

District 36

Virtual District Council Meeting

Sunday, September 26, 2021
2:00 p.m. - 5:00 p.m.

Bonnie Maidak, DTM – District Director

AnnMarie Walker, DTM – Program Quality Director

Gwen Miller, DTM – Club Growth Director



WHERE LEADERS ARE MADE

Tammy Wylie, DTM
Public Relations
Manager

Janice Strachan, DTM
Administration
Manager

Scott Meyer, DTM
Finance Manager

Sandra Coles-Bell, DTM
Immediate Past District
Director

District 2021-2022 Vision Statement

District 36 will be a vibrant community of enthusiastic, energetic Toastmasters who are dedicated to helping themselves and others achieve their highest communication and leadership potential.

www.district36.org | www.toastmasters.org

10. District Budget Adoption

District 36 Reserve Account Overview				
	Available	Committed	Balance	Explanation
Closing Balance - June 30, 2021	\$73,643.84		\$73,643.84	Carryover from last/previous years
Accrual Amount - Items budgeted from 2020-2021 but not yet billed		\$11,610.00		Funds committed for items budgeted from 2020-2021 but not yet billed
Balance from 2020-2021			\$62,033.84	Unspent funds available
Estimated Membership Revenue for 2021-2022	\$70,145.00		\$132,178.84	
Required Retention Reserve Funds		\$17,537.00		Amount set by TI Policy which Districts must retain for start of following year (25% of projected Membership Revenue)
Balance Available			\$114,641.84	Projected Total Funds available to District 36 for 2021-2022 year
Additional projected revenue - Blended Conference	\$8,650.00			
District Store Projected Revenue	\$1,000.00			
Total Projected Revenues	\$79,795.00			
Allowed Budget overrun	\$15,959.00			One-time policy exception - Districts may budget to spend 20% more than projected revenue - with TI approval
Total Allowed Budget	\$95,754.00		\$38,384.84	Total Projected Carryover to 2022-2023
Actual Budget Projection	\$93,794.00			
Difference	\$1,960.00			Under Spending compared to Total Allowed Budget



District #: 36
 Budget Currency: USD
 Fiscal Year: 2021-2022

	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
Membership Dues Allocation	799	2,591	20,343	7,701	1,902	1,163	1,321	4,199	17,136	8,402	2,179	2,409	70,145
Conference revenue	-	-	-	-	-	-	-	-	-	-	8,650	-	8,650
Fundraising revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Education and Training revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
District store revenue	-	-	-	-	250	-	250	-	250	-	250	-	1,000
Speech contest revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Total revenue	799	2,591	20,343	7,701	2,152	1,163	1,571	4,199	17,386	8,402	11,079	2,409	79,795
T1 Allocation Expense	292	292	292	292	292	292	292	292	292	292	292	292	3,507
Conference expense	-	-	-	-	-	-	-	-	-	-	19,505	-	19,505
Fundraising expense	-	-	-	-	-	-	-	-	-	-	-	-	-
District store expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing Outside Toastmasters expense	-	-	650	4,000	150	-	1,150	-	2,150	-	150	-	8,250
Recognition expense	2,050	250	4,050	-	-	1,550	-	3,550	-	-	-	5,050	16,500
Club Growth expense	-	-	2,225	1,275	775	1,175	350	350	3,525	2,900	1,650	150	14,375
Public Relations expense	308	341	849	679	391	391	490	391	391	391	391	391	5,404
Education & training expense	-	-	1,200	-	-	1,200	-	1,200	1,200	-	4,750	1,200	10,750
Speech contest expense	-	-	-	600	-	800	-	-	-	2,200	600	-	4,200
Administration expense	1,342	216	616	1,951	216	216	231	236	216	231	1,116	216	6,803
Food and Meals expense	-	-	-	-	-	-	-	-	2,500	-	-	-	4,500
Travel expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Lodging expense	-	-	-	-	-	-	-	-	-	-	-	-	-
	3,992	1,099	9,882	8,797	1,824	5,624	2,513	2,469	13,824	6,014	28,454	9,299	93,794
District net income/(loss)	(3,193)	1,492	10,461	(1,096)	328	(4,461)	(942)	1,730	3,562	2,388	(17,375)	(6,890)	(13,999)

We, the undersigned, certify that this budget and narrative cover estimated receipts and expenditures for the district year. This budget directs the financial resources entrusted to the district toward achieving the district mission and will be presented to the district council for approval at its next meeting.

