

The notes below are written to address the variances in our 2018-2019 budget compared to the 2017-2018 budgeted revenue and expenses.

<b>REVENUES</b>	
<b>Contributions</b>	Contribution revenue for 2018-2019 is budgeted at \$487,000 as compared to a budget of \$464,000 in 2017-2018 and \$280,000 greater than the year-end projection for this year. Through our work with the capital campaign consultants, we are incorporating a major gifts program into the overall fund development plan in preparation for the capital campaign. A major gifts campaign will increase individual contributions and address the current gap in our annual fund.
<b>United Way</b>	The projected United Way funding for the next year has been reduced by \$88,484 over the current budget. United Ways are seeing declines in the contributions they receive. The Greater Cincinnati United Way will be changing the focus of the allocations they provide which may result in a decline in the funding we receive.
<b>Fund Raising Events</b>	Special event revenue is budgeted below last year's budget, but significantly higher than the projected year-end figure of \$46,500. A new event is being launched in the Dayton region in 2019 to attract new dollars and raise visibility for Girl Scouts of Western Ohio in response to our marketplace competition.
<b>Cookie Sale</b>	We are budgeting for only a small increase in the per girl average sales for 2019, which will result in a small increase over the current year.
<b>Retail Sales</b>	We are budgeting a small increase in "in-store" sales and expect to continue to see the trend of growing eCommerce sales. The eCommerce sales reflect lower cost of goods sold and lower shipping costs.
<b>Program Services</b>	There will be a small increase in the fee for council-sponsored summer day and resident camps plus some additional one day summer events. There are also slight increases in some of the year round program events.
<b>Miscellaneous Income</b>	The 2017-2018 budgeted revenue on this line reflects the expected funds from GSUSA – \$102,500 to supplement membership financial assistance in the first year of the membership fee increase.
<b>EXPENSES</b>	
<b>Salaries</b>	An average 3% increase has been budgeted for eligible staff. There are several minor changes to the organizational chart and as we have historically, the budget reflects a "full house".
<b>Benefits</b>	We will see a small "decrease" in medical benefit costs with all other employee benefits costs remaining as they were for the 2017-2018 budget. The cost of Girl Scouts of Western Ohio's 403(b) contribution and match are also reflected in this line item. Since staff related costs are budgeted conservatively there is a conservative assumption that all positions are filled and that all new staff will take the health benefits.
<b>Payroll Taxes</b>	The increase in this line item mirrors the slight increase in staff costs.
<b>Professional Services</b>	Professional services includes a number of more detailed line items – legal fees, professional consultants for program activities, computer/technical consultants, evaluation services. Each of these line items will have small increases – computer/technical consultant expenses, with our focus on improved communication and process through the use of technology, has been "bumped" \$59,000 to allow the continued expansion of those capabilities. The overall increase in this line item is \$89,000.

<b>Supplies</b>	This is another summary account and includes a number of line items – office supplies, computer supplies, program supplies, janitorial supplies and others. Much of the increase in this line reflects the increase in the number of additional girls we expect to serve at our various camps next year.
<b>Communication</b>	Communication has been "budgeted down" to reflect the savings as we begin to consolidate our phone and internet services across all facilities.
<b>Postage &amp; Shipping</b>	This increase reflects the cost of direct mailing to troops their supplies for the product sales. We believe that this is not only a convenience, but also helps to increase participation.
<b>Occupancy</b>	A primary component of "occupancy" is the cost of utilities and contracted maintenance, like snow removal. We have been very fortunate these few past years – the winters have been milder with little snow. This budget was developed using a four year average for these services and this average resulted in a decrease in the budget for these services.
<b>Equipment, Repairs &amp; Maintenance</b>	This grouping includes small equipment purchases, equipment rental, equipment repair/maintenance, equipment service contracts and software purchases. For the 2018-2019 budget, we are consolidating software license costs into this line item for better monitoring. This consolidation resulted in a line item increase of \$29,000.
<b>Printing &amp; Publications</b>	For the budget year 2018-2019 a large part of the advertising and recruitment printing expenses have been transferred to the marketplace competition budget as we continue to work to discover our most effective ways to communicate the Girl Scout message.
<b>Travel &amp; Vehicle Expenses</b>	This line item includes staff mileage, vehicle repairs, fuel for council vehicles, and “Hotels, Meals & Incidentals”. For the 2017-2018 year, \$21,000 of budgeted expenses for the October convention were included – the conference only happens every three years.
<b>Staff Development</b>	This budget included \$17,000 of costs for the October convention for the 2017-2018 budget year.
<b>Financial Assistance</b>	For the 2017-2018 budget year additional financial assistance for girls and adults was budgeted due to the increase of membership fees from \$15 to \$25. Actual requests for assistance have been less than we had expected.
<b>Miscellaneous Expense</b>	Miscellaneous expense includes the costs for recruitment, background checks for staff and volunteers, bank fees, credit card charges, bad debt, licensing fees, and various membership fees. For 2018-2019 we have reduced the dollar amount of expected bad debt from the product sales.

