

**BELIZE WILDLIFE NETWORKING CONFERENCE 2009  
CHAPTER 1**

**Conference Purpose:** To facilitate education, communication, and collaboration within the wildlife conservation community in Belize.

The Lecture Hall, Galen University Campus, Mile 62 ½ Western Highway, Central Farm, Cayo District

**First Meeting Minutes: Pre-Conference Workshops**

Thursday August 13, 2009

**Present:**

1. ARCAS: Fernando Martinez and Alejandro Morales
2. Birds Without Borders: Wilber Martinez
3. Belize Tropical Forest Studies: Jan Meerman
4. Blancaneaux Lodge: Roni Martinez
5. Belize Bird Rescue: Nikki Buxton & Jerry Larder
6. Geraldo Garcia, a national tour guide
7. Veterinary Clinic: Eduardo Tesecum
8. International Galen Student: Carolina Walter
9. Casa Avian Support Alliance (CASA): Jodi Bente, Ivan Parr, Wendy Dexter, Jeff Alvarez
10. ACES: Marisa Tellez
11. Friends for Conservation & Development: Rafael Manzanero
12. Wildlife Veterinarian: Isabelle Paquet-Durand

**Agenda:**

- 🐾 1<sup>st</sup> workshop: “Strategic Planning for Conservation” (Ed Clark, Wildlife Center of Virginia)
- 🐾 2<sup>nd</sup> workshop: “Taking the Mystery out of Fundraising” (Ed Clark, Wildlife Center of Virginia)

**Meeting Commencement:**

- 🐾 Meeting was called to order at 10:05 am by Ed Clark – President of The Wildlife Center of Virginia
- 🐾 Ed Clark welcomed all attendees

**WORKSHOPS:**

**First Agenda Item: “Strategic Planning for Conservation” (Ed Clark, Wildlife Center of Virginia: WCV)**

**Background of WCV**

- 🐾 WCV treats about 2,500 animals per year

- 🐾 They have treated 53,000 animals in 27 years.
- 🐾 A few examples of the animals they have treated include 3 Siberian Tigers and one camel
- 🐾 They mainly treat North American Wildlife
- 🐾 Have 3 full-time veterinarian
- 🐾 WCV main mission includes teaching other people how to care for wildlife (education)
- 🐾 WCV has a program for veterinary students to study wildlife
- 🐾 Students from 32 other countries, including the U.S., have completed their veterinary program
- 🐾 The program includes post-doctoral training, where students learn to apply the general skills of veterinary science to the specific world of wildlife medicine.
- 🐾 WCV started with 4 volunteers, including Ed Clark. They had no funds
- 🐾 However, now they have a budget of \$1 million dollars per year.
- 🐾 WCV has 20 professional staff.

**Ed's purpose for doing the workshop is to educate those present about how to make the decision you need to make in order have a successful organization.**

**THE MOST IMPORTANT QUESTION YOU MUST ANSWER: *WHY DO YOU DO WHAT YOU DO?***

Why does the organization exists?

- 🐾 All employers and employees must be able to answer this question
- 🐾 The mission statement is perhaps the single most critical element in an organization's planning process (everything the organization does must advance that mission)
- 🐾 The mission statement is the single theme with which all persons associated with the organization must agree and to which all activities undertaken in the name of the organization must relate

The Planning Pyramid:

The pyramid is divided into the strategic plan which includes:

- 🐾 Mission
- 🐾 Goal
- 🐾 Objectives

The next part of the planning pyramid is the **operating plan**

- 🐾 Tasks-are the specific operational assignments that will be made in order to achieve each objective.

- 🐾 Budget
- 🐾 Evaluation-the determination of an organization's probability of success

There are two aspects of planning: what are you going to do today and tomorrow?

