

2020-21 Annual Report

CERTIFIED PROFESSIONAL BOOKKEEPERS OF CANADA



CPB
CANADA

CERTIFIED
PROFESSIONAL
BOOKKEEPERS
OF CANADA

Introduction

It is with great pleasure that CPB Canada presents the 2020-21 Annual Report.

This report shares and highlights, activities and successes of CPB Canada over the last fiscal year for the benefit of our members, partners, and customers.

The past year posed significant challenges for CPB Canada and many organizations globally. As a professional association, we successfully pivoted at the onset of the pandemic to ensure the association would provide continued support to our members while maintaining fiscal health in the organization.



Rick Johal, CAE, MPA
Chief Executive Officer

We are particularly proud of CPB Canada members who raised the bar to deliver valuable support to their clients and organizations. Whether navigating a myriad of government support programs or helping provide options for their clients, CPB Canada members stepped up over this past year. This was clearly demonstrated when the CPB designation was formally recognized as part of the British Columbia Small and Medium-Sized Business Recovery Grant Program.

The past year was full of virtual learning, with a series of events from regional network meetings, workshops, and excellent participation in our virtual Ignite Conference. It is a testament to the members and industry that the pandemic didn't slow the growth and development of our profession.

We would be remiss if we didn't thank our committed volunteers. As a small and agile organization, CPB Canada benefits from the effort and enthusiasm of our member volunteers. This engagement will grow over the year ahead, and we look forward to working alongside more members to elevate and co-create the CPB Canada community of the future.

Finally, the past year has been one of constant change. Be it a new brand and corporate name, the influence of a global pandemic, or even the recruitment of a new CEO, CPB Canada and its team have remained steadfast and focused on delivering value to members and the industry. We look forward to an exciting year ahead with a new strategic plan on the horizon and creating increased value for our 1700 members across Canada.



Colleen Hoggarth, CPB, FCPB
Board Chair

Update from the Board

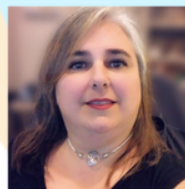
Throughout the past year, the CPB Canada Board of Directors provided the strategic direction that met the needs of the association and elevated the standing of Canada's bookkeepers.

Through a series of seven board meetings, and countless sub-committee meetings the CPB Canada's Board of Directors helped to achieve the following:

- Maintained fiscal sustainability with the organization, including a healthy surplus within the 2020-21 budget that will contribute to the creation of organizational reserve funds.
- Oversaw a near-record year for membership growth and attraction. The Board is pleased to have over 460 new members join the association in the past fiscal year.
- Steered and supported the association in pivoting the Ignite Annual Conference into a virtual environment for 2020 and making the early and prudent decision for 2021.
- Finally, the Board undertook executive recruitment to hire a new CEO for CPB Canada.

The Board of Directors is pleased that they successfully met the past year's challenges to guide the association for a post-pandemic environment and a brighter future ahead.

As CPB Canada looks to the future and new opportunities to evolve, it will focus on a stronger value proposition through a refined professional association for our members. To that end, the Board is excited to select strategic initiatives to implement our new strategic plan. Members can be confident that we will find new and exciting ways to deliver high-quality programming, benefits, and services to Canada's bookkeeping community.



CPB Canada volunteer recognition

CPB Canada relies heavily on the volunteer contributions of members. We are pleased to acknowledge the more than 40 volunteers who have demonstrated their commitment to CPB Canada over the 2020-21 fiscal year.

Governance Committee

Jennifer Bauldic, CPB
Colleen Hoggarth, CPB, FCPB
Lin James, CPB
Lynne Moore, CPB
Marnie Stretch, CPB

Finance Committee:

Rod Cox, CPB, FCPB
Tanya Hilts, CPB
Colleen Hoggarth, CPB, FCPB
Kellie Parks, CPB

Nominations Committee

Tanya Hilts, CPB
Colleen Hoggarth, CPB, FCPB
Teresa Slack, CPB

Ethics and Discipline Committee

Michelle Bianchi, CPB
Beverly Haggins, CPB
Tina Huckabay, CPB
Bernie Pirot, CPB
Connie Sparks, CPB

Investigation Panel Participants

Marilyn Jones, CPB
Tracy Lampron, CPB
John O'Rourke
Marian Rice, CPB, FCPB
Teresa Slack, CPB
Sharon Terpstra, CPB
(prior to becoming a Director)
David Waymouth

