



MID-YEAR FINANCE REPORT

INFORMATION AS OF 12/31/2021



AS OF 12/31/2021

- Membership Dues Allocation
 - The membership revenue is currently operating below the projected budget amounts for the year-to-date amounts. This is likely the result of lower than expected membership renewals.
- Conference Income
 - Currently no expenses or revenue due to hosting virtual meetings/trainings.
- Fundraising Net Income
 - Currently no expenses or income related to fundraising.
- District Store Net Income/Loss
 - The district store has incurred minimal expenses for the year-to-date numbers. The small amount of expenditures were used to restock some items in anticipation of in-person meetings returning. No income has been recorded.

AS OF 12/31/2021

- Marketing Outside of Toastmasters
 - Marketing outside of Toastmasters related expenses are currently operating under-budget. Through the month of December there were no expenses incurred. Our team continues to leverage other ways to recruit new members without added expense.
- Recognition
 - A majority of the recognition expenses seen year to date were "thank yous" and incentives for clubs that met various goals. The recognition category of the P&L is currently operating overbudget.
- Club Growth
- The focus of the district is always to provide quality Toastmasters experience and grow the district in a way that benefits the members. Currently the club growth expense category is over the estimated budget for the year to date numbers.

AS OF 12/31/2021

- Public Relations

- Our main public relations expense year to date has been for the annual website expenses and the enrollment in the Canva program. These expenses have helped the district create new content to use for various events and membership. As a result of the unbudgeted Canva expense, the public relations expenses are currently overbudget.

- Education and Training

- Education and training have been under budget so far throughout the year. The on-going goal of the district is to continue to provide quality education without incurring large expenses that will put the district over budget. Over the next portion of the year we expect to see some additional expenses from TLI and other training sessions. Our team has been successfully leveraging Zoom to allow the entirety of the district to participate in various trainings and sessions without travel expenses.

12/31/2021

- Speech Contests
 - No speech contests were held through the end of December. It is anticipated we will see those expenses appear in the first quarter as the area contests began in February.
- Administration
 - Administration expenses are currently operating over budget. Currently, there is an expense for \$844 in telephone expense that is driving the increased over-budget variance in this category.
- Food & Meals, Travel & Lodging
 - Minimal expenses
 - Only food expense to date is related to the district picnic from November 2021.