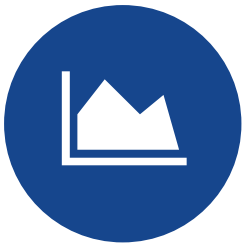
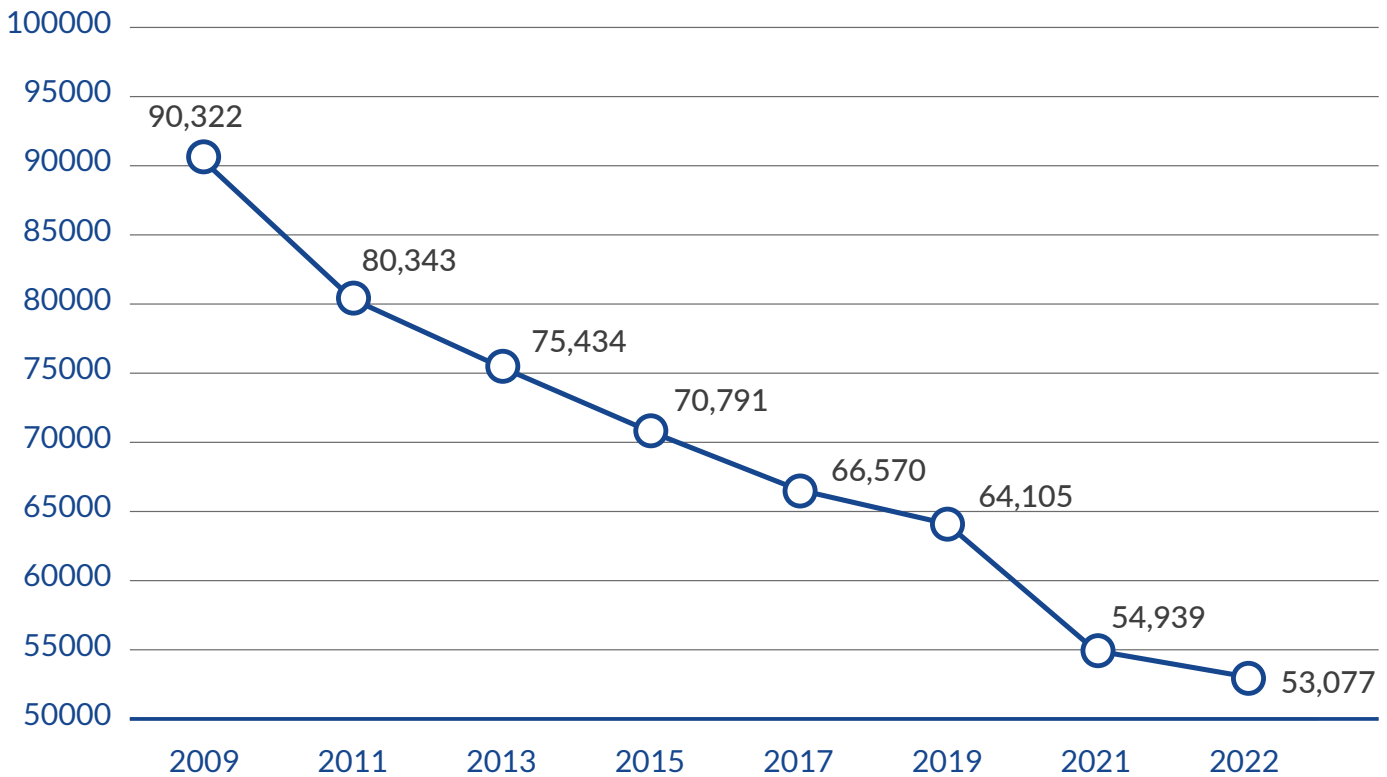

Funding the Future



By the Numbers

Timeframe: Since last dues increase was brought to Delegates and Membership in July 2009

Membership Analysis



41%

Decline in Membership

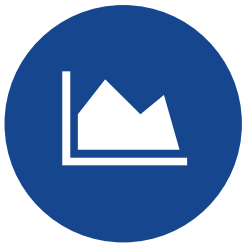
Over the past 13 years, total Membership has declined from 90,322 to 53,077.



