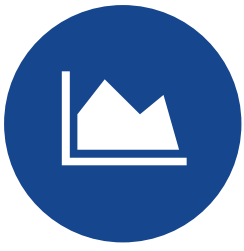
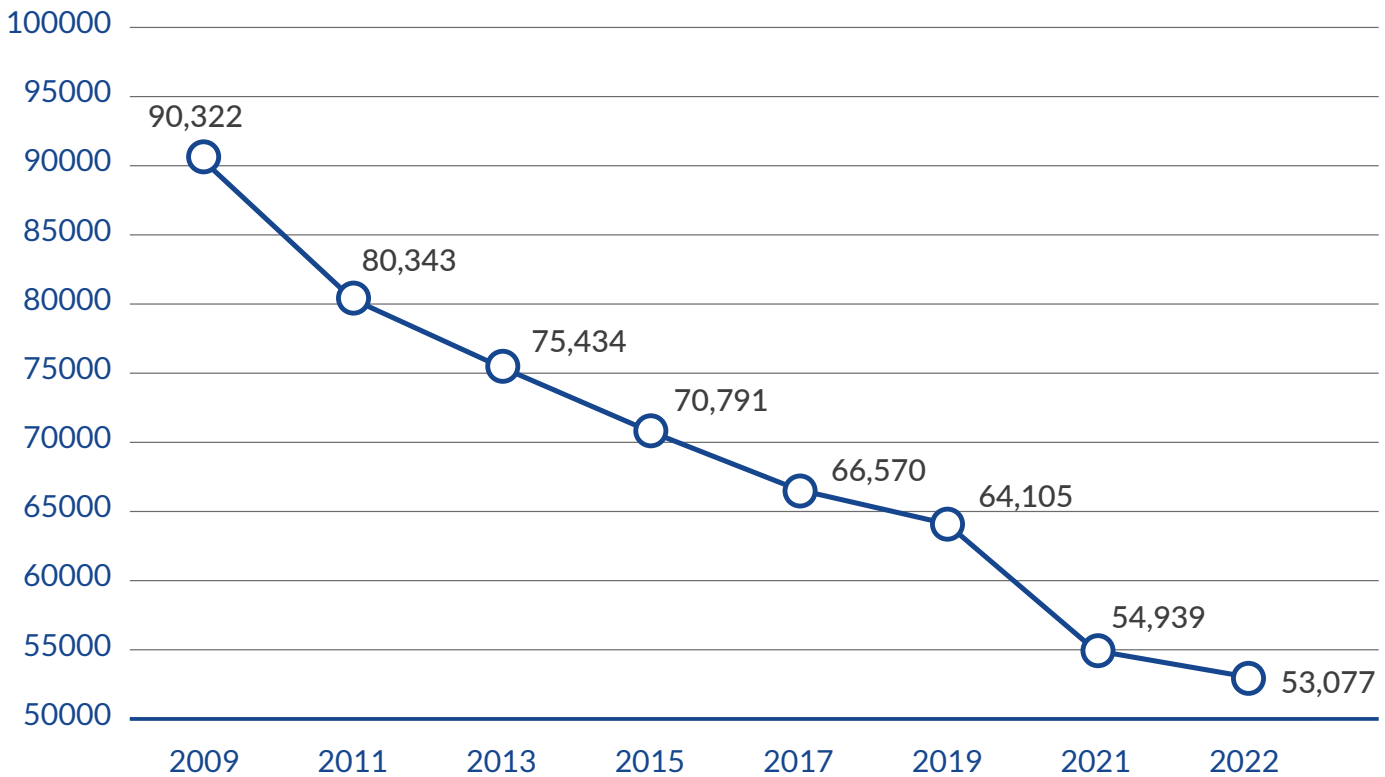

Funding the Future



By the Numbers

Timeframe: Since last dues increase was brought to Delegates and Membership in July 2009

Membership Analysis



41%

Decline in Membership

Over the past 13 years, total Membership has declined from 90,322 to 53,077.



