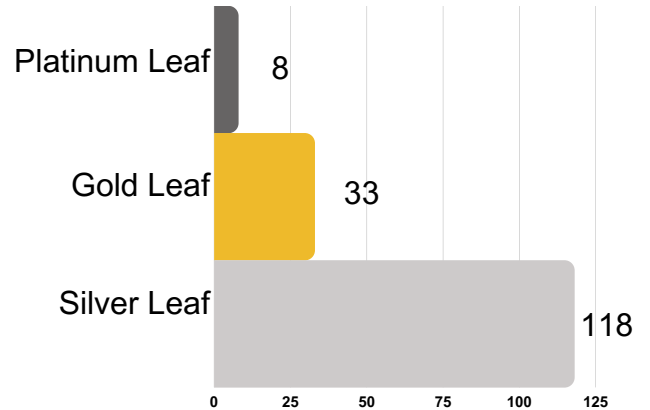
See the Financial Board Report (pg 7) from our Director of Finance for more details about these numbers

Membership Stats

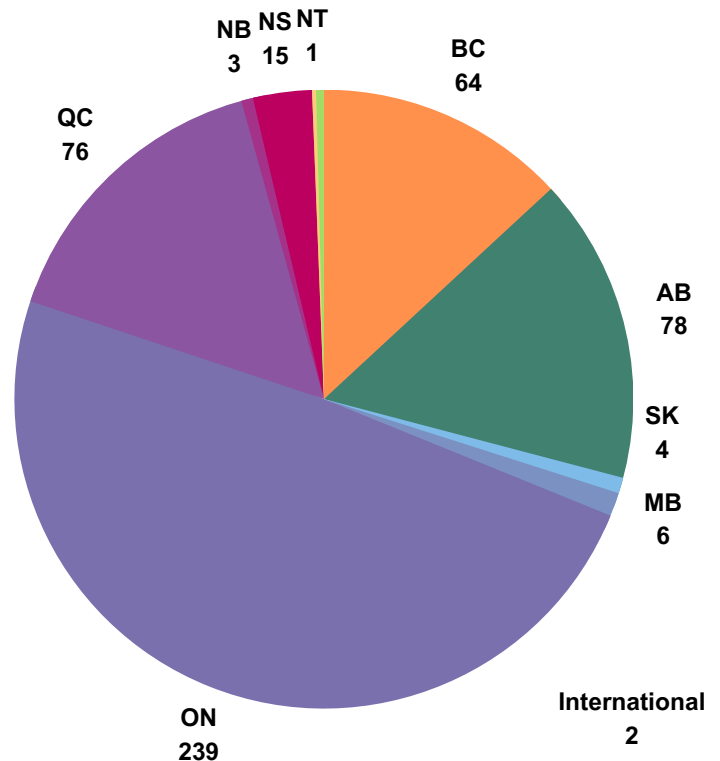
Membership by Chapter



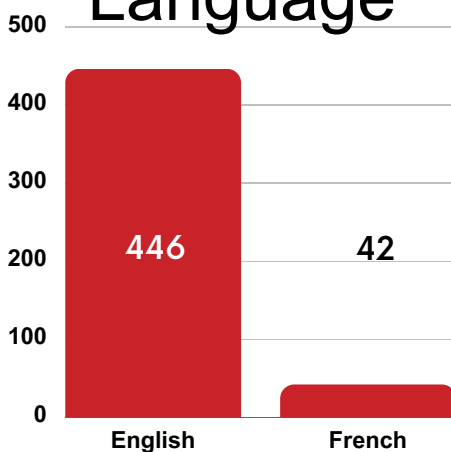
Recognition



Membership by Province



Language



PROFESSIONAL
ORGANIZERS
IN CANADA



ORGANISATEURS
PROFESSIONNELS
AU CANADA

Total Members: 488

Associate Members



ATLAS JUNK REMOVAL INC.

TRAUMACARE
CLEANING SERVICES

since 1995

1-800-GOT-JUNK?

THE WORLD'S LARGEST JUNK REMOVAL SERVICE

TRANSITION®
Downsizing Services Squad

STORAGE
WARRIOR



LE GROTTÉ

maxsold



MAJOR
MOVE™



ZENSURANCE



ShelfGenie®

a neighborly company

We've Got Room For That™

Thank you!

Your POC Board of Directors
would like to thank you for taking
the time to review this AGM
material.

We appreciate your feedback and
if you should have any questions
or concerns please contact us.