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

– Margaret Mead

CPB Canada volunteer recognition

Accreditation & Compliance Committee

Steve Camilleri, CPB
Lin James, CPB
Melissa Lenos, CPB
Lynne Moore, CPB
Andrea Schroder, CPB
Connie Sparks, CPB

Conference Committee

Cheryl Baldwin, CPB
Christie Craven, CPB
Danielle Gadoury, CPB
Colleen Hoggarth, CPB, FCPB

Regional Network Chairs

Linda Baldwin, CPB (Burlington)
Leanne Borden, CPB (Newmarket)
Penny Brando, CPB (Leamington)
Jan Breuls-Dorang, CPB (Scarborough)
Tara Cairns, CPB (Barrie)
Shelley Debusschere, CPB (Chatham)
Wendy Dodman, CPB (Red Deer)
Sheila Downey, CPB (Whitehorse)
Danielle Gadoury, CPB (Windsor)
Maggie Geiser, CPB (Vancouver)
Beverly Haggins, CPB (Leamington)
Tania Hynes, CPB (Mississauga)
Kimme Lafayette, CPB (St. Catharines)
Tracy Lampron, CPB (Ottawa)
Tina Martens, CPB (Lethbridge)
Melissa Michalski, CPB (Winnipeg)
Haley Mitchell, CPB (Atlantic Canada)
Dawn Ross, CPB (Calgary)
Connie Sparks, CPB (Edmonton)
Tammy Swicheniuk, CPB (Grande Prairie)
Tara Wolstenholme, CPB (Barrie)
Marie Widdis, CPB (Mississauga)

Awards Committee

Margaret Chwyl, CPB
Clyde Harris, CPB
Colleen Hoggarth, CPB, FCPB
Janet Lynch, CPB
Teresa Slack, CPB



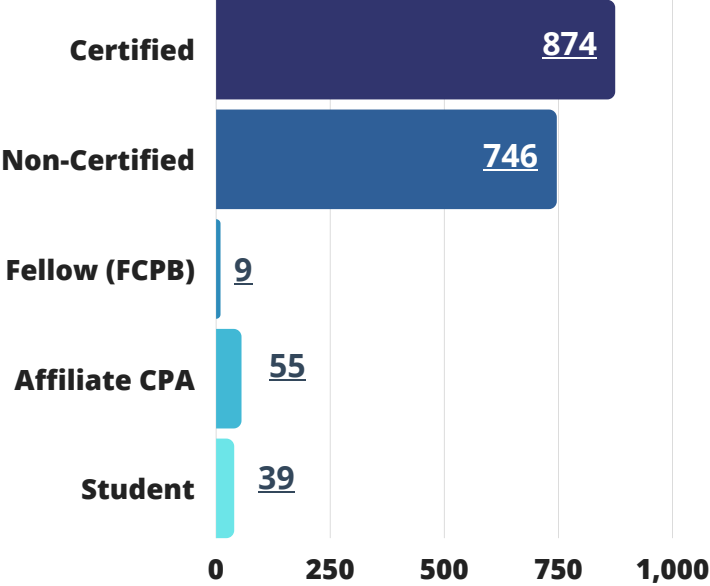
THANK
YOU



Membership snapshot

CPB Canada closed the fiscal year with 1723 members, an increase of 214 compared to last year's total of 1509 members.

