

Thoughts to share and discuss with my final budget presentation to the Board of Directors

Potter League Budget: August 1, 2016 – July 31, 2017

Perspective matters. 35 years is a very long time; 35 years is the blink of an eye. And the world of animal welfare, collaboration, advocacy, fundraising, and marketing has transformed in countless unexpected ways in the past 35 years.

This budget isn't about the past — it's about how the Potter League, our supporters and our community are behaving now, today, in this exact moment so we can prepare for what's next.

But to understand the uniqueness of this moment, and the rapid pace of change, it's helpful to take a look back. The number and types of animals that we help has changed markedly.

<u>Dogs</u>	<u>1982</u>	<u>2015</u>	<u>% Change</u>
Incoming	1266	747	-41%
Adopt/Trans	372	383	+3%
RTO	557	281	-50%
Euth	315	61	-81%

<u>Cats</u>	<u>1982</u>	<u>2015</u>	<u>% Change</u>
Incoming	863	606	-30%
Adopt/Trans	314	441	+40%
RTO	5	78	+146%
Euth	579	69	-88%

<u>Other Animals</u>	<u>1982</u>	<u>2015</u>	<u>% Change</u>
Incoming	0	118	+100%
Adopt/Trans	0	107	+100%
RTO	0	9	+100%
Euth	0	4	+100%

Here are six key facts distilled from this year's budget:

- Executive transition is occurring after 35 years; the one-time costs associated with hiring a new executive leader are not included in the operating budget
- Our work begins to focus on outreach into the community and the underserved neighborhoods and animals; our successes allow us to continue to be innovative to reach more animals.
- Our mission is not just about animals --- people are, and must be, our business too
- There is an operating deficit of \$51,000 which will be offset by a new bequest and by the recommendation of the finance committee for a new spending policy to make board designated reserves available for operational use. Donors want us to put our money to good use.

- Fundraising continues to be critical and the newest trends in social media and online fundraising will become more important to raise money as well as to create stronger brand awareness and identity.
- The Potter League depends on its staff and volunteers and must continually invest in them and ongoing training for them.

The last 15 minutes were all about facts and figures. Let's have just one minute devoted to hopes and dreams.

I hope you found my last budget exceptionally informative and exceedingly useful!! If so, thank you to Nancy for herding the staff to make this all work. Like herding cats, developing a budget is not simple.

I hope you were able to see the connection between the budget and newly adopted Strategic Plan.

I hope the staff and the board in the next few months will extract meaningful lessons and identify the metrics that matter most to gauge and track our success and progress.

I hope that you followed the numbers down unexpected paths to find a new vantage point about the Potter League

If you did, then I have done my job. But I hate to break it to you: this is just beginning.

Because the truth is, the budget is a starting place, not an endpoint. The work is ahead of us.

But it is also becoming more clear exactly how fast things are changing in our executive transition. What kind of progress is possible for the animals and programs will not be up to me.

Now you know where you stand: on that spot marked "X." Where you go next is up to you. I hope it's extraordinary.