



# Annual General Meeting 2017

Sept 1, 2016 - Aug 31, 2017

September 7, 2017

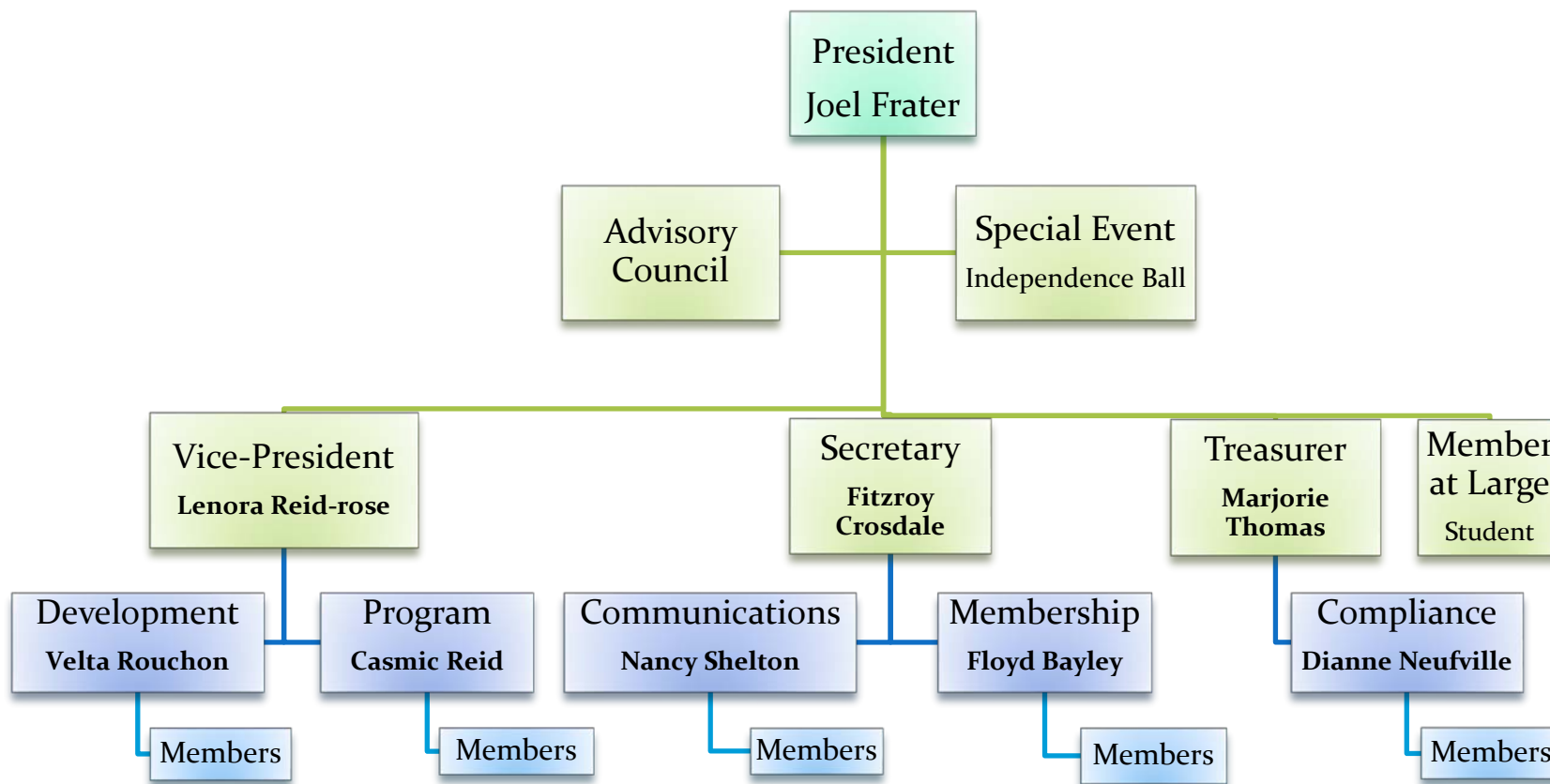
Revised October 4, 2017



# Welcome and Introductions

- Welcome
- Organization
- Executive Reports
- Committee Reports
- Committee Roles
- Elections and New Leaders

# Organizational Chart – 2016-2017





# Advisory Council – 2016-2017

- Howard Allen
- Karen Bailey-Turner
- Hope Drummond
- Delroy Morgan
- Carol Anne Strawbridge
- Earlando Thomas
- Kate Washington



# Programs & Support

- Program Services include:
  - Health Fair
  - Business Development
  - Mothers' Day –dual
  - Theodora Project
  - Taste of Home
  - Coat Drive w/WDKX
  - Caribbean American Heritage Month activities
  
- Support Services include:
  - Gala
  - Golf Tournament



# Constitution and Bylaws

- The RJO Bylaws are at:
  - <http://www.rochesterjamaican.org/documents/bylaws.pdf>
- Members are encouraged to review and provide input.



# Executive Board Report

President: Frater

Secretary: Crosdale

Treasurer: Thomas



# President - Successes

- Partnerships
  - City of Rochester, Boys and Girls Clubs, RWIFO, Baobab, CCSI, WDKX, others
- Members' commitment and persistence
- Programs and events
- Scholarships
- Theodora Project
- Advantages of 501(c)3
  - Gala sponsorships
- Commitment to organization mission





# President - Challenges

- Division of labor and follow through on commitments
- Membership numbers
  - Database
  - Value proposition
  - Member-at-Large ... Youth Member
- Development
  - Labor intensiveness of grant writing and reporting
  - Diversifying revenue sources
- Communication
  - Website & others
- Budget
  - Fulfilling requests for assistance
  - Maintaining a balanced budget



# Opportunities

- Build on the momentum of gala to expand membership and participation
- Expand Advisory Council and refine the role of Advisory Council
- Continue to take advantage of the 501(c)3 status by:
  - engaging in grant writing
  - maintaining existing sponsors
  - seeking additional sponsorship support
  - being vigilant to ensure compliance
- Annual Planning
  - Define Event Dates and Venue Early
  - Campaign and Promote Events Early
- Expand collaboration with other agencies



# President - 2017-18 Goals

- Events and Programs
- Fundraising
- Marketing/PR/Communications
- Meeting the obligations of our charter



# Secretary

- Improved Information Distribution – Minutes, Mail, Phone/Email Messages
  - Timely information to Executives, Advisory Councils and Chairpersons
  - Detailed RJO Minutes and Actions
  - Improved use of Website
- Enhanced Relationships - Members/Advisory Council/Friends-of-RJO
  - Emails of RJO events, Community Partners' news.
  - Shared Deaths Notices, Job Offering, Workshop Opportunities & Holiday Greetings
  - Strengthen RWIFO & City of Rochester Links
- Initiated Coordination - Membership & Communication Committees
  - Progressing Membership Strategy with Floyd Bayley
  - Started Communication Strategy with Nancy Sheldon