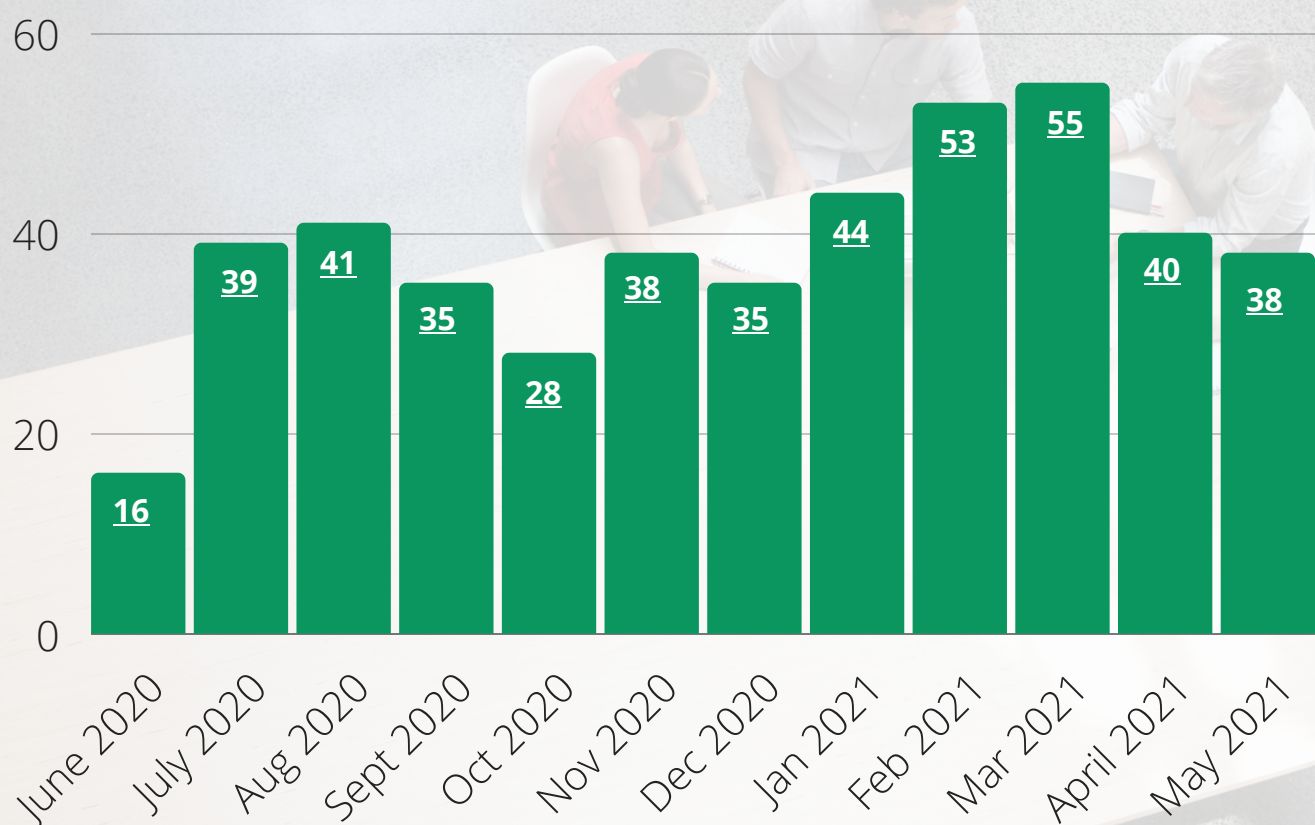
It is worth noting that according to MGI's 2021 Membership Marketing Benchmarking Report, CPB Canada is one of only 26% of Associations that saw an increase in membership in the 2020/2021 year, compared to 47% of Associations that saw a decrease. The same report shows an average retention rate of 80%, where CPB Canada has a slightly higher retention rate at 83%.



Membership snapshot cont'd

MEMBERSHIP GROWTH

Between June 1st, 2020, and May 31st, 2021, CPB Canada welcomed 462 new members to our community of bookkeeping professionals across Canada. This represents an over 143% increase in new members over the average of the previous two fiscal years, narrowly missing an all-time record of annual new members. We are excited to see the CPB family grow!



Membership snapshot cont'd

New members by province



CPB Canada acknowledges the importance of the lands, which we each call home.

Collectively, we reaffirm our commitment and responsibility for improving relationships between nations and to improving our own understanding of local Indigenous peoples and their cultures. From coast to coast to coast, we acknowledge the ancestral and unceded territory of all the Inuit, Métis, and First Nations people that call this land home.

We continue to reflect and acknowledge the harms and mistakes of the past and to consider how we are and can each, in our own way, try to move toward truth and reconciliation.



