



2017

ANNUAL REPORT



AAUW FUND

The Fund committee is responsible for advising branches about fundraising activities and ensuring that the branches comply with the policies and procedures established by AAUW regarding fundraising so that IRS regulations are followed. The committee also plans and presents at least one Fund luncheon in Southern California and one Fund luncheon in Northern California per year at which Fellowship and Grant recipients are introduced to attendees. In February, the committee votes on the State Named Gift honoree, submits their recommendation to the State Board, and presents the honoree at the State Convention, Annual Meeting or one of the Fund luncheons, depending on the availability of the honoree.



BRANCH SUPPORT

The Branch Support Committee consists of the Committee Chair and Branch Liaisons, who represent districts throughout the state. The Liaison role may be filled by IBC Chairs, leaders in districts where no IBCs exist, or the Committee Chair for districts where no Liaison is available. Our Vision is that *all AAUW CA branches deliver on the Value Promise.*

Our Mission, supported by policies, provides a path toward the Vision - *We provide assistance to support and maintain branches and IBCs. We identify and respond to their specific needs and collaborate with them to discover the best solutions. We sustain horizontal and vertical dialogue between AAUW CA and branch leaders.*

The most difficult, and remaining, challenge this year has been to find Branch Liaisons for the North and South San Joaquin districts.



COMMUNICATIONS

Want to get a message out? The AAUW California Communications Team can help.

Our enthusiastic and motivated team links the AAUW California state board to branch boards through communication tools that allow us to effectively share messages that move our members to action. As the producers of the California Perspective, monthly Board to Board online newsletter and curators of the state website, we recognize that messages transmit information, express feelings and shape attitudes. Armed with tantalizing content from the state committee chairs, we share timely information to help our current and potential members become engaged with the mission of AAUW.

This year we successfully expanded the Communications Team allowing us to strengthen our partnerships with state committees and better understand and address their communication needs. Because it's challenging to know what tools to use and to understand and know where information is coming from, the team created a *Reference Guide to California and National Communications* and created a Tech Tools Corner on the website to help guide members and branch leaders.



DEVELOPMENT & MARKETING

Development and Marketing has been a committee but had not gotten wind under its wings until last year. The development portion is looking for corporate/community sponsors for state events such as Speech Trek, Training, the Annual meeting and anything else we think is important.

Marketing is all about exposure to the community, prospective members, and prospective donors not looking for donations but looking for name recognition and more. AAUW and AAUW-CA can no longer be the "best kept secret".



FINANCE

The AAUW California (CA) Finance Committee is responsible for managing our fiscal resources. We develop and track the budget, recommend changes to the Board, review our investments and investment strategies, and review the annual review performed by our CPA. While not required, most of our members have experience and education in finance and/or accounting. This year's AAUW CA Finance Committee members are: Patricia Ferrer, Chair, Long Beach; Charlene Goehring, Sacramento; Peggy Martin, Morgan Hill; Jane Niemeier, La Mesa-El Cajon; and Cheryl Plotkin, Alhambra-San Gabriel.

We worked with our insurance broker to determine if our long term insurance company provided the best value policy and coverage.

We plan to assess our portfolio to determine if we should change our investment strategy to enhance revenue and/or reduce investment fees.

We also worked with our branches to encourage them to become part of the National Membership Payment Program-reducing their work and that at our AAUW California Office.



GOVERNANCE

The Governance Committee is responsible for overseeing the bylaws and policies and procedures of AAUW California and assisting branches with their governance documents. This year the committee has been composed of three members. The Chair, Sue Cochran, has been responsible primarily for the state governance documents and is the liaison with the National Governance Officer. Committee member Sandy Kirkpatrick serves the branches in Northern California and Susan Negrete serves the branches in Southern California.

At the state level we have been focused on resolving a designation issue with the state of California and the IRS for AAUW California, which is moving forward to resolution. The branch work has been focused on bringing all branch bylaws in to compliance with National's mandated amendments by June of this year. The committee is appreciative of the work the branches are doing to complete the bylaws updates and meet the deadline.



