

Virtual General Assembly 2021
Proposed Budget Narrative (v.11.9.2020)
Prepared by LaTonya Richardson, Director, General Assembly & Conference Services

Virtual Registration Income (\$1,025,800) – Our registration goal for GA2021 is 6,550 registered attendees. We know that even if we are successful in meeting this goal, it is not a realization of the full income it might otherwise derive. Accordingly, the registration goal (for the purposes of the budget) has been adjusted to 5,129 registrants or \$1,025,800 to allow for our new Financial Support plan, refunds that may yet be requested from GA2020 balances, and approximately \$12,000 in credit vouchers for attendees who opted to lock-in for GA2021 at 2020 rates.

GA2021 Virtual Registration Rate: \$200

New this year

Virtual Registration Financial Support:

Please self-select the amount of Financial Support needed, if any.

_____ \$25 _____ \$50 _____ \$100

- Additional funds are available for Youth and Young Adult through Lifespan Faith Engagement office.
- A GA registration payment plan will again be available with an initial ¹payment of \$25 and additional payments, at the discretion of the registrant, through April 2021.

Non-Registration Income (\$87,550)- We anticipate \$34,050 in Exhibit Hall and Learning Stage income, an increase of \$5,790. We also anticipate \$27,000 in Advertising income, an increase of \$2,525.

New this year

We anticipate \$26,500 in “Miscellaneous Income” derived from sales of GA Merch Boxes and donations through registration.

Total Income - \$1,113,350

UUA Business Expenses (\$36,150)- We anticipate Legal Fees not to exceed \$25,000 and Parliamentarian fees not to exceed \$7,150. Additionally, we anticipate beginning a reserve of \$4,000 for election costs for GA2023.

GACS Office Expenses (\$469,739) – We anticipate GACS salaries at \$285,339 plus a benefits allocation of \$116,000.

We estimate the following additional office expenses:

\$2,400	telephone/internet reimbursement for GACS working from home;
\$500	printing, which will include postcards for the GA Merch Boxes
\$2,000	office supplies, as needed by GACS staff and for GA2021
\$10,000	supplies for GA Merch Boxes, which will be offset by income earned from the same
\$2,000	postage for general correspondence, volunteer “thank you” gifts (for GA2020-face masks and gift cards), marketing materials to congregations

¹ GA Budget-Proposed Narrative GA2021 (11.9.2020)

\$32,000	a low-ball amount based on our registration goal; however, we are hopeful to have a pay-by-check option for GA2021 as well as option for processing payments at less than 2.86%.
\$1,000	membership professional dues (i.e. PCMA membership and Abode)
\$16,500	Ungerboeck fees (i.e. registration software) for system updates and technical support.

General Assembly Planning Committee expenses (\$33,486) – We do not anticipate GAPC travel expenses for GA2021; however, we have reserved \$2,500 in case of unanticipated expenses. The GAPC will not have a paid Consultant for the full planning year; however, \$5,000 is included for the benefit of AR/AO/MC work, Right Relations work and GAPC team building, as needed. \$10,000 is reserved for GAPC-awarded Financial Support, which is less than last year, because of the residual income being carried forward from donations received during GA2020. \$15,000 in GAPC-awarded Financial Support for GA volunteers. We do not anticipate GAPC fees for site search; however, we have reserved \$986 in case of unanticipated expenses that might be modifications of GA FY2023-2025.

GA Expenses (\$117,475) – We do not anticipate GACS travel expenses for GA2021. We anticipated Advertising expenses of \$10,000, a slightly reduced amount from GA2020 as we turn to more affordable digital advertising solutions with a wider reach. Last year, we reserved \$5,000 for miscellaneous expenses and, since it was unused, we have reduced that amount to \$2,500 for GA2021. We hope to create a public witness program or service activity as part of our meta-principle around staying connected to Milwaukee and, therefore, we have budgeted for up to \$2,500 in support of that initiative. Volunteer training – through an AR/AO/MC proved important and helpful for GA2020 and we will continue that and allow for up to \$1,000 to develop that training and provide a stipend to the facilitators should we need to rely on non-UUA resources. We did not obtain event interruption insurance for GA2020; however, we anticipate researching options for online events for GA2021 and have allotted up to \$1,500 for obtaining coverage, if it is deemed beneficial. The shipping and freight budget will be used for fulfillment of the GA Merch Boxes and we have a few options on how it might be applied.

We have budgeted \$15,000 for Accessibility Services for GA2021. This funding will be used to expand the scope of captioning, include ASL and translation services, as well as the adoption and implementation of some service needs requested by the newly formed Disability Justice Task force from GA2020. This funding will also be used to pay for Consultancy on Accessibility and Disability Justice through GA2021 planning and the event itself.

We anticipate a much more restricted role by our Environmental Stewardship partners at MeetGreet, since there will be no on-site meetings or travel involved. To this end, we have budgeted \$10,000, approximately half of which is related to an expense incurred for GA2020.

\$5,500 has been allotted for funding Care Services during GA, including Right Relations, Chaplaincy and (new this year) Covenant Keepers. The specific allocations will include complimentary registration, training and financial support for volunteers in these areas, as needed.

Additional registration grants will be made GACS staff assistance from UUA staff who are instrumental in recruiting and supervising a team of moderators, captioners, etc. Lastly, there is an anticipated carry-over amount of \$2,475, based on last years amount.

GA Program Expenses (\$86,700) – We have reserved \$8,500 for special programs and financial support for presenter registrations and honoraria. Having a received a funding request from Youth@GA and Young Adults@GA, through the Lifespan Faith Engagement Team, \$6,200 has been allocated to cover their “volunteer” staff registrations and emergent leadership training by The People’s Hub. Off-site Delegate support, which includes the software and development expenses incurred to enhance our GA Participation Portal so that it can accommodate the number of GA registration, is budgeted at \$15,000. This amount is an increase of approximately \$5,000 to allow for additional hours by contracted developers and/or editors, as needed. \$20,000 is allocated for a Ware lecturer.

We have allotted \$12,000 for Music at GA, which will include complimentary registration and a stipend for the Music Coordinator, Choir Director and a Copyright/Permissions Manager. \$2,500 has been allocated for GA Entertainment, although we aspire to having sponsors for all GA Entertainment for GA2021.

Youth and Young Adult scholarship donations received as Miscellaneous Income were sufficient to offer three rounds of open calls for Scholarships. Everyone who applied was awarded a scholarship and there remains a surplus of \$11,975 to apply to YYA@GA scholarships for GA2021. There are no resulting expenses on the GA budget for either Youth or Young Adult Grants.

The GAPC, in collaboration with religious educators, wanted to offer a virtual program and/or mailed activity for youth during virtual GA2020; however, the ideas stalled due to the time constraints under which we were planning. \$5,000 has been allocated to make that vision a reality.

Up to \$500 has been allocated for PDG support and \$2,000 for Worship Arts support.

Anticipated Income	\$1,113,350
Anticipated Expenses	<u>\$ 743,550</u>
Net Surplus	\$ 369,800
Cancellation Fees	<u>\$ 153,000</u>
*\$403k total fees less \$250k from Board	
Net Surplus	\$ 216,800
50% to repay Spokane deficit	\$ 108,400
50% to GA reserve FY2023	\$ 108,400