Example from WCV:

- 🐾 **Mission:** Teach the World
- 🐾 **Goal:** educate the public
- 🐾 **Objective:** conduct 500 school programs in 2007 in Virginia
- 🐾 **Task:** prepare new promotional materials (informing schools that there is a program for schools)

About every 3 years, WCV reviews their mission statement, goal, objectives, and tasks.

They have educated more than one million people.

**What's a mission statement?** (This information is included in the handout Ed distributed)

- 🐾 It is the most important thing that distinguishes successful organizations from others
- 🐾 It identifies where you're going and you need to know where you're going
- 🐾 However, it should not be a list of what you do but why you do it.

**What are goals?** Goals are big areas of activity that will help you advance your mission

**What are objectives?** Objectives are the projects and programs that the organization runs and they must be measurable.

**What are tasks?** Tasks are individual units of work: they have a starting and an ending point.

Planning is a balancing act: What will you do first? Why? It must be balanced between options, opportunities, cost and capacities.

**WCV Mission:** The wildlife center of Virginia, a hospital for native wildlife, teaching the world to care about and care for wildlife and the environment

### **Mission Implications**

- 🐾 Everything that the WCV has done for the last 20 years reflects their mission.
- 🐾 WCV is a hospital for wildlife
- 🐾 The hospital exists to teach based on their experiences and expertise, not just to care for the animals
- 🐾 Don't take everything that donors give you: it must be something that can help you advance your mission statement (directly or indirectly)

- 🐾 Their area of interest is the world, not just Virginia
- 🐾 Most wildlife organizations do not have hands-on experience. They might opinions instead of facts

**Drafting a mission statement is not easy! (It's like identifying north in your organization)**

- 🐾 It must be done by the group as a whole. It's good to listen to the ideas of others: like board of directors, employees, volunteers, people in the community – asking for their input when drafting the mission statement. Involving the community is critically important if you are operating within a community
- 🐾 Semantics (choice of words) are critically important! One of the hardest things is trying to take words out of the mission statement. If you cannot say it in one breath, it's too long.
- 🐾 Everyone in the organization must be able to fulfill their own goals by helping to advance the mission
- 🐾 WCV is a human service organization (they serve animals, but that's not why they exist! They exist to teach people!)
- 🐾 As a result, when hiring employees, it was important that they have people skills because everyone has a responsibility to teach!

**Consider the following statements: How are they similar?**

Helping homeless animals

Preventing homeless animals

Solving the community's problem with homeless animals

Meeting the needs of homeless animals

**Helping homeless animals might include:**

- 🐾 Provide food
- 🐾 Provide shelter
- 🐾 Veterinary care
- 🐾 Legal protection
- 🐾 Spay/Neuter
- 🐾 Grooming and flea control

**Preventing homeless animals might include**

- 🐾 Have an adoption program
- 🐾 Educate the public

- 🐾 Mass euthanasia of street dogs
- 🐾 Adoption

**Solving the community’s problem with homeless animals might include:**

- 🐾 Public education
- 🐾 Spay/neuter

**Why is a tough question to answer:**

**Why are you here? It talks about reasons, motivations, values, and ethics.**

- 🐾 Do you love all animals? Or only some animals?
- 🐾 Do you love animals all over the world? Or only in your shelter/clinic? **(these are very important questions, the organizations that wants money has to answer these questions)**
- 🐾 Interest in the human/animal bond (adoption) **(people have to have a reason to care)**
- 🐾 Personal and emotional need to nurture and care for others (therapy for the humans!)
- 🐾 The need for control (control freaks) (introverted)

**Being at this meeting is like running a shelter. Doing the same things for different reasons:**

**What are we doing?**

Attending conference  
Gathering new information  
Visit Belize

**Why are we doing it?**

Continuing education  
Improve skills  
Network with others  
Meet colleagues  
Get a short break

**Some questions to consider:**

- 🐾 Do you care about animals or pets?
- 🐾 Do you care about all animals or just those in your shelter?
- 🐾 Do you care about people?
- 🐾 Are you solving today’s problems or preventing tomorrow’s problems? Are you reactive or proactive?  
These are very difficult questions!
- 🐾 Do you think that there is more than one valid point of view? Do you respect people who see the world differently?