Certified Professional Bookkeepers are valued

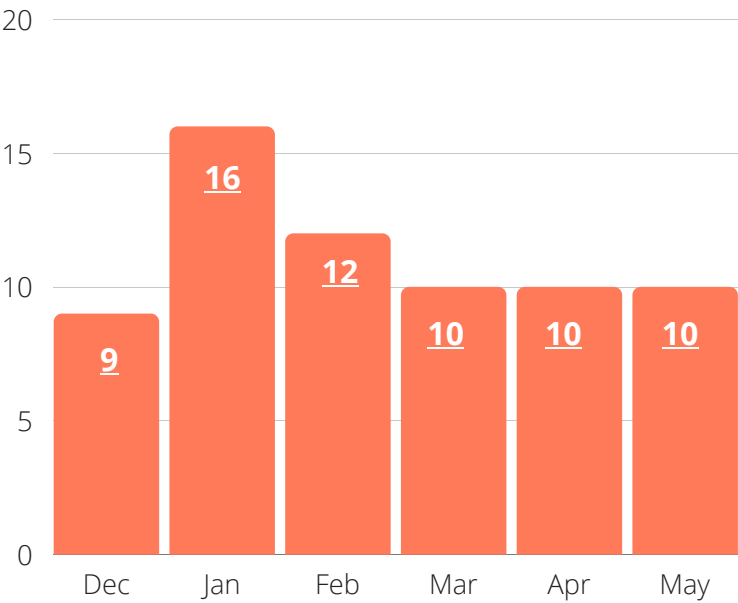
In the fall of 2020, Small Business BC launched their Small and Medium-Sized Business Recovery Grant program, seeking **Certified Professional Bookkeepers** (CPBs) in British Columbia to assess businesses' solvency and help companies develop their economic recovery plans.

We are thrilled to share that Small Business BC accepted 63 CPBs into the program, investing over \$126,000 in the experience and expertise of Certified Professional Bookkeepers to support the small business recovery of BC.

CPB Canada will continue to advocate the value and expertise of Certified Professional Bookkeepers to Municipal, Provincial and Federal governments across Canada.

List of new CPBs 2020-21 Fiscal

As of March 2020, all in-person invigilated CPB exams were placed on hold. CPB Canada worked quickly to find a safe option to allow members to pursue their CPB designation once again. In mid-December, we were thrilled to launch virtual proctored exams. In six short months, we have welcomed 67 new CPBs. The average final mark on successful CPB exams is 84.7%. Congratulations to our new CPBs!