40%

Reduction in Staff

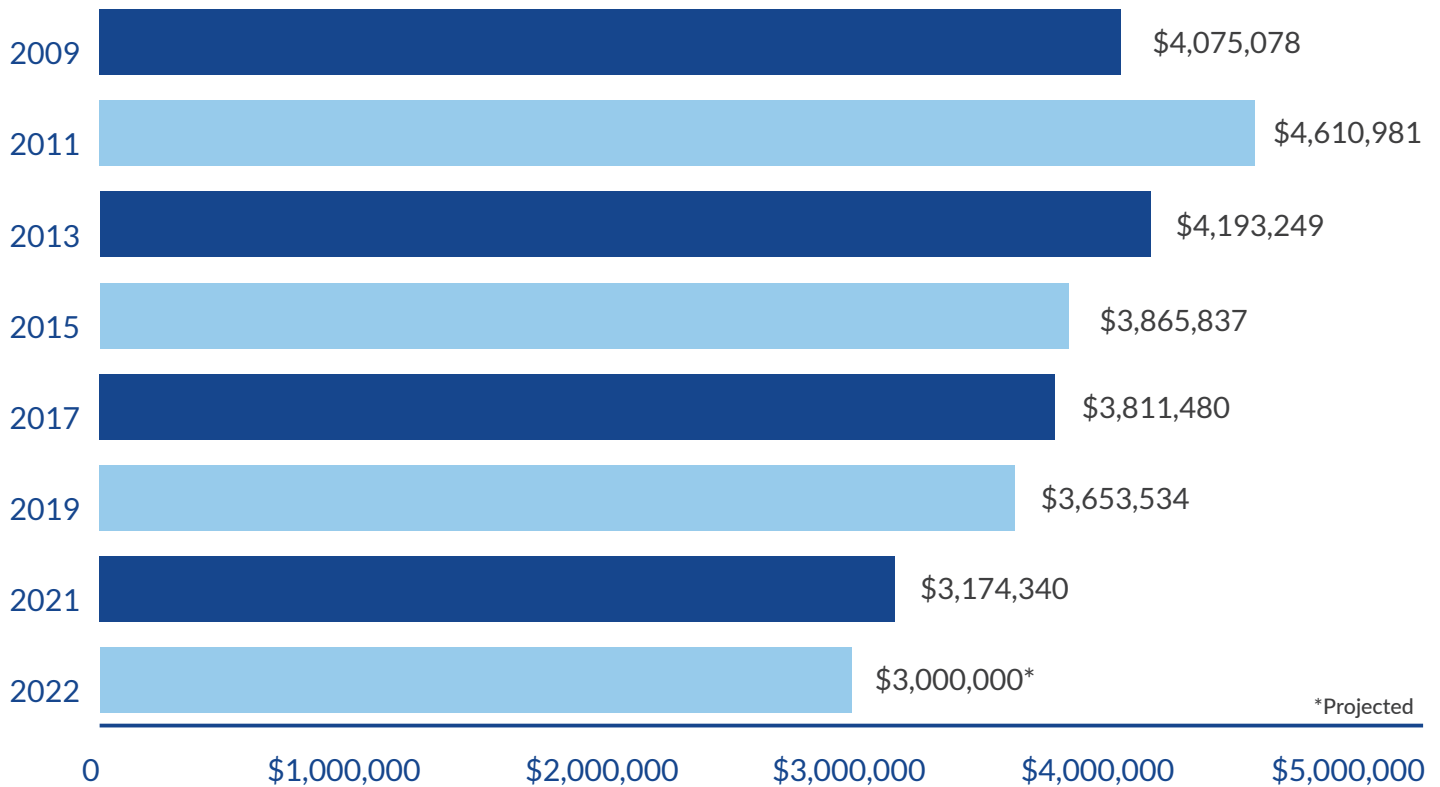
To assist with curtailing operational expenses, over the past 13 years, 16 full time staff positions have been eliminated.