# Secretary – Goals

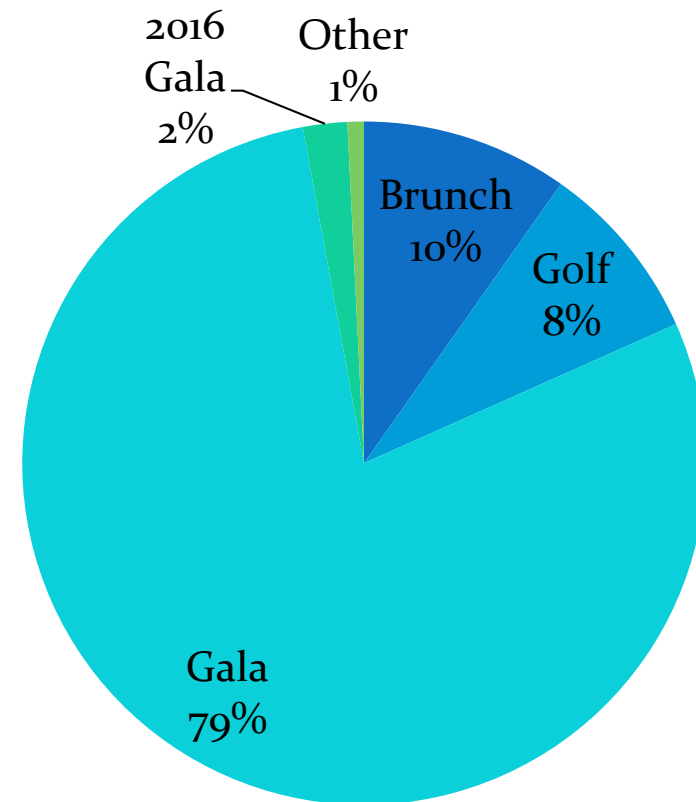
- Improve Efficiency -
  - Get help with duties – Like minutes
  - Utilize Databases and Automation
  - More Timely “Letters Of Thanks” to Supporters/Donors
    - 2017 Letters Still Pending
- Improve Committee Integration - Membership and Communication
  - Enhance Value of Membership
  - Match Member Skills to Committees
  - Elevate RJO’s Brand for increased membership and sponsorship.
  - Use effective recruitment and dynamic communications strategies.

# Treasurer

- Jan – Aug Breakdown
- Fundraising and Mission Overall
- Fundraising Breakdown
  - Brunch
  - Golf
  - Gala
  
- Past 4-Years trends Performance

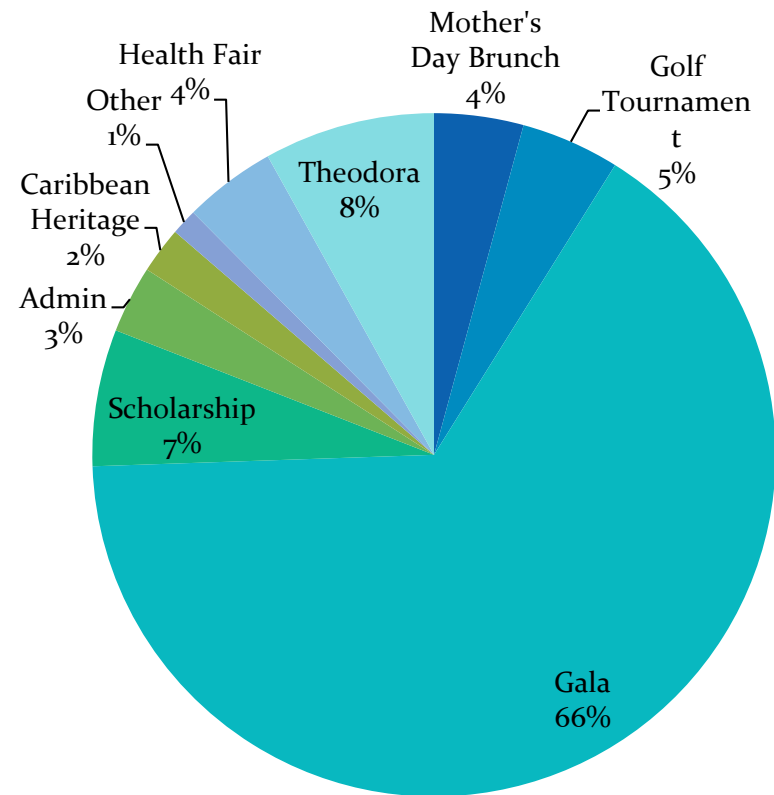
# Jan – Aug Income Sources

- **Income: \$43,018**
- 99% of income from fundraisers
- Gala biggest fundraiser
- ‘Other’ includes health fair registration, donations outside of fundraisers and membership dues



# Jan – Aug 2017 Expenses

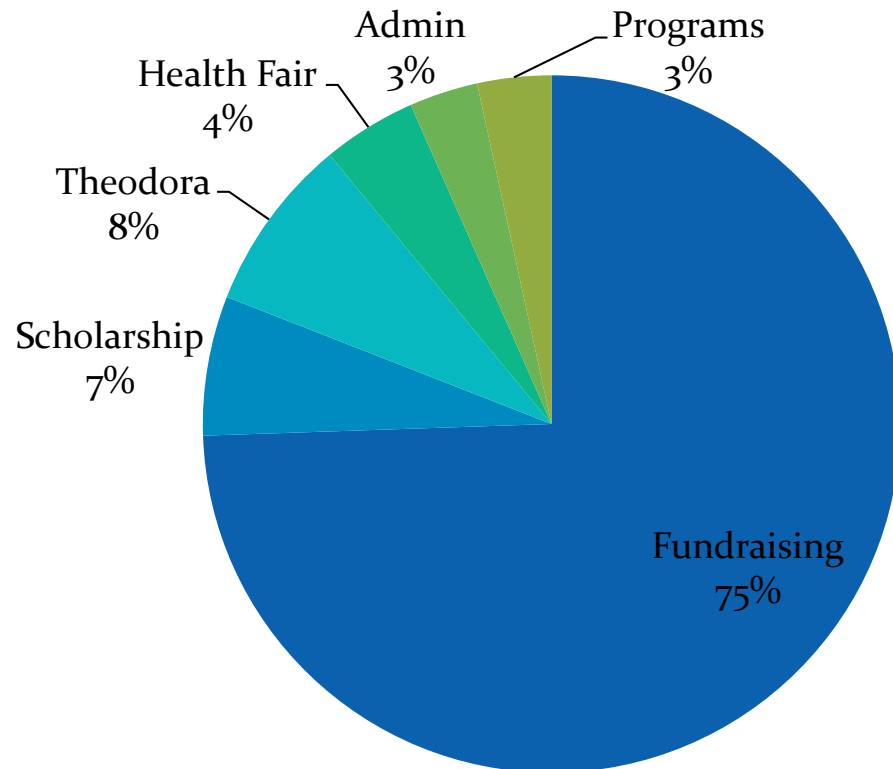
- **Expenses: \$30,914**
- 75% of our expenses are fundraising expenses
- Management expenses include website maintenance, telephone, postage, stationery, insurance premium





