

## 2012 BUDGET NOTES

The notes below are written to address the variance in our 2012 budget compared to the budget prepared for 2011.

<b>REVENUES</b>	
<b>Contributions</b>	We are projecting a 5% increase in contributions in 2012. The Gil Scout 100 <sup>th</sup> Anniversary provides an opportunity for increased fund development efforts that are expected to provide a strong contribution year.
<b>Grants – Non-Government</b>	The projected increase in grant funding is due to additional requests planned during our 100th Anniversary year.
<b>United Way</b>	This \$15,000 decrease reflects the decline in campaign dollars raised by United Ways throughout our council and the resulting projected reduction in allocations.
<b>Fundraising Events</b>	The decrease in this line item is due to more realistic projections on anticipated participation and revenue for the Women of Leadership Luncheon.
<b>Cookie Sale</b>	While our budget reflects a 3% sales increase for 2012, due to the rising costs of commodities, the cost per box to the council will increase by \$.02 in 2012.
<b>Program Services</b>	Council-sponsored 100 <sup>th</sup> Anniversary events are taking place in 2012 in each region, which has increased program fees. Increased expenses are reflected in various line items for the costs related to these events.
<b>Investment Income – Net</b>	Budgeting for this revenue line represents only anticipated earned income, less fees. Realized or unrealized gains or losses are not budgeted.
<b>EXPENSES</b>	
<b>Salaries</b>	The 2011 Budget did not reflect salary increases given in August of this year. The 2012 Budget includes a 3% increase for all positions, as well as the impact of the raises given in 2011.
<b>Benefits</b>	Contributions to the frozen National Girl Scout Council Retirement Plan for 2012 will be \$403,654 and an estimated \$65,000 to the frozen retirement plan for the former Maumee Valley portion of the Toledo United Way Pension Plan. Health benefits will increase by 5% in 2012.
<b>Payroll Taxes</b>	This line item reflects projected increases in Unemployment and Workers' Compensation rates.
<b>Communications</b>	The 2011 conversion to a Voice over Internet Protocol (VoIP) communication system, will allow communication between all Girl Scouts of Western Ohio locations without the cost of traditional phone systems, therefore decreasing our communications budget by 16%.
<b>Postage &amp; Shipping</b>	The small increase in this line item is due to the addition of a postcard mailing to each member's home prior to the 2012 cookie sale, to increase participation.
<b>Occupancy</b>	Increases in this line reflect standard changes in the costs of electric, gas, fuel oil, and other utilities and services.
<b>Equipment, Repairs &amp; Maintenance</b>	This line item has increased by \$33,000 over 2011 due to two key factors. Software purchases are projected in this line item and include licenses to upgrade all council computers to Windows 7 and Office 2010. Also included is a change in ranger position responsibilities for some sites that shifts equipment maintenance to service contracts.

<b>Printing &amp; Publications</b>	Printing costs will continue to decrease as electronic communication to girls and volunteers increases. In 2011 GSUSA's online membership and event registration was implemented, which should result in further opportunities to reduce printing costs.
<b>Staff Development</b>	This increase of \$22,000 is due to management's efforts to provide increased staff development reflecting needs identified by consultant work in 2011.
<b>Financial Assistance</b>	This line item includes both program subsidies and membership dues subsidies. Membership dues will continue to be funded at current levels, but there was a return to 2009 levels in program subsidies requested in 2011, after a spike in requests in 2010. This is reflected in the decrease to this line item.
<b>Insurance</b>	This decrease of \$38,000 reflects the fact that Girl Scouts of Western Ohio is no longer required to maintain the "tail" coverage for the merged councils. In addition, the 2011 rate increase was less than projected.
<b>Miscellaneous Expense</b>	This line item includes the cost of increased credit card and Paypal processing due to online registration, as well as bad debt expenses related to the cookie sale (which continues to remain at less than 1% of sales).