



## **Board of Directors Meeting Agenda**

Wednesday, November 10, 2021, 7pm – 9pm CT via Teams

1. Call to Order (Welcome and Electronic Board Meeting Procedures)
2. Roll Call of AVA Board - Secretary
3. Call for Introduction of Guests - Chair
4. Approval of Agenda
5. Approval of July 24 Board Meeting Minutes
6. Approval of September 8 Executive Committee Meeting Minutes – Exec Comm Only
7. Reports of Officers
  - a. Chair – Nancy Wittenberg
  - b. Vice Chair – Susan Medlin
  - c. Secretary – Cecilia Miner
  - d. Finance Chair – Ed McCabe
8. Report of CEO/Executive Director
  - a. Results of Big Give
  - b. Acceptance of New and Reactivated Clubs & Declaration of Deactivated Clubs
  - c. Operational Updates
  - d. Approval of 2022 General Liability Insurance Contract
9. Reports of Standing Committees
  - a. Strategy Committee Status– Nancy Wittenberg
  - b. Finance – Ed McCabe
    1. Audit Committee Report -- Selection and approval of Auditing Firm
  - c. Awards & Recognition – Carl Cordes
    1. Awards & Recognitions Committee Charter
10. Reports of Operational Committees
  - a. Olympiad Committee – Henry Rosales, Susan Medlin, and Holly Pelking
    1. 2023 Olympiad Campaign – Henry Rosales
  - b. National Programs – Tim Miner
  - c. Information & Technology – Mike Green
  - d. Publicity and Marketing – Henry Rosales
  - e. Walk Application – Ben McDonald
  - f. Convention – Jerry Wilson
11. Unfinished Business
  - a. Region Reports on COVID-19 Recovery Efforts – Regional Directors
12. New Business
  - a. September 2021 Unaudited Financials – Ed McCabe
  - a. Remaining year Budget Modifications – Ed McCabe
  - b. Budget for 2022 – Ed McCabe





**AMERICA'S  
WALKING CLUB**  
— ESTABLISHED 1976 —

American Volkssport Association

1001 Pat Booker Road, Suite 101  
Universal City, Texas 78148.4147  
210.659.2112 ▲ 210.659.1212 Fax  
▲ [www.ava.org](http://www.ava.org)

13. Next Meeting – Special Meeting – December or January to be announced. -- Electronic  
Next Regular meeting -- February 9, 2020 (Electronic)
14. Board Member Comments
15. Adjournment



# **BOARD CHAIR REPORT**

## **Board of Directors' Meeting November 10, 2021**

1. Talked with Steve Sandridge, Governance Committee chair, and discussed items to potentially come before the Governance Committee.
2. Appointed Chris Mellen to be chair of the Nominating Committee.
3. Chaired the Executive Committee meeting on September 8
4. Conferred with Erin Grosso and signed checks during Henry's illness.
5. Signed the Loan Forgiveness Application for the Paycheck Protection Program.
6. Had many discussions with Dr. Connell, chair of the Strategy Committee.
7. Received the resignations of Tom Alyea from the Strategy Committee and as SC Regional Director.
8. Received the resignation of Dr. Kathleen Connell, board member at large.
9. Asked for information on requirements to put on the IVV Olympiad from IVV officers, and received some information from Graham Fawcett, IVV Vice President, among others. We still don't have a contract with IVV
10. Welcomed Teresa Arnold as new SC RD and board member and assigned her to the Governance Committee
11. Called a large donor to the Big Give to thank the person.

**AMERICAN VOLKSSPORT ASSOCIATION  
OFFICER REPORT**

**FOR THE OFFICE OF** \_\_\_\_\_ **Secretary**

**FOR THE** \_\_\_\_\_ **November 10, 2021** **EXECUTIVE COUNCIL MEETING**

**FROM (Name):** \_\_\_\_\_ **Cecilia Miner**

**ACCOMPLISHMENTS:**

This has been a slow time, but minutes have gone out for review, and the roster has been updated.

**ACTIVITIES:**

None

**CONCERNS:**

None

**RECOMMENDATIONS:**

None

Attachment 3

***Please attach any additional material that is part of your report.***

Print Form

Reset Form

Submit AVA Officer Report to AVA Headquarters by Email

AMERICAN VOLKSSPORT ASSOCIATION, INC. (AVA)					
PROPOSED MODIFIED BUDGET January - December 2021					
10/29/2021		FY 2021	FY 2021	FY 2021	
		BUDGET	Budget Modifications	Modified Budget	Rationale
REVENUES					
40320 & 40330	ASSOCIATE / FAMILY MEMBERS/LIFE	25,500		25,500	
40340	CHARTER MEMBERSHIPS	200		200	
40345	CLUB ANNUAL DUES	14,850		14,850	
40211	SANCTION FEE INCOME - TRADITIONAL	13,350		13,350	
40211	SANCTION FEE INCOME - YRE/SEAS/ACE	75,000		75,000	
40112	PARTICIPATION FEE INCOME-TRADITIONAL	34,000		34,000	
40111	PARTICIPATION FEE YRE/SEASONAL INCLUDED	79,300		79,300	
40113	PARTICIPATION FEE - RD - EVENT FEES	500		500	
40114	PARTICIPATION FEE - (PPSF)	1,300		1,300	
40115	PARTICIPATION FEE - ACE EVENTS	200		200	
	ELEMENT3 HEALTH PARTICIPATION	6,000		6,000	
40350	MERCHANDISE INCOME	37,000		37,000	
40600	SALES RETURNS AND ALLOWANCES	-50		-50	
40700	MEMBER DISCOUNTS	-3,700		-3,700	
	LICENSING INCOME	5,000		5,000	
	LEASE INCOME	6,000	(6000.00)	0	No space to rent/No Events on Fridays
40360	ADVERTISING INCOME (TAW & WEBSITE)	5,000	(3000.00)	2,000	Few Ads sold (3,000)
40280	YOUTH PROGRAM INCOME	0		0	
40270	VIRTUAL ONLINE PROGRAM INC. (Walk Canada)	10,500		10,500	
40530	IN-KIND DONATIONS	500		500	
40550	GRANT AND SPONSORSHIP INCOME	10,000		10,000	
40250	NATIONAL PROGRAM INCOME	3,000		3,000	
40260	SPECIAL PROGRAM INCOME	1,000		1,000	
40510	DONATIONS - UNRESTRICTED	100,000		100,000	
40520	DONATIONS - RESTRICTED- GIFTS	300	10000.00	10,300	Nancy' Gift for Board Retreat +\$10,000
40800	INCOME - OTHER & FREIGHT/LATE FEES/STAMPS	7,000		7,000	
40900	INCOME - INVESTMENT & INTEREST INCOME	15,000		15,000	
40750	CONVENTION 2021 - REVENUE	200,003	(85200.00)	114,803	Covid Loss (85,200)
TOTAL REVENUE		646,753	(84200.00)	562,553	Adjusted Total Revenue
TOTAL COST OF SALES					
		23,000	(3600.00)	19,400	
Deposit from Investment Account					
GROSS REVENUE					
		623,753	(80600.00)	543,153	Adjusted Gross Revenue
EXPENSES					
60500	BANK SERVICE & CREDIT CARD CHARGES	3,000		3,000	
60600	CLUB DEVELOPMENT/SUPPORT	1,000	2900.00	3,900	
61000	COMPUTER/SOFTWARE/WEBSITE	1,000		1,000	
61500	DEPRECIATION EXPENSE	5,260		5,260	
62010	EQUIPMENT MAINTENANCE	500		500	
62020	EQUIPMENT RENTAL	14,376		14,376	
62500	FUND DEVELOPMENT	2,000		2,000	
63210	INSURANCE - EVENT LIABILITY	17,801		17,801	
63220	INSURANCE - HQ PROP/ OFFICER & DIR. LIAB.	3,000		3,000	
63400	INTEREST EXPENSE	0		0	
63500	INTERNATIONAL IVV MEETINGS/TRAVEL	2,000	(1000.00)	1,000	Moved 1,000 into Strategic Planning
63600	IVV DUES EXPENSE	3,200	(1400.00)	1,800	
64000	PROMOTIONAL - MARKETING/PUBLIC	4,000		4,000	
64500	PUBLICATION DUES/MEMBERSHIP DUES	1,000		1,000	
64800	OPERATIONS - MISCELLANEOUS	1,500		1,500	
65200	NATIONAL OFFICE TRAVEL & MGMT EXPENSE	2,000		2,000	
65210	EXECUTIVE COUNCIL - TRAVEL & NEC MEETINGS	15,000		15,000	

65220	NEC - REIMBURSABLE EXPENSES	1,500		1,500	
65300	NON-DEPREC ASSET PURCHASES	500		500	
65600	OFFICE REPAIR & IMPROVEMENT	1,000		1,000	
66010	PAYROLL BENEFITS	36,000		36,000	
66020	WAGES- NATIONAL HQ STAFF	231,465		231,465	
66030	PAYROLL TAX	19,234		19,234	
66110	POSTAGE NATIONAL HEADQUARTERS	2,500	(1500.00)	1,000	
66210	CONTRACT IT SERVICES/SOFTWARE/MAINT.	2,500		2,500	
66220	LEGAL SERVICES	2,500	(1000.00)	1,500	Moved 1,000 into Strategic Planning
66230	FINANCIAL SERVICES	3,600		3,600	
66240	STRATEGIC PLANNING	2,000	2000.00	4,000	Added 2,000 for Retreat Facilitation
66310	AWARD PROGRAM EXPENSE	6,000		6,000	
66320	MEMBERSHIP PROGRAM EXPENSE	2,000		2,000	
66330	EVENT PROGRAM EXPENSE	3,000		3,000	
66335	VOP PROFESSIONAL FEE - STIPEND	1,200		1,200	
66335	VIRTUAL ONLINE PROGRAMS (WALKER	7,000		7,000	
66360	YOUTH PROGRAM EXPENSE	0		0	
66380	NATIONAL PROGRAM DEVELOPMENT	2,000		2,000	
66390	SPECIAL PROGRAMS EXPENSE	100		100	
66700	RENT - NATIONAL HEADQUARTERS	51,000		51,000	
67000	EMPLOYEE DEVELOPMENT	1,500		1,500	
67100	SUPPLIES - NATIONAL HEADQUARTERS	2,000		2,000	
68100	TAW EXPENSES	17,400	3600.00	21,000	
68200	TELEPHONE - NATIONAL HEADQUARTERS	4,400		4,400	
66205	UTILITIES - ELECTRIC/WATER/TRASH	3,600		3,600	
60770	CONVENTION EXPENSES	135,092	(37807.00)	97,285	Covid Loss; (37,807)
<b>TOTAL</b>		615,728	(34207.00)	581,521	Adjusted Total Expenses
<b>Net Profit/Loss</b>		8,025	(46393.00)	(38,368.00)	Adjusted net Profit/Loss
	APPROVED DRAW FROM INVESTMENTS	0			
	SBA STIMULUS LOAN / GRANT	50,700		50,700	This has been approved & forgiven.
		58,725		12,332	





14

AMERICAN VOLKSSPORT ASSOCIATION, Inc  
EXECUTIVE DIRECTOR'S REPORT

November 10, 2021  
Virtual Meeting via TEAMS

**I. ADMINISTRATION/OPERATIONS/PROGRAMS**

***Personnel***

Work hours for hourly employees remain at 32 hours and the office remains closed on Fridays. Exempt employees will continue to work on Fridays. If we can come to agreement with Element3 Health on a shared position, will be hiring a full time AmeriCorps intern asap. The cost for a 10-month fulltime intern \$16,000. Element3 Health would pay 50% of the cost and in return the intern would support clubs with our Element3 initiative. The intern would also support the AVA with membership and outreach and be officed at the Rivas Street location.

***General Liability Insurance – Contract Renewal for 2022***

Our General Liability Insurance with Aegis Security Insurance Company will expire December 31, 2021. A quote for coverage in 2022 is included with this report. The 2022 policy has General Liability with Athletic Participant Liability & Excess Medical coverage. The terms of limits and coverage are defined in the quote. I have also included a copy of the Master Policy for July 2021-July 2022. The quote for the General Liability Insurance is **\$15,810**. In addition, because we are considered a Sports organization, we are required to carry Excess Accident Medical coverage of \$10,000. The quote for this coverage is **\$6,560.40**. For more information and details of the contract refer to the attachments.

This policy covers AVA Associate and Club members and volunteers who are an AVA or Club member. The policy does not cover volunteers who are non-members. We can purchase an additional Volunteer Accident policy (not General Liability) for non-member volunteers however, they must be under age 65.

First time visitors are automatically covered for one visit/walk. This means individuals who walk regularly with us and are not members of the AVA or a Club are not covered after their first walk. If we want to cover these walkers, we can purchase a separate Non-Member policy.