LEADERSHIP DEVELOPMENT

The AAUW CA Leadership Development Committee provides branches with the tools needed to enhance leadership skills, as well as empower, recruit and retain new members. Six workshops have been developed this year and utilized at the four Leadership Days this year. Additionally, videos are being made to address the job-a-like training for president and treasurer and will be available by the end of the year.

The most challenging part for this committee is scheduling leadership days at different venues around the state.



MEMBERSHIP

The Membership Committee oversees the membership efforts of the local branches in California. We assist the Branch Membership Vice Presidents in their recruitment and retention efforts.

We are still struggling with an aging membership and subsequent attrition. Working on ways to increase diversity regarding ethnicity, disability, and age, but struggling to increase diversity overall.

Almost 40% of CA branches had 10 or more new members, only 8 branches had no new members. Almost 1,200 people became new members of AAUW in California.

College & University Sub Committee

This committee develops College/University partner memberships and recruits student affiliates. We have approximately 250 colleges and universities in California and over 80 are ongoing AAUW C/U partners. We have 44 branches with C/U Coordinators. There are 11 campus student organizations in

California. At least eight campuses are holding Start Smart workshops. We encouraged branches to collaborate on an Equal Pay Day campus event in April, sponsor a student for NCCWSL, and participate in Start Smart as a Facilitator or Ambassador. We are sending information to C/U Coordinators on viewing "How to Recruit a C/U Partner that is on the website.



PROGRAM

The AAUW mission is transmitted through programs and you can be a part of ensuring this occurs by joining the program committee. Our committee is tasked with assisting branches state-wide to provide mission based programming through disseminating information in a variety of ways and also checking that all branches are implementing mission based programs. The program committee is also responsible for procuring and coordinating the programs for the annual meeting or convention. We set state-wide programs or projects such as our current one: Leadership Yesterday, Today, and Tomorrow which has begun this year with an examination of Eleanor Roosevelt's leadership through a reading and state-wide conference call discussing the *book Leadership the Eleanor Roosevelt Way, Timeless Strategies from the First Lady of Courage*. By joining this committee you can help to shape the future.

Financial Literacy Subcommittee

The goal of the Financial Literacy Committee is to provide AAUW branches with the information and tools required to implement financial literacy programs within the individual branches and as a community program. Financial Literacy resources are listed on the AAUW-CA website.

International Advocacy Subcommittee

This committee promotes awareness and equity on key global issues impacting women and girls worldwide, educates our members, advocate for women's empowerment in the international arena, plans convention workshops, and develops new programs for branches in support of AAUW's global mission. International Advocacy presented a very successful women's forum during 2016 convention.



PUBLIC POLICY

The Public Policy Committee has co-chairs, one on the Board of Directors and one off-Board. There are seven members, who are from both northern and southern California, plus the AAUW President.

The Committee works to promote interest in public policy issues, establish state Public Policy Priorities, and take actions to support these Priorities and the organization's mission. We work with our legislative advocate in Sacramento to study state legislation, determine action positions on proposed bills, and lead the advocacy effort in support or opposition to selected bills.

We began the year reaching out to the branches with ideas and resources for activities related the November 2017 election.

Our next big project was to establish Public Policy Priorities for the coming two years. Our challenge was to obtain member input on revisions and additions. We compiled the branch suggestions and used them to revise our Priorities to be voted on by the membership in April 2017.

One of our most interesting activities is the review and analysis of new legislative bills. Committee members researched the bills, and then met to discuss our findings and develop legislative priorities for advocacy during the 2017 legislative session.

Lobbying & Advocacy Sub Committee

-Pilot group was formed with 8 branches and 1 YWTF chapter, selected on basis of their interest in public policy and desire to engage in lobbying and advocacy

-Successful Capitol tour in December with 20+ members attending representing 6 of the 9 pilot members

-Workshop developed for Leadership Day on April 1 in East Bay



STATE PROJECTS OVERSIGHT

SPOC oversees AAUW State Projects: Tech Trek and Speech Trek and any new projects that may be developed. This includes checking the budgets of each project and making sure the project staff are following the guidelines delineated in the policies and procedures.