40%

Reduction in Staff

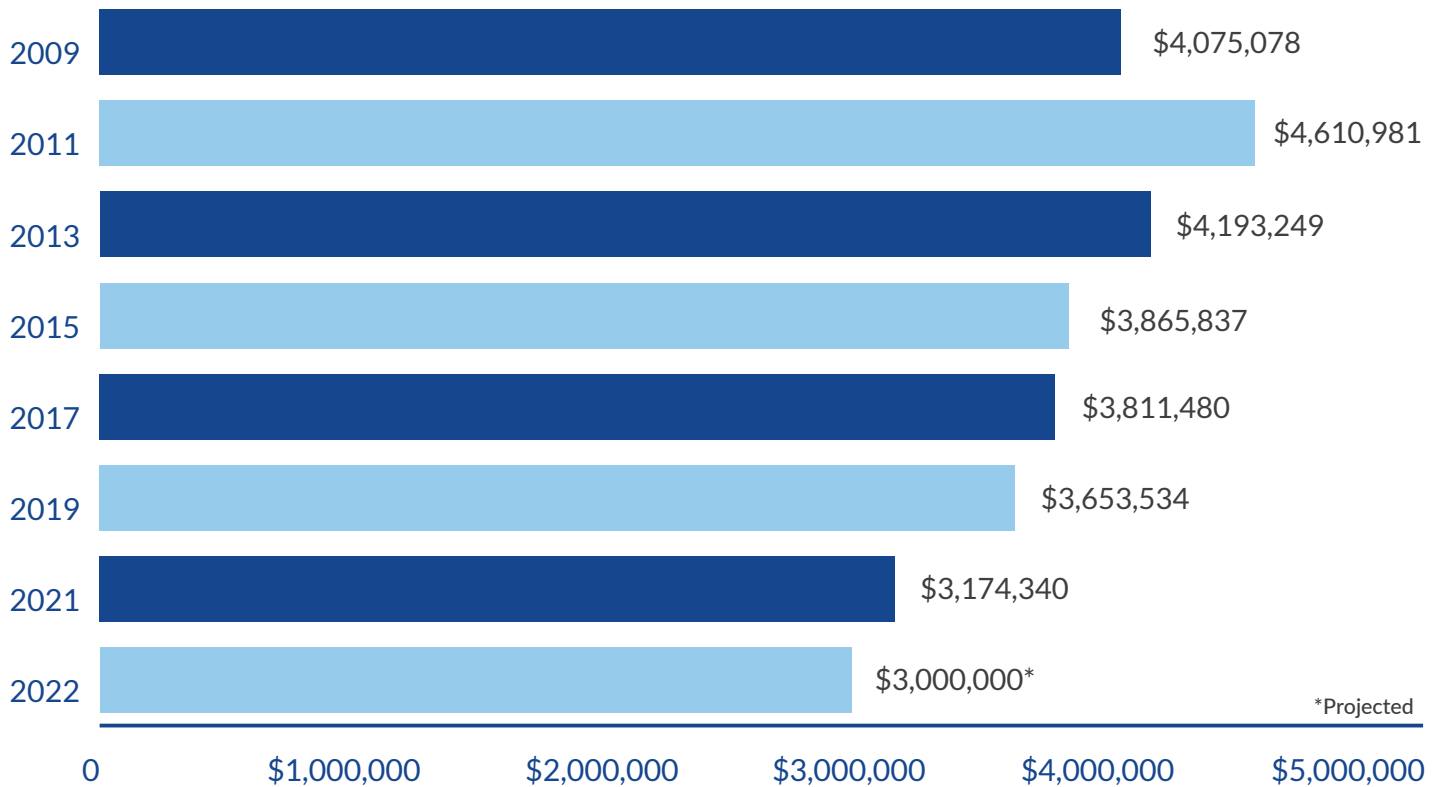
To assist with curtailing operational expenses, over the past 13 years, 16 full time staff positions have been eliminated.



