

# CENTRAL AUCKLAND PARENTS CENTRE INC

## Treasurers Report

### Financial Results for the 12 Month Period 1 April 2010 to 31 March 2011

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#### 1. Financial Performance in Summary

For the financial year we recorded an overall loss for the period of -\$5967. This brings the society accumulated funds at the end of the year down to \$4979.

Total income for the period is \$70,306.

Total expenditure for the period is \$76,273.

We were expecting to show a deficit, mainly due to allocating much of the gain of \$6207, made in the prior year on our 50<sup>th</sup> Anniversary event in May 2010 (totaling \$4957 which was not included in the 2010 budget forecast).

Other contributing factors for the remaining loss of \$1010 are:

- Fees paid for Course Bookings Officer
- Increase in marketing expenditure

Central Auckland Parents Centre will remain GST registered for 2011 with a six monthly reporting period.

As at 31 March 2011 the following amounts are held with ASB:

Society Cheque Account balance is \$975

Business Saver Account \$10,014

Term Investment Account \$15,648

With a further \$1,362 in undeposited funds due to TENS hire, Conscious Parenting funding and stock sales not banked as at 31 March 2011.

#### 1. Income generated from Activities

##### ***Subscriptions and Membership***

Total Subscription revenue is \$12,682, less levies paid to PCNZ of \$6,018.

The total membership has dropped to 260 as at 31/3/11 (300 - 2010) and the rate of renewed memberships (excluding committee members) has decreased slightly to 10% (16% - 2010).

##### ***Childbirth Education and Parent Education Courses***

Total income from course fees is \$34,022.

Total course expenditure is \$50,104. This figure includes expenditure on resources such as Preparing for Birth books (3,489), Conscious Parenting course costs (\$2,137), Parent Education course volunteer recognition (\$3,000) and Course Bookings paid position (\$6,526) which were fully or partially funded with grants.

### **Antenatal and Practical Parenting**

We ran 15 antenatal courses and 15 practical parenting sessions and made a loss of (\$10,512) associated with spending on resources funded by grants.

The demand for enrolments has continued to be high with an average of 12 participants per course.

### **Baby & You**

We ran 15 Baby and You courses over the 12 months and made a loss of (\$3,083), partially associated with spending on resources funded by grants and partially with increased speaker fees.

### **Moving and Munching**

Seven Moving and Munching courses were run over the year. We made a small loss of (\$708), associated with spending on resources funded by grants.

### **Tinies to Tots**

Two Tinies to Tots courses were run during the year, making a loss of (\$297) mainly due to low enrolments in the September course.

### **Special Interest Sessions**

Two Special Interest sessions were run with a break even result.

### ***Fundraising***

#### **Events**

Four fundraising events contributed funds of \$1,002, generated from selling Entertainment Books, Hyndman books, Fotoman photo shoot, Jaffa Race ticket sales and the Christmas Heirloom evening.

#### **Product Sales**

We added additional products (Womama birthing wraps) and achieved product net sales income of \$890 (approx 14% margin).

#### **Lending Services**

All library books were withdrawn and a new range of cake tins were added to our products for hire. Demand for TENS Machine hiring is constant and total lending contributed funds of \$1,282.

#### **Advertising**

Sales of newsletter advertising space and pack inserts contributed funds of \$2,531. This funding assists in meeting costs associated with newsletter production costs.

## **2. Other Income and Expenditure**

### ***Grant funding***

The most significant item of other income was grants funding of \$22,708. Eight applications were made in 2010/11, two were unsuccessful, all others in received full or partial funding.

### ***Supplies and Office Expenses***

Office costs of \$889.00 were lower than in prior years and under budget (\$1,000).

This was mainly due marketing related stationary costs being budgeted for specifically as Marketing expenditure.

### **Marketing Costs**

Marketing costs of \$1,416 were \$700 over budget due to the printing of 1500 newly designed course brochures.

### **Other Expenses**

No assets were purchased or sold in 2010/11 and no assets were written off.

Six stock items were identified as issued but not paid for with a total of \$183 written off.

Expenditure continues to be closely monitored; largely costs are within budget and mainly show negative variances where additional expenditure has been made possible by grant funding.

## **3. Conclusion**

We head into the 2011 financial year with a strong bank balance and but with significantly reduced reserves.

The majority of this reduction in reserves was a one off occurrence allowing us to fund the 50<sup>th</sup> anniversary event without the need for additional fundraising events or grant applications.

We have plans to bring the society back to a break even position.

2011 will see us review and evaluate both income and expenditure, including;

- Moving and Munching course fees increase for course only members, following the recent introduction of a package for pre enrolling with Childbirth Education
- Maintaining good control on consumable expenditure items buy using supplier accounts, bulk buying and avoiding freight costs.
- A stronger focus on fundraising, advertising sales and other funding/sponsorship sources.
- A review of product sales to reduce the amount of stock held to only high turnover products.