**A way to start the process of drafting a mission statement is to ask:**

- 🐾 How will the world be better as a result of your efforts? (If you don't know and cannot explain it, why should other people care?)
- 🐾 Will the world be different as a result of your efforts?
- 🐾 Why should anyone else care?
- 🐾 Can you explain why the world will be a better place? If yes, explain it in four sentences (relates back to your mission statement: why do you exist?)
- 🐾 Caring for wildlife and their needs has serious implications for humans.

**Are you on a Mission?**

- 🐾 Does everyone in your organization know why?
- 🐾 Does the community know why you exist?
- 🐾 Do they all agree that the mission is worthwhile?
- 🐾 Why should anyone care?

**Question 1: Carolina:** why did you turn down a research grant?

**Answer: Ed Clark:** the research was not about benefiting wildlife – they weren't asking us to do the research and it would not have helped us to advance our mission statement.

**Statement: Jan Meerman:** most organizations in Belize forget their mission, if they had one.

**Response: Ed:** He gave examples of how organizations failed because they did not look back at their mission statement. He explained that money is not the goal, only a tool to do a job.

**Fundraising is not only about money.** It's also about getting equipment and supplies which is worth a lot of money. (He gave Walmart example: WCV received more than 100,000 thousand pounds of dog food that Walmart couldn't sell. WCV gave the dog food to animal shelters in return for educating the public. This is also what fundraising is about. We will talk more about this in the afternoon session.

**Question: Dr. Isabelle Paquet-Durand:** What do you think of the mission statement: “to increase efficiency in wildlife conservation”.

**Answer: Ed:** What does that mean? So what? Being efficient is not as important as being effective. How is the world going to be different?

**Dr. Isabelle:** explained what she thought was the goal

**Ed:** Wow, that's too long! Why do you want to preserve wildlife? Are we doing it for the animals? Are you going to do it for Belize's natural heritage? Do you want to protect the health of the planet? So many organizations have fought over the 'what' instead of the 'why'.

**Statement: Mr. Jerry: Belize Bird Rescue:** this is why we had to change our mission statement

**Question: Carolina:** Your mission statement is to teach people instead of just fixing broken animals?

**Answer: Ed:** Animals come through our hospital, they get the best care. The goal for that animal is so that it can go back to where it came from. We use the experience of the animals to teach people how to care for wildlife.

**Ed:** How is it possible to reduce the mortality rate of animals on the highway? Stop throwing your crap out of the car. Every single person has the power to not throw trash and tell their family. We are talking about behavior change.

**Question: Mr. Martinez:** At the bottom you have the evaluation. How do you evaluate your mission? How often do you do it?

**Ed:** I will answer your question later, after we come back from lunch. You can use the questions to evaluate mission.

**Question: Mr. Martinez:** Do you evaluate it both quantitatively and qualitatively.

**Ed:** Yes! But missions are almost never quantifiable, but goals are. I don't care about people's awareness, but about their behavior.

**Statement: Mr. Jerry: Belize Bird Rescue:** People can get away with illegal wildlife because of ignorance of the law, so raising people's awareness is important in Belize.

**Ed:** Gave Eagle example: first they used to come in from car injuries, now they come in because they are fighting with each other over habitat (which is getting smaller by human activity). So we need more homes for them. Musical chair example: helps children understand habitat loss.

**Statement: Mr. Jerry: Belize Bird Rescue:** Lots of owls are in Belize City because of mice. People are superstitious about owls.

**Ed:** More owls in the city? Not a good thing. It's an indication of something else.

Most of this strategic planning is about the mission statement, because it's the most important part of an organization.