By the Numbers

Timeframe: Since last dues increase was brought to Delegates and Membership in July 2009

Dues & Fees Revenues



33%

Decline in Dues Revenue

Over the past 13 years, annual revenue has declined by roughly **\$1.6 million (annually)** With a high of \$4.6 million in 2010 as compared to \$3.0 million projected 2022 fiscal year end

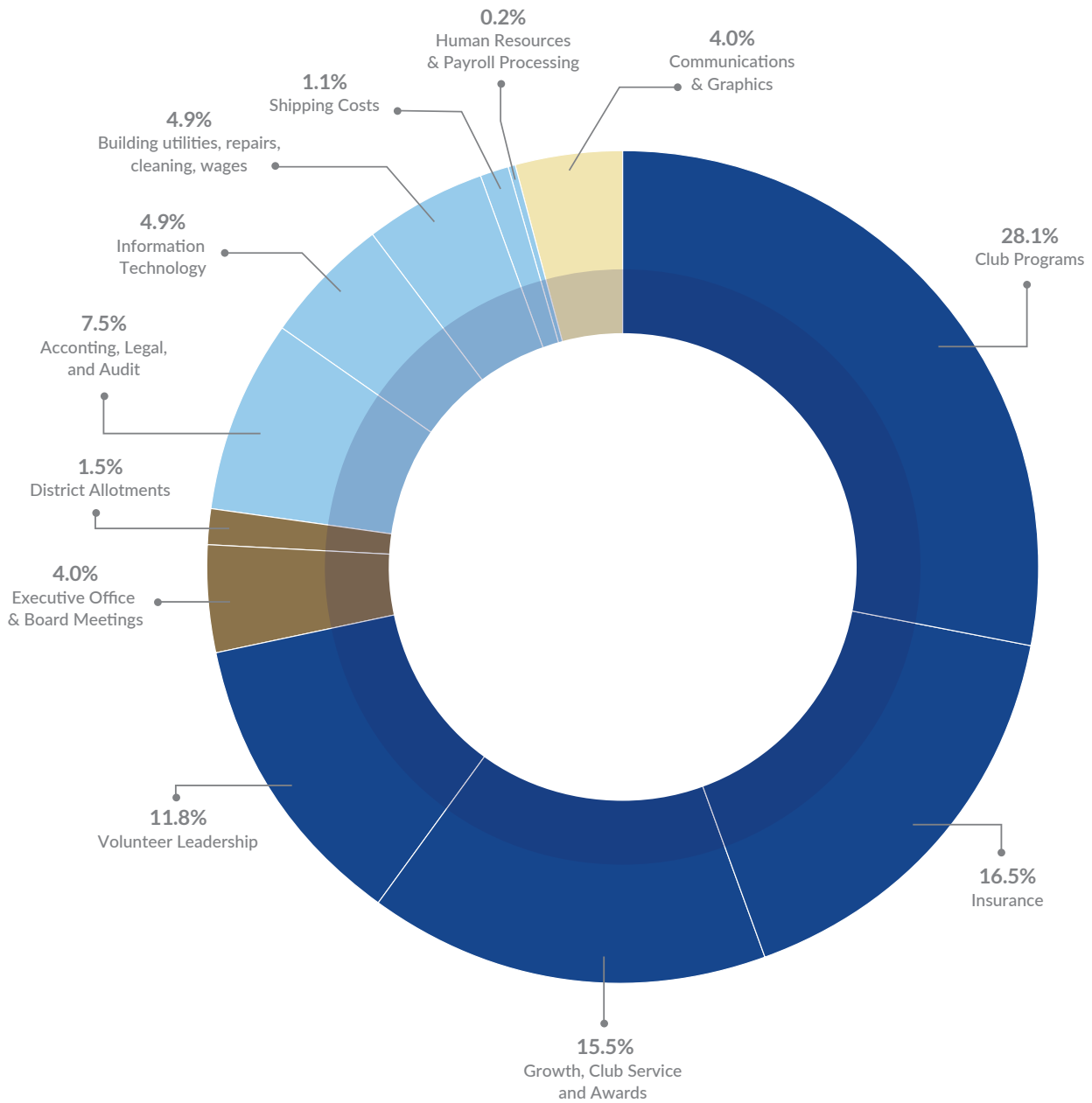
\$300K

Budget Deficit

This is the **PROJECTED** budget shortfall for fiscal year 2022-2023 **WITHOUT** the proposed dues increase.



