

Dances of Universal Peace International Board of Directors Telecon Meeting Minutes

13 September 2011

(Action Items in Italics)

BOD Members Present: Kabir Stuart McKinnon, Halima Sussman, Allaudin Sandy Hill

Also present: Munir Peter Reynolds (Executive Director); Martha Bracken (Office Manager); Sky Majida Roshay (Administrative Assistant)

Absent: Darvesha Victoria MacDonald (BOD), Maitreya Jon Stevens (BOD)

*Toward the One,
the Perfection of Love, Harmony and Beauty, the Only Being;
United with all the Illuminated Souls who form the Embodiment of the Master,
the Spirit of Guidance.*

AGENDA FOR BOARD MEETING

Welcome

- I. Approval of Minutes from May 10, 2011
- II. Financial Reports:
 - Year to date
 - Balance Sheet
- III. Fund Drive Planning
- IV. Executive Director's Report
- V. Community Coordinator Report – A report on work accomplished to date in contacting lapsed members and leaders
- VI. Guidance Council Report
- VII. Next meeting date

Next Telecon Date:

BOARD MEETING MINUTES

Welcome

Munir welcomes everyone, and reviews the agenda.

Darvesha is in South America and Maitreya has a meeting, so they won't be on the call.

I. Approve Minutes

Allaudin moves, Kabir seconds, that the minutes from the 10 May telecon be approved for distribution. Passes unanimously.

II. Financial Reports

Munir points out that we are almost even for the year to date, but that is due to a \$4000 donation.

Kabir adds that leaders guild fees revenue are close to \$14,000 at the end of August; in all of 2010, they were \$15,000 total. We are looking for a total of \$24,000 in LG fees for 2011 so we'll see how close we can get; we're already in a pretty good position.

Our excess of expenses over income is \$1,561.76 so far this year. Our budgeted deficit for 2011 is \$20,000 so we are well ahead of the plan we made for ourselves this year. We are most likely to realize our budget, or perhaps do better that.

Munir says that the fundraising we are beginning to do will likely improve our position further. Halima is happy to hear a positive spin on the numbers, and is glad that Munir and Kabir are feeling confident.

III. Fund Drive Plan

Munir had shared a draft plan in the background. Since then he visited some long-time Dancers he knows and received a \$4000 cash donation. He says they wanted to make a statement to help DUP IN, and were impressed with the website and the recent history of our efforts.

He and Kabir have been gathering people for a committee to work with them on expanding the large donations and the mid-range donations. Yasmin Haut, Farrunnissa Lila Rosa and SierraLynne White will be working on this project with them.

The approach is a three-tiered one: large donations from a small group of donors, donations of several hundred dollars from a larger group, and a general campaign to the Leaders Guild for modestly larger donations with their annual guild fees. The larger gift requests will not be repeated annually.

Kabir adds that the draft plan represented their thinking from a month ago, and subsequent discussions with the committee and with Darvesha have led to further refinements. The original draft focused on the deficit, but they now feel

they should have the more compelling goal of asking for support based on the achievements of the past couple of years in the reorganization of DUP IN, and on goals for the future, even though we don't really know what the picture will look like, i.e. who the members of the Leaders Guild will actually be or who is involved, including attracting leaders from other areas and younger leaders. This makes it an exciting time, and the committee wants to contact people who are excited enough about the past progress and the future possibilities and are willing to take a leap of faith in supporting this incubation.

Halima likes the refined direction of the campaign. Munir adds that we have already gained a certain momentum and are building support through Leaders Guild fees, but we need to maintain the momentum by working on projects (the resource library, translations, expanding the website, etc) so this campaign is for the 2012 budget to continue these projects. So this year's budget will stay as planned, but 2012 will hopefully have projects in a balanced budget based on the donations we hope for.

Board discussed specific points of donation use and acceptance, as well as details on Leaders Guild fees worldwide, including a request for extra donations for financially strapped leaders and an observation that because DUPNA is offering a low-income rate of \$45 even to leaders which is probably creating hardship for the region.