**I recommend the AVA Board of Directors approve the renewal our insurance contract with Aegis Security Insurance Company through our Broker, Frazier Insurance Agency, Inc.**

***New, Reactivated, Deactivated Clubs*** - Total Clubs To Date is 194

**New**

AVA-0989	Kyle Amvets Walkers	10/26/2021
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**Deactivated**

AVA-0067	Bloomington Flying Fish Volkssports	8/23/2021
AVA-0695	Yachats Costal Gems Volkssport Club	4/19/2021
AVA-0556	Davis Dynamos	3/26/2021

**I recommend we deactivate the closed clubs and active the new club.**



### ***National Partnerships***

The partnership with ***Element3 Health, Inc.*** (E3 H) continues to evolve as we work together to engage individuals in AVA events. We are in the process of renegotiating our agreement with respect to the sharing of AVA marketing event information on their website portal. We are also discussing the next phase of the agreement which includes the co-hiring of an individual to work with both organizations and the pricing reimbursement structure to AVA for members who are enrolled in the Element3 Health program and covered by their insurance company.

### **Element3 Health year to date participant count:**

Total number of clubs enrolled in this program = 74

Total YRE participation = 218

Total Traditional or group activity Participation = 3

Total participation count = 221

**Total number of Element3 Health Referrals = 179**

Of the 179 referrals, 151 attend one event and 28 attend more than one event.

### ***IVV Americas***

In the spirit of fostering international relations with the walking community and support of the 2023 IVV Olympiad, I ask the AVA Board of Directors to revisit our membership with IVV Americas. We are the only IVV member in the Americas that is not a member of IVV Americas. When the Olympiad around the corner, this may be a good time to join and send a message of comradery and cooperation to our international friends.

New partnerships are being cultivated with HOKA Shoes an international shoe company and HGA Fundraising, a fundraising company that specializes in auction items and events. Both companies have expressed interest in support of the Olympiad!

### ***Virtual Online Programs (VOP)***

Virtual online programs were implemented January 2018 as a pilot program. The pilot had two main objectives: 1. Create a new revenue stream; 2. Appeal of the AVA to a new younger audience to grow the AVA.

This program has not been very successful in either objective. Program participation has averaged 318 per year. Most participants are existing club members in the 60-79 age range. Since the inception of the program, only 55 participants said they were new to the AVA; 40 wanted more info on the AVA; 15 did not want any info and 6 never responded. Of the 40 requesting more information, several indicated they marked this question wrong and are AVA members. We are only able to identify one that has joined a club and who has expressed interest in joining a club.

The program has never raised enough revenue to cover overhead costs and use of the Walker Tracker online platform. Although year four reflects a net of \$496.00, this does not include time of all involved employees. (Please refer to the program numbers below.)

**Due to the high costs of Walker Tracker, program administration, and low participation numbers, I recommend the AVA Board of Directors discontinue this virtual pilot program and begin exploring other virtual programs that are cost effective.**

**2021 VOP** (299 Registrants year to date)**Revenues**

Registration	\$11,527.00
<b>Total Revenue</b>	<b>\$11,527.00</b>

**Expenses**

Walker Tracker	\$5,445.00
Pay Pal Fees	390.62
Program Administrator	1,200.00
T-Shirt bags	60.00 estimate
T-Shirt	1,400.00 estimate
Postage	700.00 estimate
International Post	400.00 estimate
<b>Total Expenses</b>	<b>\$9,595.62</b>

**\$1,931.38 Net Revenue (before employee time)****\$496.38 Net Profit (82 hrs. for Marian @ \$1,435.00 – doesn't include Hector/Erin/Henry)****2020 Appalachian Trail VOP** (320 Registrants)**Revenues**

Registration	\$10,960.00
<b>Total Revenue</b>	<b>\$10,960.00</b>

**Expenses**

Walker Tracker	\$4,950.00
Pay Pal Fees	394.73
Program Admin	1,200.00
Trophy	75.00
Trophy Postage	28.52
T-Shirt bags	58.98
T-Shirt	1,932.57
Postage	1,087.00
International Post	398.60

**Total Expenses \$10,125.40****\$ 834.60 Net Revenue (before employee time)****\$ <600.40> Net Profit (82 hrs. for Marian @ \$1,435.00 – doesn't include Hector/Erin/Henry)****2019 Walkin Canada VOP** (336 Registrants)**Revenues**

Registration Revenue:	\$7,436.00
Sponsorship Revenue:	\$ 100.00
<b>Total Revenue</b>	<b>\$7,536.00</b>

**Expenses**

Walker Tracker	\$4,950.00
Pay Pal Fees	320.00
Texas Trophies	101.37
T-Shirt bags	60.00
T-Shirt	1,797.77



Postage	463.75
International Post	556.50
<b>Total Expenses</b>	<b>\$8,249.39</b>

\$ <713.39> Net Revenue (before employee time)

\$ <2,148.39> Net Profit (82 hrs. for Marian @ \$1,435.00 – doesn't include Hector/Erin's/Henry's or Jan's time)

### **2018 401K VOP** (318 Registrants)

#### **Revenue**

Registration	\$5,724.00
Sponsorship	\$4,000.00 (2 state orgs; Morgan Stanley, 1 individual)
<b>Total Revenue</b>	<b>\$9,724.00 Gross Revenue</b>

#### **Expenses**

Walker Tracker	\$5,500.00
Pay Pal Fees	254.31
T-Shirt bags	57.98
T-Shirt	2,133.32
Postage	1,727.00 (Everyone in program received a shirt)
International Post	48.00

**Total Expenses \$9,720.61**

\$ 3.39 Net Revenue (before employee time)

\$ <1,435.00> Net Profit (82 hrs. for Marian – doesn't include Hector/Erin or Jan@ 500 hrs.)

### ***National Special Programs***

National Special Programs are walk programs that are administered out of the National Office and the AVA keeps \$100% of the revenue. These programs generate extra revenue for the AVA and are cost effective when sponsored by someone. I have included information below on how these programs are doing financially. Although I do not recommend discontinuing any of these programs, however, we will have to increase the book prices for all programs due to the rising costs of printing, awards, and postage. In the future we should forecast what programs will cost and if they are sustainable before implementation. If they are not self-sustaining, we should secure operational revenue for at least 2-3 years before implementation. (Refer to the National Special Programs below.)

### **Appalachian Trail (Susan Medlin, Program Sponsor)**

\*Program data is actual for dates 1-1-17 - 9-30-21.

#### **Revenue:**

Book Sales	\$2,820.00 (282 Books sold @ \$10 each)
Donation	\$368.46 (Susan Medlin)
<b>Total Revenue</b>	<b>\$3,188.46</b>

#### **Expenses:**

Patched	\$ 174.00
Books	219.00
Postage	149.46

**Total Expenses \$ 542.46**

**\$2,646.00 Net Revenue (before employee time)**

<507.50> (29 hrs. for Marian) \*\*No other employees involved in this program

**\$2,138.50 Net Profit over 57 months = \$38 month**

### **Ice Age Trail (Jerry Wilson, Program Sponsor)**

\*Program data is projected for dates 1-1-18 - 10-14-21.

\*\*Online Start Box Program (OSB). Maps & Directions are downloaded (The AVA receives all \$3.00 from Quarterly reporting.)

\*\*Once participant completes all 16 events, some type of book will be sent from National Office (Per Jerry, still discussing book type/price options - will be finalized after November.)

#### **Revenue:**

OSB Event Revenue: \$ 342.00

Book Sale Revenue: \$2,000.00 (ESTIMATE - book revenue based on 200 books @ \$10 each)

**Total Revenue \$2,342.00**

#### **Expenses:**

Books \$ 187.00 (Estimate 200 @ .935 ea.)

Postage: 110.00 (Estimate)

Envelopes: 59.44 (Estimate)

**Total Expenses \$ 356.44 (\*Does not include Awards)**

**\$1,985.56 Net Revenue (before employee time)**

<102.00> (6 hrs. for Marian)

<480.00> (30 hrs. for Karen)

**\$1,403.56 Projected Net Profit over 46 months = \$30.51**

### **2020 Centurion Program** \*Program data is actual for year 2020.

#### **Revenue**

Book Sales \$1,935.00

**Total Revenue \$1,935.00** (154 Books Sold (1<sup>st</sup> @ 15.00 / 2<sup>nd</sup> at \$10.00)

#### **Expenses:**

Books \$ 327.94 (154 @ 2.1295 each)

Patches 337.26 (\$2.19 each)

Envelopes 53.54 (2mailings)

Postage 163.24 (2mailings)

**Total Expenses \$ 881.98**

**\$1,053.02 Net Revenue (before employee time)**

\$<280.00> (16 hrs. for Marian)

\$<496.00> (31 hrs. for Karen)

**\$ 277.02 Net Profit per year 2020**

### **50/51 Program: 2020** \*Program data is actual for dates 1-1-20 to 12-31-20

#### **Revenue:**

Book Sales \$160.00 (32 Books Sold at \$5.00 each)



Deluxe Pkg	250.00 (Optional upon completion of program-10 Sold @ \$25.00)
<b>Total Revenue</b>	<b>\$410.00</b>
<b>Expenses:</b>	
Books	\$ 12.75 (32 @ 0.3983 ea.)
Patches	62.40 (\$1.95 ea.)
T-Shirts:	0.00
Large Certificates:	56.00
Envelopes	21.89
Stay Flat Envelope	61.87 (certificate/patch)
Pkg Env	32.00 (certificate/patch/t-shirt)
Postage	16.96
Postage	120.00 (stay flats)
Postage	55.00 (package with shirts)
<b>Total Expenses</b>	<b>\$438.87</b>

**\$ <28.87> Net Revenue (before employee time)**

<105.00> (6 hrs. for Marian)

<160.00> (10 hrs. for Karen)

**\$ <293.87> Net Profit per year 2020**

***Operational Committees***

I am in the process of realigning Operational Committees with priorities discussed and approved by the Board of Directors. The current Operational Committees and Chairs are as follows:

Programs/National Programs – Tim Miner, Northeast Region  
 National Conventions – Jerry Wilson, North Central Region  
 Information and Technology – Mike Green, Northeast Region  
 Publicity and Marketing – Henry Rosales, Southwest Region

Volunteers are still needed to Chair the following Operational Committees:

Fund Development  
 Membership  
 Club Development & Support  
 Training, Standards, and Evaluations

***(For additional updates on Operational Committees please refer to individual reports submitted by committee Chairs.)***

**II. FINANCE (Unaudited Report)**

*Profit & Loss Budget vs Actual Report*

*Revenues*-Through September 29, 2021, income is in line with projections apart from Membership and Fund Development. Membership revenues are below projections because renewal numbers have dropped. Fund Development revenues are higher than projected due to an increase in individual donations, grants, and sponsorships.

*Expenses*-Although some line items are over projections, Overall, operating expenses are currently under annual projections. Budget line items that are over include:

Club Development – funds supported Crazy Horse and creation of new co-branding club banners;  
 Fund Development – funds supported hiring of a consultant (Samanta);  
 Professional Fees – funds used for board meeting facilitation;  
 Computer-Software-Website – funds used to support IT needs due to the relocation of offices;  
 Awards, Program Expenses – funds used to support increase in number of high-level awards and purchase of awards before price increase in 2022;

For more information, please refer to the September financials in your packet.

**AVA Investments Account = \$450,779.43**

#### **Paycheck Protection Program Loans (PPP)**

The AVA was awarded a second round of PPP stimulus funds in the amount of **\$50,700**.  
 This loan has been forgiven.

#### **2021 Modified Budget**

Convention revenue loss was the biggest impact to the 2021 budget. The projected loss was \$85,200. To offset this loss, convention expenses were adjusted by (\$37,807).

Budget modifications on the revenue side include lease income, advertising income, restricted donations, convention, and cost of sales.

Budget modifications on the expense side include international IVV meetings, IVV dues, postage, legal services, strategic planning, TAW expenses, and convention expenses.

**Adjusted Revenue Change = (\$80,600)**

**Adjusted Expense Change = (\$34,207)**

**Adjusted Budget - \$581,521**

**Adjusted Net Loss = (\$38,368) Covered by the PPP loan of \$50,700**

(For more information, please refer to the attached 2021 Modified Budget)

**I recommend the AVA Board of Directors approve the 2021 Modified Budget.**

#### **2022 Proposed Budget - \$438,421**

Included in the board packet is the proposed 2022 budget and narrative for discussion and adjustments. The budget includes a pay increase for all employees excluding the CEO. There are no major changes on major contracts other than the General Liability insurance. It will increase by \$2,000 - \$4,000, depending on the type of coverage approved by the Board. Participation and membership revenues have increased.

### **III. FUND DEVELOPMENT**

Carol Giesecke, Northeast Deputy Director has offered to support the National Office with grant research and writing. I am grateful for her support. Although no grants were written for the 3<sup>rd</sup> Quarter, **\$21,653** was raised in grants and sponsorships for the 2021 Convention as this was the priority. Following convention was our 2<sup>nd</sup> priority, our annual individual donor campaign the Big Give. This year we raised **\$93,889** which exceeded our goal of \$90,000. We had 104 new donors to include one new club. In addition, we picked up 2 new sustained giving donors. (For more information on the Big Give please refer to the attached report-Big Give Comparison 2015-2021.)

