

Finance Objectives

Goal: Develop and maintain sustainable revenue and financial resources, which fund and fulfill the League's Mission; and ensure the League's financial strength and stability through effective management of its assets

Objective: Effectively manage JLCD funds.

Strategy: Establish Investment Policy for JLCD.

Performance Measure: Annual review of the Investment Policy to be completed by December.

Responsible Party: Treasurer & Finance VP

Strategy: Determine the necessity of preferred credentials for the Assistant Treasurer & Treasurer Positions of the League.

Performance Measure: Establish qualifications for Assistant Treasurer and Treasurer Positions.

Responsible Party: JLCD Executive Board and Nominating/Placement

Strategy: Utilize Community Advisory Board for financial advice.

Performance Measure: Schedule periodic meetings to review financials and discuss any other related topics.

Responsible Party: Treasurer and Finance VP

Strategy: Examine the need and implement an Annual Fund.

Performance Measure: Evaluation of Annual Fund Need.

Performance Measure: Annual Fund Implementation

Responsible Party: Treasurer and Finance VP

Objective: Continuous evaluation of JLCD Fundraisers.

Strategy: Establish and implement reporting structure for each Fundraiser that tracks pertinent JLCD data.

Performance Measure: Statistical report to include volunteer hours vs. non-member volunteer hours, number and amount of corporate sponsorships, JLCD member sponsorships, cost of tickets (if applicable), etc. to be submitted annually by June 1

Responsible Party: Fundraising Committee (Art Harvest, Cookbook, Casino Night, Scot Shop)

Strategy: Create and maintain reporting to analyze profitability of each fundraiser.

Performance Measure: Financial trend report(s) to be submitted annually by June 1

"Dreams are free, so free your dreams."

-Astrid Alauda

Responsible Party: Treasurer & Fundraising Committee (Art Harvest, Cookbook, Casino Night)

Objective: Continuous evaluation of Member Dues vs. Operating Expenses

Strategy: Create reporting structure that it is easy to analyze the Operating and Administrative Expenses of League on an on-going basis to ensure cost-effectiveness.

Performance Measure: Periodic review

Responsible Party: Treasurer

Strategy: Compare JLCD dues and requirements to other Florida leagues.

Performance Measure: Periodic review

Responsible Party: Treasurer

Objective: Maintain a balanced budget.

Strategy: Perform long-range financial forecasting.

Performance Measure: Compare actual vs. budgeted numbers

Responsible Party: Treasurer

Objective: Evaluate member retention due to financial obligations.

Strategy: Establish policies for members needing financial assistance.

Performance Measure: Financial

Assistance policy and exit interviews

Responsible Party: JLCD Executive Board

Objective: Provide adequate insurance for JLCD.

Strategy: Review all JLCD insurance policies on an annual basis.

Performance Measure: Review and make recommendations for changes of insurance policies by December each year

Responsible Party: Finance VP & Treasurer

Objective: JLCD Foundation support the operating expenses of the league.

Strategy: Create a strategic plan for the JLCD Foundation to build endowment fund.

Performance Measure: Creation of strategic plan

Responsible Party: Junior League of Clearwater-Dunedin Foundation, Inc.

Strategy: Raise the visibility of the JLCD Foundation, including educating members.

Performance Measure: Include JLCD Foundation in newsletter, annual report, and website

Responsible Party: Junior League of Clearwater-Dunedin Foundation, Inc. & JLCD

“If one advances confidently in the direction of their dreams, and endeavors to lead a life which they have imagined, they will meet with a success unexpected in common hours.”

-Henry David Thoreau

Objective: Create and implement a comprehensive corporate sponsorship program.

Strategy: Create comprehensive corporate sponsorship guidelines for committees to utilize.

Performance Measure: Corporate sponsorship guidelines

Responsible Party: Finance Vice-President

Strategy: Create a tracking mechanism to document past, current and potential sponsors.

Performance Measure: An electronic tracking database

Responsible Party: Finance Vice-President

Strategy: Create and adopt a Gift Policy for the receiving of corporate gifts.

Performance Measure: The adoption of a Gift Policy

Responsible Party: Finance Vice-President

“No person has the right to rain on your dreams.”

-Dr. Martin Luther King