By the Numbers

Timeframe: Since last dues increase was brought to Delegates and Membership in July 2009

Dues & Fees Revenues



33%

Decline in Dues Revenue

Over the past 13 years, annual revenue has declined by roughly **\$1.6 million (annually)** With a high of \$4.6 million in 2010 as compared to \$3.0 million projected 2022 fiscal year end

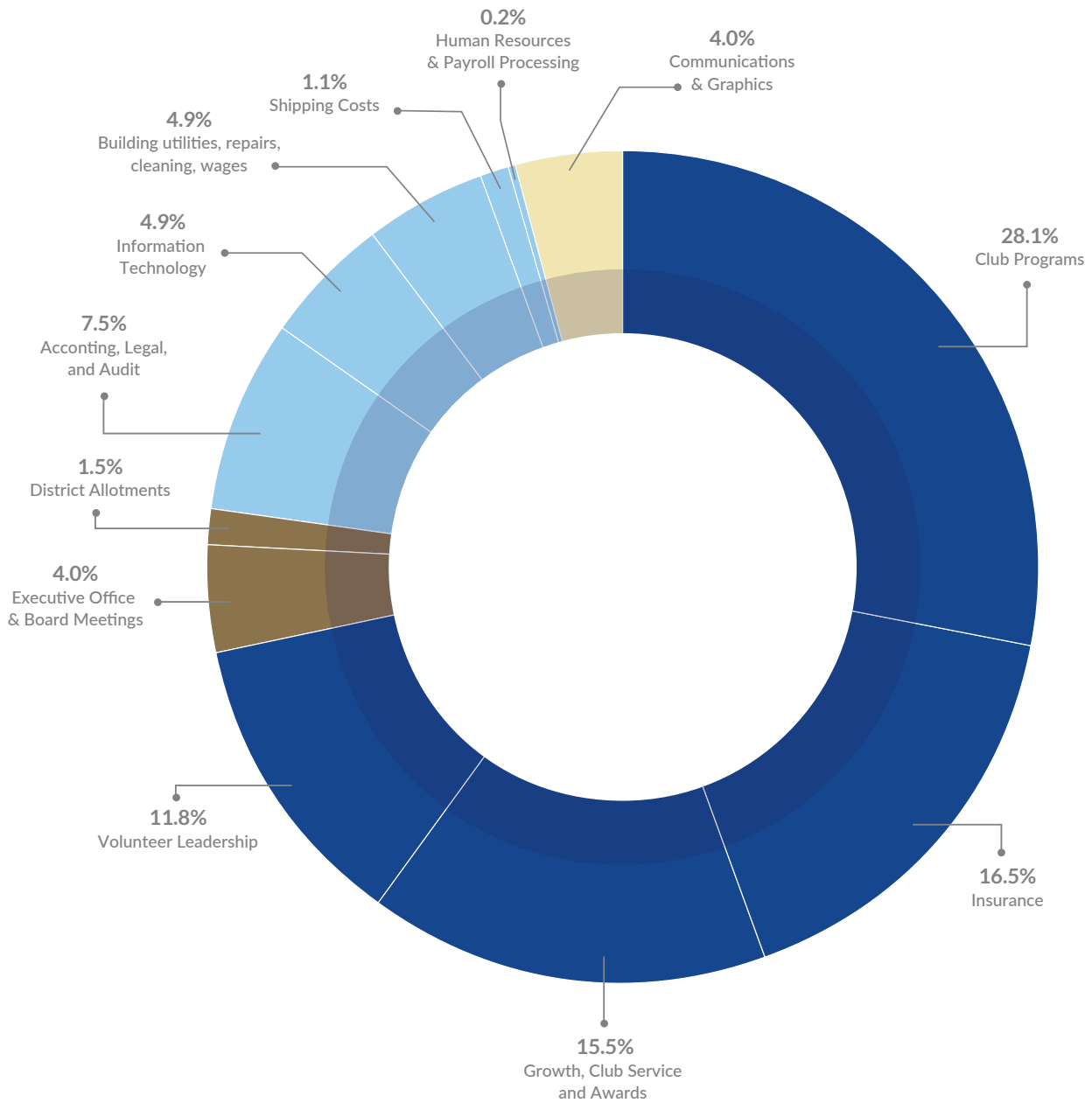
\$300K

Budget Deficit

This is the **PROJECTED** budget shortfall for fiscal year 2022-2023 **WITHOUT** the proposed dues increase.