**Sustained Giving Program - \$4,554 Raised-13 Donors!**

**Planned Giving Program – 6 AVA Angels!**



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### Recommendations

1. I recommend the AVA Board of Directors approve the renewal our insurance contract with Aegis Security Insurance Company through our Broker, Frazier Insurance Agency, Inc.
2. I recommend we deactivate the closed clubs and active the new club.
3. I recommend the AVA Board of Directors discontinue this virtual pilot program and begin exploring other virtual programs that are cost effective.
4. I recommend the AVA Board of Directors approve of the 2021 Modified Budget



RESPECTFULLY SUBMITTED:

**Henry J. Rosales**  
**CEO and President**  
**AVA: America's Walking Club**

October 29, 2021



296

Attachment 6



## Big Give Comparison 2015 - 2021

Donor Break Down	2015		2016		2017		2018		2019		2020		2021	
	Number of Donors	Amount Raised	Number of Donors	Amount Raised	Number of Donors	Amount Raised	Number of Donors	Amount Raised	Number of Donors	Amount Raised	Number of Donors	Amount Raised	Number of Donors	Amount Raised
Online Individual Donors	129	\$10,496	223	\$14,572	218	\$16,820	167	\$15,430.66	163	\$18,075	230	\$23,829.42	256	\$26,728.30
Online Club Donors	12	\$3,275	13	\$2,100	9	\$1,459	14	\$3,095	24	\$3,310	23	\$4,088.92	21	\$5,200
Peer-to-Peer Donors*							40	\$2,615	61	\$3,190	103	\$9,736.05	18	\$6,086
Mailed Individual Donations	93	\$8,240	262	\$12,236.25	160	\$13,457	121	\$12,415.34	123	\$12,395	175	\$23,089.15	74	\$6,852
Mailed Club Donations	27	\$6,630	68	\$9,927.75	73	\$13,862	94	\$14,305	85	\$13,272	78	\$13,924.00	51	\$7,770.50
Big Give Prize Money		0		\$3,500		\$500	1	\$1,500	1	\$1,000	1	\$2,330	1	\$2,625
Employee Contribution					4	\$1,268.25	3	\$2,650	2	\$1,213.70	3	\$1,178.48	0	0
<b>Total</b>	<b>261</b>	<b>\$28,641</b>	<b>566</b>	<b>\$42,336</b>	<b>464</b>	<b>\$47,366.25</b>	<b>440</b>	<b>\$52,011</b>	<b>459</b>	<b>\$52,455.70</b>	<b>613</b>	<b>\$78,176.02</b>	<b>471</b>	<b>\$55,060.80</b>
<b>Match Breakdown</b>														
Individual Match		\$30,000			1	\$10,000	1	\$10,000	2	\$15,625	2	\$15,000	2	\$10,500
Current Board of Directors & Deputy Directors			14	\$11,000	10	\$5,000	17	\$6,890	17	\$5,835	13	\$5,075	16	\$16,073
Former Board of Directors & Deputy Directors					6	\$950	10	\$2,535	4	\$550	5	\$2,195	18	\$6,705.44
Private Sector/Businesses					4	\$4,650	6	\$3,500	8	\$7,200	3	\$3,750	4	\$2,550
<b>Grand Total</b>	<b>261</b>	<b>\$58,641</b>	<b>580</b>	<b>\$53,336</b>	<b>485</b>	<b>\$67,966.25</b>	<b>474</b>	<b>\$74,936</b>	<b>490</b>	<b>\$81,665.70</b>	<b>636</b>	<b>\$104,196.02</b>	<b>511</b>	<b>\$93,888.94</b>
<b>7 Year Impact Total: \$534,629.91</b>														

\*Peer 2 Peer – Clubs, businesses, and Board who contributed through P2P are not included in P2P donor count or amount. They are included in their respective categories.

### Big Give Prize Money Details:

2017- 3rd Place Seniors  
 2018- 2nd Place Health & Wellness  
 2019 – Up All Night:12am-6am Prize (Medium Budget Size)  
 2020- Five Match Minutes  
 2021- Six Match Minutes

### Employee Contribution:

2017 Donors - American Family Insurance, Bank of America Charitable Foundation, Boeing Company, Schwab Charitable  
 2018 Donors - American Family Insurance Dreams Foundation, Boeing Company, The Robert & Diana Adelman Charitable Foundation  
 2019 Donors - American Family Insurance Dreams Foundation, Boeing Company  
 2020 Donors- American Family Insurance Dreams Foundations, Yourcause, LLC Trustee for Boeing, Motorola Solutions Foundation  
 2021 Donors- None as of 10/27/2021

### Private Sector/Businesses:

2017 Donors - Documentation, Tater Tours, Eagle Print, Walking Adventures International  
 2018 Donors - Eagle Print, Tater Tours, Terra Investments, Walking Adventures International, Concinnity Network, Frazier Insurance Agency Inc.  
 2019 Donors - Anonymous, GroupWorks, Tater Tours, Walking Adventures Int'l, Eagle Print, Frazier Insurance Agency, Inc., Concinnity Network, Terra Investments  
 2020 Donors - Tater Tours, Eagle Print, Documentation  
 2021 Donors - Tater Tours, Walking Adventures International, Eagle Print, Concinnity Network

### New Donors

2020 - 157 New Donors ( 4 Club Donors; 40 Peer-to-Peer Donors; 113 Individuals)  
 2021 - 104 New Donors (1 New Club Donor; 21 Peer-to-Peer; 82 Individuals)

Average Donation in 2021: \$167.96

**FRAZIER INSURANCE AGENCY, INC.****SPECIALTY BROKERS**

PHONE: (804) 754-7610  
E-MAIL: [IFrazier@frazierinsurance.com](mailto:IFrazier@frazierinsurance.com)

FAX: (804) 754-7613  
WEB: [www.Frazierinsurance.com](http://www.Frazierinsurance.com)

DATE: October 29, 2021

PAGES (INCLUDING THIS COVER): 4

TO: Henry Rosales

FROM: Bill Frazier

REFERENCE: American Volkssport Association Inc. (AVA) (includes NOHA & Abuse)-**REVISED**

Henry,

Attached are a General Liability quotation for the subject account in the Aegis Security Insurance Company (A rated, Admitted), and an Excess Accident Medical quotation in the Aegis Security Insurance (A rated, Admitted).

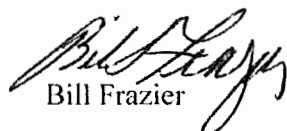
**The Excess Accident Medical coverage may be purchased as a separate policy, but the liability is sold as a package and requires the Excess Medical policy as a condition of coverage.**

**\*\*Important\*\* Please note that standard Additional Insured certificate requests are included in the GL premium. Blanket Additional Insured coverage is not included. All AI requests must be sent to our office in writing in order to process. Excessive certificate requests or non-standard entities may require additional premium.**

**Requests for Waiver of Subrogation and/or Primary Non-Contributory Endorsement are charged at \$100.00 + Fee per each individual request.**

This quotation includes \$1,000,000 NOHA Liability & \$100,000 Sexual Abuse & Molestation.

Thanks for the opportunity to offer quotation.

  
Bill Frazier



# FRAZIER INSURANCE AGENCY, INC.

SPECIALTY BROKERS

## GENERAL LIABILITY QUOTATION CARRIER: AEGIS SECURITY INSURANCE COMPANY

TO: Henry Rosales

DATE: October 29, 2021

RE: American Volkssport Association Inc. (AVA) (includes NOHA & Abuse)-**REVISED**

We are pleased to offer a quotation on the above as follows:

Premium: \$15,810.00 with 100% Minimum/ Deposit & 100% Minimum Earned Premium.

Total Due: \$15,810.00

Limits of Liability:	\$2,000,000	General Aggregate
	\$2,000,000	Products & Completed Operations Aggregate
Eff. Date: 01/01/22	\$1,000,000	Each Occurrence
Exp. Date: 01/01/23	\$1,000,000	Personal & Advertising Injury
12:01 AM	\$ 300,000	Damage to Rented Premises
	\$ 5,000	Medical Payments
	\$ 50,000	Sexual Abuse & Molestation
	\$ 50,000	Non Owned/Hired Automobile Liability

Coverage:	<input checked="" type="checkbox"/> _X_	Commercial General Liability Coverage Form
	<input checked="" type="checkbox"/> _X_	Athletic Participant Liability
Form:	<input checked="" type="checkbox"/> _X_	Occurrence \$ -0- Deductible Per Claim

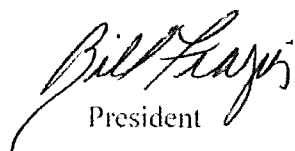
Main But Not All Exclusions:

War Liability, Hazardous Materials, Intercompany Product Suits, Fireworks/Amusement Rides & Motorsports, Fungi or Bacteria, Assault & Battery, Communicable Diseases, Independent Contractors, Performers, Injury to Performers/Crew, Liquor Legal Liability, Employment-Related Practices, Professional Liability, Rap/Hip-Hop/Heavy Metal, Inflatable Amusement Devices, Slides, Mechanical Bucking Devices: including Multi Ride Attachments, Permanent Rock Wall Structures, Security Forces, Trampolines, and Zip Lines.

Subject to: Receipt of Premium Your Office Before Binding by Our Office.

QUOTE VALID UNTIL: 12/30/21

THANKS!

  
President

**FRAZIER INSURANCE AGENCY, INC.****SPECIALTY BROKERS**

EXCESS ACCIDENT MEDICAL QUOTATION  
CARRIER: AEGIS SECURITY INSURANCE COMPANY

TO: Henry Rosales  
RE: American Volkssport Association Inc. (AVA) (includes NOHA & Abuse)-**REVISED**

DATE: October 29, 2021

We are pleased to offer a quotation on the above as follows:

Premium: \$6,560.40 with 100% Minimum/Deposit & 100% Minimum Earned Premium.

Total Due: \$6,560.40

Eligibility: All Persons who are amateur sports participants of the Subscriber, including coaches and officials.

Medical Limit: \$10,000.00

Dental Limit: 100% of U&C

AD&D Limit \$10,000.00

Deductible Per Injury: \$100.00

Benefit Period: 52 Weeks

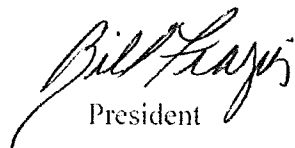
Reporting Period: 90 Days From Date of Accident

Effective Date: 01/01/22

Expiration Date: 01/01/23 12:01 AM

QUOTE VALID UNTIL: 12/30/21

THANKS!

  
President



# **FRAZIER INSURANCE AGENCY, INC.**

**SPECIALTY BROKERS**

25

## **Optional Coverages (Requires General Liability to be Purchased)**

### **Increased Aggregate Limit Options:**

- Option 1: The General Aggregate and Products/Completed Operations Limit can be increased to \$3,000,000.00 for an increase of 5% to Quoted General Liability Premium.
- Option 2: The General Aggregate and Products/Completed Operations Limit can be increased to \$4,000,000.00 for an increase of 10% to Quoted General Liability Premium.
- Option 3: The General Aggregate and Products/Completed Operations Limit can be increased to \$5,000,000.00 for an increase of 15% to Quoted General Liability Premium.

### **Hired/Non-Owned Auto Liability Coverage Options:**

- Option 1: \$50,000 Hired/Non-Owned Auto Liability Coverage can be added for an increase of \$200.00 to Quoted General Liability Premium.
- Option 2: \$100,000 Hired/Non-Owned Auto Liability Coverage can be added for an increase of \$400.00 to Quoted General Liability Premium.
- Option 3: \$150,000 Hired/Non-Owned Auto Liability Coverage can be added for an increase of \$600.00 to Quoted General Liability Premium.
- Option 4: \$1,000,000 Hired/Non-Owned Auto Liability Coverage can be added for an increase of \$800.00 to Quoted General Liability Premium.

**Please note that 12 and 15+ Passenger Vans are excluded. Please contact me if you would like this application.**

### **Abuse/Molestation Sublimit Option**

- Option 1: \$50,000 Sexual Abuse/Molestation Coverage can be added for an increase of \$500.00 to Quoted General Liability Premium.
- Option 2: \$100,000 Sexual Abuse/Molestation Coverage can be added for an increase of \$750.00 to Quoted General Liability Premium.

26

AVA Club	Incident Date	Reported to FIA	Type of Injury	Injured Member
Liberty Bell Wanderers	1/7/2021	1/12/2021	possible R rotator cuff injury from fall	
1st Quarter # of incidents reported: 1				
Columbia River Volkssport Club	4/30/2021	5/25/2021	broken arm	
2nd Quarter # of incidents reported: 1				
Valley Vagabonds	8/7/2021	8/17/2021	fell on R shoulder	
Dallas Trekkers	9/26/2021	10/4/2021	broke left arm	
North Star Trail Travelers	9/14/2021	10/4/2021	fractured femur	
Empire State Capital Volkssporters	8/25/2021	10/14/2021	broken leg	
3rd Quarter # of incidents reported: 4				
4th Quarter # of incidents reported: 0				

**AMERICAN VOLKSSPORT ASSOCIATION  
COMMITTEE REPORT**

**FOR THE** \_\_\_\_\_ National Programs Committee \_\_\_\_\_ **COMMITTEE**

**FOR THE** \_\_\_\_\_ 10 November 2021 \_\_\_\_\_ **EXECUTIVE COUNCIL MEETING**

**FROM (Name):** \_\_\_\_\_ Susan A. Medlin \_\_\_\_\_

**ACCOMPLISHMENTS:**

1. Online registration is open for the 18-20 February 2022 IML in San Antonio, Texas. We have a new start location and hotels. Due to the US Travel Ban on foreign countries, and American walkers planning for the 2023 IVV Olympiad, we expect less than 200 attendees this year.
2. As part of an IML Committee headed by the Swiss IML Delegate, I provided input on how to handle IML events in a time of pandemic or other disturbance. As the IML Delegate for the San Antonio IML, I voted to support a new IML in Marbella, Spain.
3. The 2023 IVV Olympiad Planning Committee is meeting monthly using ZOOM. I am attending more AVA events, with the Olympiad material on display.
4. Support Tim Miner and his North American Cup Program.