In the past three years, we have also developed a video about the Tech Trek experience. This was made by a former Tech Trekker, and the video was designed for prospective Tech Trekkers and their parents. In addition, we gathered interview questions from National and from many of our branches and compiled a list of questions that branches can use to interview Tech Trek candidates. This past year, we created an application and procedure so that branches or members could start a new state project.



YOUNGER WOMEN'S TASK FORCE

Just because you're finished with college doesn't mean your activist days are over. YWTF is a space for younger women to fight for social justice –and make friends and connections along the way. California has three new chapters: San Francisco, Stockton and Long Beach. Others are developing in the South. This group allows young women to pursue their fight for social justice and we hope they will eventually move into our branches and continue to fight.

AAUW California
Statement of Financial Position
As of March 8, 2017

		Total
ASSETS		
Current Assets		
Bank Accounts		
Petty Cash	\$	64.00
UBS KH 15181 (Checking)	\$	75,010.55
UBS SJ 15166 (Rest Ops)		163,877.46
UBS SJ 15169 (Rest Project)		123,820.66
UBS SJ 15170 (Conv/Conf)		51,683.00
Total Bank Accounts	\$	414,455.67
Accounts Receivable		
Accounts Receivable		882.03
Total Accounts Receivable	\$	882.03
Other Current Assets		
Payroll Advance		1,000.00
Undeposited Funds		1,000.00
Total Other Current Assets	\$	2,396.00
Total Current Assets	\$	417,733.70
Fixed Assets		
Accumulated Depreciation		-2,888.20
Furniture and Equipment		4,007.98
Total Fixed Assets	\$	1,119.78
TOTAL ASSETS	\$	418,853.48
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
UBS VISA Credit Card	\$	5,036.24
Total Credit Cards	\$	5,036.24
Total Current Liabilities	\$	5,036.24
Total Liabilities	\$	5,036.24
Equity		
Change in Investments		-4,276.57
Designated Net Assets		0.00
Conf and Conv		27,268.00
Total Designated Net Assets	\$	27,268.00
Retained Earnings		62,144.31
Unrestricted Net Assets		257,800.84
Net Revenue		70,880.66
Total Equity	\$	413,817.24
TOTAL LIABILITIES AND EQUITY	\$	418,853.48

AAUW California

Budgets vs Actuals FY 16 17

July 2016 - June 2017
Through March 8, 2017

	Actual	Budget	Over or (Under) Budget	% of Budget	Note
Revenue					
Annual Meeting Income	100.00	2,000.00	(1,900.00)	5.00%	a
Funds Assessment	6,655.00	6,300.00	355.00	105.63%	
Funds Luncheon Income	9,312.64	9,000.00	312.64	103.47%	
Total Insurance Income	\$ 46,042.00	\$ 50,000.00	(3,958.00)	92.08%	
Interest Income	7.30	0.00	7.30		
Leadership Days Income		1,500.00	(1,500.00)	0.00%	b
Total Membership Income	\$213,727.00	\$214,000.00	(273.00)	99.87%	
Prior Year Carryover		18,469.00	(18,469.00)	0.00%	
Total Revenue	\$275,843.94	\$301,269.00	(25,425.06)	91.56%	
Gross Profit	\$275,843.94	\$301,269.00	(25,425.06)	91.56%	
Expenditures					
Annual Meeting Expenses	54.96	2,000.00	(1,945.04)	2.75%	a
Assessments - Funds	7,603.28	6,260.00	1,343.28	121.46%	
Auditing & Tax Prep	4,100.00	5,300.00	(1,200.00)	77.36%	
Bank Fees	4.00	200.00	(196.00)	2.00%	
Committee Expenses			0.00		
Branch Support	351.43	1,500.00	(1,148.57)	23.43%	
Communication	519.80	750.00	(230.20)	69.31%	
Executive Committee	53.93	150.00	(96.07)	35.95%	
Finance	7.80	50.00	(42.20)	15.60%	
Funds	193.30	600.00	(406.70)	32.22%	
Governance		350.00	(350.00)	0.00%	
Leadership		1,100.00	(1,100.00)	0.00%	
Marketing and Development		300.00	(300.00)	0.00%	
Membership	6.40	450.00	(443.60)	1.42%	
Program	124.85	500.00	(375.15)	24.97%	
Public Policy	357.50	5,000.00	(4,642.50)	7.15%	
State Project Oversight	122.41	500.00	(377.59)	24.48%	
Young Women's Task Force (YWTF)		300.00	(300.00)	0.00%	
Total Committee Expenses	\$ 1,737.42	\$ 11,550.00	(9,812.58)	15.04%	
Convention Fees	1,398.00	4,400.00	(3,002.00)	31.77%	
Convention Meeting Expenses	-457.08	0.00	(457.08)		c
Dues to other orgs	250.00	1,000.00	(750.00)	25.00%	
Election Expense		7,000.00	(7,000.00)	0.00%	
Equip Lease	770.39	3,000.00	(2,229.61)	25.68%	
Funds Luncheon Expenses	7,885.36	9,000.00	(1,114.64)	87.62%	
Insurance Exp	45,607.00	45,607.00	0.00	100.00%	
Leadership Days Expense		1,500.00	(1,500.00)	0.00%	

