



everychild.one voice.

2009-2010 FINANCIAL SUMMARY

Georgia PTA's budget is grounded in the PTA's Mission and Purposes, the board's priorities, and organizational positions. It supports a strategic plan by enabling the state level PTA to become a powerful voice for children, a strong advocate for public education, and a vital resource for today's families.

FINANCIAL OVERVIEW

The 2009-2010 fiscal year budget includes total revenues of **\$568,750** conservatively projected using historical data, known facts, and signed contracts. The budget assumes 300,000 members and over \$268,750 in non-dues revenues. Georgia PTA continues to seek outside funding for programs, projects and operating expenses as non-dues revenues becomes increasingly important to carry out our mission and strategic plan.

Corresponding projected expenses for 2009-2010 are **\$568,750**. Programs and direct member support expenses make up 51 percent of the budget, while administrative and indirect support make up 48 percent of the budget. Expenses are allocated to six **Key Result Areas**:

- | | | |
|-------------------|------------------------|-----------------------------|
| 1) Administration | 3) Communications | 5) Salaries & Payroll Taxes |
| 2) Advocacy | 4) Membership Services | 6) State Office |

IN SUMMARY

Growing membership and raising non-dues revenue will be critical for Georgia PTA in the long term. Economic conditions, competitor growth, changes in volunteering trends and demographics, shifts in public perception, and revenue forecasts have a significant impact on Georgia PTA's plans.

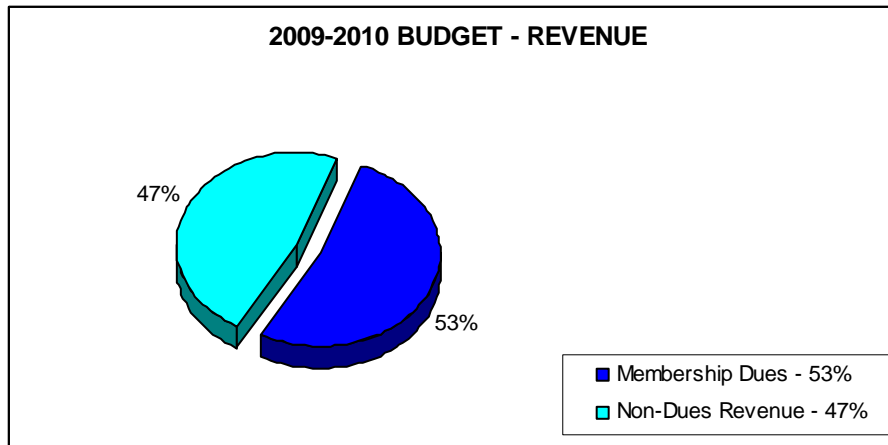
Our services, member benefits, and resources will continue to prepare members to be advocates for children. Georgia PTA will support initiatives on parent involvement, health and safety of children, and support of public education. Our top three goals will be to:

- offer mentorship and leadership training
- provide Web-based services and email resources to improve and build upon the association's communications and delivery systems, and
- increase member support across the state by offering multi-site trainings and providing enhanced program and leadership resources.

Georgia PTA bases its program work and legislative directives on the organization's current policies, resolutions, and position statements. The legislative priorities also reflect the issues that are pending before our current state officials and are most likely to affect children. Georgia PTA allocates 5 percent of its annual budget for lobbying and advocacy work. We will remain vigilant in making certain our legislators demonstrate a commitment to education funding, parent involvement and the welfare of children.

Georgia PTA's plans and member services must continue to meet the needs of today's families—to help them be more engaged in their children's education so their children can succeed in school and in life.

2009-2010 PROJECTED REVENUES



Membership Dues (\$300,000)--A number of incentives for increased membership will be offered to local units to expand membership beyond this projected level.

Convention Leadership Training (\$195,000)--Income from estimated attendance, exhibitor fees, sponsorships, are based on the location and venue of the convention,

Advocacy Conference (\$4,500)--Income based on estimated attendance for this annual fall advocacy training.

Cell Tower Rental (\$24,000)--Based on a contractual agreement, the state PTA receives rent related to a cell tower erected on PTA property.

Endowment Interest/Dividends (\$3,500)--Net interest earned from the Endowment Fund transferred quarterly.

Emerging Minority Leadership Conference (\$2,500)--Income based on the estimated attendance.

Founders Day Gifts (\$250)--Income projected based on historical donations and gifts from councils, units, and members.

Interest on Checking Account (\$3,000)--Income from our interest bearing checking account.

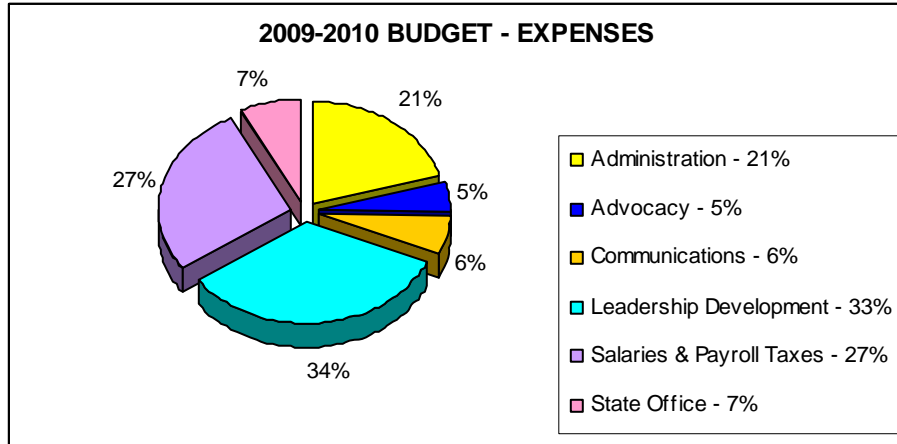
PTA Mart (\$20,000)--Income based on projected sales at Convention Leadership Training, and as recognition gift purchases throughout the year.

Miscellaneous Income (\$1,000)--Projected income based on previous year's data.

PTA Day at the Capitol (\$15,000)--Income based on estimated attendance, including donations by local units and councils for legislators' luncheons.

2009-2010 PROJECTED EXPENSES

Georgia PTA's projected expenses are organized into six result areas. Each budget line item is assigned to one main result area, although the staff and many projects may support more than one result area.



Administration (\$117,600) - 21% - Office supplies, insurance, incorporation, accounting fees, legal fees, IT Consultant, PTA Mart, and costs associated with the infrastructure needed to carry out the strategic plan.

Advocacy (\$26,300) - 5% - PTA Day at the Capitol, Advocacy Conference, Capitol Watch, and advocacy work on behalf of children.

Communication (\$36,750) - 6% - Resource guides, postage and related equipment, website development, and PTA newsletters: *PTA Voice*, *E-Voice*.

Leadership Development (\$190,500) - 33% - Membership recruitment, marketing, and development; field service and training; hosting Convention Leadership Training, offering Arts in Education and other priority programs; and local unit/council grants.

Salaries & Payroll Taxes (\$155,000) - 27% - Staff wages and taxes. Staff consists of full and part-time employees.

State Office (\$42,600) - 7% - Cleaning, copier, facility maintenance, property insurance and utilities.

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