**ACTIVITIES:**

1. Continue working on the 2022 IML and the 2023 IVV Olympiad.
2. Attend the IML General Meeting in Norway in August 2022.
3. Attend the South Korean Olympiad in October 2022.



**CONCERNS:**

Until Pandemic Travel Restrictions end (hopefully this month) attendance at our international events will be down.

**RECOMMENDATIONS:**

***Please attach any additional material that is part of your report.***

[Print Form](#)[Reset Form](#)[Submit AVA Committee Report to AVA Headquarters by Email](#)

## STRATEGY COMMITTEE REPORT

OCT. 22, 2021

### PROLOGUE

The recently formed **STRATEGY COMMITTEE**, formally approved by **AVA Executive Committee** in September 2021 as a Standing Committee of the Board, is vetted with the oversight of **AVA's** strategy development in concert with the **AVA Executive Leadership Team and Board of Directors**. The five Board members of the **STRATEGY COMMITTEE** represent diverse professional backgrounds, geographic locations and educations.

This first **STRATEGY COMMITTEE BD. REPORT** and the associated **AVA SWOT Analysis** is presented with the unanimous support of its members:

- **CHAIR: DR. KATHLEEN CONNELL:** National At-Large Board Member
- **TOM ALYEA:** South Central RD
- **JEFF GIDDINGS:** Atlantic RD
- **KATHRYN KING:** Southeast RD
- **WAYNE KNAPP:** Northeast RD

### **STRATEGY COMMITTEE MEMBERS** share:

- a commitment to building a forward-looking Board that has a better understanding of **AVA's** Value Proposition;
- a recognition of the current competitive pressures of other groups engaged in offering public programs and services to the walking public;
- an imperative to conduct a metric-based performance analysis of **AVA's Clubs, National Office and Board**;

- the commitment to review all major new national programs, services, partnerships and events to insure their alignment with **AVA's** strategic goals. The New Initiative and Partnership Strategic Review should be calendared **PRIOR** to the discussion and approval of **ALL** such new initiatives and approvals of contracts by the Executive Committee, Board of Directors or the Executive Director of **AVA** ( Strategy Committee Charter);
- and the advancement of alternative business models that may reset **AVA's** direction, secure its financial stability, increase the diversity of its outreach and potential multi-generational impact, and enhance the **AVA** Brand.

### STRATEGY COMMITTEE PROCESS

The **STRATEGY COMMITTEE** has convened through phone conferences on multiple occasions with individual members personally engaged in securing **AVA** budget, financial and membership trend data; reviewing **AVA's** grant and sponsorship application record; and researching potential **PILOT** program opportunities to partner with health care providers, Universities, foundations, churches and State/ local governments.

In creating a disciplined review of **AVA's** current standing in an increasingly competitive public walking environment, the **STRATEGY COMMITTEE** adopted a **SWOT Analysis**, a common business technique to objectively evaluate an organization's **STRENGTH**, **WEAKNESSES**, **OPPORTUNITIES** AND **THREATS**. This standard business review process establishes a set of facts that will be the foundation for **AVA BOARD** debate on potential alternative business models.

The **STRATEGY COMMITTEE's SWOT Analysis** is a 360-degree, well-documented review of **AVA** presented in an easily read table. The **SWOT** references **AVA** income and expense trends; program impact metrics; **AVA** National Office partnership and grant application record; Club membership and event trends;



potential new activities discussed as Bd. priorities; and Club, National Office and Board weighted contribution impacts.

### FUTURE STRATEGY COMMITTEE REPORTS

The **STRATEGY COMMITTEE** will continually refresh this **SWOT Analysis**. It welcomes additional verifiable data that will further enhance the Board's understanding of **AVA's BRAND: AMERICA'S WALKING CLUB** within the universe of organizations that provide services and products to the walking public.

The **STRATEGY COMMITTEE** respects the **CHAIR's** directive to submit this report by Oct. 22. The **STRATEGY COMMITTEE** is also sensitive to the financial fragility of **AVA** and the vital importance of advancing discussion on potential alternative business models.

The **STRATEGY COMMITTEE** will continue its intense schedule of Committee calls, prior to the Nov. 10 Board meeting, to further explore potential alternative business models. The **STRATEGY COMMITTEE** may update the Board at its Nov. 10 agenda presentation on such discussions.

It is the intention of the **STRATEGY COMMITTEE** to present a **2022 AVA STRATEGIC PLAN** at a forthcoming Board meeting, outlining a **PILOT** program that will identify potential new demographic targets, promote a partnership network, reference potential expansion of services, reinforce the role of local Clubs, identify new revenue opportunities and advance branding efforts.

# Strategy Committee Analysis: Oct 22, 2021

## Strengths

- Branding as “America’s Walking Club”
- Nationwide Club Network- 45 Yr. Event Planning Experience
- Proprietary Map Routes that are safe and interesting
- National Board with New Strategic Focus
- Olympiad 2023
- Low participation cost (\$3/walk and minimal equipment)

## Weaknesses

- Decreasing Financial Resources- “Big Give” Singular Fundraising Focus
- Declining Club Memberships and Aging Profile Members
- Failure To Create National Partnerships
- Negative Grant Application Response
- National Office Expenses Not Offset By Revenues
- Limited Membership Diversity
- Inadequate Online Presence: Vital to Multi-Generational Marketing
- Inadequate Information Systems
- Majority of clubs not interested in growing

## Opportunities

- Walking: America’s New Favorite Pastime
- Health Care Providers’ Support Walking as Prevention Measure
- Potential New Generation of Walkers: High School/College Students
- Leverage of 2023 Olympiad as Kickoff to AVA National Expansion
- AVA 2022 PILOT: Triangular Focus on Health, Walking, Service
- Alternative Business Models: AVA Board. Decision Spring 2022
- AVA Board Adoption TAP Metric: Transparency, Accountability, Performance
- Making national membership required

## Threats

- Multitude of Well-Resourced Walking Programs Compete AVA
- Independent Charity/Community Walks Option AVA Events
- National Office Unsuccessful Achieving 2022 Revenue Goals
- PILOT Program Incomplete Inauguration
- Olympiad AVA Revenues/ Related Partnerships Reduced 3rd Party Contract
- AVA Board Delays Adoption Alternative Business Model





November 3, 2021

### AVA Finance Committee Report on Auditor Engagement

Susan Pinneke, Bob Buzolich, and Ben McDonald were asked to serve on the AVA Finance Committee and accepted. We will have a Zoom meeting on Thursday, Nov 4 at 10:00 am CST to discuss plans for moving forward to secure a firm to audit AVA's financial statements. After the meeting, I plan to contact Armstrong, Vaughan & Associates, P.C. to ask questions of them and to discuss a possible engagement. Following that discussion, the Finance Committee will meet to review that conversation and plan out next steps (recommending this firm to the Board, review other potential firms, set a timeline for the audit). I anticipate that I can give a more detailed verbal report at the Board meeting on November 10.

Ed McCabe

Attachment 11



**AMERICAN VOLKSSPORT ASSOCIATION  
COMMITTEE REPORT**

**FOR THE** \_\_\_\_\_ Awards and Recognition \_\_\_\_\_ **COMMITTEE**

**FOR THE** \_\_\_\_\_ November 10, 2021 \_\_\_\_\_ **EXECUTIVE COUNCIL MEETING**

**FROM (Name):** \_\_\_\_\_ Carl Cordes, Chair \_\_\_\_\_

**ACCOMPLISHMENTS:**

Two new members joined the committee; Chris Mellen (NE Region) and Chris Begnoche (RM Region). Continuing members are Cecilia Miner (AT Region), Suzi Glass (PA Region) and Sam Korff (NW Region).

**ACTIVITIES:**

The committee prepared a revision of the Awards Committee Charter. The result is proposed for adoption in our recommendations.



**CONCERNS:**

A new timeline for 2023 National Award nominations will need to be considered if awards will be presented at the General membership meeting following the Olympiad, February 2023.

**RECOMMENDATIONS:**

The Awards and Recognition Committee moves that the proposed revised Awards Committee Charter, attached to this report, is approved by the Board.

***Please attach any additional material that is part of your report.***

[Print Form](#)[Reset Form](#)[Submit AVA Committee Report to AVA Headquarters by Email](#)



**AMERICA'S  
WALKING CLUB**  
— ESTABLISHED 1976 —

## AWARDS AND RECOGNITION STANDING COMMITTEE CHARTER

34

**Purpose of the Committee:** As a Standing Committee of the Board of Directors, the Awards and Recognition Committee is responsible for coordinating and completing procedures for the nomination and distribution of awards for clubs, individuals and organizations through the Board and CEO.

**Reports to:** Board of Directors

**Staff to the Committee:** CEO of the AVA.

**Committee membership and operations:** The chair is appointed by the AVA Board Chair. The Committee Chair solicits volunteers to serve on the committee. The committee ideally consists of 5-7 AVA club members from various regions of the country. Committee work is done in partnership using email and electronic meeting sessions, if needed, per Section 3 of the AVA Policy Manual, *Recognition Awards*. Depending on the award, committee recommendations are reviewed by the Board, the AVA Chair and/or IVV for approval. The committee does not usurp the authority of the Board and neither directs nor oversees any staff.

### **Scope of work for the Awards and Recognition Committee:**

1. Implement and/or revise as needed fill-in, online award nomination forms that can be saved, printed and emailed.
2. Coordinate with AVA HQ for placement of current award instructions and forms for download on the AVA website by clubs and individuals.
3. Advertise nomination timelines on the AVA website and in several issues of both *The Checkpoint*, and *The American Wanderer* for each award cycle.
4. Remind Volkssporters of the qualifications, procedures and timelines for national and regional awards from time to time in appropriate publications.
5. Committee reviews national nominations and collate the members' comments and recommendations for national award nominees.
6. Committee Chair or Board representative presents national award nominations and committee recommendations to the BOD at the January meeting prior to convention.
7. Facilitate preparation of the AVA Biennial Convention Recognition Awards Booklet with AVA HQ to include national and regional award recipients and other recognition lists.
8. Review AVA Awards Policy and recommend changes, as needed, to the Board of Directors for approval.
9. Provide guidance in the BOD Handbook or as requested on preparation and use of regional award certificates, pins, and patches.
10. The committee chair maintains a living spreadsheet file of all previous AVA award recipients including year(s) each award was received, cross referenced by region.

Agenda Item \_\_\_\_\_

## AMERICAN VOLKSSPORT ASSOCIATION COMMITTEE REPORT

FOR THE \_\_\_\_\_ 2023 Olympiad \_\_\_\_\_ COMMITTEE

FOR THE (Date): October 2021 EXECUTIVE COUNCIL MEETING

FROM : Holly Pelking, Co-Chair

### ACCOMPLISHMENTS:

#### IVV granted the 2023 Olympiad bid to AVA

Canadian Volkssport Federation (CVF) agreed to come on board as a partner, giving us permission to use their logo in advertising. This will help with outreach in exchange for marketing.

### ACTIVITIES:

#### Established Committee Co-Chairs: Holly Pelking, Sue Medlin and Henry Rosales

- Quickly established communications through Drop Box
- Logo design presented and voted on by committee and additional design changes made after Board review. Final logo established and being used for Save the Date cards, banners and all media.
- Presentation made at Madison Convention in June
- Online Registration form being developed ; URL dedicated to Olympiad being established
- Hotel and convention center venues being reviewed.
- San Antonio Sports being considered as a partner to help with vendors, venues and volunteers. Contract under review by Committee and AVA attorney.
- Olympiad banners being created.

### CONCERNS:

- Revenue-Money from the trust fund will not be awarded until after the event. This means money to pay for expenses will have to come from registrations, loan, investments, etc.
- Messaging needs to be consistent around the country
- Confusion among walkers about merging IVV and IML events. We need to get the word out that IVV credit is administered during IML events. IML events are NOT duplication of the IVV events offered earlier in the week.

- Need for long term volunteers to help us now in areas such as Public Relations, administrative assistance to HQ, etc.

**RECOMMENDATIONS:**

A script needs to be written for all communication through RDs, deputy RD and other Board members. We all need to be certain we are not giving mixed messages to our members.





## Definition of Campaign

A campaign is a planned set of activities that people (AVA) carry out over a period of time, in order to achieve a set goal.

- **What is Our Goal?**
- A Successful 2023 IVV Olympiad!
  - Well Attended
  - Financially Profitable
  - Incident Free
  - National & International Exposure
  - Springboard to Growth Post Olympiad
  - Happy Customers!