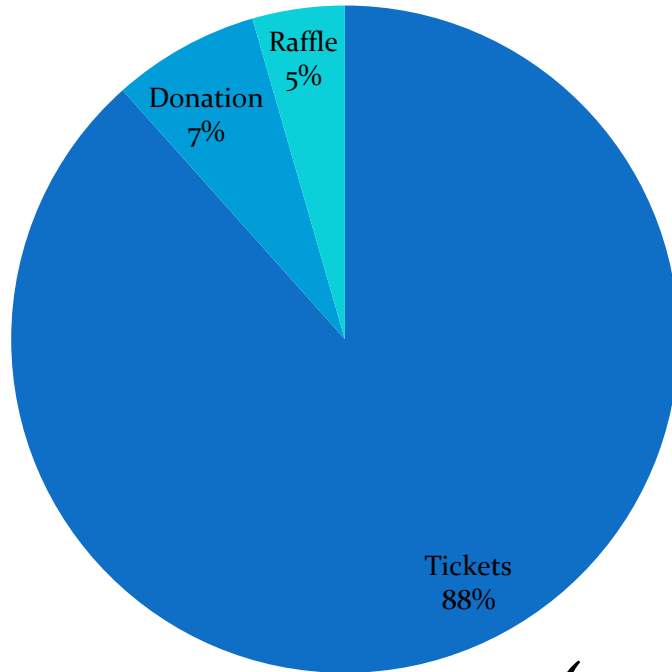
# Fundraising & Mission

- 75 % Fundraising
- 22 % Mission
- 3% Admin

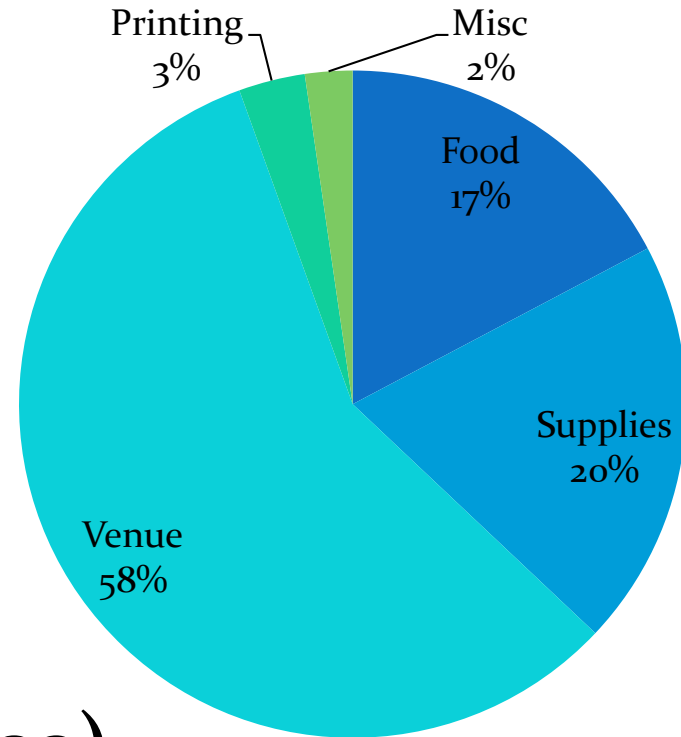


# Fundraiser 1 – Brunch

**Income - \$4208**



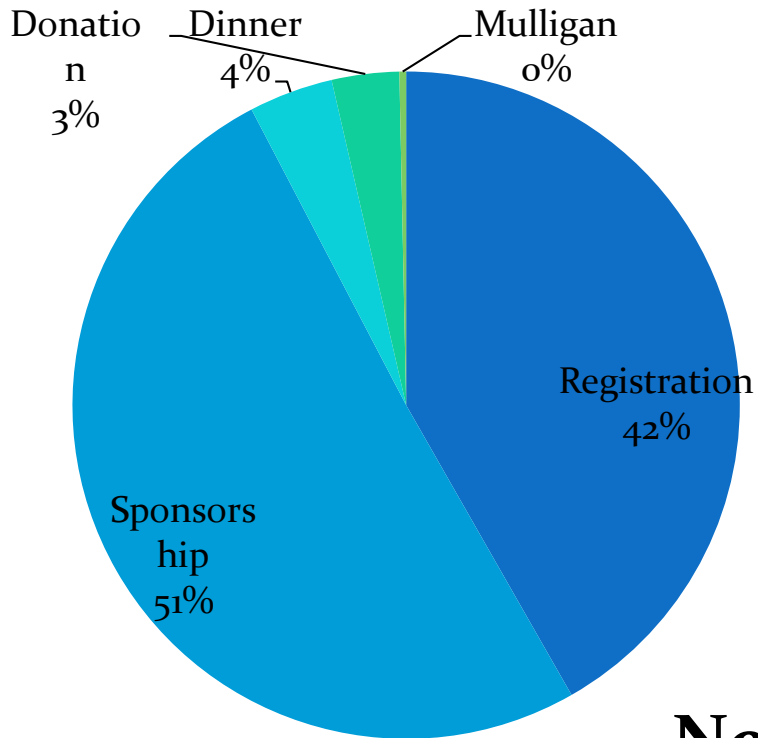
**Expenses - \$1305**



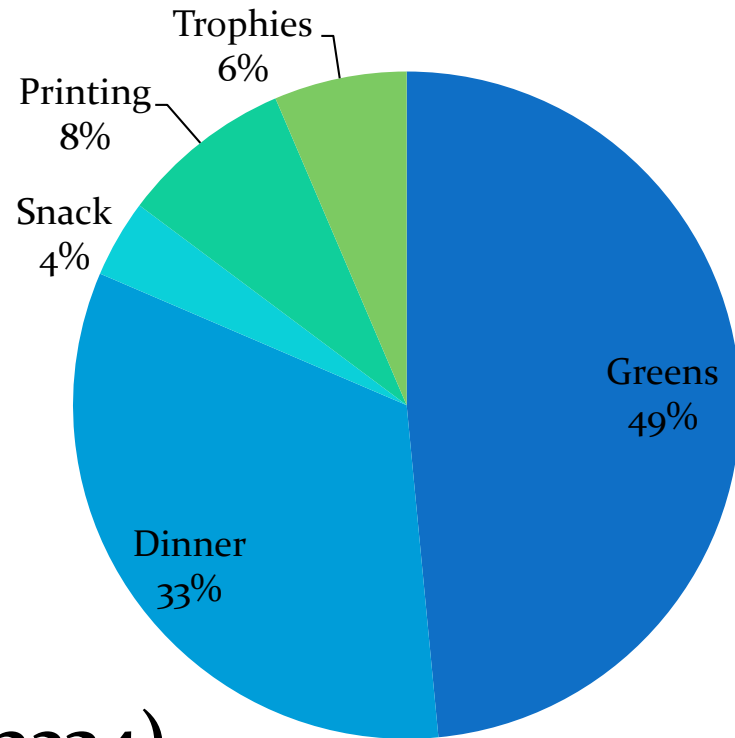
**(net \$2903)**

# Fundraiser 2 – Golf

## Income - \$3677



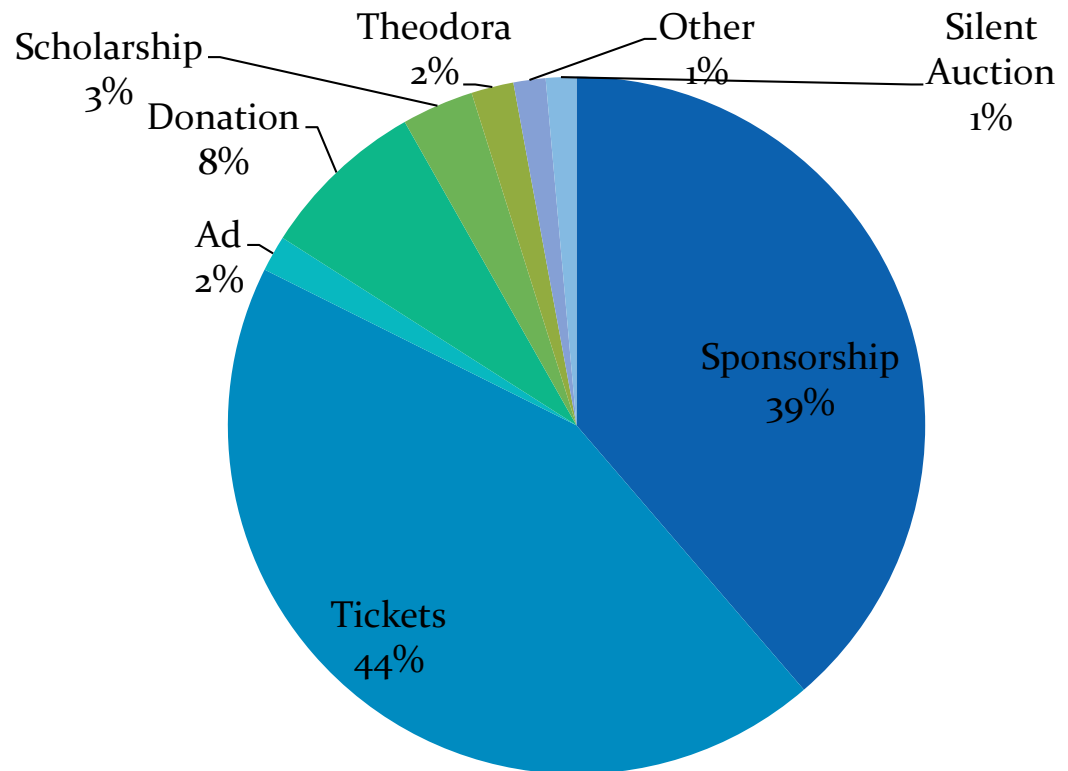
