



UNYOC Treasurer's Mid-Year Report 5/1/23

Virginia Trow

2024 Budget Recommendation

After reviewing our past and present financial situation and in the interest of preserving our organization for the future, I recommend the following adjustments and/or changes for the 2024 budget year:

- Hold annual conference expenditures to \$20,000.
- Increase our annual membership revenues by \$200-400 to cover our fixed costs of @\$2,000 (we came close last year with \$1,880 in membership fees).
- Refrain from distributing scholarship funds for one year while we raise funds to replenish award \$\$.
- Establish a fundraising committee and set a campaign goal of \$10,000 for 2024.

These 2024 recommendations are accounted for in the report spreadsheet.

Analysis and Rationale

The financial health of UNYOC is a cause for concern. Our only asset is our cash account; and unfortunately, our cash in the bank has been steadily declining over time. The reason for this decline is straightforward: our yearly outflows exceed our inflows and have for several years. Last year, for example, we ran a deficit of \$9,000, which was high, but we lost more than \$12,000 in 2019. (See the attached sheet for historical trends). For 2022 we didn't have any income to balance the \$9,000 deficit. Indeed, we've run a deficit every year since 2017, with one exception--2021, when we made \$6,000. That year we held a virtual conference, didn't distribute scholarship money and had limited executive expenses. We finally raised our membership dues and switched to Wild Apricot. All these actions contributed to a positive bottom line.

A Closer Look at Expenses

Fixed Costs

Our basic fixed costs are modest—roughly \$1800-\$2000 every year for MLA fees (insurance, taxes) and our technology (Wild Apricot, Zoom, MLA hosting). On the bright side, since we raised our membership fees, we have come close to covering those costs with membership dues. Based on 2023's membership income, we were able to cover nearly \$1,900 of our total fixed costs with membership dollars.

Variable Costs

The Annual Conference

The annual conference is expensive, but our goal every year has been to at least break even, and we have occasionally succeeded. Historically, though, the event typically loses some money, but never more

than \$5,000. We could probably close that gap and break even for the conference with a little more tweaking, for example adjusting or revising member registration, vendor, and CE fees, and creating additional revenue-generating opportunities with our membership. Efforts are being made this year to implement some of these changes. It is important to do what we can to make this meeting pay for itself.

Scholarship and Awards

The real elephant(s) in the room are the scholarship and professional award funds. We can't continue to pay out \$4,000-\$5,000 nearly every year without generating revenues to balance the outflows and replenish those funds. These annual distributions are the largest contributors to our costs. By running total deficits of \$7,000 to \$8,000 annually, we've lost more than \$32,000 since 2017. Our bank balance in 2016 was more than \$54,000. At the end of April this year it was \$19,600 (not including conference vendor prepayments of \$4,500).

Some Suggestions to Improve Financial Health

The depletion of the group's funds is discouraging but can be halted and even reversed. UNYOC can decide to make changes that will secure the future financial stability of the group, or it can continue operating in the same way and essentially go broke in four or five more years. The organization simply needs to raise money. Some members have balked at this suggestion, but UNYOC should not be afraid to ask for money in the same way that other successful non-profit professional, community, and religious organizations do as a matter of course every year. If our goal is truly to support our colleagues and develop future health science library professionals in our region, we should adopt a long-term strategy and commit to building up our resources to ensure that can happen. We should devote as much time and energy to fundraising as we do to our annual celebration every year.

Below is a list of suggestions to consider that would contribute to improved financial health:

- Set membership targets and total membership revenues of \$2,000 to cover annual fixed costs.
- Set an annual target *income* goal and implement actions to reach it.
- Continue to target breakeven for the conference.
- Consider offering a virtual conference on off-years.
- Establish a new fundraising committee.
- Implement an annual fundraising campaign with a minimum target of \$8,000 and a stretch goal of \$12,000.
- Offer more CE revenue opportunities throughout the year.
- Create a restricted fund for scholarship and awards donations. Keep separate from operating funds.
- Consider purchasing interest-bearing investments.