*It is much more difficult to get money for tomorrow's problems than for today's problems (which are easier to fix)*

#### **AFTER LUNCH: 1:15PM**

- 🐾 The most important part of any strategic plan is the mission. (Why you exist)
- 🐾 Goals: broad areas of activities through which you will achieve your mission
- 🐾 Objectives: how do you propose to do it? (Specific projects)
- 🐾 Tasks: what stuff is necessary to get things done? (Specific units of work)
- 🐾 Budget and evaluation: the determination of an organization's probability of success. (Many organizations fail at this).

Big Picture: strategic plan (mission, goals, objectives)

Small picture: operating plan (tasks, budget and evaluation)

***Most organizations start at goals and jump to tasks.***

- 🐾 WVC: is a hospital for wildlife that provides assistance that the animals need in s that they can go back into the wild. Those that cannot go back into the wild will go to heaven.
- 🐾 Every year WCV get 2,500 animals: about 40% will be euthanized

Goals: Hospital for Wildlife (the most important thing they do but not why they exist)

Professional training, wildlife health studies, environmental education, conservation policy (why they exist)

**Major Goals of WCV:**

- 🐾 Provide state of the art care for native wildlife
- 🐾 Use WCV experience to teach the public to care about and care for wildlife and the environment
- 🐾 Use WCV experience to teach others to care for injured and orphaned wildlife (get post-doctoral, doctoral, graduate and undergraduate veterinary students from all over the world)
- 🐾 Play a leadership role in using veterinary medicine to advance wildlife conservation and environmental protection.
- 🐾 Create and maintain a strong organization to advance mission (everything WCV do fits their goals)

**State of the Art Care of Native Wildlife (Objectives)**

- 🐾 High quality care of patients
- 🐾 Maintain facilities in good functional order and appearance (people will not give money to an organization that looks like its falling apart)
- 🐾 Reorganize rehab program to improve coverage, care, and ability to advance WCV mission
- 🐾 Triage at front desk to assure only animals needing WCV care come in
- 🐾 All professional staff participate in continuing education to maintain skills and capabilities

**WCV reviews their whole program every three years**

**Objectives have to be measurable**

**Use WCV Experience to Teach**

- 🐾 Develop/maintain high quality behavior-oriented programs for all ages
- 🐾 Coordinate all school programs with SOLs, and keep materials current
- 🐾 Develop timely, year-round marketing program to promote programs
- 🐾 Generate sufficient funding to support educational program – fees/grants
- 🐾 Research and explore options for use of technology in the delivery of public education
- 🐾 Develop test programs for alternative program delivery (online,)

### **Teach others to care for Wildlife**

- 🐾 Expand/diversify on-site and remote training for rehabilitators
- 🐾 Create a standard structure for veterinary student training, including required project
- 🐾 Continue internship program and consider expanding to include international interns.
- 🐾 Vet staff to participate in and present at conferences of relevant professional groups
- 🐾 Continue and expand international conservation work in Latin America

### **USE WCV Veterinary Expertise to Advance Conservation**

- 🐾 Maintain high visibility leadership role
- 🐾 Continue appropriate clinical research on patient care and animal health issues (contaminants, etc)
- 🐾 Participate in advisory and regulatory institutions
- 🐾 Continue and expand public policy participation (state, federal)

### **Strong WCV – Advance Mission**

- 🐾 Diversify fundraising program (look at online fundraising)
- 🐾 Upgrade staff training/qualifications
- 🐾 Address work environment/internal issues
- 🐾 Increased public relations to promote WCV (every time they release an eagle they invite their donors)
- 🐾 Build and cultivate a strong, diverse board (marketing specialist, technicians, financial manager, etc).
- 🐾 Assure adequate infrastructure to support all programs and departments
- 🐾 Change organizational structure/program design to reflect changing realities

### **Second Agenda Item: 2<sup>nd</sup> workshop: “Taking the Mystery out of Fundraising”: 2:30pm**

#### **It all boils down to money:**

#### **Building your case support: why do you deserve MY money?**

Our view on fundraising is backwards. It’s not magic. It’s not even hard. However, it must be done the right way to be successful.

