

Third Age Learning Burlington

Annual Report

**March 14, 2013
1:30 – 3:00 PM
Burlington Art Centre
1333 Lakeshore Rd.
Burlington, ON**

Fiscal Year - May 1, 2012 – April 30, 2013

Address: PO Box 91551 3023 New St. Burlington, ON L7R 4L6

Website: www.3alb.org

Non- Profit Number: 1857724 Ontario

The following report, the first formal Annual Report for Third Age Learning Burlington, reflects the activities of the first full season of programs and to some extent, the activities that began with the inception of the organization in March 2011. The inaugural educational series was presented between January 19 and March 8, 2012. The 2012 – 2013 season began with the “Pathfinders” series presented between September 20 and November 8, 2012 followed by the “Extraordinary People” series presented between January 17 and March 7, 2013. Each series has been well received and fully subscribed and 3ALB is grateful for the support of the members.

Planning for the 2013 – 2014 series is well underway with themes selected and speakers for the Fall program either confirmed or contacted. Work continues on the Winter 2014 program.

The Board of Director’s Guide for Third Age Learning Burlington outlines the role of each Committee. Each of the five Committee reports will begin with an articulation of the role for the Committee, followed by a short summary of the activities associated with the role over the course of the year. The Treasures Report will complete the Annual Report.

Program Committee

The Program Committee shall:

- ☞ Develop Program proposals and submit to Board
- ☞ Identify and contact potential speakers
- ☞ Arrange speaker dates and presentation
- ☞ Transmit speaker contact information

to Facilities Committee

- ☞ Act as the 3ALB liaison with speakers prior to sessions and on the day of the presentations
- ☞ Arrange transportation for speakers if required
- ☞ Arrange payment of speaker's honorarium and travel expenses
- ☞ Arrange to introduce speakers on the day of the presentation
- ☞ Arrange to thank speakers at the end of the presentation
- ☞ Prepare and send a thank you note to speakers
- ☞ Develop surveys to determine member's interests
- ☞ Investigate and develop program theme ideas for future series

Our first series, "An Introduction to Third Age Learning" consisted of a 'grab bag' of topics designed to introduce our members to the broad range of learning opportunities inherent in the Third Age Learning concept. The series was very well supported and we thank everyone who attended for taking the risk of signing up for a brand new venture. In Fall 2011 we issued the first of our annual member surveys in which we offered a number of possible series topics and asked members to indicate their level of interest in each one. As a result, we produced "Pathfinders" (Fall 2012) and "Extraordinary People" (Winter 2013). Member feedback on both series was positive and both were over-subscribed. The Fall 2012 survey has been completed and work is progressing on the series for Fall 2013 and Winter 2014.

At the outset, the Ad Hoc Committee setting up 3ALB decided that the content of the lecture series we offer would be primarily member-driven. The member surveys are thus an important function of the Program Committee's work. We've had an excellent response to them so far and we hope members will continue to enthusiastically express their preferences.

Marketing Committee

The Marketing Committee shall:

- ☞ Develop a marketing plan for each series
- ☞ Arrange for production of publicity materials and admission tickets
- ☞ Distribute promotional material
- ☞ Attend promotional events on behalf of 3ALB
- ☞ Liaise with media
- ☞ Identify additional marketing opportunities
- ☞ Maintain file of information

Marketing plans were developed for each series and a review of processes and contacts was undertaken prior to proceeding with work on the 2013 Winter series. The Burlington Seniors Centre and the Burlington Libraries proved to be good locations to advertise the 3ALB programs. However, person to person referrals continue to be the primary avenue for contact with the organization. The Website (www.3alb.org) serves to provide in-depth information on each presentation and allows for easy registration and timely confirmation of registration. Attempts at paid advertising were found to be ineffective due to publication dates.

The New Horizons grant provided funds to purchase a printer thus allowing publicity materials and series passes to be produced within the organization. The decision is expected to reduce marketing costs.

New contacts are being explored to expand publicity opportunities.

Membership Committee

The Membership Committee shall:

- ☞ Receive and process registrations
- ☞ Document receipt of payments
- ☞ Confirm participant's registration
- ☞ Communicate with overbooked registrants
- ☞ Prepare bank deposits for Treasurer
- ☞ Update a contact list of potential members
- ☞ Maintain registration database in collaboration with Webmaster
- ☞ Explore methods to increase membership as necessary
- ☞ Distribute numbers to potential day participants
- ☞ Monitor and determine the number of vacant spaces prior to presentation
- ☞ Collect admission fee for single session
- ☞ Communicate program cancellation to participants

In association with the Treasurer, the Webmaster, and the Marketing Committee, these duties have been carried out. Since there were no cancellations, there was no need to communicate cancellations to participants, although a mechanism is in place to do so as needed in the future.

As required by our by-laws, those registered for a series of lectures become members of Third Age Learning Burlington for one year from the date that their payment is received.

Membership has grown steadily since our inception:

Members after Series 1	148
Members after Series 2	285
Current Membership	332

Website Committee

The Website Committee shall:

- ☞ Create and maintain a public website presenting general, program and future series information to the public.
- ☞ Maintain and update on-line registration capabilities
- ☞ Initiate and formulate bulk email communications
- ☞ Formulate and maintain website alert capabilities
- ☞ Create access links to relevant websites
- ☞ Create and maintain a private, password accessible website for 3ALB organizers to store, access and/ or archive;
 - Provide support for Board and Committee members using the private website
 - Generate internet based surveys in conjunction with the Program Committee
 - Prepare basic analysis of surveys
 - Maintain email facilities using the 3alb.org domain for Board members

The Third Age Learning, Burlington Website was developed beginning in May, 2011 when our domain (3alb.org) was registered. Our website is hosted with the Oakville based company HostPapa.