## **ELEMENTS OF THIS CAMPAIGN MAY INCLUDE:**

- Creation of Special Programs that link major existing events to the Olympiad like the North American Walking Cup
- Integrate marketing efforts at the local, state, and national level to promote the Olympiad on all club websites, newsletters, and social media outlets
- Maximize speaking opportunities at AVA gatherings like state and regional conferences and social gatherings
- Engage clubs in the planning and outreach process and incentivize their participation
- Outreach efforts to International audience and IVV Delegates
- Heavy involvement of the AVA Board of Directors - #1 priority through March 2023!



# WHAT CAN I DO AS A BOARD MEMBER?

## \$4,796,311 IMPACT ON SAN ANTONIO!

- Outreach to my Region for input, support, and participation at the Olympiad
  - What can my Region do to create synergy and excitement leading into the Olympiad to drive up attendance from my Region?
  - How can my Region participate during the Olympiad?
  - What post Olympiad activities can my Region do?
- Lead or participate in one of the Olympiad's sub-committees
  - Research potential sponsors-shoe, beverage, insurance, clothing, and wellness companies.
  - Research National media and press outlets.
  - Research potential partners with similar interest like AARP, REI, Universities, tour companies, walking groups, etc.
  - Collect stories and photos from your region and post on Social media or send them to the AVA.
  - Research organizations in San Antonio that can support the Olympiad's Ambassador Program.
  - Attend pre-Olympiad special events, meetings and activities.

**If we want to the Olympiad to be successful it Must be the top priority of the AVA for the next 14 months!**

*"If you want to be big, you have to start behaving big"*

**AVA SPECIAL PROGRAMS COMMITTEE**  
**Annual Report to the Board of Directors**  
**October 2021**

Chair: Timothy Miner

The Special Programs Committee supports the CEO to recruit and implement nationally recognized, club-run special programs that inspire participation in AVA sanctioned, club events by establishing themes. The membership of the committee is made up of the administrators of the current special programs.

Special Programs:

Currently active Special Programs (with the last year) that are considered part of this committee:

**Airports (2022)**  
**Border Crossings (2023)**  
**Carousels (2021)**  
**Great Lakes (2023)**  
**Little Free Libraries (2021)**  
**Clocks (2022)**  
**Mayflower (2022)**  
**Olympian (2020 but extended one more year)**  
**Veterans (2028 due to the number of awards available)**

(Note: The following special programs are administered by a separate committee. They include the Appalachian Trails, 50 States, and 51 Capitals.)

Beginning in January 2022 the following special programs will begin:

**Town Halls/City Halls (2024)**  
**Rails-to-Trails (2024)**

The committee is already getting interest from clubs with ideas to begin programs in 2024.

Accomplishments of the committee:

All future special programs will have a "partnering allied community" to assist with promotion of the program and AVA walking programs in general to new audiences that may also have an interest in the program's theme. For example, the Veterans program is working with veterans' organizations to promote walking to veterans. Rails-to-Trails will work with the R2T national organization. The City Hall program will seek support from the National Association of Cities.

Future Work and requests for assistance from the HQ and the Board:

The committee is asking the board of directors to establish its own "Special Program" built around the year 2023 with **BOTH** the IVV Olympiad / TTR in Texas and the General Meeting of the IML Leadership at the USFWF.

This special program will seek the partnership of the Canadian Volkssports Federation (CVF) which has already provided the chair of its own Special Programs Committee to work with our committee. The JOINT special program will be the:

#### **INTERNATIONAL NORTH AMERICAN WALKING CUP**

The program will run for a minimum of four years (2022 to 2025) and include the following events:

**TTR 2022, 2023, 2024, 2025**

**USFWF 2022, 2023, 2024, 2025**

**IVV Olympiad 2023**

**CVF Convention 2022 and 2024**

**AVA Convention 2023 and 2025**

There will be levels of the Cup at the bronze, silver and gold level based on the number of events attended. The awards will be made in public forum at the program's events, especially all national conventions. (NOTE: There may be one or two other significant events in Canada which will be added. Other USA events could be added as the board directs.)

Along with this program, the Board of Directors will explore joining the IVV-Americas and using the "North American" IVV program books which asks for walks in at least three countries – Australia is the third in the IVV-A right now. This is like the IVV European and Asian Cups.

A motion to the board of directors is submitted for consideration at the November quarterly meeting.

**Resolved:**

The Board of Directors will serve as the named "joint host" of the INTERNATIONAL NORTH AMERICAN WALKING CUP program with the Canadian Volkssport Federation leadership and will actively promote the program through participation and emphasis. Furthermore, the board directs that a committee be created to explore joining the IVV-Americas regional program and facilitate cross-border efforts and travel to promote walking and fitness to the citizens of both countries.

## American Volkssport Association

### Motion

**Title:** Creation of an INTERNATIONAL NORTH AMERICAN WALKING CUP challenge with the Canadian Volkssports Federation

**Motion:** We move that the Board approve that the Board of Directors will serve as the named "joint host" of the INTERNATIONAL NORTH AMERICAN WALKING CUP program with the Canadian Volkssport Federation leadership and will actively promote the program through participation and emphasis. The events that consist of the program will be those of "world-class" status in both countries including the IML events, the IVV Olympiad, the annual conventions of the AVA and CVF, and any other multi-day events agreed upon by the board and the CVF. The special program begins in 2022 and will last until the end of 2025.

**Summary of Proposed Action:** This motion creates the first cross-border special program with the CVF which highlights the international walking opportunities on the continent during the four-year activity. These events including the IVV Olympiad in Texas and the meeting of the IML leadership in Virginia, both in 2023. The program provides vision of future continental programs and influence in walking using this international partnership. There will be three levels to the CUP with bronze, silver and gold awards.

**Submitted By:** Programs Committee

**Seconded by:** Committee action/no second required

**Name of person submitting proposed amendment:** Programs Committee

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**Board Action - Passed**

## American Volkssport Association

### Motion

**Title:** Creation of A Committee To Explore AVA Joining the IVV-Americas Regional Partnership

**Motion:** We move that the Board approve that a committee be created to explore joining the IVV-Americas regional program, and to facilitate cross-border efforts and travel to promote walking and fitness to the citizens of both countries. The board will allow the Programs chair of the CVF to serve as a standing member of the AVA's Program Committee and will allow a representative from that AVA committee to serve on any allied CVF committee.

**Summary of Proposed Action:** This motion begins the process of the AVA: America's Walking Club joining the IVV regional partnership on the North American continent. It creates an opportunity to cross-pollinate ideas for both the AVA and CVF that bring walking programs across the border to promote good will, increased participation, and extended influence.

**Submitted By:** Programs Committee

**Seconded by:** Committee action/no second required

**Name of person submitting proposed amendment:** Programs Committee

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**Board Action - Passed**

# AVA IT Committee Report- 10/22/2021 mcg

## Accomplishments (Since the 2021 Convention)

### 1. New Add Traditional Event to my Calendar feature (Jeff G.)

- a. Currently implemented in the Find A..., Traditional Event list as an **Add** button
- b. Support for adding TE information as a calendar entry to a personal Microsoft (Outlook/Office 365) or Google calendar.
- c. Support for creating a calendar ICS file that can be imported into other types of on-line calendars.
- d. Expect to include this feature on the event-view page in the future.

### 2. New "Fests" feature for multi-day events on my.ava.org (Jeff G.)

- a. Provides a chronological listing of upcoming fests.
- b. Includes a **Details** button for each fest that lists all events associated with the fest, the fest contact information, brochure, etc.
- c. Currently maintained by Darrell Neilly. (Old multi-day event table used to be maintained by Hector).

### 3. New my.ava.org Event Sanctioning Billing Process (Mike G.)

- a. The old process required an AVA Staff member, Marian, to run an MS Access legacy ESR Sanctioning Report and save it to an Excel file, then run custom MS Power Shell Script to use this file to create a text report and Quicken import files. Then, use the legacy ESR to mark all processed events as billed after the billing data is imported to Quicken.
- b. The new process requires Marian to use the my.ava.org manager interface to bring up the financial billing page to directly create the sanctioning billing text report and Quicken import files with a single button click. Once the billing data is imported to Quicken, the same page provides an interface to mark all event processed as billed.

### 4. Improvements to my.ava.org Event View page (Chris Z.)

- a. **D'Load long format PDF** - Button to Download "Long Format" of Event information as a PDF
- b. **D'Load Info PDF** - Button to Download 2-page, brochure format of Event information as a PDF
  - i. Once Club has uploaded an Event brochure PDF of any kind this button is no longer shown
  - ii. Clubs not wanting this button to appear for their events should contact Chris Zeglin
- c. **Share Link** feature
  - i. Clicking on displayed event-view web link string (for example: <https://my.ava.org/event-view.php?sn=116188>) copies link to system cut & paste clipboard.
  - ii. This feature simplifies sending event information to via a web link in an email, calendar or sharing an event on social media.
  - iii. This encourages clubs to use event web links on their webpages.
- d. A new subsection, **"Maps phrase and directions link"** containing a **Go** button.
  - i. This subsection only appears for PSB and OSB/PSB events, if the club has entered a GPS friendly phrase for the **Event Location** of the event via the my.ava.org club interface "Location" tab.
  - ii. Clicking on the **Go** button takes the user to a Google maps page that shows the Event location and is ready to display the "best" route to the event location from an entered location.

## 5. New Streamlined Co-Insurance Request Processing (Mike G.)

- a. The old process required AVA Staff member to run an MS Access report (containing new insurance requests entered by clubs for specific events) once per week creating a PDF file. This PDF would be attached to an email and sent to the Insurance Co.
- b. The new process requires NO action by AVA Staff. Instead,
  - i. A new my.ava.org "CRON" task has been developed to automatically check for new club insurance requests on Monday, Wednesday, and Friday, then create a uniquely named html report file, containing the required insurance information, that is saved on the my.ava.org system.
  - ii. The CRON task then sends an email to the Insurance Co with a link to the saved html report.
  - iii. No email is sent when there are no outstanding insurance requests.
  - iv. At this time, the CRON task accesses legacy ESR system database for insurance request data.

## Activities and Plans

1. **Development of Creation and Editing of Events on my.ava.org is well underway.**
  - a. Includes features to copy an old event from a previous year or years past (that has not been otherwise renewed) including both YRE/SEs and TEs.
  - b. Integrates legacy event data fields with my.ava.org event features into a single more logical user interface.
  - c. Plan to deploy in February 2022.
2. **Develop Club Interface for Insurance requests on my.ava.org**
3. **Develop Club Interface for TE participation on my.ava.org**
4. **Develop AVA HQ Staff interface for TE participation Billing reports on my.ava.org including support of creation of Quicken import files (similar to what was done for Event Sanctioning Billing).**

## Concerns

**The current insurance supplier, Frazier Insurance, is NOT processing any Insurance requests for 2022 events while awaiting the 2022 contract agreement and payment.**

Currently eleven 2022 events are on hold of which seven have a start date of 1/1/2022.

The new CRON task is currently blocks the inclusion of 2022 events in request reports.

It is simple matter to unblock these requests once an Insurance agreement/payment is in place.

## Recommendations

**The Insurance agreement/payment needs to be in place by end of November 2022. This deadline is especially critical should a new Insurance supplier be chosen (not Frazier) to allow adequate time to make any changes to Insurance request reports that might be required by the new supplier.**

**Perhaps the new event-view, calendar add, and fest features should be presented at one of the AVA Monthly Zoom meetings.**





**AMERICA'S  
WALKING CLUB**  
— ESTABLISHED 1976 —

44  
**American Volkssport Association**

1008 South Alamo Street  
San Antonio, Texas 78210  
210.659.2112 • 210.659.1212 Fax  
• [www.ava.org](http://www.ava.org)

## Publicity Committee Board Report

### Accomplishments:

The Publicity Committee meets monthly to support publicity, marketing, and outreach efforts of the AVA. Accomplishments of the Committee for this Quarter include: Coordination and hosting of a publicity workshop at the 2021 Convention; Set-up and hosted the Publicity Contest display at the 2021 Convention; Served as AVA Ambassadors to welcome VIP's and the media at the 2021 Convention; Judging of the Convention Publicity Contest and Starting Point Photo Contest; Creation and Review of Big Give outreach materials and posts for social media; Review and final editing of the script for a Olympiad marketing video; Provided input and recommendations on the Olympiad Logo; Provided input and recommendations on the Olympiad banner; Supported the production of ABC27's GOOD DAY PA- Vibrant Living feature of the AVA by providing pictures and video footage; Participated in the ITB Asia virtual trade show to market the 2023 Olympiad.

### Activities:

The Publicity Committee currently manages social media, in the absence of the former employee who was responsible for this. A member of this committee also posts a regular blog on GroupWorks and Facebook. This committee also submits marketing articles to the TAW and Checkpoint. The committee has also selected a representative to serve on the Olympiad Committee, so communication and marketing efforts are better coordinated. The priority of the committee will be to support the 2023 Olympiad Committee with all publicity, marketing and outreach efforts for the Olympiad.

### Concerns:

Like most volunteer committees, members of the committee have limited time due to work and family responsibilities. With the absence of an AVA employee who supported marketing and outreach 1/3 of her time, it has become more challenging for the committee to address all the marketing needs of the AVA. Although committee members have limited time and are contributing whatever time they can, I am grateful for the time they do commit to the AVA.