## Expenses - \$1443



**Net (\$2234)**

# Fundraiser 3 – Gala Rev

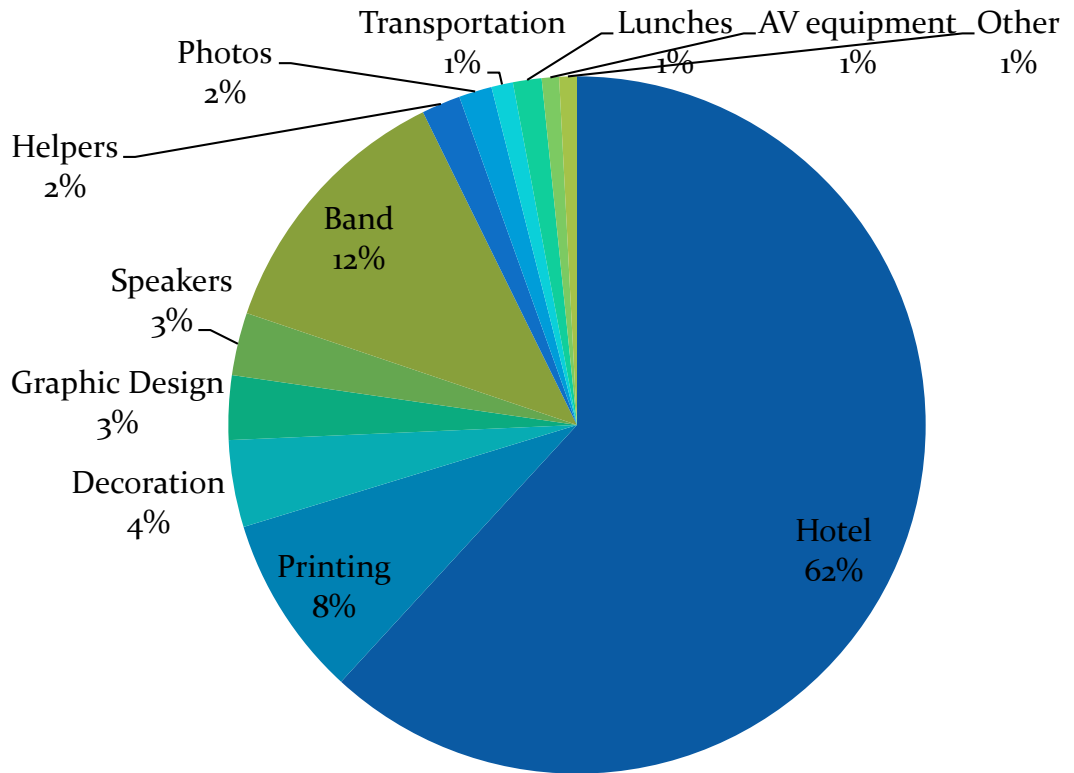
- Revenues
  - \$33,598 received
  - \$760 in receivables
  - \$1,300 in pledges
  
- Sponsorship Yr-to-Yr
  - 2015 Sponsorship 7%
  - 2016 Sponsorship 30%
  - 2017 Sponsorship 39%
  
- ‘Other’ includes photos, babysitting and raffle



# Fundraiser 3 – Gala Exp

- Expenses
  - \$19,971

- Net
  - \$13,627 (+ \$1,300 + \$760)