Basic design of website provides:

- general information about 3ALB
- specific information about each lecture series as it becomes available and archived information about previous series
- links to various sites
- contact information

In addition, the website:

- allows interested people to join our contact list
- allows online registration for each series
- includes a private section with limited access with tools for management of programs and registrations, bulk mailing capabilities and storage of archival information.

Facilities Committee

The Facilities Committee shall:

- ☞ Arrange and negotiate venue location
- ☞ Arrange for refreshments
- ☞ Liaise with venue representative
- ☞ Perform reception functions
- ☞ Arrange equipment for question period
- ☞ Investigate potential sites for future series

The Burlington Art Centre became the venue location beginning with the Fall 2012 series and the BAC will continue as the location for the foreseeable future. Ampersand Hospitality, the BAC's vendor, provided the beverage service for each series.

Volunteers from the membership provided regular reception services at each presentation and their work was appreciated.

Treasurer of the Board

The Treasurer of the Board shall:

- ☞ Maintain all financial records and accounts for 3ALB for the duration of the term
- ☞ Receive and deposit all revenues for the organization
- ☞ Make disbursements by cheque and maintain evidence of transactions
- ☞ Prepare honorarium cheques and travel expense reimbursements to speakers
- ☞ Consolidate budgets for all 3ALB activities and programs in consultation with the Program Chair and present a total budget for each session
- ☞ Prepare an annual budget for the approval of the Board
- ☞ Submit a monthly financial report of expenses and revenues to the Board; including comparisons of actual expenses to approved budget
- ☞ Prepare, in conjunction with the Audit Committee, the annual financial report for the Annual General meeting

∞ Invest reserve funds in term deposits or other interest bearing bank funds

All designated duties have been discharged.

Series 2 and 3 were fully subscribed generating slightly higher revenues than were originally forecast. Expenses met or were slightly under budget except for the “Contingency” line that was used to account for payment of parking passes to the Burlington Art Centre. A separate line item will be incorporated in the 2013 – 2014 budget for this expense.

Two targeted grants enabled the purchase of capital equipment through the \$9,800 Ontario Trillium grant and assisted with specific operational costs through the \$10,200 New Horizons grant. The conditions of each grant require unused funds to be returned to the granting body. At present, we anticipate having to refund monies to each granting body. Specific amounts are yet to be calculated as both grants extend beyond this fiscal year.

The 2012 – 2013 budget summary follows.

Summary

The Board wishes to thank all the members for their participation. Subscriptions grew over the course of the three series and reaction to each series has been positive. Member involvement appears to be growing slowly and can only serve to improve future efforts.

The Board also wishes to acknowledge and thank the New Horizons for Seniors Program and the Ontario Trillium Foundation for the generous grants, enabling 3ALB to purchase needed equipment and defray several operating costs for the inaugural year.

Overall, the organizing group has experienced some “growing pains” and learned many valuable lessons for the future. Objectives for the first year have been met and refinements have been made for the coming year. The venture will continue to evolve and improve.

The mandate to provide stimulating, informative and affordable lectures for the 55+ community remains the focus of the organization!

Proposed Board & Committee Membership

Period May 1, 2013 to April 30, 2014

Board Chair	Barbara Pickworth (Acting)
Secretary	Susan Savage
Program Committee	Mairi Fulcher
Marketing Committee	Barbara Pickworth / Penny Hersh
Membership Committee	George MacRae
Website Committee	George MacRae
Facilities Committee	Penny Hersh
Treasurer	Barbara Pickworth

Third Age Learning Burlington
Operating Budget - May 1, 2012 to April 30, 2013

	Budget	Actual	Variance	Assumptions / Explanations
Revenues:				
Grants	9,800	9800	0	New Horizons Grant - designated equipment expenses
Grants	10,200	10,200	0	Trillium Grant - designated operating expenses
Registrations	16,000	18,497	2,497	Based on assumption of 2 series @ 200 registrations per series @ \$40 per registration
Walk In Proceeds	210	343	-133	Assumes 30 walk-in registrations for the year @\$7 per presentation
Parking Passes		1,936		Parking Pass revenues - Payments to BAC in Contingency Line
Float Cash		120		
Sub Total:	\$ 36,210	40,896	4,686	
Expenses:				
Capital Equipment	7,000	3,769	3,231	Laptop with software, projector
Insurance	600	540	60	Annual fee
Website	120	216	- 96	
Post Office Box Rental	165	158	7	Assumes a 5% increase over previous year
Bank Fees	190	204	- 14	Based on past costs and activity for 2 series
Venue Rental	3,400	3,386	14	Assumes 16 presentation rentals and 1 rental for Annual General Meeting
Small Equipment	1,500	439	1,061	
Publicity	1,000	786	214	Brochures, flyers, posters, membership cards, printed ads
Postage	100	108	- 8	Items sent to those without email - 25 ea series - and other correspondence
Office Supplies	1,300	746	554	
Honoraria	3,400	3,400	-	\$200 for 16 presentations plus 1 speaker at \$200 for Annual General Meeting
Speaker Travel	660	356	304	Assumes 11 @ \$60 each to cover series 2 & 3
Contingency	1,200	2,875	- 1,675	10% of total expenses less capital equipment costs - Contains Parking Pass payments to BAC
Sub Total:	\$ 20,635	\$ 16,983	3,652	
TOTAL:	\$ 15,575			