

July 17, 2024

The Joint Committee
c/o Al Richmond
c/o Box 340
100 Mile House, BC V0K 2E0

Dear Members,

At the South Cariboo Community Enhancement Foundation (SCCEF) presentation to the Joint Committee last November, we were asked to investigate options (besides the Grant in Assistance usually given for only up to 3 consecutive years) to fund the annual marketing/administrative expenses of our Foundation.

Our inquiries led to being advised by Prince George Community Foundation (the foundation managing our endowment) that SCCEF can gain access to returns on investment by applying annually for a grant for marketing/administrative expenses. This method satisfies legal restrictions they have about the use of the returns from the endowment. The use of the funds is compliant with CRA's definition of charitable use.

This option has been approved by our board, and we seek approval from you for this option in the form of a letter, an updated Agreement, or a Service Agreement.

Included is our 2025 budget.

Sincerely,

Doug Dent, Chair
Lisa de Paoli, Vice Chair
Maddi Newman, Secretary-Treasurer

Page 2: Admin-PR Budget.xlsx

This SCCEF Annual Budget is based on the common estimate of admin expenses being 10% of total income (in our case, revenue from returns on our endowment). The “annual costs” estimate increased considerably when including premiums for Directors Liability Insurance, which the Joint Committee strongly recommended we undertake.

The first table contains the total budget numbers and the second one gives details of how those numbers were determined.

Table 1:

\$5,538.00	Marketing-PR
\$1,195.00	Admin
\$3,500.00	Raised through Sponsorship
\$3,233.00	Needed to fund annual PR-Admin costs

Table 2:

Description	NOTES	Income	Expenses
Bank Fees			\$ 45.00
Web updates and graphic design, posters	1	\$ 200.00	\$ 200.00
AGM and Planning Day	2		\$ 250.00
Free Press Seniors Promo Jan, May, Sept	3		\$ 900.00
Free Press Volunteer Promo Ad			\$ 115.00
Free Press “thank you funders and sponsors”			\$ 220.00
3-mth online campaign	4		\$ 723.00
Free Press monthly ad, sponsored	5	\$ 3,300.00	\$ 3,300.00
Liability Insurance	6		\$ 650.00
Legal fees, annual	7		\$ 200.00
Misc admin office expenses			\$ 50.00
Web Hosting	8		\$ 80.00

NOTES

- 1 Rough estimate that reflects only 4 hours or less of work.
- 2 Based on the expenses of our 2023 AGM and Planning Day
- 3 To shave expenses we could, if necessary, do only two Seniors promotions instead of the 3 that happen annually.
- 4 This is new, recommended, based on development of our marketing plan: more people are viewing news and community events online now. Martina also suggests our marketing plan to include a facebook page to promote our achievements.
- 5 The Free Press comps SCCEF one ad every month as a reliable sponsor. We can count on this.
- 6 We have acquired Director’s Liability Insurance and it will be payable each June.
- 7 This is a guesstimate because we aren’t sure of our annual legal expenses yet. This estimate includes us being able to seek legal advice on matters at rare times, if needed.
- 8 This is a fixed amount. We pay \$240 every 3 years to have the SCCEF website hosted.