District Director	Date
Program Quality Director	Date
Club Growth Director	Date
Finance Manager	Date

Break even	Revenue	Expense	Net	Policy
Conference	8,650	19,505	(10,855)	Does Not Meet Policy
Fundraising	-	-	-	Meets Policy
District Store	1,000	-	1,000	Meets Policy
Minimum Expense Type		Expense	%	Policy
Marketing Outside Toastmasters		8,250	11.8%	5.0%
Maximum Expense Type		Expense	%	Policy
Education and Training		10,750	15.3%	15.0%
Marketing Outside Toastmasters		8,250	11.8%	10.0%
Club Growth		14,375	20.5%	15.0%
Public Relations		5,404	7.7%	10.0%
Recognition		16,500	23.5%	20.0%
Travel		-	0.0%	25.0%
Lodging		-	0.0%	15.0%
Food and Meals		4,500	6.4%	15.0%
Speech Contest		4,200	6.0%	5.0%
Administration		6,803	9.7%	10.0%
Total Membership Dues		70,145	100.0%	

One of the expense categories is over the policy max. Please review and adjust appropriately.



**TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET
2021-2022**

District **36**

Following is a brief description/explanation of the estimated income and estimated expenses based on the goals outlined in the District success plan. The white rows are not password protected. Users may adjust the white area as necessary by adjusting the row height. Alternatively, a separate sheet may be used. Each section of this narrative page must be completed in order for this report to be considered complete and counted as received by WHQ. There are example questions to answer in each box. These can be deleted and replaced by your answers.

(Numbers are pulled from Summary tab)

Membership Revenue

**Budgeted
70,145**

These are the projected revenues from member dues as calculated by Toastmasters International. Based on the actual P&L from last year, District 36 out-performed expectations here by \$3300+. We anticipate that we will be able to exceed projections again this. We plan an aggressive promotional campaign to support the membership growth of existing clubs, as well as to improve retention of current Toastmasters. Additionally, we are projecting the addition of ten new clubs.

Conference Net Income/(Loss)

(10,855)

As so much is still in flux during the current pandemic and events are anticipated to be completely virtual, we expect the conference to lose money. The district is locked into a contract with a hotel, a contract initially signed in 2020 and carried forward for the past 2 years. The contract includes room nights, facility rentals and food costs. As the Business meeting is virtual and the contests are virtual, there is little to draw anyone to pay to attend an in-person conference, and our members have limited interest in paying more than a nominal fee for a virtual conference, regardless of who the educational presenters, keynote, etc. may be. The conference is budgeted at a loss to free future leadership of the constraints of continuing to carry a hotel contract forward that is based on a high in-person attendance. We are in negotiations with the hotel to determine the maximum and minimum amounts to complete our obligations and thus allow future district leaders to start with a completely new contract based on more realistic attendance estimates.

Fundraising Net Income/(Loss)

-

No fundraising is planned.

District Store Net Income/(Loss)

1,000

At this time we do not anticipate the purchase of additional inventory. We have carryover inventory from past years and may have additional items (e.g., path pins) that were purchased for incentive awards that were in excess of those actually earned and distributed. We will market the availability of items to our members in order to diminish our stocks.

Marketing Outside of Toastmasters

8,250

We intend to participate in appropriate in-person events at convention venues in DC to promote membership in Toastmasters, as well as the opportunity to create new clubs. We also plan advertising campaigns through social media and local media resources. Our primary mechanism for creating new clubs will be through promotions outside existing Toastmasters circles.