### Recommendations:

This Publicity Committee recognizes the need for support with professional marketing services and recommends the hiring of a marketing consultant or employee to support the growing marketing needs of the AVA.



**AMERICAN VOLKSSPORT ASSOCIATION  
COMMITTEE REPORT**

**FOR THE** \_\_\_\_\_ AVA App \_\_\_\_\_ **COMMITTEE**

**FOR THE** \_\_\_\_\_ AVA Board Meeting \_\_\_\_\_ **EXECUTIVE COUNCIL MEETING**

**FROM (Name):** \_\_\_\_\_ Ben McDonald \_\_\_\_\_

**ACCOMPLISHMENTS:**

Application functionality discovery

Application Trials

Discussions on what are needed features

Discovery of current Applications on the market with wanted features

**ACTIVITIES:**

**CONCERNS:**

None

**RECOMMENDATIONS:**

None

***Please attach any additional material that is part of your report.***

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

# **AMERICAN VOLKSSPORT ASSOCIATION**

## **COMMITTEE REPORT**

**FOR THE** AVA Convention **COMMITTEE**

**FOR THE** November 2021 **EXECUTIVE COUNCIL/BOARD MEETING**

**FROM (Name):** Jerry Wilson, Chair

### **ACCOMPLISHMENTS:**

- Held a successful AVA Biennial Convention in Madison WI June 29 - July 2, along with pre-convention and post-convention events June 26-29, and on July 3.
  - Battled through many Covid-19 virus related effects too numerous to list. In this Committee's January 2021 report to the Board it appeared the 2021 convention would be a no-go requiring AVA to somehow hold a delegates meeting to comply with by-law requirements.
  - Results of a Spring AVA Survey Monkey indicated that respondents wanted to hold a 2021 AVA Biennial Convention on the dates originally planned by the slimmest of margins. Additionally, respondents were 50% for and 50% against delaying the convention to August 2021. Questions posed to the AVA Board included whether the Convention should be held even if not financially successful. A Spring 2021 Board vote determined we were to hold the 2021 AVA Biennial Convention as originally scheduled, based partially on loosening virus precautions in Dane County, WI, and the results of contacts around the country that people wanted a convention, in an effort to return to "normal" and reunite with fellow walkers.
  - We had a great bunch of volunteers that made allowances and changes where necessary to carry forward and in some cases revive convention plans. The 2021 AVA Biennial Convention had many pieces that looked as we envisioned them two years earlier. But it also had just as many revised/replacement pieces. A few pieces, minor and major, had to be dropped.
- Wrapping up 2021 Convention reporting is almost complete. An AVA Convention Report detailing counts of attendees, etc. will be presented at the November Board Meeting. Also included will be the detail on dollars spent, collected and the final profit amount.

### **NEXT STEPS: FINALIZING THE 2021 AVA BIENNIAL CONVENTION REPORT**

- Prepare a summary executive report of the 2021 AVA Biennial Convention. Combining numbers finalized by the National Office, and summary statements on various components.
- Prepare a detailed report of the 2021 AVA Biennial Convention for use by future AVA Convention Committees and National Office, including a list of best practices which may apply to future national conventions as logistics allow.
- Prepare and submit to the National Office a plan to request RFPs for the next national convention. At this time we believe that proposals need to be requested in 2022 for consideration as part of the 2023 delegates meeting, if that practice is to continue. To do this a decision will be needed soon as to whether a full AVA Biennial Convention will be held in 2024 or 2025. (Does AVA stay on the odd-year convention schedule, or change to even numbered years to avoid conflicts with future IVV Olympiad years?)

### **Closing:**

- I wish to thank the Convention Committee; the Board; local volunteers; nation-wide volunteers; lead volunteers; the Madison Sports Commission; management and staff of Monona Terrace Convention Center, and Madison Concourse Hotel; and mostly the convention attendees.

Committee Members: Tom Baltes, Sammy Hunnicutt, Doug Wiest, Terry Wendt and Jerry Wilson

Jerry Wilson, Chair, AVA Convention Committee



49

AMERICAN VOLKSSPORT ASSOCIATION INC  
**Profit & Loss Budget vs. Actual**  
 January through September 2021

4:47 PM  
 10/29/2021  
 Accrual Basis

	TOTAL			
	Jan - Sep 21	Budget	\$ Over Budget	% of Budget
Income				
40000 · OPERATIONS REVENUE				
40100 · PROGRAM INCOME				
40110 · PARTICIPATION FEES				
40111 · YRE/SEASONAL EVENTS	71,411.00	79,300.00	-7,889.00	90.05%
40112 · TRADITIONAL EVENTS	21,259.50	34,000.00	-12,740.50	62.53%
40113 · RD EVENTS	0.00	500.00	-500.00	0.0%
40114 · PPSF EVENTS	1,744.00	1,300.00	444.00	134.15%
40115 · ACE EVENTS	21.25	200.00	-178.75	10.63%
40117 · ELEMENT 3 HEALTH	70.25	6,000.00	-5,929.75	1.17%
Total 40110 · PARTICIPATION FEES	94,506.00	121,300.00	-26,794.00	77.91%
40210 · SANCTION FEES				
40211 · IVV YRE/SEASONAL EVENTS	54,160.00	75,000.00	-20,840.00	72.21%
40212 · IVV TRADITIONAL EVENTS	8,684.00	13,350.00	-4,666.00	65.05%
40213 · AVA GUIDED EVENTS	600.00			
40215 · AVA ACE WEEKDAY GUIDED EVENTS	258.00			
Total 40210 · SANCTION FEES	63,702.00	88,350.00	-24,648.00	72.1%
40250 · NATIONAL PROGRAM INCOME	1,015.00	3,000.00	-1,985.00	33.83%
40260 · SPECIAL PROGRAM INCOME	325.00	1,000.00	-675.00	32.5%
40270 · VIRTUAL ONLINE PROGRAM INCOME	10,985.56	10,500.00	485.56	104.62%
Total 40100 · PROGRAM INCOME	170,533.56	224,150.00	-53,616.44	76.08%
40300 · MEMBERSHIP INCOME				
40310 · LIFETIME MEMBERSHIP	0.00	7,500.00	-7,500.00	0.0%
40320 · ASSOCIATE MEMBERSHIP	8,735.00	12,000.00	-3,265.00	72.79%
40330 · ASSOCIATE FAMILY MEMBERSHIP	6,475.00	6,000.00	475.00	107.92%
Total 40300 · MEMBERSHIP INCOME	15,210.00	25,500.00	-10,290.00	59.65%
40340 · CHARTER INCOME - NEW CLUB	0.00	200.00	-200.00	0.0%
40345 · ANNUAL CLUB DUES	14,350.00	14,850.00	-500.00	96.63%
40350 · MERCHANDISE INCOME	19,961.07	37,000.00	-17,038.93	53.95%
40360 · ADVERTISING INCOME	0.00	5,000.00	-5,000.00	0.0%
40500 · FUND DEVELOPMENT REVENUE				
40510 · DONATIONS - UNRESTRICTED				
40511 · SUSTAINED GIVING DONATIONS	3,937.47			
40540 · BIG GIVE - DONATIONS	77,608.16	90,000.00	-12,391.84	86.23%
40510 · DONATIONS - UNRESTRICTED - Other	9,677.62	10,000.00	-322.38	96.78%
Total 40510 · DONATIONS - UNRESTRICTED	91,223.25	100,000.00	-8,776.75	91.22%
40520 · DONATIONS - RESTRICTED	0.00	300.00	-300.00	0.0%
40530 · IN-KIND DONATIONS	0.00	500.00	-500.00	0.0%
40550 · GRANTS	8,402.50	5,000.00	3,402.50	168.05%
40560 · SPONSORSHIPS	13,250.00	5,000.00	8,250.00	265.0%
Total 40500 · FUND DEVELOPMENT REVENUE	112,875.75	110,800.00	2,075.75	101.87%
Total 40000 · OPERATIONS REVENUE	332,930.38	417,500.00	-84,569.62	79.74%
40600 · SALES RETURNS & ALLOWANCES	0.00	-50.00	50.00	0.0%
40700 · CLUB / MEMBER DISCOUNTS	-2,876.50	-3,700.00	823.50	77.74%
40750 · CONVENTION 2021 INCOME	114,639.99	200,003.00	-85,363.01	57.32%
40760 · LICENSING INCOME	5,000.00	5,000.00	0.00	100.0%
40770 · LEASE INCOME	0.00	6,000.00	-6,000.00	0.0%
40800 · INCOME-OTHER	1,692.05	7,000.00	-5,307.95	24.17%
40900 · INCOME-INTEREST & INVESTMENT	-216.38	15,000.00	-15,216.38	-1.44%
Total Income	451,169.54	646,753.00	-195,583.46	69.76%
Cost of Goods Sold				
50000 · COST OF GOODS SOLD	12,724.67	23,000.00	-10,275.33	55.33%

50

TOTAL				
	Jan - Sep 21	Budget	\$ Over Budget	% of Budget
Total COGS	12,724.67	23,000.00	-10,275.33	55.33%
Gross Profit	438,444.87	623,753.00	-185,308.13	70.29%
Expense				
60000 · EXPENSES				
60500 · BANK/CREDIT CARD/ SERVICE CHGS	5,230.87	3,000.00	2,230.87	174.36%
60600 · CLUB DEVELOPMENT/SUPPORT	3,953.50	1,000.00	2,953.50	395.35%
60750 · OLYMPIAD 2023 EXPENSE	745.69			
60770 · CONVENTION 2021 EXPENSE	104,988.14	135,092.00	-30,103.86	77.72%
61000 · COMPUTER-SOFTWARE-WEBSITE EXP	2,420.34	1,000.00	1,420.34	242.03%
61500 · DEPRECIATION EXPENSE	2,247.84	5,260.00	-3,012.16	42.74%
62000 · EQUIPMENT				
62010 · EQUIPMENT MAINTENANCE	0.00	500.00	-500.00	0.0%
62020 · EQUIPMENT RENTAL	10,644.90	14,376.00	-3,731.10	74.05%
Total 62000 · EQUIPMENT	10,644.90	14,876.00	-4,231.10	71.56%
62500 · FUND DEVELOPMENT EXPENSE				
62550 · GRANT EXPENSE	0.00	500.00	-500.00	0.0%
62560 · SPONSORSHIP EXPENSE	0.00	500.00	-500.00	0.0%
62570 · BIG GIVE EXPENSE	3,135.52	1,000.00	2,135.52	313.55%
Total 62500 · FUND DEVELOPMENT EXPENSE	3,135.52	2,000.00	1,135.52	158.78%
63200 · INSURANCE				
63210 · INSURANCE - EVENT LIABILITY	17,397.99	17,801.00	-403.01	97.74%
63220 · INSURANCE - NAT'L OFFICE LIAB.	1,955.97	1,500.00	455.97	130.4%
63230 · INSURANCE - DIRECTOR/NEC LIAB.	0.00	1,500.00	-1,500.00	0.0%
63240 · INSURANCE - ELEMENT 3	-58.50	0.00	-58.50	100.0%
Total 63200 · INSURANCE	19,295.46	20,801.00	-1,505.54	92.76%
63400 · INTEREST EXPENSE	0.00	0.00	0.00	0.0%
63500 · INTERNATIONAL TRAVEL EXPENSE	75.00	2,000.00	-1,925.00	3.75%
63600 · IVV EXPENSE	1,517.32	3,200.00	-1,682.68	47.42%
64000 · MARKETING & PUBLIC RELATIONS	3,258.15	4,000.00	-741.85	81.45%
64500 · MEMBERSHIP / PUBLICATIONS DUES	1,229.99	1,000.00	229.99	123.0%
64600 · MOVING EXPENSES - ALAMO & WSFC	3,270.48			
64800 · MISC. OPERATIONS EXPENSE	1,908.94	1,500.00	408.94	127.26%
65000 · NEC TRAVEL & EXPENSES				
65210 · NEC TRAVEL EXPENSE	16,379.87	15,000.00	1,379.87	109.2%
65220 · NEC REIMBURSEABLE EXPENSES	14.70	1,500.00	-1,485.30	0.98%
Total 65000 · NEC TRAVEL & EXPENSES	16,394.57	16,500.00	-105.43	99.36%
65200 · NATIONAL OFFICE TRAVEL/ MGT EXP	127.67	2,000.00	-1,872.33	6.38%
65300 · NON-DEPREC ASSET PURCHASES	0.00	500.00	-500.00	0.0%
65600 · OFFICE REPAIRS & MAINTENANCE	1,074.77	1,000.00	74.77	107.48%
66000 · PAYROLL BENEFITS & WAGES				
66010 · PAYROLL BENEFITS	28,612.73	36,000.00	-7,387.27	79.48%
66020 · WAGES - NATIONAL HQ STAFF	113,630.73	231,465.00	-117,834.27	49.09%
66025 · INTERNSHIPS/STIPEND	1,406.25			
66030 · PAYROLL TAX	13,566.19	19,234.00	-5,667.81	70.53%
Total 66000 · PAYROLL BENEFITS & WAGES	157,215.90	286,699.00	-129,483.10	54.84%
66100 · POSTAGE				
66110 · POSTAGE - NATIONAL OFFICE	907.49	2,500.00	-1,592.51	36.3%
66100 · POSTAGE - Other	41.08			
Total 66100 · POSTAGE	948.57	2,500.00	-1,551.43	37.94%
66200 · PROFESSIONAL FEES				
66205 · CONSULTING SERVICES	1,225.00			
66210 · IT SERVICE FEES	1,200.00	2,500.00	-1,300.00	48.0%
66220 · LEGAL SERVICES	645.00	2,500.00	-1,855.00	25.8%
66230 · FINANCIAL SERVICES	0.00	3,600.00	-3,600.00	0.0%
66240 · STRATEGIC PLANNING SERVICES	4,634.16	2,000.00	2,634.16	231.71%
Total 66200 · PROFESSIONAL FEES	7,704.16	10,600.00	-2,895.84	72.68%