#### **THE FIRST LAW OF FUNDRAISING:**

“Nobody gives you money because you need money!!”

“People give you money because you are going to do something that will make the donor feel good!”

**Scientific evaluation tool:** when people are describing their program, in order to begin the process of fundraising, you need to answer the question: so what?

If you cannot answer this question effectively then there must not be anything important about what you’re doing

**To Secure Funding You Must:**

- 🐾 See your program through the eyes of other people (this is where most people fail at fundraising)
- 🐾 Explain how your program will advance the goals of other people
- 🐾 Have a clear understanding of why you are doing what you do (people give us money because they feel good doing it)
- 🐾 Have a clear plan of action (fundraising is based on planning)
- 🐾 Know what the costs will be

**Different Kinds of Funding:**

- 🐾 Government money
- 🐾 Foundation Grants
- 🐾 Private Contributors
- 🐾 Corporate Contributions
- 🐾 Income from selling things
- 🐾 Fees for services

**Each Kind of Funding Requires a Different Strategy**

- 🐾 You must know what is important to each funding source – they give money (an exchange of value)
- 🐾 You must be able to present your request differently to each funding source
- 🐾 You must be honest and credible with all funding sources

**Fundraising is selling something!** It’s not a lot different from selling a car.

You need to tell people why they need to give you money based on their interests and needs

### **Government Funding**

- 🐾 Government exists to serve People!
- 🐾 Government funding comes from people and must be spent on public priorities
- 🐾 Government money ‘has strings attached’ – may be complicated

### **Foundation Funding**

- 🐾 Each foundation will have a different priority
- 🐾 Private money is hard to find, but easy to use
- 🐾 Foundations in North America only fund less than one request for every ten
- 🐾 If you want a million dollars to fall from the sky – play the lottery

### **Corporate/Business Funding**

- 🐾 They exist to earn money for the owners/stockholders
- 🐾 If you want their money, you must find a way to help them earn money
- 🐾 Corporations do not feel guilty about the pollution they cause or the problems they cause – they don’t feel anything at all

### **Private Funding**

- 🐾 Individuals give to anything they want
- 🐾 Individuals give to support personal priorities
- 🐾 Most private funding sources give smaller gifts, but they are the easiest to get
- 🐾 Private gifts are good places to start

Most charitable gifts are given by individuals rather than corporations and government.

Send thank you notes with a signature from the champion. Always treat little donors with the greatest appreciation.

### **Different Motivation**

- 🐾 Government, Foundations and Corporations give from their HEADS! Facts, figures, statistics, logistics (quantitative)
- 🐾 Will the funding serve the rational goals of the organization or agency?
- 🐾 Private donors give mostly from their hearts!  
(Your case must respond to the motivation of the source!)
- 🐾 Emotions are very important motives for private donors: Our Program is important to YOU!

**Your Case Statement should include: (interpreting your plan to other people)**

- 🐾 **Who are you?** As an individual, as an organization. What happens when YOU Die?
- 🐾 **Why you exist?**
- 🐾 **Why are you unique?**
- 🐾 **What are you trying to do? What are your goals?**
- 🐾 **How do you plan to do it? (usually where fundraising kicks in)**
- 🐾 **What do you need? Includes money, supplies, human resources, etc.**
- 🐾 **Why the donor should care?**
- 🐾 **What you want from the donor?**
- 🐾 **What will the donor get?**
- 🐾 **Who else is giving you money? (nobody wants to swim out to a sinking ship)**
- 🐾 **What the schedule is**
- 🐾 **What the future holds**

**Statement: Mr. Jerry: Belize Bird Rescue:** somebody killed some egrets, went to court, got away with it. There are a lot of animals that could be saved if we can diagnose what's wrong with them. Plus they are valuable to Belize