Kabir adds that the draft plan suggested a goal of \$16,000 (to pick up the deficit for 2011), but since we are now fundraising for 2012, the new goal is \$20,000, which seems doable.

Halima feels she isn't qualified to have an educated opinion of people's financial situations. Sky Majida says that her research has revealed some leaders who are having extreme financial hardship; what has worked for her is small monthly donations (like to SRI) automatically made on her credit card. That might be an approach to consider as well.

Munir feels that the time for small fundraisers is passed; \$30 a year to something you love isn't much to ask. He is more interested in targeting larger donors.

Kabir moves that the Board approve the fundraising campaign with a goal of \$20,000, the three tiered approach and the members of the committee. Halima seconds, and the motion passes unanimously. *Kabir will distribute a new revised fundraising vision to the Board, so they will have the same document that the committee is working from.*

Kabir thanks Munir for his work on this project; he is a natural fundraiser who has made a lot of progress on this already.

III. Executive Director's Report

Munir reports that a Portuguese versions of the Home page and About the Dances been added to the website. The May newsletter is about to be distributed in German, and the Leaders Guidelines have been translated into German and are ready to be added to the website.

Munir is preparing to do a September email to the Leaders Guild members, with a brief overview of the website, an article about fees and regional memberships, and more.

Halima met with Russian leaders while in Russia for camp and spoke with them about the work of DUP International. Elena Morozova raised \$500 from 16 leaders toward their LG fees. \$200 was retained in Russia to pay for translations and Halima brought \$300 back to DUP International.

Oneness Project awarded DUP International \$5,000 at their May, 2011 meeting. This is the grant request we submitted in December 2010. The award letter reads: *We are happy to inform you we are awarding the \$5000 grant you requested for supporting your 2011 fundraising effort ("...developing specific measures to contact individual Dance leaders with whom we have not yet otherwise managed to establish communication.") with the end goal of becoming financially self-sustaining. We, the Board of Directors, commend you on the work done thus far in strengthening the MTG, in providing leadership and essential resources to dance leaders and in strengthening our international relationships to ensure the integrity of the Dances.*

We feel very fortunate to have the funds we do have to spend in furtherance of the Dances. Oneness Project continues to operate at a deficit, about \$25,000 annually, and we currently do not have an income stream. We're very appreciative of your recognition of the significant contributions OP has made in the last 3 years to the reforming of your organization and the construction of the new website.

In order to consider any further funding beyond 2011 we will want to see a balance sheet and budget to help us to understand the progress that is being made to meet the goals you have set for 2011 and 2012.

We sincerely wish you success in meeting the goals you have set for Dances of Universal Peace International.

IV. Community Coordinator Report

Sky Majida has sent a report to the Board with statistics and explanation of the approach on the work she is doing contacting Dance leaders who are not current with their Leaders Guild fees. The original approach was to contact mentors, and from there to contact their mentees. This has proven to be slow and only mildly successful.

The most recent approach has been to contact people who have had no contact with the organization(s) for years; she had emailed about 70 people so far in that effort; results include end-dating over 20 people, and having sent another 15 or so more information on the Leaders Guild at their request.

V. Guidance Council Report

The Guidance Council met last week to discuss Sky Majida's findings and the fundraising campaign. There was discussion of having the cut off for access to the leaders part of the DUP IN website be June 2012, and to start making announcements about that now.

VI. Next Meeting Date

The next meeting is set for 11 October at the same time: 5 p.m. Eastern, 4 p.m. Central, 3 p.m. Mountain and 2 p.m. Pacific time.