Membership Dues & Fees



Fiscal Year 2022

- 71.9% Club Support
- 18.6% Administration and Management
- 5.5% Organizational Leadership
- 4.0% Marketing

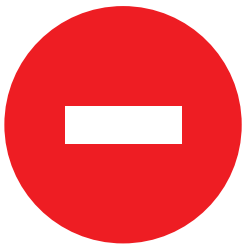




Membership Dues & Fees

Fiscal Year 2022

DESCRIPTION	AMOUNT	PERCENT
Club Programs	\$19.00	28.1%
Insurance	\$11.13	16.5%
Growth, Club Services, & Awards	\$10.50	15.5%
Volunteer Leadership	\$8.01	11.8%
Accounting, Legal, & Audit	\$5.06	7.5%
Information Technology	\$3.34	4.9%
Building includes utilities, repairs, cleaning, wages	\$3.28	4.9%
Executive Office & Board Meetings	\$2.69	4.0%
Communications & Graphics	\$2.68	4.0%
District Allotments	\$1.00	1.5%
Shipping Costs	\$0.73	1.1%
Human Resources & Payroll Processing	\$0.16	0.2%
Total Annual Dues - Regular Members in Developed Countries	\$67.58	100.0%



Negative Effects of NO Dues Increase

Without a Dues increase, to close the projected \$300,000 budget gap will require the implementation of **detrimental austerity measures** which could include:

- **Reduction in Club general liability insurance coverage limits for Clubs**
 - **Negative effect** – limits the size and types of activities Optimist Clubs can hold in their communities
- **Scaling back of marketing and graphics support to Clubs**
 - **Negative effect** – hinders the ability for Clubs to promote community awareness about their good works and stimulate Club Membership growth in order to continue the Optimist mission into the future
- **Elimination of vital leadership trainings**, such as: Vice President-Elect, Governor-Elect, and Optimist Leadership Academy trainings
 - **Negative effect** – undermines the organization's effectiveness at planning for Club and District growth, succession, enrichment, and education
- **Elimination or reduction of Optimist International Programs**
 - **Negative effect** – cuts into the heart of the organization's mission, vision, and purposes. Thousands of youth would lose out on the benefits of participating in OI's various programs; such as: golf tournaments, scholarship contests, and childhood health and wellness programs, etc.
- **Limited ability to invest in technology and innovative programs**
 - **Negative effect** – limits mission potential, prevents implementation of upgrades for technology, web based efficiency, and innovative programs



IN SUMMARY

The negative effect of NO dues increase will be to **severely inhibit** the organization's ability to ensure growth, relevance, and success into the future.



Positive Impact of a Dues Increase

A dues increase will provide the financial resources necessary to generate innovation, improve efficiency, and advance the Optimist mission:

By providing hope and positive vision, Optimists bring out the best in youth, our communities, and ourselves.

- **Enhancements to Club/Member Services**
 - **Positive impact** – improve, strengthen, and add value to the Member experience, increase support for new clubs, expand dynamic leadership training opportunities, and further the Optimist mission
- **Investments into Innovative Programs**
 - **Positive impact** – continue and strengthen existing programs such as Oratorical World Championships, while exploring innovative opportunities
- **Improvements to Technology Infrastructure**
 - **Positive impact** – allows for modernization of the organization’s website, software packages, and technology, increasing member access and utility
- **Expand Marketing & Communications**
 - **Positive impact** – build a stronger brand awareness with both internal and external constituents
- **Staff Development**
 - **Positive impact** – investing in essential continued education, increasing skills and resources, enabling staff to better support the relevant needs of today’s membership

* IN SUMMARY

The positive impact of a dues increase is the financial security to
“Press on to the GREATER Achievements of the Future!”