



# **WELCOME!**

ICYPAA University 2014-2015 Cycle  
Session 4 – Sunday, February 28, 2016

Bid Requirements 2 & 10:  
Financial Records & Budgets



## How To Participate In ICYPAA University

- Register by clicking the link sent via email or posted on Facebook.
- If your computer does not have a microphone or you are having other technical difficulties, you may participate by dialing in on your phone.
  - The dial-in number is located in your registration confirmation email.
- It is recommended that everyone use a headset.
- During the webinar you are able to ask questions by typing them out into the questions box, indicating that you have a question in the questions or chat box, or by utilizing the hand-raising function.
- When asking questions, please identify which committee you are on.
- Questions will be answered at the end of each section.
- If a presenter is unable to answer all questions in the time allotted, the presenter will email you an answer to your question.



## Introduction To ICYPAA University

- Bidders and Advisory Council members frequently have informal conversations at ICYPAA, where we discuss several important topics. These conversations are a great way for individuals to gain insight to Council's experience and expectations. ICYPAA University was created so that this information could become more widely available to anyone seeking it.
- The Bid Development committee intends to present a series of educational webinars, providing an interactive environment for Bidders and Council members to learn from each other.
- Each webinar will be recorded and available for viewing on the ICYPAA website. The full schedule of ICYPAA University webinars can be found here: <http://www.icypaa.org/bid-center/icypaa-university>.
- Please understand that the individual presenters are sharing their qualified experience and not representing the Advisory Council as a whole.
- The full schedule of ICYPAA University webinars can be found here: <http://www.icypaa.org/bid-center/icypaa-university>.



## Personal Introductions:

Council members, when prompted, please introduce yourself:

- First name and last initial **only**
  - This webinar is being recorded and will be posted to our website
- Current position on the Advisory Council
- Which ICYPAA Host Committee you served on
- What position you served on your Host Committee

Bidders, when prompted, please introduce yourself:

- First name and last initial **only**
  - This webinar is being recorded and will be posted to our website
- Which Bid Committee you serve on
- Current position on your Bid Committee



## **ICYPAA University Session 4 Topics**

Bid Requirement #2: Provide detailed financial records from all committee activities.

Bid Requirement #10: Present detailed proposed conference budgets that take into account variations in facility and AV costs.

Special Topic: A note regarding Bid Requirement/Bid Book Submission Deadlines

Bid Committee Roundtable: A chance for bidders to provide feedback to a selection of questions.

Advisory Council Testimonial: David W.



## **Session 4 – Bid Requirement 2**

Bid Requirement #2 – Provide detailed financial records from all committee activities.

- Section 1: “Detailed Financial Records” and “All Committee Activities”
- Section 2: Types of Records
- Section 3: Financial Autonomy & Spirit of the Twelve Traditions



## **BR 2 Section 1:**

### **“Detailed Financial Records” & “All Committee Activities”**

- To fulfill this BR, you need to adequately address these two aspects of the requirement.
- Now that the Bid Requirements have changed to be more open-ended, how you define “Detailed Financial Records” and “All Committee Activities” is up to you.
- However, always keep in mind that the goal of the Bid Requirements is to help your committee become best prepared to Host the Conference.



## **BR 2 Section 1:**

### **“Detailed Financial Records” & “All Committee Activities”**

- Think beyond the letter of the requirement, and consider what detailed financial records of committee activities are meant to communicate
- This could include, but is not limited to:
  - Your committee’s ability to follow the Twelve Traditions and demonstrate self-support (“where money and spirituality mix”)
  - Your committee’s creative approach to committee activities and financial record keeping.
- Finally, remember to show close attention to detail, formatting, and presentation – everything should be polished and well-organized, without errors or typos.
- It may be helpful to have several people review the financial information to make sure everything is accurate.





## **BR 2 Section 2: Types of Records**

- The old BR specifically required a “cash flow statement” and “balance sheet.”
- The new BR leaves it open how you want to convey your financial data, and Bid Committees have used lots of different types of financial records, including but not limited to:
  - Cash Flow Statement: shows the flow of money (income and expenses) over a particular time period
  - Balance Sheet: shows the current assets and liabilities of your committee
  - General ledger/journal: a complete list of all transactions in chronological order
  - Event Summaries: shows income and expenses related to each individual event
  - Summary of 7<sup>th</sup> Tradition donations
  - Others!?