Public Relations

5,404

The district continues to upgrade and improve its website and social media presence. Most expenses here are to strengthen our security and backups, expand our presence and renewal fees for various platforms used to communicate with the district members. Support will also be available to clubs wishing to engage, as well.

Club Growth

14,375

District 36 is committed to supporting membership growth and retention in our clubs. Incentive/recognition programs are planned to encourage early renewals. Support is being offered to reimburse some costs associated with open house events. To recruit more coaches, we will provide recognition upon appointment and completion of a successful coaching assignment. New club leads will also be recognized at 2 levels, for leads that results in a sample/demo meeting and for leads that result in a new club chartering.

Recognition

16,500

Due to budgeting error, nothing was budgeted last year to recognize the 2020-2021 district leadership team; this budget corrects for that oversight, as well as for the current team. The amounts for Recognition also include incentives for member achievements and for Division and Area Directors to find creative ways to recognize their clubs and members for achievements.

Education and Training

10,750

Officer training and recognition of clubs whose officers are trained is emphasized here. Additionally, Distinguished clubs are also rewarded for their accomplishments. This area focuses on encouraging members and clubs to meet the goals of the DCP.

Speech contests

4,200

The District will conduct two contest types again this year - International Speech and Evaluations. This covers the purchase and shipment (if necessary) of trophies for the various Area, Division and District contests and thank you gifts for contest functionaries. Also included is AV cost for the International Speech winning contestant's video for submission to TI for judging.

Administration

6,803

This includes costs for Zoom licenses, PayPal costs, Election Buddy, storage, badges for leadership team and a small amount for sympathy /thank you gifts and anticipated shipping. There are also some funds allocated to purchase additional AV-related equipment to support in-person/virtual meetings that occur within the same meeting (hybrid / blended).

Food and Meals

4,500

The Food and Meals expenses are from two planned district leader service recognition and appreciation events. The first occurs in March 2022 to show appreciation for the 2019-2020 and 2020-2021 district leader teams which had no in-person event due to the global pandemic. This event will also include the 2021-2022 team to inspire them to finish the year strong. The second event is budgeted in June 2022 but it will occur on August 7 (tentative date) for recognition of the 2021-2022 district leader team.

Travel

-

None Planned

Lodging

-

None Planned



TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET
2021-2022

Account #	Account Name	USD												
		Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
6005	Membership Dues Allocation	799	2,591	20,343	7,701	1,902	1,163	1,321	4,199	17,136	8,402	2,179	2,409	70,145

**This amount is provided by World Headquarters in an email.



TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET
2021-2022

DISTRICT

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Account #	Account Name	USD												
		Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
Conference Revenue														
6025	Conference Registration-Member registrations											3,500		3,500
6025	Conference Registration-Spouse / guest													-
6025	Conference-Late registrations													-
6025	Conference Registration -Meal Events											3,400		3,400
6025	Conference Registration-Speech contest											250		250
6025	Conference Registration -Other													-
6025	Conference Registration-Training													-
6050	Conference Refunds - Registration & Tickets													-
6055	Conference Refunds - Other													-
6060	Reimbursments - Registration & Tickets													-
6030	Conference-Sponsorship/Advertising											1,500		1,500
6035	Conference-Raffle													-
6040	Conference-Auction													-
6010	Conference-Donation													-
6020	Conference-Other Revenue													-
Total Conference Revenue		-	-	-	-	-	-	-	-	-	-	8,650	-	8,650
Conference Expenses														
7004	Conference-Badges & Pins													-
7008	Conference-Promotional Materials											2,000		2,000
7010	Conference-Awards Expense (Trophies,													-
7012	Conference-Supplies & Stationery Expense													-
7014	Conference-Room Rental Event Expense											7,000		7,000
7016	Conference-Meal Event Expense											9,655		9,655
7018	Conference-Decorations Expense													-
7020	Conference-Printing Expense													-
7022	Conference-Audio Visual Expense													-
7030	Conference-Photocopying Expense													-
7042	Conference-Outside Contractor Expense													-
7048	Conference-Equipment Purchase Expense													-
7070	Conference-Bank Charges & Credit Card Fee													-
7072	Conference-Sales Tax Expense (incl. GST, VAT,													-
7078	Conference-Food Expense													-
7080	Conference-Gifts & Thank Yous											750		750
7086	Conference-Miscellaneous Expenses													-
7090	Equipment Rental													-
7044	Conference-Postage & Shipping Expense											100		100
Total Conference Expenses		-	-	-	-	-	-	-	-	-	-	19,505	-	19,505
Conference Net Income/(Loss)		-	-	-	-	-	-	-	-	-	-	(10,855)	-	(10,855)



TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET
2021-2022

DISTRICT

36

#	Account Name	USD												
		Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
6045	District Store Revenue					250		250		250		250		1,000
7002	Cost of Sales Expense - District Store													-
District Store Net Income/(Loss)		-	-	-	-	250	-	250	-	250	-	250	-	1,000



TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET
2021-2022

Account #	Account Name	USD												
		Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
Marketing Outside Toastmasters Expenses														
Marketing Outside Toastmasters Expenses														
7006	Marketing-Educational Materials													-
7008	Marketing-Promotional Materials													-
7010	Marketing-Awards Expense (Trophies, Plaques, Ribbons & Certificates)													-
7012	Marketing-Supplies & Stationery Expense			500										500
7036	Marketing-Advertising Expense				3,000					2,000				5,000
7044	Marketing-Postage & Shipping Expense							1,000						1,000
7082	Marketing-Incentives			150		150		150		150		150		750
7040	Marketing-Trade Show Registration Expense				1,000									1,000
														-
														-
Marketing Outside Toastmasters Expenses Total		-	-	650	4,000	150	-	1,150	-	2,150	-	150	-	8,250
Total Marketing Outside Toastmasters Expenses		-	-	650	4,000	150	-	1,150	-	2,150	-	150	-	8,250

Club Growth - Membership Retention														
7006	Membership Retention-Educational Materials												-	
7008	Membership Retention-Promotional Materials												-	
7010	Membership Retention-Awards Expense (Trophies, Plaques, Ribbons & Certificates)												-	
7012	Membership Retention-Supplies & Stationery Expense												-	
7036	Membership Retention-Advertising Expense												-	
7044	Membership Retention-Postage & Shipping Expense				1,200					1,200			2,400	
7082	Membership Retention-Incentives		1,500			600				2,500	1,400	600	6,600	
													-	
													-	
													-	
Club Growth - Membership Retention Total														
		-	-	1,500	1,200	-	600	-	-	2,500	2,600	600	-	9,000
Club Growth - Club Coaching														
7006	Club Coaching-Educational Materials													-
7008	Club Coaching-Promotional Materials													-
7010	Club Coaching-Awards Expense (Trophies, Plaques, Ribbons & Certificates)													-
7012	Club Coaching-Supplies & Stationery Expense													-
7036	Club Coaching-Advertising Expense													-
7044	Club Coaching-Postage & Shipping Expense													-
7082	Club Coaching-Incentives					500			200			100		800
														-
														-
														-
Club Growth - Club Coaching Total														
		-	-	-	-	500	-	-	200	-	-	-	100	800
Club Growth - Other														
7006	Club Growth - Other-Educational Materials													-
7008	Club Growth - Other-Promotional Materials													-
7010	Club Growth - Other-Awards Expense (Trophies, Plaques, Ribbons & Certificates)													-
7012	Club Growth - Other-Supplies & Stationery Expense													-
7036	Club Growth - Other-Advertising Expense													-
7044	Club Growth - Other-Postage & Shipping Expense													-
7082	Club Growth - Other-Incentives													-
														-
														-
														-
Club Growth - Other Total														
		-	-	-	-	-	-	-	-	-	-	-	-	-
Total Club Growth Expenses														
		-	-	2,225	1,275	775	1,175	350	350	3,525	2,900	1,650	150	14,375



TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET
2021-2022

DISTRICT

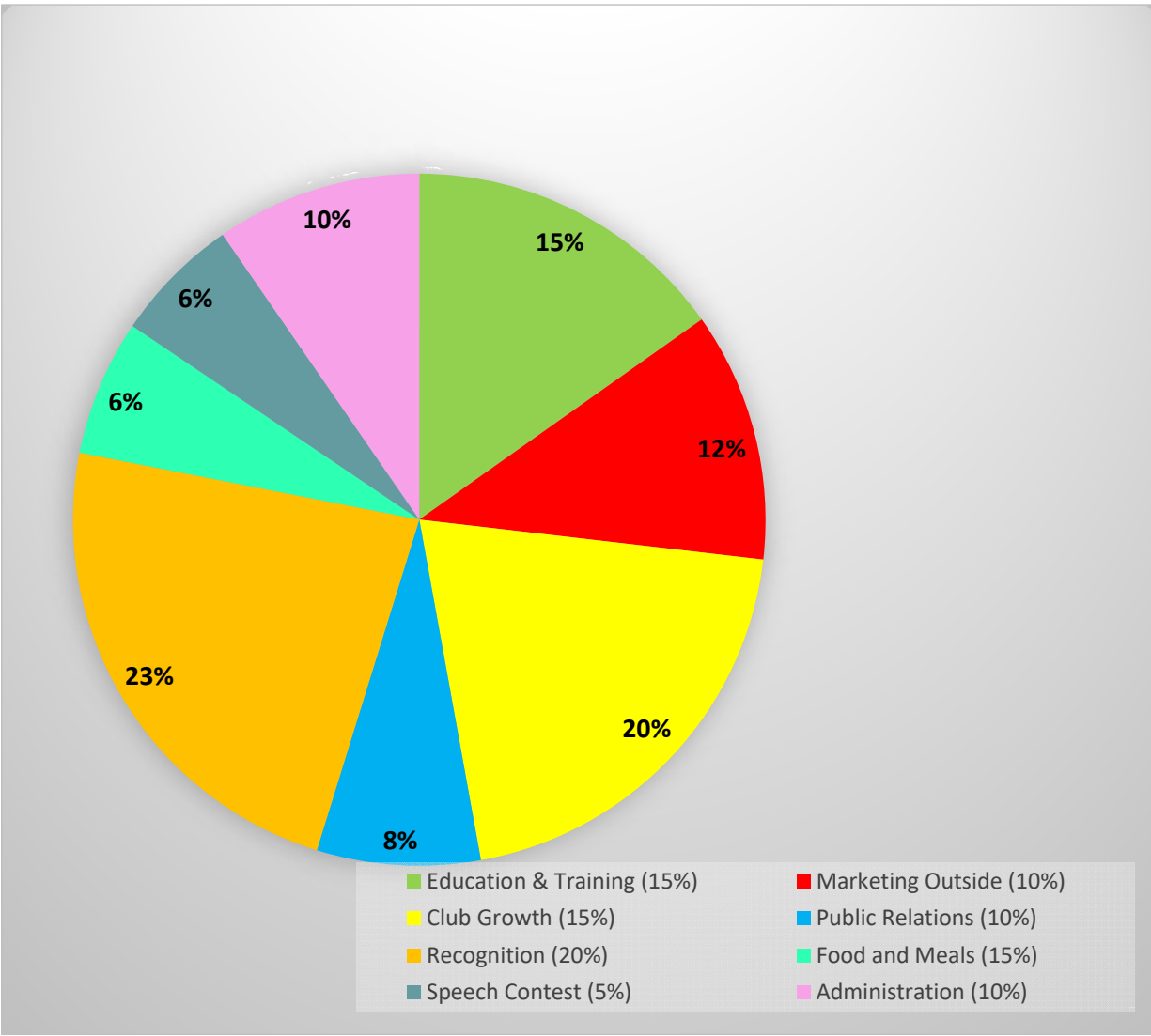
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Account	Account Name	USD												
		Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
Education and Training Revenue														
	6025 Registration-Member registrations													-
	6025 Registration-Spouse / guest registrations													-
	6025 Registration-Late registrations													-
	6025 Registration-Meal Events													-
	6025 Registration-Speech contest													-
	6025 Registration-Other													-
	6025 Registration-Training													-
	6025 Registration-Speechcraft													-
	6050 Refunds - Registration & Tickets													-
	6055 Refunds - Other													-
	6060 Reimbursements - Registration & Tickets													-
	6030 Sponsorship/Advertising Revenue													-
	6035 Raffle Revenue													-
	6010 Donation Revenue													-
	6020 Other Revenue													-
	Total E & T Revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Education & Training Expenses														
Distinguished Clubs														
	7006 Distinguished Clubs-Educational Materials													-
	7008 Distinguished Clubs-Promotional Materials													-
	7010 Distinguished Clubs-Awards Expense (Trophies, Plaques, Ribbons & Certificates)													-
	7080 Distinguished Clubs-Gifts & Thank Yous													-
	7082 Distinguished Clubs-Incentives											3,050		3,050
														-
														-
														-
														-
														-
	Distinguished Clubs Total	-	-	-	-	-	-	-	-	-	-	3,050	-	3,050
Training Club Officers														
	7006 ET-Educational Materials													-
	ET-Awards Expense (Trophies, Plaques, Ribbons & Certificates)													-
	7010													-
	7014 ET-Room Rental Event Expense													-
	7042 ET-Outside Contractor Expense													-
														-
														-
														-
														-
	Training Club Officers Total	-	-	-	-	-	-	-	-	-	-	-	-	-
Training Division & Area Directors														
	7004 ET-Badges & Pins													-
	7006 ET-Educational Materials													-
	7012 ET-Supplies & Stationery Expense													-
	7014 ET-Room Rental Event Expense													-
														-
														-
														-
	Training Division & Area Directors Total	-	-	-	-	-	-	-	-	-	-	-	-	-