New Certified Professional Bookkeepers

Eyitayo Akanmu, CPB

Fariad Ali, CPB

Stelle Anderson, CPB

Daniel Anggara, CPB

Kristian (Gordon)
Armstrong, CPB

Sarah Atkinson, CPB

Cathy Badry, CPB

Sathyamoorthy

Bakthavatsalu, CPB

Jodi Bariesheff, CPB

Linda Barney, CPB

Diane Beausoleil, CPB

Anita Broekema, CPB

Anu Budhiraja, CPB

Sandra Burkholder, CPB

Candace Campbell, CPB

Scott Carrothers, CPB

Trista Chandler, CPB

Ryan Chenier, CPB

Jennifer Collins, CPB

Stacey Corriveau, CPB

Elishya Costabile, CPB

Gurek Deol, CPB

Janet Devine, CPB

Diane Dos Santos, CPB

Brooke Emerson, CPB

Cheryl Engelsman, CPB

Farshad Fattahinia, CPB

Heather Fehr, CPB

Lena Fevens, CPB

Bea Gonzalez, CPB

Tanis Gray, CPB

Susan Greenwood, CPB

Gareth Gilson, CPB

Gurtej Grewal, CPB

Jennifer Hall, CPB

Tamara Henderson, CPB

Cheryl Hudson, CPB

Valeriu Ionescu, CPB

Jon Irwin, CPB

Peter Jamison, CPB

Pamela Jensen, CPB

Michelle Krieger, CPB

Andre Kuerbis, CPB

Julia van Leeuwen, CPB

Chantelle LeVasseur, CPB

Xiaotong Li, CPB

Vicki Litzenberger, CPB

Monna Manhas, CPB

Natalie Marshik, CPB

Michelle McIsaac, CPB

Allyson Megaw, CPB

Jeff Metzger, CPB

Arianna Micacchioni, CPB

Phyllis Nachtigal, CPB

Chrissy Oram, CPB

Koren Palmer, CPB

Chona Panes, CPB

Mary Anitha Josephine
Patrick, CPB

Olia Reid, CPB

Cheryl-Lynn Schaefer, CPB

Stacy Stanley Young, CPB

Alicia Stewart, CPB

Joyce Stokes, CPB

Louise Thompson, CPB

Sonja Wolniak, CPB

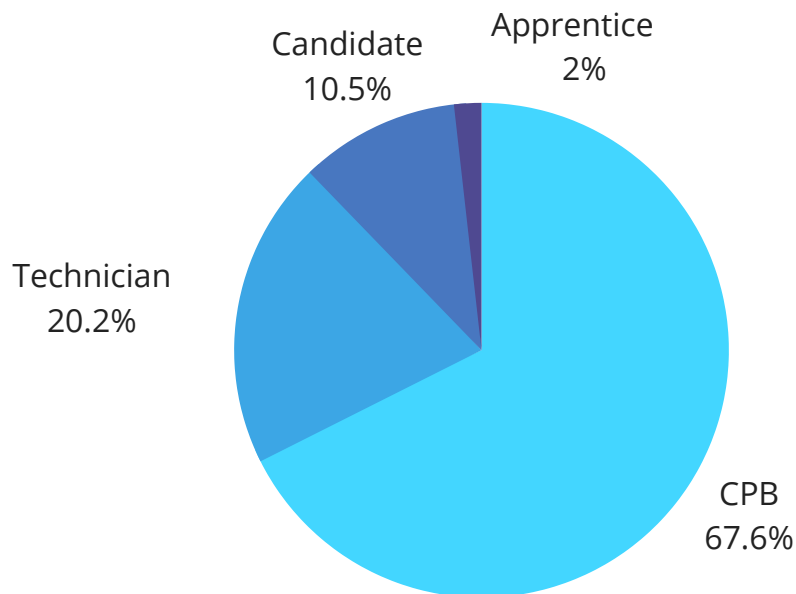
Kimberly Yuen, CPB

Membership snapshot cont'd

The path to certification

Our new Certification Pathway, which launched on June 22nd, 2020, has allowed CPB Canada members to work towards certification at their own pace. We congratulate all members on their achievements!

Members on the certification pathway



Digital badges



Membership snapshot cont'd

Digital credentials

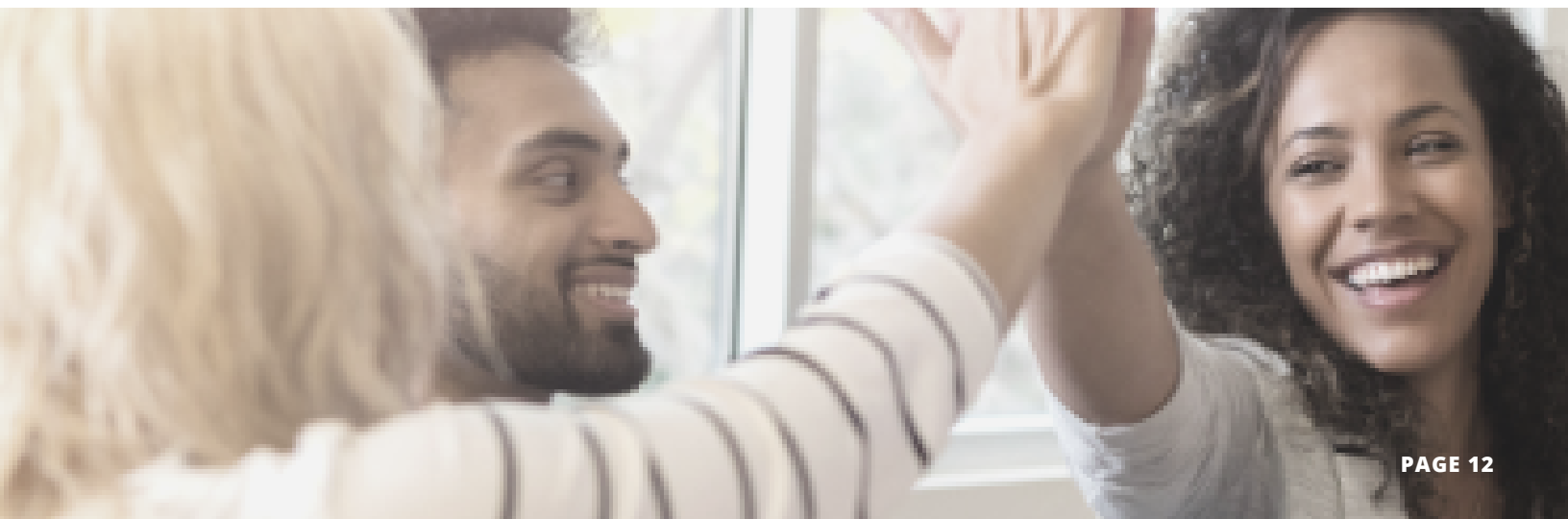
CPB Canada launched Digital badges through Credly in late June 2020, at no additional charge to members who achieved the Apprentice, Technician, or CPB level. Digital Credentials are a great way to showcase your knowledge, skills, and achievements. Each badge is linked to metadata that verifies your credentials with one click