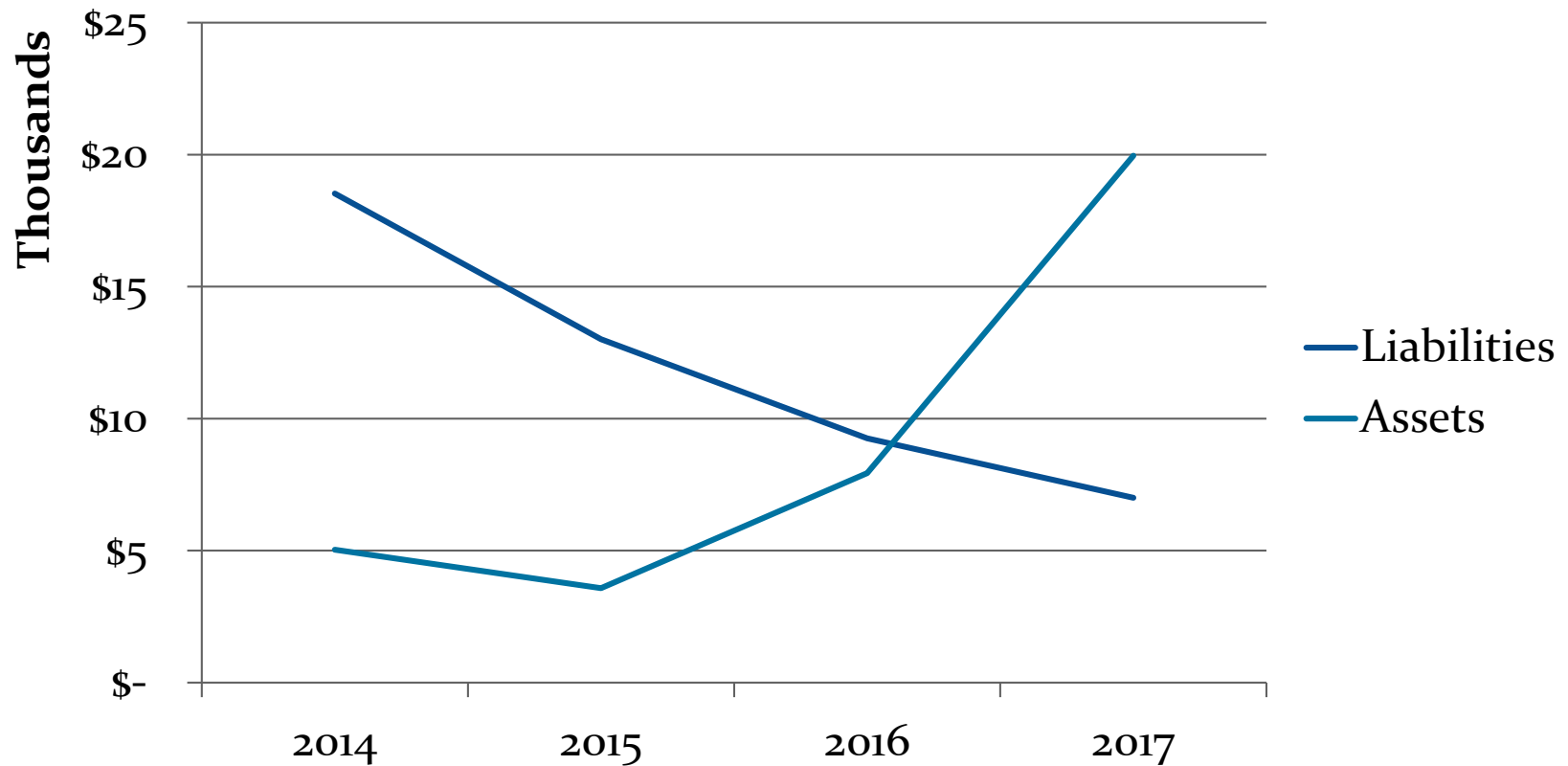




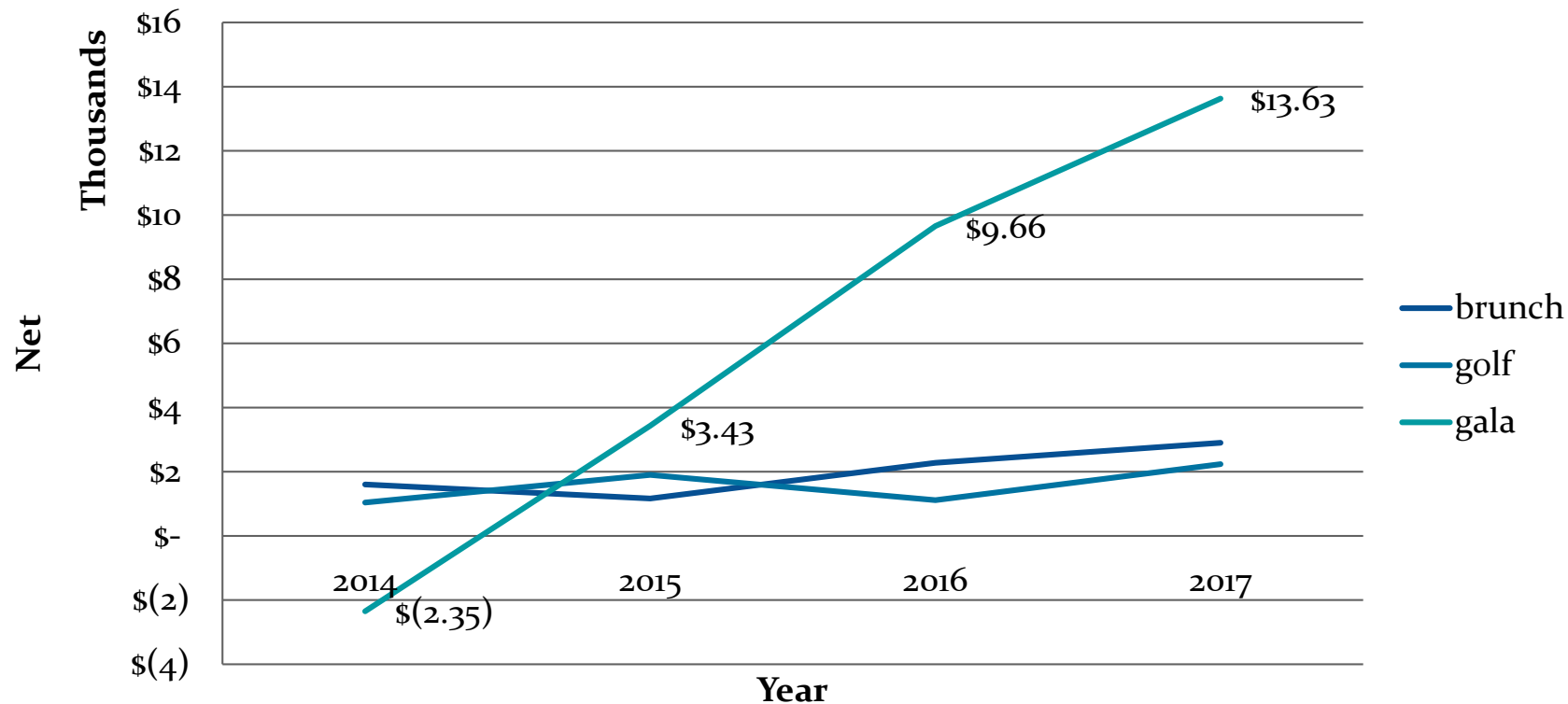
# Table- Assets & Liabilities

	2014	2015	2016	Sep-17
<b>Assets</b>				
Checking Acc	\$ 3,778.00	\$ 855.00	\$ 6,348.00	\$ 17,436.00
Paypal Acc	\$ 58.00	\$ 47.00	\$ 88.00	\$ 161.00
Undeposited Funds		\$ 600.00		\$ 300.00
Receivables	\$ 1,200.00	\$ 575.00	\$ 200.00	\$ 760.00
Pledges		\$ 1,500.00	\$ 1,300.00	\$ 1,300.00
<b>Total Assets</b>	<b>\$ 5,036.00</b>	<b>\$ 3,577.00</b>	<b>\$ 7,936.00</b>	<b>\$ 19,957.00</b>
<b>Liabilities</b>				
Credit Card Balance	\$ 16,025.00	\$ 10,506.00	\$ 4,251.00	\$ -
Pledge to Theodora	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 5,000.00
Uncleared checks			\$ 2,500.00	\$ 2,000.00
<b>Total Liabilities</b>	<b>\$ 18,525.00</b>	<b>\$ 13,006.00</b>	<b>\$ 9,251.00</b>	<b>\$ 7,000.00</b>