**Ed:** How can you value wildlife? (He came up with a value).

**Don't take the cheque unless you figure out how much your services are worth.**

**Donors must be Convinced that:**

- 🐾 Something is wrong, a problem exists
- 🐾 Something needs to be protected
- 🐾 Someone needs to advocate
- 🐾 A battle needs to be waged
- 🐾 Something needs to be done

- 🐾 Action is called for and they should care

**Once Donors Accept A Problem, You Must Prove That:**

- 🐾 A solution exists/ options are available
- 🐾 Your proposed response can reasonably be expected to achieve results
- 🐾 The proposed solution is the best or most practical solution
- 🐾 They should support your proposal

**You must prove that YOU are the best choice to implement the solution:**

- 🐾 What makes you so special?
- 🐾 Who will do the work?
- 🐾 Where will the work be done?
- 🐾 Have you ever done the work before?
- 🐾 What is your track record?

**Who else says you're worthy?**

- 🐾 Testimonials from other people (who else says you're wonderful?)
- 🐾 Who else says you're credible? (Schools, newspaper, etc. If you don't have all the letters, ask someone to do it for you!)
- 🐾 Permits or certifications
- 🐾 Awards or recognition
- 🐾 Media or other exposure
- 🐾 Other proof of credibility

**Okay, you can do it. How much will it cost?**

- 🐾 What kind of support is necessary?
- 🐾 Is the plan cost-effective?
- 🐾 Does it seem reasonable?
- 🐾 If you get the money, will you succeed?

**BUDGET**

**Your True Cost:**

- 🐾 Nonmonetary needs: volunteer labor (you need to calculate how much a paid person would get)
- 🐾 Donated food
- 🐾 Free use of a building

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- 🐾 Office space
- 🐾 Used equipment donations
- 🐾 Expert consultants

### **Money Needed:**

- 🐾 Cost of facilities
- 🐾 Cost of labor
- 🐾 Materials
- 🐾 Water, electricity, telephone

### **Other non-monetary things that you might need:**

- 🐾 Legal advice (figure out how much the lawyer would charge you)
- 🐾 Business and organization expertise
- 🐾 Computer and data base management
- 🐾 Internet services
- 🐾 Fundraising advice

### **What's the Donor's Role?**

- 🐾 Give money to the total cost?
- 🐾 Sponsor a room, animal, activity, item? (Make deeds for donors)
- 🐾 Make regular contributions?
- 🐾 Join as a member?

### **What will the Donor Receive?**

- 🐾 Recognition in a publication, on a plaque
- 🐾 Benefits, magazines, newsletters, t-shirts
- 🐾 Personal satisfaction, good feelings
- 🐾 Privileges (tours, special events, other)

### **When is the Support Needed?**

- 🐾 Urgently, before Friday, yesterday
- 🐾 Before the project can move forward
- 🐾 Once for this special project
- 🐾 Annually

- 🐾 Monthly

### **What does the Future Hold?**

- 🐾 Will this gift be matched or sustained by others in the future?
- 🐾 For a capital campaign, how will the facility or equipment be maintained or operated?
- 🐾 What will you need next?
- 🐾 Will this project finish the job?
- 🐾 Will the job ever be finished?

### **To get what you need, you must know what you need?**

- 🐾 How many animals will you see this year?
- 🐾 How much food will they eat?
- 🐾 Where can this food be found?
- 🐾 How much will it cost?
- 🐾 How can you save money? (buy bulk, beg, borrow, bargain, do without or substitute)
- 🐾 What is the bottom line-total budget?

### **You Must Have a Needs List/Budget?**

If you are not ready to succeed then you will not succeed

### **Can you accept help?**

- 🐾 Are you a part of an organization?
- 🐾 Are you going to ‘own’ the stuff you get?
- 🐾 Are you asking for money?
- 🐾 Are you asking for the stuff that has market?

You have to know what it takes to do a good job.

If you can’t do a good job, don’t do it!