Training Areas & Divisions												
7006	ET-Educational Materials											-
	ET-Awards Expense (Trophies, Plaques, Ribbons & Certificates)											-
7010												-
												-
												-
												-
Training Areas & Divisions Total												-
TLI Expenses												
7004	ET-Badges & Pins											-
7006	ET-Educational Materials											-
	ET-Awards Expense (Trophies, Plaques, Ribbons & Certificates)											-
7010												-
7082	ET-Incentives							1,200				1,200
7086	ET-Miscellaneous Expenses											-
												-
												-
												-
TLI Expenses Total												1,200
ET Other Expenses												
7004	ET-Badges & Pins											-
7006	ET-Educational Materials											-
	ET-Awards Expense (Trophies, Plaques, Ribbons & Certificates)											-
7010												-
7082	ET-Incentives		1,000			1,000			1,000	1,500	1,000	5,500
7086	ET-Miscellaneous Expenses											-
7044	ET-Postage & Shipping Expense		200			200			200	200	200	1,000
												-
												-
												-
ET Other Expenses Total												6,500
Total E&T Expenses												10,750
Total E&T Net Income (Loss)												(10,750)

Region Advisor														
7078 Food Expense														-
7016 Meal Event Expense														-
Region Advisor Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International Officer														
7078 Food Expense														-
7016 Meal Event Expense														-
International Officer Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keynote Speaker														
7078 Food Expense														-
7016 Meal Event Expense														-
Keynote Speaker Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Member														
7078 Food Expense														-
7016 Meal Event Expense														-
Other Member Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Food and Meals Expenses	-	-	-	-	-	-	-	-	2,500	-	-	2,000	4,500	

Education & Training (15%)	15%
Marketing Outside (10%)	12%
Club Growth (15%)	20%
Public Relations (10%)	8%
Recognition (20%)	24%
Food and Meals (15%)	6%
Speech Contest (5%)	6%
Administration (10%)	10%



District 36



WHERE LEADERS ARE MADE