Appendix 1: Financial Reports

Year-to-date Statement of Income and Expenses

	<u>Jan - Aug 11</u>	<u>Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense			
Income			
Revenue			
Donations	4,520.00	5,000.00	90.4%
Grants	5,000.00	5,000.00	100.0%
LG Fees - Regions	12,587.91	20,000.00	62.94%
LG Fees - World Wide Region	1,403.10	4,000.00	35.08%
On-line auction	0.00	0.00	0.0%
Royalty Income	0.00	200.00	0.0%
Sales	2,513.01	500.00	502.6%
Total Revenue	<u>26,024.02</u>	<u>34,700.00</u>	<u>75.0%</u>
Total Income	26,024.02	34,700.00	75.0%
Cost of Goods Sold			
Cost of Goods Sold	<u>661.60</u>	<u>180.00</u>	<u>367.56%</u>
Total COGS	<u>661.60</u>	<u>180.00</u>	<u>367.56%</u>

Gross Profit	25,362.42	34,520.00	73.47%
Expense			
Accounting			
Financial advisor	67.50	0.00	100.0%
QuickBooks payroll service	300.03	273.00	109.9%
Tax preparer	0.00	750.00	0.0%
Total Accounting	<u>367.53</u>	<u>1,023.00</u>	<u>35.93%</u>
Contract Labor			
Admin Assist	168.75	1,440.00	11.72%
Community Coordinator	1,875.06	3,125.00	60.0%
MTG Guidance Council Chair	3,750.00	7,500.00	50.0%
Outside Contract Services	200.00		
Total Contract Labor	<u>5,993.81</u>	<u>12,065.00</u>	<u>49.68%</u>
Employee wages			
Executive Director	13,333.36	20,000.00	66.67%
Office Assistant	3,011.04	5,850.00	51.47%
Total Employee wages	<u>16,344.40</u>	<u>25,850.00</u>	<u>63.23%</u>
IN Website Construction			
Technical Designer	1,035.00	2,500.00	41.4%
z-Misc & Contingency	75.00		
Total IN Website Construction	<u>1,110.00</u>	<u>2,500.00</u>	<u>44.4%</u>
Office Expenses			
Equipment	0.00	300.00	0.0%
Internet Services	426.91	750.00	56.92%
Office Supplies and fees	300.06	600.00	50.01%
Payroll Expenses	1,800.19	2,647.00	68.01%
Photocopying	4.80	50.00	9.6%
Postage	119.50	100.00	119.5%
Rent	341.70	648.00	52.73%
Telephone	394.74	720.00	54.83%
Transport	0.00	0.00	0.0%
Total Office Expenses	<u>3,387.90</u>	<u>5,815.00</u>	<u>58.26%</u>
Project Budgets			
Data Base Project	0.00	0.00	0.0%
Fundraising Development	0.00	1,000.00	0.0%
Guidance Council Initiatives	0.00	1,500.00	0.0%
Total Project Budgets	<u>0.00</u>	<u>2,500.00</u>	<u>0.0%</u>
Royalty Expense			
z-Contingency Fund	0.00	400.00	0.0%
	0.00	4,375.00	0.0%
Total Expense	<u>27,203.64</u>	<u>54,528.00</u>	<u>49.89%</u>

Net Ordinary Income	<u>-1,841.22</u>	<u>20,008.00</u>	<u>9.2%</u>
Net Income	<u><u>-1,841.22</u></u>	<u><u>20,008.00</u></u>	<u><u>9.2%</u></u>

Balance Sheet - August 31, 2011

	<u>Aug 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Key Bank checking	4,224.05
Key Bank Money Market	6,131.84
Shore Bank Money Market	<u>51,623.56</u>
Total Checking/Savings	61,979.45
Other Current Assets	
*Undeposited Funds	32.00
Inventory	<u>7,385.18</u>
Total Other Current Assets	<u>7,417.18</u>
 Total Current Assets	 <u>69,396.63</u>
 TOTAL ASSETS	 <u><u>69,396.63</u></u>
 LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	597.67
z- Shalem Center Fund	<u>12,000.00</u>
Total Other Current Liabilities	<u>12,597.67</u>
 Total Current Liabilities	 <u>12,597.67</u>
 Total Liabilities	 12,597.67
Equity	
Fund Balances	
Prior Years Unrestricted Funds	88,635.03
Temporarily Restrcted Funds	<u>18,961.12</u>
Total Fund Balances	107,596.15
 Opening Balance Equity	 -24,000.00
Unrestricted Net Assets	-25,235.43
Net Income	<u>-1,561.76</u>
Total Equity	<u>56,798.96</u>

TOTAL LIABILITIES & EQUITY

69,396.63