



# IODE Canada *Express News*

## Membership Growth Fourth Quarter Report Every Member Counts – Be Counted!

On 01 January 2024, we launched *Every Member Counts* initiative to remind members that each of us makes a difference in our community. Each of us contribute time, resources and talents by working at events, supporting others or serving on community boards - all of which *COUNT* as IODE service hours. When we show up and take action, others take notice and that often inspires them to join us.

Throughout 2024, chapters were encouraged to recruit new members to maintain the 2023 membership levels. Quarterly reports were sent to report the progress of *Every Member Counts* initiative. This is the final report, and we are very pleased with the results.



As of 31 December 2023, we had 1,349 paid memberships. During 2024, the number of new members grew by 25% compared to 2023. We experienced a 2.25% loss due to members passings, and an 8.2% decrease to chapters retirements and membership non-renewals. As a result, as of 31 December 2024, we have 1,337\* paid memberships. This is a significant improvement over previous years when we lost five times as many members. Well done!



Founded in 1900, IODE Canada is a national women’s charitable organization dedicated to enhancing the quality of life for individuals through education support, community services and citizenship programs.

For more information about our organization and charitable work, please visit our website.

[www.IODE.ca](http://www.IODE.ca)



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