# Trend - Assets & Liabilities

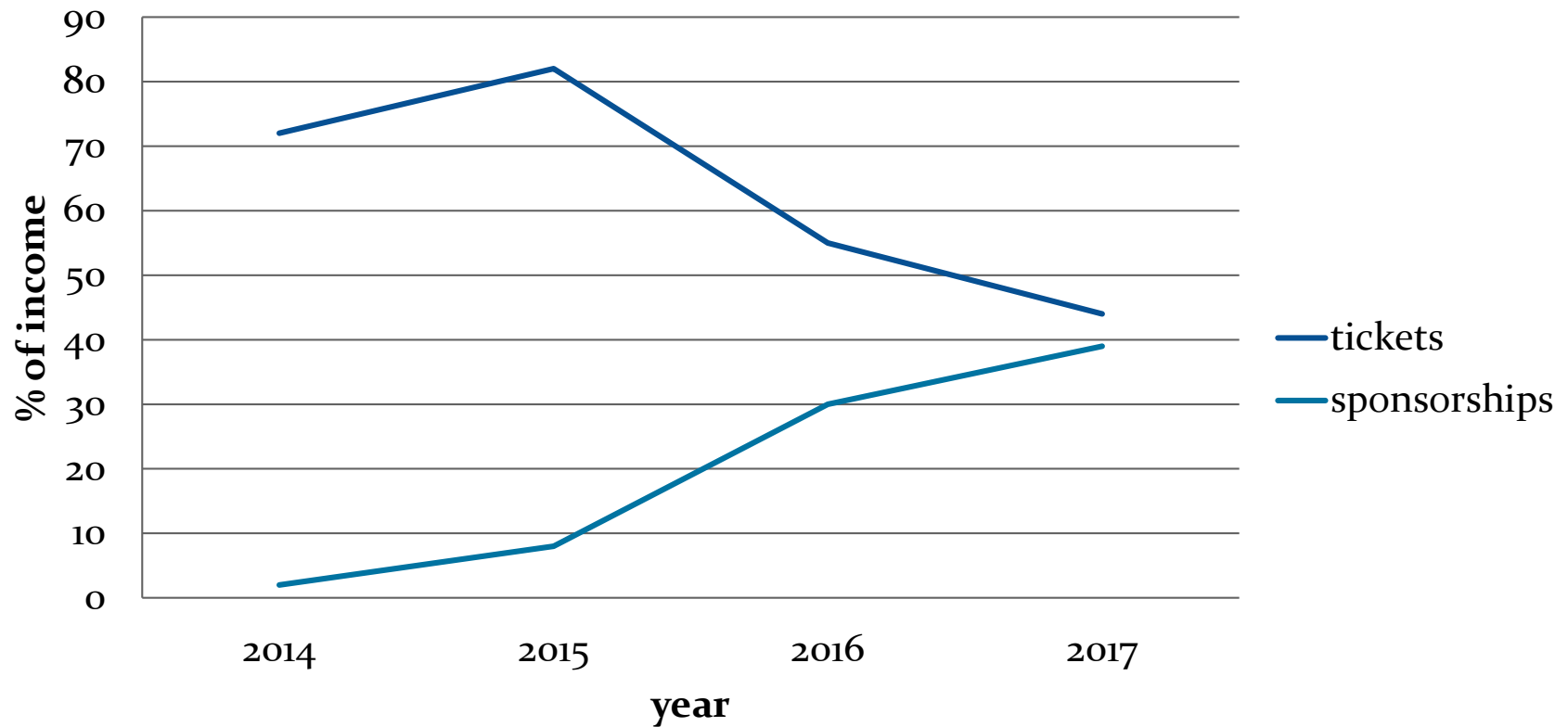


# Trend - Fundraising Trends





# Trend – Gala Sponsorships





# Committee Reports

Compliance: Neufville

Membership: Bayley

Program: Reid

Development: Rouchon

Communications: Shelton



# Compliance (2016-2017)

- Review of effectiveness in satisfying charitable mission
  - All programs are evaluated to ensure a balance between mission related programs (program services) and supporting services e.g. Fund raising to support these program services. RJO's programs are well balanced between the two.
  - A process has been implemented to allow for periodic review of activities:
    - An event review form is filled out after each event to evaluate objectives, target audience, goals established and achieved.
  - Maintained Correct Mix of Programs and Support Services
    - See "[Programs and Support](#)" Slide
- Ensure transparency and integrity of financial statements, whether audited or unaudited
  - Annual Financial statements are prepared by the Treasurer, reviewed by the compliance officer, signed off by the VP and President and presented to the members.
  - Our Financial Statements are currently unaudited



# Compliance (2016-2017)

- Develop protocol for internal audit
  - 2 of 4 persons on the Executive Committee sign off on checks
  - Requisition for payment done in writing and verified by Treasurer
  - Hard copy Credit Card statements are reviewed by Compliance Chair and forwarded to Treasurer
- Monitor record keeping protocol to ensure consistency with non-profit guidelines
  - Minutes are recorded and maintained by the Secretary,
  - AGM last held 2016
  - Financial reports are reviewed at meetings, at minimum income received and balances are reported at mthly meeting.
- Maintain State and IRS Compliance
  - Registered with NY State Bureau of Charities, latest filing Dec 2016 .
  - 2017 filing will incur a fee of \$25 -\$50 as 2017 income will be more than \$25,000
  - Although current with our IRS filing (900N) we will need to submit a detailed 900N form with our CHAR 500 form (NY State requirement) as our Gross receipts are more than \$50,000. The deadline to submit the CHAR 500 is December 2017.
  - Donor receipts are sent by the treasurer and include the appropriate state disclosures



# Compliance - Goals

- Initiate internal audit of our processes.
- Recommend that notekeeper to be assigned in Secretary's absence so that minutes can be recorded
- RJO bylaws will be reviewed by members and updated as needed in order to keep it current with how we "do business"
- Create Conflict of Interest Policy



# Membership (2016-2017)

- Maintained Annual Membership Dues (Adults - \$25, & Students - \$5)
- Now 34 paid members - increase of 7 new members from 2016
  - Current members actively recruiting new members.
  - RJO activities are becoming more visible in the Rochester community
- Average Meeting Attendance is about 10 – increased from ~7 in.
- Elections – Two Officers each year
  - Re-elected Secretary (Fitzroy Crosdale) and Treasurer (Marjorie Thomas).