51

	TOTAL			
	Jan - Sep 21	Budget	\$ Over Budget	% of Budget
66300 · PROGRAM EXPENSE				
66310 · AWARD PROGRAM EXPENSE	8,340.59	6,000.00	2,340.59	139.01%
66320 · MEMBERSHIP PROGRAM EXPENSE	1,904.14	2,000.00	-95.86	95.21%
66330 · EVENT PROGRAM EXPENSE	1,698.81	3,000.00	-1,303.19	56.56%
66335 · VIRTUAL ONLINE PROGRAMS				
66340 · APPALACHIAN TRAIL PROGRAM	3,859.33			
66342 · 2021 VOP PROGRAM	4,451.77	8,200.00	-3,748.23	54.29%
Total 66335 · VIRTUAL ONLINE PROGRAMS	8,311.10	8,200.00	111.10	101.36%
66360 · YOUTH PROGRAM EXPENSE	0.00	0.00	0.00	0.0%
66380 · NATIONAL/INTERNATIONAL PROGRAMS	921.90	2,000.00	-1,078.10	46.1%
66390 · SPECIAL PROGRAM EXPENSE	0.00	100.00	-100.00	0.0%
Total 66300 · PROGRAM EXPENSE	21,174.54	21,300.00	-125.46	99.41%
66400 · PROMOTIONAL PROGRAMS	840.00			
66700 · RENT	33,000.00	51,000.00	-18,000.00	64.71%
67000 · STAFF TRAINING	806.08	1,500.00	-693.92	53.74%
67100 · SUPPLIES - NATIONAL OFFICE	2,030.84	2,000.00	30.84	101.54%
68100 · TAW EXPENSES	12,304.26	17,400.00	-5,095.74	70.71%
68150 · TAXES	315.44			
68200 · TELEPHONE & UTILITY	6,087.95	8,000.00	-1,912.05	76.1%
Total 60000 · EXPENSES	423,946.89	615,728.00	-191,781.11	68.85%
66900 · Reconciliation Discrepancies	-28.54			
Total Expense	423,918.35	615,728.00	-191,809.65	68.85%
Net Income	14,526.52	8,025.00	6,501.52	181.02%

## Balance Sheet

As of September 30, 2021

	Sep 30, 21
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
10000 · CASH ACCOUNTS	
10010 · CASH OPERATIONS TEXSTAR BANK	79,462.70
10020 · CREDIT CARD ACCT TEXSTAR BANK	3,418.95
10030 · SAVINGS ACCOUNT TEXSTAR	10,939.09
10040 · CONVENTION ACCOUNT TEXSTAR	18,395.25
10060 · PETTY CASH FUND	200.00
10070 · CASH REGISTER FUND	400.00
10090 · OSB ACCOUNT TEXSTAR	40,959.34
Total 10000 · CASH ACCOUNTS	153,775.33
10100 · INVESTMENTS - EDWARD JONES & CO	
10110 · MONEY MARKET EDWARD JONES & CO	269,179.06
10120 · CD PORTFOLIO EDWARD JONES	-42,100.03
10130 · BOND PORTFOLIO EDWARD JONES	223,700.40
Total 10100 · INVESTMENTS - EDWARD JONES & CO	450,779.43
Total Checking/Savings	604,554.76
Accounts Receivable	
10200 · ACCOUNTS RECEIVABLE	
10210 · ACCOUNTS RECEIVABLE TRADE	16,303.05
Total 10200 · ACCOUNTS RECEIVABLE	16,303.05
Total Accounts Receivable	16,303.05
Other Current Assets	
10300 · PRE PAID EXPENSES	
10310 · PRE PAID INSURANCE - EVENT	-51.99
10320 · PRE PAID INSURANCE WORKMAN COMP	-196.73
10330 · PRE PAID INSURANCE OFFICE LIAB	2,716.08
10340 · PREPAID POSTAGE	4,225.75
10350 · PREPAID EQUIPMENT RENTAL	814.63
10360 · PREPAID UTILITIES	364.00
10370 · PRE PAID RENT	3,500.00
Total 10300 · PRE PAID EXPENSES	11,371.74
10380 · ACCRUED PARTICIPATION	
10381 · ACCRUED PARTICIPATION YRE	25,000.00
Total 10380 · ACCRUED PARTICIPATION	25,000.00
10395 · ACCRUED CONVENTION 2021 -INCOME	1,266.28
12000 · Undeposited Funds	6,911.80
12100 · Inventory Asset	-20,435.78
Total Other Current Assets	24,114.04
Total Current Assets	644,971.85
Fixed Assets	
10500 · FIXED ASSETS	
10510 · FURNITURE, FIXTURES & EQUIPMENT	67,835.16
10520 · ACCUMULATED DEPRECIATION F,F&E	-63,227.20
Total 10500 · FIXED ASSETS	4,607.96
Total Fixed Assets	4,607.96
<b>TOTAL ASSETS</b>	<b>649,579.81</b>



## Balance Sheet

As of September 30, 2021

	Sep 30, 21
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
20100 · ACCOUNTS PAYABLE	
20110 · ACCOUNTS PAYABLE - TRADE	6,128.83
20120 · ACCOUNTS PAYABLE - OTHER	-1,603.67
<b>Total 20100 · ACCOUNTS PAYABLE</b>	<b>4,525.16</b>
<b>Total Accounts Payable</b>	<b>4,525.16</b>
<b>Credit Cards</b>	
20125 · TEXSTAR CREDIT CARD PAYABLE	10,606.38
<b>Total Credit Cards</b>	<b>10,606.38</b>
<b>Other Current Liabilities</b>	
20000 · CURRENT LIABILITIES	
20130 · SUNSHINE ACCOUNT	666.25
20000 · CURRENT LIABILITIES - Other	-737.18
<b>Total 20000 · CURRENT LIABILITIES</b>	<b>-70.93</b>
20200 · PAYROLL LIABILITIES	
20220 · FIT WITHHOLDING PAYABLE	55.39
20230 · TEC PAYABLE	-284.77
20200 · PAYROLL LIABILITIES - Other	2,241.54
<b>Total 20200 · PAYROLL LIABILITIES</b>	<b>2,012.16</b>
20300 · OTHER LIABILITIES	
20330 · ACCRUED WAGES PAYABLE	4,828.18
20340 · ACCRUED VACATION & SICK PAY	8,800.78
20375 · DEFERRED OSB PARTICIPATION FEE	43,175.62
<b>Total 20300 · OTHER LIABILITIES</b>	<b>56,804.58</b>
20400 · ACCRUED CONVENTION 2021 PAYABLE	-7,157.00
25500 · SALES TAX PAYABLE	23.42
<b>Total Other Current Liabilities</b>	<b>51,612.23</b>
<b>Total Current Liabilities</b>	<b>66,743.77</b>
<b>Long Term Liabilities</b>	
20500 · LONG TERM LIABILITIES	
20510 · DEFERRED LIFE VAM MEMBERSHIP	45,508.00
<b>Total 20500 · LONG TERM LIABILITIES</b>	<b>45,508.00</b>
<b>Total Long Term Liabilities</b>	<b>45,508.00</b>
<b>Total Liabilities</b>	<b>112,251.77</b>
<b>Equity</b>	
30000 · EQUITY	
30020 · PRIOR PERIOD ADJUSTMENTS	-2,928.34
30030 · RETAINED EARNINGS-CURRENT YEAR	761,567.50
30040 · RETAINED EARNINGS-PRIOR YEAR	-608,582.35
30050 · BOARD DESIGNATED FUND BALANCE	625,000.00
30000 · EQUITY - Other	18,518.57
<b>Total 30000 · EQUITY</b>	<b>793,575.38</b>
32000 · Unrestricted Net Assets	-270,773.86
Net Income	14,526.52
<b>Total Equity</b>	<b>537,328.04</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>649,579.81</b>



SMALL BUSINESS ADMINISTRATION  
WASHINGTON, DC 20416

**NOTICE OF PAYCHECK PROTECTION PROGRAM  
FORGIVENESS PAYMENT**

**Borrower: American Volkssport Association, Inc.**  
**Lender of Record: TexStar National Bank**  
**SBA Loan No.: 2631568305**  
**Loan Approval Date: 01/21/2021**  
**Loan Disbursement Amount: \$ 50,700.00**

**Amount of Forgiveness Requested by Lender: \$ 50,700.00**  
**Forgiveness Amount Remitted: \$ 50,700.00 in principal and \$ 343.63 in interest**  
**Forgiveness Payment Date: 09/30/2021**

As authorized by Section 1106 of the CARES Act, SBA has remitted to the Lender of Record the payment listed above for forgiveness of the Borrower's Paycheck Protection Program (PPP) loan.

If any balance remains on the PPP loan after application of the forgiveness payment, the Lender must notify the Borrower of the date on which the first payment is due, and the loan must be repaid by the Borrower on or before the maturity date.

For loans of \$150,000 and less [except for those borrowers that together with their affiliates received loans of \$2 million or greater], the borrower must retain records relevant to the loan forgiveness application that prove compliance with the requirements of Section 7(a)(36) and Section 7A of the Small Business Act—with respect to employment records, for the 4-year period following submission of the loan forgiveness application, and with respect to other records, for the 3-year period following submission of the loan forgiveness application.

For loans greater than \$150,000, the Borrower must retain all records relating to the Borrower's PPP loan for six years from the date the loan is forgiven or repaid in full.

THIS DOCUMENT IS A NOTICE OF PAYMENT ONLY. ISSUANCE OF THIS NOTICE OF PAYMENT DOES NOT PROVIDE THE BORROWER WITH A RIGHT TO APPEAL TO THE SBA OFFICE OF HEARINGS AND APPEALS.

AMERICAN VOLKSSPORT ASSOCIATION, INC. (AVA)			
PROPOSED	BUDGET January - December 2022		
		FY 2021	FY 2022
		BUDGET	BUDGET PROPOSALS
REVENUES			
40320 & 40330	ASSOCIATE / FAMILY MEMBERS/LIFE	25,500	37935.00
40340	CHARTER MEMBERSHIPS	200	225.00
40345	CLUB ANNUAL DUES	14,850	14700.00
40211	SANCTION FEE INCOME - TRADITIONAL	13,350	13350.00
40211	SANCTION FEE INCOME - YRE/SEAS/ACE	75,000	76640.00
40112	PARTICIPATION FEE INCOME-TRADITIONAL	34,000	45687.50
40111	PARTICIPATION FEE YRE/SEASONAL INCLUDED	79,300	81875.00
40113	PARTICIPATION FEE - RD - EVENT FEES	500	0.00
40114	PARTICIPATION FEE - (PPSF)	1,300	2500.00
40115	PARTICIPATION FEE - ACE EVENTS	200	500.00
40117	ELEMENT3 HEALTH PARTICIPATION	6,000	732.00
40350	MERCHANDISE INCOME	37,000	39000.00
40600	SALES RETURNS AND ALLOWANCES	-50	-50.00
40700	MEMBER DISCOUNTS	-3,700	-3000.00
40760	LICENSING INCOME - E3	5,000	8000.00
40770	LEASE INCOME	6,000	1200.00
40360	ADVERTISING INCOME (TAW & WEBSITE)	5,000	3000.00
40280	YOUTH PROGRAM INCOME	0	0.00
40270	VIRTUAL ONLINE PROGRAM INC. (Walk Canada)	10,500	0.00
40530	IN-KIND DONATIONS	500	500.00
40550	GRANT AND SPONSORSHIP INCOME	10,000	10000.00
40250	NATIONAL PROGRAM INCOME	3,000	1500.00
40260	SPECIAL PROGRAM INCOME	1,000	1000.00
40510	DONATIONS - UNRESTRICTED	100,000	95000.00
40520	DONATIONS - RESTRICTED- GIFTS	300	1000.00
40800	INCOME - OTHER & FREIGHT/LATE FEES/STAMPS	7,000	6000.00
40900	INCOME - INVESTMENT & INTEREST INCOME	15,000	15000.00
40750	CONVENTION 2021 - REVENUE	200,003	0.00
<b>TOTAL REVENUE</b>		<b>646,753</b>	<b>452294.50</b>
	<b>TOTAL COST OF SALES</b>	<b>23,000</b>	<b>13500.00</b>
	Deposit from Investment Account		
<b>GROSS REVENUE</b>		<b>623,753</b>	<b>438794.50</b>
<b>EXPENSES</b>			
60500	BANK SERVICE & CREDIT CARD CHARGES	3,000	3000.00
60600	CLUB DEVELOPMENT/SUPPORT	1,000	1000.00

