

In the following white cells, include a brief narrative (description/explanation) of the monthly income, revenues and expenses associated with each category of the Treasurer's Report. Explain if the monthly activities aligned or did not align with the district budget and the District Success Plan. A separate sheet may be used. For each of the four Quarter Reports, **all sections of this narrative page must be completed in order for the report to be accepted by World Headquarters.** The questions in the boxes are to help you formulate narratives. Delete the questions, and replace them with your narratives.

Membership Revenue

Budgeted membership revenue for October-December was \$11,507. Actual membership revenue received during October-December was \$11,276.24. YTD actual membership revenue is \$28,804.61 vs. budgeted membership revenue of \$28,323.

Conference Net Income/(Loss)

Budgeted fall conference revenue was \$23,205. Actual conference revenue was \$20,004.30. Conference expenses were budgeted at \$23,205 and actual expenses were \$18,172.15. There was a surplus of 1,832.15. Conference Chair Tonia Norman and her team are to be commended for a well-run conference and for keeping expenses below budget.

Fundraising Net Income/(Loss)

We have not budgeted for fundraising and did not have any fundraising activities.

TLI Net Income/(Loss)

There were two TLIs held in December: one in Austin and one in Corpus Christi. TLI expenses YTD are \$992.68 vs. \$3,440 budgeted. January's financials will reflect the San Antonio TLI.

District Store Net Income/(Loss)

YTD The District Store revenue was \$1,638.05 vs. \$2,500 budgeted. Year to Date District Store expenses were \$3,162.39 vs. 2,500 budgeted expenses. The overage in expenses was due to an Area Governor/Division Governor incentive from the 2010-2011 District Governor. It is anticipated that the district store will make up its revenue at the spring 2012 conference.

Other Revenue

There was no other revenue received in October-December 2011. There were two guest speaker series programs: 2009 World Champion of Public Speaking Mark Hunter (August) and 2005 World Champion of Public Speaking Lance Miller (September). \$900 was budgeted in other revenue for July-September and \$757.98 was received.

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Marketing

The focus of marketing is building new clubs and retaining existing clubs. Marketing expenses YTD are \$4,803.94 vs. \$9,530 budgeted. There are several incentives the Lieutenant Governor of Marketing has for January, February, and March.

Communications and Public Relations

The District Public Relations Officer (PRO) has focused on trade shows and district e-mail communications. YTD actual communications and public relations expenses are \$1,042.65 vs. \$1,595 budgeted. The PRO plans Facebook advertising in December and January as well as trade shows in San Antonio and Austin in May and June of 2012.

Education and Training

The Lieutenant Governor of Education and Training's (LGET) focus was on club officer training and the fall conference. YTD actual budgeted education and training expenses are \$4,472.91 vs. \$6,352.50 budgeted.

Speech contests

The budgeted expenses for speech contests includes trophies, certificates, and other items related to the contests. YTD actual expenses for speech contests are 2,007.92 vs. 3,665.80 budgeted.

Administration

Actual YTD administrative expenses are \$4,517.55 vs. \$5,417.55 budgeted.

Travel

Travel expenses for October-December included DEC and fall conference travel for the Division G Governor, club visit travel for the Area F21 Governor, and lodging expenses for the TRIO for the fall conference. They also include the International President's travel in November. Actual travel expenses are \$4,007.02 vs. 6,872.98 budgeted.

Other Expenses

Actual other expenses YTD are \$960.73 vs. \$1,200 budgeted.