# Membership - Goals

- Secure Suggestions on how to Improve Membership Experience.
- Actively campaign to Increase Paid Membership to 40+
  - Explore reluctance to becoming a member of the organization... like couples.
  - Provide membership application material at appropriate functions and venues.
  - Utilize Sign-up lists
- Enhance Member Participation
  - Increase Average Meeting Attendance to 15+.
  - Participation in Activities & Committees linked to Members' Skills.
- Elections – Two Officers each year
  - Nominees Secretary and Treasurer
  - Results will be posted in the minutes and on the website.



# Program & Development

- Spot Café Networking
  - Low Attendance but Good Event
- Annual Mothers' Day Brunch – Very Successful Fundraiser
  - Increase in ticket sale for this event...~ 130+ (a high)
  - Sales and Event better organized
- Annual golf tournament – Very Successful Fundraiser
  - 28 individuals in golf tournament and another 6 attended dinner.
- Annual Independence Gala & Church Service – Very Successful
  - 290 tickets - 231 tickets were sold & 59 from sponsors
  - Increase of ~40+ from last year.
  - 3 Jamaican Delegates build Relationships/RJO Relevance
  - Church Service continues Success with Community.
- Supported Business Forums
  - Doing Business with City of Rochester
  - extend message via Assistant Director K. Washington.





# Program - Collaboration

- Re-established Collaboration with RWIFO on 4 Annual Activities
  - Shared Planning & Resources (People and Funds)
- Taste of Home (2016):
  - At total of 76 students were in attendance from 5 area colleges, U of R, Brockport, Roberts Wesleyan, Keuka College and Onondaga Community College.
  - New Venue CCSI
- Caribbean Heritage Month celebration:
  - 50+ attendees at Flag-raising June 2nd, 2017
  - 5 Awardees from the Caribbean-American Community Honored
  - Month long flag display at City Hall,
- Film Festival - Friday night film at Baobab Cultural Center.
  - 4 Film from various Island
  - 3-of-4 Good Attendance & Generated Great Dialog
- Community Health Fair:
  - All around success ... But Lower Attendance due to scheduling Conflicts
  - Great Vendors Engagement. The attendance form the general public was down due in part to similar events that was going on around the City at the same time.



# Prog. & Dev. - Goals

- Calendar of Event ... by Dec 2017
  - Early Commitment of Dates and Venues
  - Repeat Process of Printing & Distributing Calendars Broadly
- Optimize Outcome of Community and Fundraiser Events
  - Use Analysis after events to improve future events
  - Identify new 2018 Mother's Day Chair
  - Intensify Promotion of Events & RJO Branding
- Collaboration & Networking
  - Partners with RWIFO for common community and cultural Goals.
  - Strengthen Support Of Other Community Events



# Communications

- New Communications Chair – Nancy Sheldon
  - Experienced/Enthusiastic Facebook User
- RJO Facebook - Nancy
  - Updated and Managed Account for Several Events.
  - Building Friends and Likes beyond West Indian Community
- RJO Website – Fitzroy & Marjorie
  - Renewed Domain/Hosting for another 3-years
  - Updated Website for Several Events
  - Supporting PayPal Options for Payments
- Media Coverage – Printed Materials, TV & Radio Spots
  - Utilized more Media Modes for Calendar, Flag-raising, Health Fair & Gala Events



# Communications - Goals

- Build Committee
  - Devoted Web-Master Resource Needed.
  - Identify Media Resource
- Better Coordinate All Media/Promotional
  - Early and Unified Promotion Strategy
  - More Pics from Each Event
- RJO Branding Strategy
  - Reaching Friends-of-RJO

# Committee Roles

- Executive Board
- Development
- Program
- Communication
- Compliance
- Membership



# Executive Board

- Provide oversight for all RJO activities to ensure compliance with State and Federal standards of operation
- Stay informed regarding material developments in the laws governing charitable organizations
- Review RJO's effectiveness in satisfying its charitable mission
- Lead efforts to develop and articulate the vision of RJO
- Facilitate ongoing communication between the executive and all members
- Serve as liaison to standing committees and ad-hoc committees
- Make leadership appointments as provided by the constitution and by-laws
- Provide effective and ethical leadership
- Interpret and execute the constitution and by-laws

# Development

- Set overall fundraising goals
- Plan overall fundraising activities
- Appoint coordinators for each fundraising activity
- Ensure that all members of each committee participate in fundraising activities
- Monitor fundraising goals on a scheduled basis
- Design solicitation letter
- Keep record of all relevant financial transactions
- Prepare balance sheet and committee report for inclusion in treasurer's report
- Develop list of prospective donors and sponsors
- Set dates and venues for all fund raising events
- Develop an operating budget
- Complete committee report for inclusion in annual report

# Program

- Build list of potential attendees and extend invitations where applicable
- Procure facilities while ensuring reasonable accommodation
- Prepare contracts where applicable
- Prepare printed programs where applicable
- Prepare seating arrangements where applicable
- Handle guest check-in where applicable
- Ensure that all members of each committee participate in program activities when needed
- Monitor program goals on a scheduled basis
- Design, implement and tabulate formal program evaluation
- Prepare committee report for inclusion in annual report
- Act as liaison to all other committees
- Develop a budget for each program
- Identify speakers where necessary



# Communication

- Public relations and marketing
- Publish newsletter
- Use of Constant Contact or other media as a communication tool
- Website and social media design and maintenance
- Manage all official documents (letterhead, application forms, website, logo, official seal) to ensure consistency in format and content
- Develop and publish RJO events calendar
- Publish a list of community events for potential partnerships and appearances by RJO
- Act as liaison to media outlets to promote RJO

# Membership

- Develop prospect list
- Generate membership from prospect list
- Develop a framework for communicating the benefits of membership
- Maintain membership records
- Maintain guest register
- Preside over elections
- Prepare awards criteria
- Order awards and gifts

# Compliance

- Review of effectiveness in satisfying charitable mission
- Periodic assessment of performance and effectiveness in achieving mission-related goals
- Ensure transparency and integrity of financial statements, whether audited or unaudited
- Develop protocol for internal audit
- Monitor record keeping protocol to ensure consistency with non-profit guidelines
- Ensure appropriate and timely response to state and federal audits
- Ensure compliance with conflict of interest policy