61000	COMPUTER/SOFTWARE/WEBSITE	1,000	2500.00
61500	DEPRECIATION EXPENSE	5,260	3000.00
62010	EQUIPMENT MAINTENANCE	500	100.00
62020	EQUIPMENT RENTAL	14,376	14000.00
62500	FUND DEVELOPMENT	2,000	2000.00
63210	INSURANCE - EVENT LIABILITY	17,801	22370.00
63220	INSURANCE - HQ PROP/ OFFICER & DIR. LIAB.	3,000	2000.00
63400	INTEREST EXPENSE	0	0.00
63500	INTERNATIONAL IVV MEETINGS/TRAVEL	2,000	2000.00
63600	IVV DUES EXPENSE	3,200	3035.00
64000	PROMOTIONAL - MARKETING/PUBLIC RELATIONS	4,000	3000.00
64500	PUBLICATION DUES/MEMBERSHIP DUES	1,000	2000.00
64800	OPERATIONS - MISCELLANEOUS	1,500	1500.00
65200	NATIONAL OFFICE TRAVEL & MGMT EXPENSE	2,000	2000.00
65210	EXECUTIVE COUNCIL - TRAVEL & NEC MEETINGS	15,000	5000.00
65220	NEC - REIMBURSABLE EXPENSES	1,500	1000.00
65300	NON-DEPREC ASSET PURCHASES	500	500.00
65600	OFFICE REPAIR & IMPROVEMENT	1,000	1000.00
66010	PAYROLL BENEFITS	36,000	23570.00
66020	WAGES- NATIONAL HQ STAFF	231,465	209332.00
66030	PAYROLL TAX	19,234	17500.00
66110	POSTAGE NATIONAL HEADQUARTERS	2,500	2500.00
66210	CONTRACT IT SERVICES/SOFTWARE/MAINT.	2,500	1200.00
66220	LEGAL SERVICES	2,500	1500.00
66230	FINANCIAL SERVICES	3,600	12500.00
66240	STRATEGIC PLANNING	2,000	1000.00
	MARKETING MEDIA		1000.00
66310	AWARD PROGRAM EXPENSE	6,000	5000.00
66320	MEMBERSHIP PROGRAM EXPENSE	2,000	1500.00
66330	EVENT PROGRAM EXPENSE	3,000	2000.00
66335	VOP PROFESSIONAL FEE - STIPEND	1,200	0.00
66335	VIRTUAL ONLINE PROGRAMS (WALKER TRACKER)	7,000	0.00
66360	YOUTH PROGRAM EXPENSE	0	0.00
66380	NATIONAL PROGRAM DEVELOPMENT	2,000	1000.00
66390	SPECIAL PROGRAMS EXPENSE	100	100.00
66700	RENT - NATIONAL HEADQUARTERS	51,000	56340.00
67000	EMPLOYEE DEVELOPMENT	1,500	1500.00
67100	SUPPLIES - NATIONAL HEADQUARTERS	2,000	2000.00
68100	TAW EXPENSE	17,400	19750.00
68200	TELEPHONE - NATIONAL HEADQUARTERS	4,400	4080.00
66205	UTILITIES - ELECTRIC/WATER/TRASH	3,600	4044.00
60770	CONVENTION EXPENSES	135,092	0.00
<b>TOTAL EXPENSES</b>		<b>615,728</b>	<b>438421.00</b>
<b>Net Profit/Loss</b>		<b>8,025</b>	<b>373.50</b>
	APPROVED DRAW FROM INVESTMENTS	0	
	SBA STIMULUS LOAN / GRANT	50,700	
		<b>58,725</b>	

**AVA 2021 BUDGET NARRATIVE**  
**ASSUMPTIONS/EXPLANATIONS**  
**FOR FISCAL YEAR JANUARY 1, 2022 - DECEMBER 31, 2022**  
**Prepared by: Erin Grosso, Financial Director**

*Accounting estimates are an integral part of the financial statements and budgets prepared by management are based on management's knowledge and experience about past and current events and assumptions about future events. I have utilized current, and the most relevant data available in the preparations of calculations and assumptions to prepare the budget. A budget is a measurement tool used to compare against the actual income and expenses over time helping to make the most informed decisions for the AVA financially, operationally, and for the members.*

## INCOME ACCOUNTS

**40320 & 40300 Volkssport Associate Membership: \$37,935**

Adjustments are made to this account at year end from deferred income received as part of Life Memberships. These adjustments usually realize enough income to bring actual income in line with budgeted income. There are 479 individual memberships @\$25.00 plus 632 family memberships@ \$30 plus the Lifetime memberships portion that will be amortized this fiscal year of approximately \$7,000.

**40340 Charter Memberships: \$225**

Three new clubs are budgeted @ \$75. This calculation does not take into consideration projections for deactivations within this same time frame.

**40345 Club Annual Dues: \$14,700**

This category reflects active clubs billed. This includes 196 clubs including the state associations @ \$75.00. Annual club dues will be billed in July of each year.

**40211 Sanction Fees – Traditional Events: \$13,350**

Based on Access reports detailing the type and number of events sanctioned in the previous 12 months. 445 Traditional Events @ \$30.

**40210 Sanction Fees – YRE/SEASONAL/ACE Events: \$76,640**

Based on Access reports detailing the type and number of events sanctioned in the previous 12 months. 1,916 YRE/Seasonal Events @ \$40.

**40111 Participation Fees – Year-Round/Seasonal Events: \$81,875**

Based on 65,500 @ 1.25/each.

**40112 Participation Fees – Traditional Events: \$45,687.50**

Based on 36,550 @ 1.25/each.

**40114 Paid Participant (PPSF) Fees: \$2,500**

Based on 12.31.20 YTD participation reports.



**40115 Participation Fees – Ace Events: \$ 500**

Based on 12.31.20 YTD participations reports.

**40117 Element3 Health Participation: \$ 732**

Based on 30 monthly attendees at Traditional Events and 250 YRE attendees @ \$1.25/each.

**40350 Sales Retail Merchandise: \$39,000**

Based on 480 Starting Point books, Awards, IVV Books, New Walker Packets and an increase in sales price on all AVA merchandise to cover increasing costs of patches/printing/postage/handling. In addition, “Merchandise Sales Events” will be held with new merchandise and the new AVA logo. This increase will also reflect increases in inventory items.

**40400 Licensing Income: \$8,000**

E3 Health will have 12-month access to participating AVA club’s profiles and events.

**40410 Lease Income: \$1,200**

First Fridays in SA - rent space at the AVA Alamo St. location.

**40600 Sales Returns & Allowances: (\$50)**

This is a contra account to income (subtracted from total sales income). Items tracked in this category are returned by customers because the item is damaged or defective.

**40700 Member Discounts: (\$3,000)**

This is a contra account to income. Budget estimate is based on gross sales revenue.

**40250 National Program Income: \$1,500**

Based on prior year revenues earned from the sale of National Program books to include WI Ice Age rail, Appalachian Trail, Centurion, 50 states, and 51 capitals.

**40260 Special Program Income – \$1,000**

Based on 3 new special programs at a one- time fee of \$300.00

**40360 Advertising Income - TAW& Web Site: \$3,000**

Estimate based on current advertising from vendors/tour groups and clubs in both the TAW and/or the website. Both new AVA locations will have a greater opportunity to offer advertising.

**40530 In-kind Donations: \$500**

**40550 Grant and Sponsorship: \$ 10,000**

**40510 Unrestricted Donations: \$ 90,000**

Based on 2021’s Big Give donations of \$92,000 + and an increase in individual donors, corporate donors and non-AVA members.

**40520 Restricted Donations: \$ 1000**

**40800 Other Income: \$6,000**

This category tracks income from late fees, fees for damaged and lost stamps or handles, special stamps, shipping/handling fees, ornaments/dog tags and any other miscellaneous income.

**40900 Investment and Interest Income: \$15,000**

Interest from the investment accounts held with Edward Jones Company.

## **COST OF GOODS SOLD**

*COGS are dependent upon sales and add to general expenses to arrive at total expenditures.*

**50000 COSTS OF GOODS SOLD: \$13,500**

Based on cost of retail merchandise. This includes IVV Books, New Walker Packets, Passport Book Covers, Patches for National/Special/Youth Programs and Start/Insert Cards.

## **EXPENSES**

**60500 Bank and Credit Card Service Fees: \$3,000**

Based on transaction fees for credit card, bank and online purchases.

**60600 Club Development & Support: \$1,000**

Funds set aside to support clubs – application process required.

**61000 Computer, Software and Website Expense: \$2,500**

This account covers the cost of computer supplies/repair/upgrades as well as website hosting, software purchases, QB payroll, and Office 365.

**61500 Depreciation Expense-FF&E: \$3,000**

Current depreciation for **furniture, fixtures, and equipment** is based on all FF&E currently being depreciated with a unit cost of over \$1,000.

**62010 Equipment Maintenance: \$100**

Estimate is based on projected repair and maintenance to Boss Laser equipment and other office equipment.

**62020 Equipment Rental: \$14,000**

The Neopost (postage) machine and the Documation copier leases.

**62500 Fund Development Expenses: \$2,000**

This category covers expenses associated with Grant and Big Give,

**63210 Insurance-Event Liability: \$22,370**

AVA's General Liability Insurance for clubs. The current renewal premium is paid in December and covers January through December.

**63220 Insurance-National HQ Directors & Officers Liability: \$2,000**

This insurance covers building, content, general liability and officer's liability.

**63500 IVV and Other International Meetings: \$2,000**

This account covers the cost for the AVA Chair and/or representative to attend the annual IVV Congress meeting, and other international meetings.

**63600 IVV Dues: \$3,035**

AVA Club dues to the IV – 200 clubs at @ \$15.25.

**64000 Promotional- Marketing and Public Relations: \$3,000**

The purpose of this expense category is to attract and promote the AVA to outside entities to promote our organization. This account includes travel by the ED to club events, mail outs strictly for publicity, cost of producing materials for that purpose, inventory items sent out free of charge, and the cost for attending expos that might provide publicity potential.

**64500 Publications and Membership Dues: \$2,000**

This account covers various publications concerning non-profits, online publications, membership in various national and local non-profit councils & organizations.

**64800 Miscellaneous Operations-National HQ: \$1,500**

This category covers flowers sent out, volunteer Christmas party, employment ads for new employees, water service, coffee room supplies, and all other items not covered in other expense categories.

**65200 National Office Travel and Management Expense - \$2,000**

Employee travel, business meetings, local travel reimbursement.

**65210 National Executive Council (NEC) Meetings: \$5,000**

This category tracks the accommodation expense of the NEC members for regular meetings and any meeting room expense and meals paid by the AVA. **No physical board meetings planned for the 2022 fiscal year.**

**65220 NEC Reimbursable Expenses: \$1,000****65300 Non-depreciable Asset Purchases: \$500**

This account is used to expense small equipment purchases (under \$1000).

**65600 Office Repair and Improvement: \$1,000**

This amount covers small repairs and maintenance for the AVA National Office.

**66010 Payroll Benefits: \$23,570**

This account tracks health insurance, dental insurance, and life insurance as well as employee paid supplemental insurance and dependent coverage.

**66020 Wages-HQ Staff: \$209,332**

This covers current salaries for 5.5 full-time employees.

**66030 Payroll Taxes: \$17,500**

**66110 Postage - National Headquarters: \$2,500**

This account tracks regular mailings to clubs such as statements and invoices and other items necessary for operations.

**66200 Professional & Contract Services: \$17,200**

This expense covers professional services to include IT \$1,200, financial \$12,500 (audit & tax return), legal \$1,500, \$1,000 for marketing/media and strategic planning services \$1,000.

**66310 Award Program Expense: \$5,000**

This account covers award supplies, certificates, shipping supplies and postage.

**66320 Membership Program Expense: 1,500**

This account covers supplies, renewal notices, membership cards and postage.

**66330 Event Program Expense: \$2,000**

This account covers supplies and postage.

**66380 National Program Development: \$1,000**

To support the development of National Program initiatives as well as costs associated to current National Programs (Ice Age, Appalachian Trail, 50 states/capitals).

**66390 Special Program Expense: \$100**

This account is designed to track expenses incurred by all AVA Special Programs.

**66700 Rent, National Headquarters: \$56,340**

This account covers the rent on the Alamo Street location and the Westside Community Center for the period of Jan 1 – Dec 31, 2022.

**67000 Staff Development: \$1,500**

This budget is to cover employee education and development to include training and seminars.

**67100 Supplies- National Headquarters: \$2,000**

This amount is based on actual expenditures from previous years as well as anticipated needs for 2022.

**68100 TAW Contract: \$19,750**

This covers the production of the TAW and expenses associated with the production. This includes postage/ mailing expenses.

**68200 Telephones- National Headquarters: \$4,080**

This account covers the telephone/fax/and Skynet lines as well as Spectrum IP addresses.

**66205 Utilities: \$4,044**

This account covers water, electric and trash for both the Alamo Street and Westside Community Center locations.