Membership Dues & Fees



Fiscal Year 2022

- 71.9% Club Support
- 18.6% Administration and Management
- 5.5% Organizational Leadership
- 4.0% Marketing





Membership Dues & Fees

Fiscal Year 2022

DESCRIPTION	AMOUNT	PERCENT
Club Programs	\$19.00	28.1%
Insurance	\$11.13	16.5%
Growth, Club Services, & Awards	\$10.50	15.5%
Volunteer Leadership	\$8.01	11.8%
Accounting, Legal, & Audit	\$5.06	7.5%
Information Technology	\$3.34	4.9%
Building includes utilities, repairs, cleaning, wages	\$3.28	4.9%
Executive Office & Board Meetings	\$2.69	4.0%
Communications & Graphics	\$2.68	4.0%
District Allotments	\$1.00	1.5%
Shipping Costs	\$0.73	1.1%
Human Resources & Payroll Processing	\$0.16	0.2%
Total Annual Dues - Regular Members in Developed Countries	\$67.58	100.0%



Cost Saving Measures

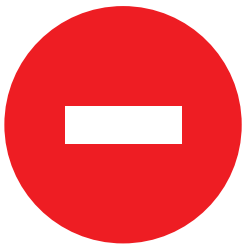
Since the last dues increase was brought to Delegates and Membership in 2009

COST SAVING MEASURES HAVE INCLUDED

- ▶ Reduced printed versions of the Optimist Magazine
- ▶ Eliminated in-person Committee Meetings
- ▶ Reduced Presidential Travel
- ▶ Reduced OI Representative Travel to District Meetings
- ▶ Reduced In-Person Board Meetings
- ▶ Eliminated Separate VP-Elect Training Event
- ▶ Reduced Staff by 16 FTE

EXTRAORDINARY INCOME EVENTS HAVE INCLUDED

- ▶ Donation of Mineral Rights
- ▶ Donation of Haltom City, TX Land
- ▶ GST Refund (overpayment)
- ▶ Payroll Protection Program Loan
- ▶ Lawsuit Settlement



Negative Effects of NO Dues Increase

Without a Dues increase, to close the projected \$300,000 budget gap will require the implementation of **detrimental austerity measures** which could include:

- **Reduction in Club general liability insurance coverage limits for Clubs**
 - **Negative effect** – limits the size and types of activities Optimist Clubs can hold in their communities
- **Scaling back of marketing and graphics support to Clubs**
 - **Negative effect** – hinders the ability for Clubs to promote community awareness about their good works and stimulate Club Membership growth in order to continue the Optimist mission into the future
- **Elimination of vital leadership trainings**, such as: Vice President-Elect, Governor-Elect, and Optimist Leadership Academy trainings
 - **Negative effect** – undermines the organization's effectiveness at planning for Club and District growth, succession, enrichment, and education
- **Elimination or reduction of Optimist International Programs**
 - **Negative effect** – cuts into the heart of the organization's mission, vision, and purposes. Thousands of youth would lose out on the benefits of participating in OI's various programs; such as: golf tournaments, scholarship contests, and childhood health and wellness programs, etc.
- **Limited ability to invest in technology and innovative programs**
 - **Negative effect** – limits mission potential, prevents implementation of upgrades for technology, web based efficiency, and innovative programs



IN SUMMARY

The negative effect of NO dues increase will be to **severely inhibit** the organization's ability to ensure growth, relevance, and success into the future.



Positive Impact of a Dues Increase

A dues increase will provide the financial resources necessary to generate innovation, improve efficiency, and advance the Optimist mission:

By providing hope and positive vision, Optimists bring out the best in youth, our communities, and ourselves.

- **Enhancements to Club/Member Services**
 - **Positive impact** – improve, strengthen, and add value to the Member experience, increase support for new clubs, expand dynamic leadership training opportunities, and further the Optimist mission
- **Investments into Innovative Programs**
 - **Positive impact** – continue and strengthen existing programs such as Oratorical World Championships, while exploring innovative opportunities
- **Improvements to Technology Infrastructure**
 - **Positive impact** – allows for modernization of the organization’s website, software packages, and technology, increasing member access and utility
- **Expand Marketing & Communications**
 - **Positive impact** – build a stronger brand awareness with both internal and external constituents
- **Staff Development**
 - **Positive impact** – investing in essential continued education, increasing skills and resources, enabling staff to better support the relevant needs of today’s membership

* IN SUMMARY

The positive impact of a dues increase is the financial security to
“Press on to the GREATER Achievements of the Future!”



Focusing on the Future



Automate systems for efficiency and ease of use



Expand access and broaden content available through the Learning Management System



Develop and implement comprehensive marketing and communication strategies to build brand equity



Reinvigorate JOI to increase relevancy for today's students and expand student access and participation



Enhance and develop Signature Programs that meet the mission and elevate the organization's reputational equity



Develop non-dues revenue programs and opportunities for members and non-members



Update and create relevant member and club resources