CPB Canada members have had their badges viewed by the public over 4300 times and clicked 731 times

4300 VIEWS



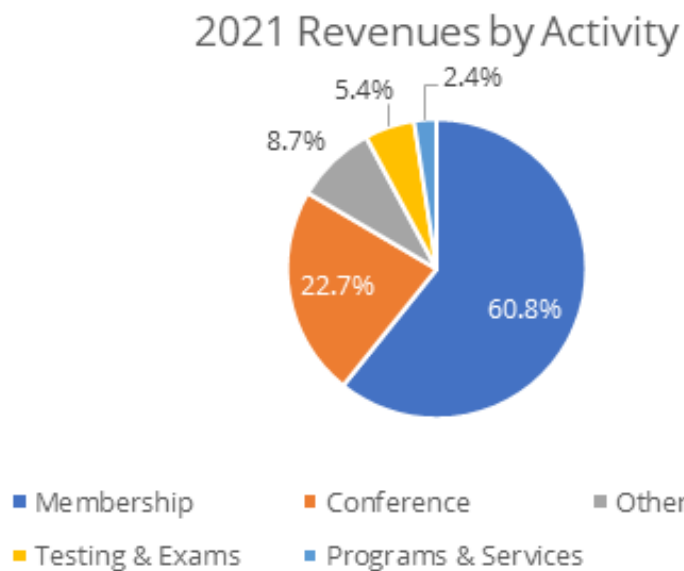
731 CLICKED



Financial snapshot

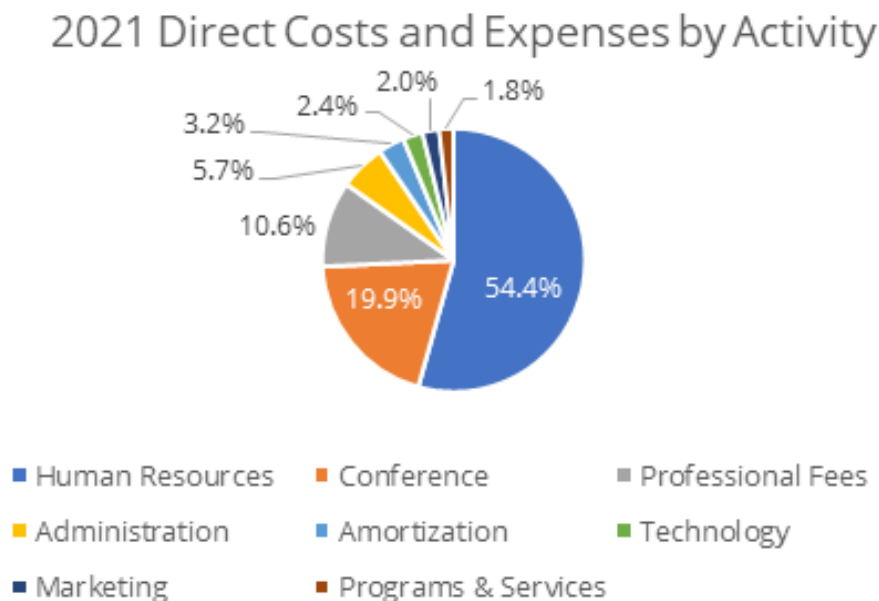
The organization recognized strong growth in the 2021 fiscal year. Core revenues (membership and programs & services) totalled \$597,465, representing a 25.6% increase over the 2020 fiscal year (excluding conference, government assistance, and other revenues).

This chart details our total revenues by type of activity.



Core direct costs and expenses totalled \$558,623, representing a 2.2% increase over the 2020 fiscal year (excluding conference costs and one-time expenses).

This chart details our total direct costs and expenses by type of activity.



Our year in numbers

Driven by our members

1723 

Members

40 

Volunteers

...supported by
a team of 5 full-
time staff!

Professional development

We facilitated...

27 technical and general
interest webinars, including
5 complimentary events



More than...

33 Regional Network
Meetings virtually + in-
person



We had a record attendance of...

1,000+ members + non-
members attending
our webinars

Launched our workshop series...

139 attended our first 3 /10
workshops (March, April
+ May)



Advocacy wins

We represented the bookkeeping
industry...

2 CEBA access for sole proprietors +
Small Business BC SME recovery grant



\$126K accepted 63 CPBs into the program

IGNITE 2020

10 conference sponsors

401 attended our 1st virtual conference



Social network

Our followers grew to...

1446



4833



2022



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