Legal Fees		100.00	(100.00)	0.00%
Lobbyist	44,321.46	60,000.00	(15,678.54)	73.87%
Miscellaneous Exp	1,405.10	2,000.00	(594.90)	70.26%
Total Payroll Expenses	\$ 21,529.87	\$ 32,100.00	(10,570.13)	67.07%
Permits & Fees		105.00	(105.00)	0.00%
Postage & Shipping	10,322.34	15,000.00	(4,677.66)	68.82%
President's Travel	3,428.54	7,000.00	(3,571.46)	48.98%
Printing and Copies	9,589.74	15,000.00	(5,410.26)	63.93%
Rent Expense	6,569.86	8,700.00	(2,130.14)	75.52%
Repairs and Maintenance		100.00	(100.00)	0.00%
Storage	1,014.00	1,344.00	(330.00)	75.45%
Supplies	951.16	2,000.00	(1,048.84)	47.56%
Taxes		150.00	(150.00)	0.00%
Telephone	423.00	564.00	(141.00)	75.00%
Travel			0.00	
April BOD	6,780.57	7,500.00	(719.43)	90.41%
Ex Comm Travel		500.00	(500.00)	0.00%
January BOD	6,539.71	5,000.00	1,539.71	130.79%
July BOD	17,935.44	17,935.00	0.44	100.00%
New Board Retreat	0.00	6,500.00	(6,500.00)	0.00%
October BOD	7,553.80	7,900.00	(346.20)	95.62%
Total Travel	\$ 38,809.52	\$ 45,335.00	(6,525.48)	85.61%
Unallocated Reserve		1,554.00	(1,554.00)	0.00%
Web	10,852.50	13,000.00	(2,147.50)	83.48%
Workers Comp Insurance	499.57	400.00	99.57	124.89%
Total Expenditures	\$218,669.99	\$301,269.00	(82,599.01)	72.58%
Net Operating Revenue	\$ 57,173.95	\$ 0.00	57,173.95	
Other Revenue				
Dividend Income	6,755.13	0.00	6,755.13	
Realized Gain/Loss Investments	-1,653.57	0.00	(1,653.57)	
Unrealized Gains	21,394.78	0.00	21,394.78	
Unrealized Losses	-9,870.54	0.00	(9,870.54)	
Total Other Revenue	\$ 16,625.80	\$ 0.00	16,625.80	
Other Expenditures				
Management Fees	2,482.51	0.00	2,482.51	
Reconciliation Discrepancies-1	436.58		436.58	
Total Other Expenditures	\$ 2,919.09	\$ 0.00	2,919.09	
Net Other Revenue	\$ 13,706.71	\$ 0.00	13,706.71	
Net Revenue	\$ 70,880.66	\$ 0.00	70,880.66	

Notes:

- a. Annual meeting income and expense has been separated from convention. There is additional income but it is still in our PayPal account.
- b. There is Leadership Days income but still in our PayPal account.
- c. Reimbursements made this year for expenses incurred last year.
- d. QuickBooks lost some past year transactions that impacted this year.

d.