You must be willing to ask on behalf of the youth.

### **Third Agenda Item: You’re True Cost of Doing Business**

How do you value your services?

- 🐾 Often volunteer-based
- 🐾 Frequently done by individuals

**Why you need to know the value of your work:**

- 🐾 To do real budgeting, and to project your capacity and needs

**Specialized services you provide:**

- 🐾 Capture and handling of wildlife
- 🐾 Veterinary services
- 🐾 Medical procedures (tubing, bandaging, surgery, radiography, physical therapy)
- 🐾 Boarding

(These services should be measured by fair market value)

**Cost of Service is not necessarily the value!**

- 🐾 Out of pocket, price after discounts, cash flow, direct expenses, what you charge

**Value**= fair market value plus total cost of ALL input ( what someone would have to pay professionals, includes opportunity cost, timeliness).

**Elements of True Cost of Doing Business**

- 🐾 Facilities, including caging, specialized equipment, and instruments
- 🐾 Specialized food, food storage
- 🐾 Specialized service provided, including veterinary care, skilled rehabilitation, indirect costs: telephone, utilities, supplies
- 🐾 Labor, including skilled and unskilled

**Facilities Cost**

- 🐾 Construction (design, materials, labor)
- 🐾 Maintenance
- 🐾 Access: where is the next one?
- 🐾 Occupancy: how often is it needed?

### **Labor Costs**

- 🐾 Volunteers (valued at market value: how much would you have paid a professional?)
- 🐾 Cleaning/feeding (custodial service)
- 🐾 Answering phones (support services)
- 🐾 Maintenance (facilities management)
- 🐾 Management/supervision

### **Food Supplies, Storage, Prep**

- 🐾 Cost of food
- 🐾 Specialized storage (freezers, coolers, ponds)
- 🐾 Acquisition costs (going to get it, gather it or catch it)
- 🐾 Cost of feeding and caring for your food

### **Indirect Costs of Doing Business**

- 🐾 Overhead
- 🐾 Inventory
- 🐾 Utilities/phones
- 🐾 Permit fees
- 🐾 Insurance on property, etc.
- 🐾 Consumables
- 🐾 Taxes,
- 🐾 Fundraising
- 🐾 Public relations (brochure, newsletters, etc)
- 🐾 Training costs
- 🐾 Accounting/auditing
- 🐾 Volunteer, recognition

### **Cash Cost of Business:**

- 🐾 Could cost about \$150 dollars

**True Values:** \$940.

- 🐾 Non-cash values/Investment

- 🐾 Total non-cash value: \$787.75
- 🐾 Cash cost is only 16%
- 🐾 Non-cash costs: 84%
- 🐾 Return on each dollar donated: \$5.25 (good for fundraising – in order to prove that you are a good investment)

**Your efforts return a great benefit for a small investment**

**The value of your work is many time their cost**

“Every volunteer signs in and signs out to keep for the organization’s accounts and then report it to the world.”

**Necessary Information:**

- 🐾 Accurate financial records
- 🐾 Complete list of donated goods/services and their value (both fair market value and replacement costs)
- 🐾 Accurate totals of volunteer hours for all types of effort
- 🐾 Good estimates of the expenses incurred by volunteers
- 🐾 Understand the impact of your efforts
- 🐾 Attract more support (cash and non-cash) give us \$5 we give you \$10 worth of service!
- 🐾 Use non-cash contributions to ‘match’ contributions/grants
- 🐾 Motivate volunteers (by valuing their service: makes them feel a lot better)
- 🐾 Earn public support

***DON'T SELL YOURSELF SHORT – KNOW YOUR TRUE COST OF DOING BUSINESS***

**Closing:**

- 🐾 Next Meeting is scheduled for tomorrow, August 14<sup>th</sup>, 2009 at Galen University
- 🐾 Meeting adjourned at 5pm.

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**Minutes submitted by:**

**Minutes accepted by:**

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