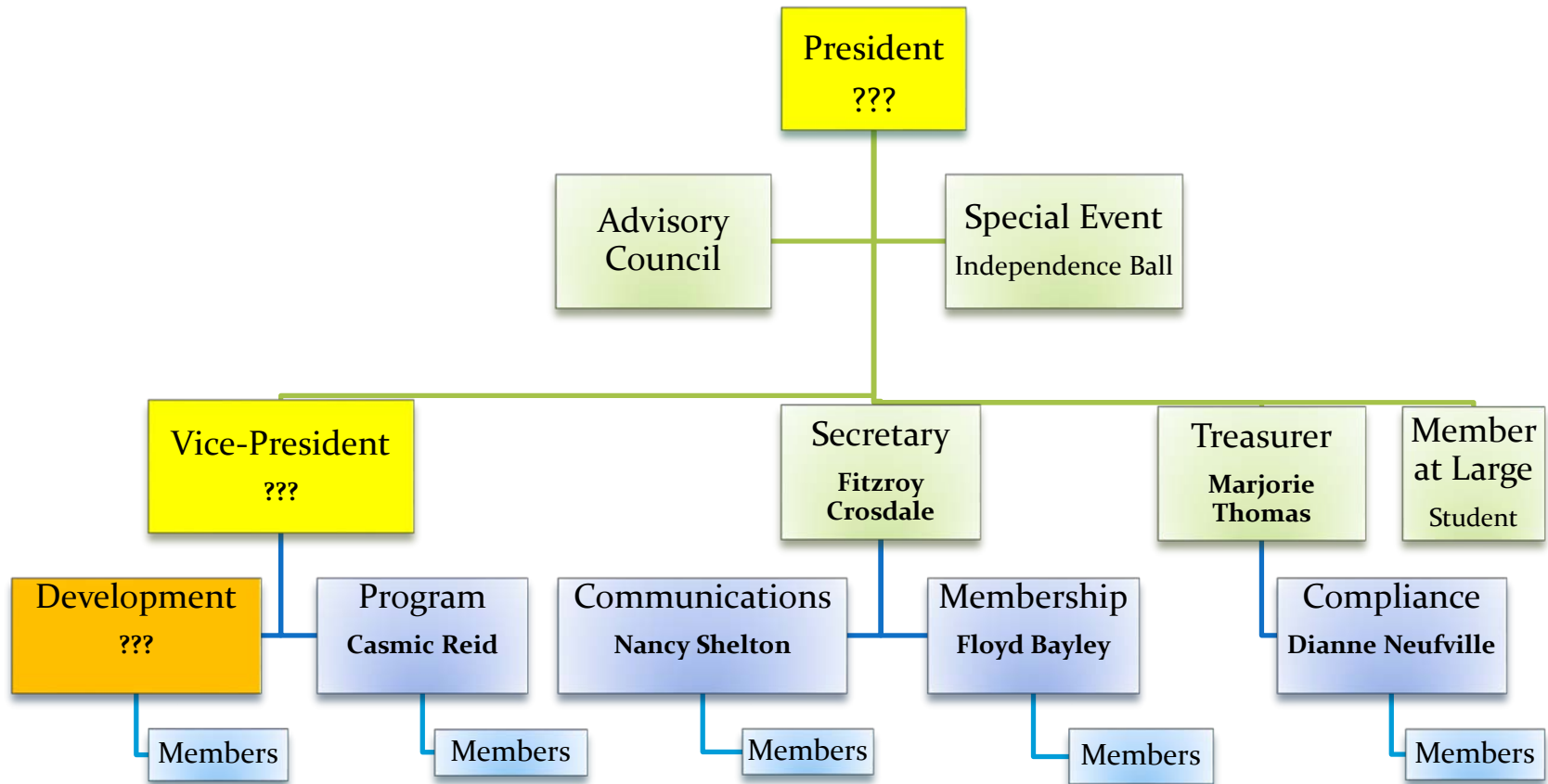


# Election of Officers

- Nominations of members who are in good standing may be made for elected positions on the Executive Board and submitted to the chair of the Membership Committee
- Vacant Positions
  - President
  - Vice-president

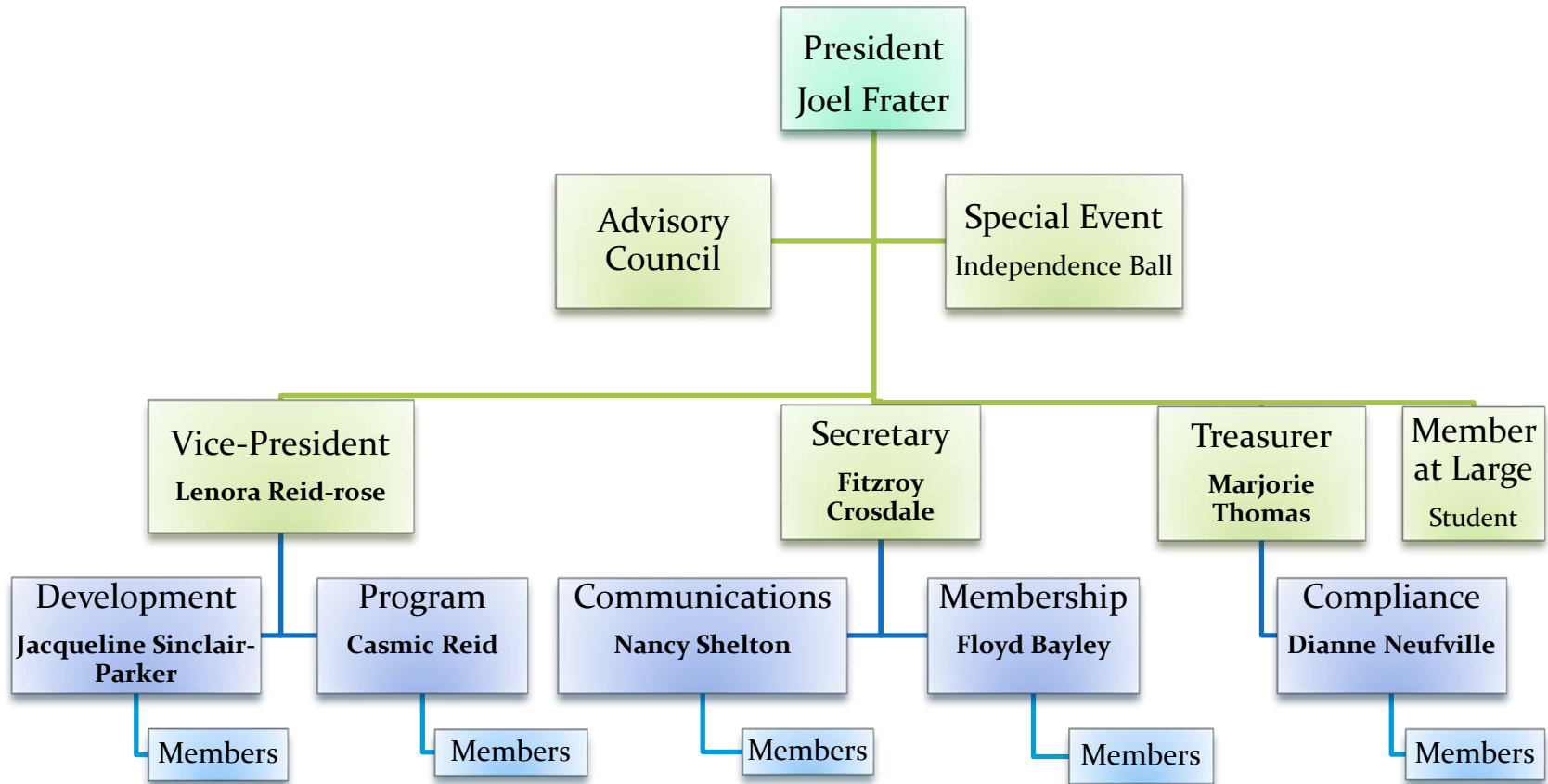


# Organizational Chart – Election





# Organizational Chart – 2017-2018



# Thank

# You