# Cash Flow Statement - Phoenix ICYPAA Bid

August 26th, 2012

Balanced Forwarded 10/1/11 \$220.00

INCOME	YEAR TO DATE	PERCENT
7th Tradition	\$305.78	18.48%
Events	\$1,349.00	81.52%
<b>Total</b>	<b>\$1,654.78</b>	<b>100%</b>

EVENTS	TOTAL	PERCENT
SRI New Years Event	\$0.00	0.00%
Love is A Battlefield Dance	\$0.00	0.00%
Valley Hope Event	\$21.00	1.56%
Yuma Dodgeball	\$0.00	0.00%
Pancake Breakfast	\$400.00	29.65%
Bill W. Movie Viewing Event	\$0.00	0.00%
2nd Chance Prom Dance	\$119.00	8.82%
Just Another Dance	\$0.00	0.00%
Auction	\$809.00	59.97%
Day a the Lake	\$0.00	0.00%
<b>Total</b>	<b>\$1,349.00</b>	<b>100%</b>

EXPENSES	TOTAL	PERCENT
Rent	\$11.00	0.62%
Mailbox	\$70.00	3.89%
T-Shirts	\$701.78	38.42%
Buttons	\$125.00	6.95%
Bid Book Printing	\$600.00	33.35%
Donations to Service Committees	\$291.78	16.22%
<b>Total</b>	<b>\$1,799.56</b>	<b>100%</b>

SUMMARY	
Total Income	\$1,654.78
Total Expenses	\$1,799.56
Difference Between Income and Expenses	(\$144.78)

	FINAL YEAR TO DATE
Current Balance	\$75.22

\* Data gathered from RBD of ICYPAA.ORG  
under past Bid Books

# EVENT BREAKDOWN

## Breakdown

Attendance:	≈200
Rent:	Unknown, handled by SRI
Refreshments:	Handled by SRI
Intended Audience:	This event was directed AA wide
7th Tradition:	Unknown, handled by SRI
Income:	Did not accept income from this event
Service Provided:	Helped with set up and clean up, also chaired the candlelight mtg

# CASH FLOW STATEMENT

## Texas ICYPAA Bid for 56th ICYPAA

### Cash Flow Statement

as of June 26, 2013

Balance Forward 10/5/2012	\$ 320.00	
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Income	YTD	Percent
7th Tradition	\$220.40	17.69%
Events	\$1,025.59	82.31%
<b>Total income</b>	<b>\$1,245.99</b>	<b>100.00%</b>

Events	Total	Percent
Fear Factor	\$53.67	5.23%
New Years Eve Party	\$290.00	28.28%
Pajama Party	\$0.00	0.00%
Bingo Event	\$491.72	47.95%
Warehouse Party	\$197.20	19.23%
Skit Night	-\$7.00	-0.68%
<b>Events income</b>	<b>\$1,025.59</b>	<b>100.00%</b>

Expenses	YTD	Percent
Rent	-\$98.00	7.25%
Webmaster	-\$30.00	2.22%
Merchandise	-\$639.71	47.31%
Service Contributions	-\$102.40	7.57%
Outreach	-\$84.14	6.22%
Bid Books	-\$350.00	25.88%
Bank Account	-\$48.00	3.55%
<b>Total</b>	<b>-\$1,352.25</b>	<b>100.00%</b>

Summary	
Total Income	\$1,246
Total expenses	(\$1,352)
<b>Difference between income and expenses</b>	<b>(\$106)</b>

	YTD	
Current Balance	\$213.74	

\*Data gathered from RBD on ICYPAA.ORG from past bid books

# EVENT BREAKDOWN

Fear Factor Event		
	Budgeted	Actual
<b>INCOME</b>		
Donation		\$ 52.67
Team Entrance Fee		\$ 80.00
<b>Total Income</b>	\$120-\$140	\$ 132.67
<b>EXPENSES</b>		
Worms		\$ (9.00)
Milk		\$ (19.51)
Cool Whip		\$ (3.98)
Bottles of Water		\$ (9.99)
Condiments		\$ (10.38)
Bowls and Cups		\$ (11.14)
Starbucks Gift Card Prize		\$ (15.00)
<b>Total Expenses</b>	\$60-\$70	\$ (79.00)
<b>TOTAL</b>	\$50-\$80	\$ 53.67

The Florida Bid for ICYPAA has provided financial statements of two types:

- A balance sheet
- A profit and loss statement (broken into a detail and summary P&L)

**The balance sheet** is designed to provide a picture of the total assets and liabilities of the bid to determine the overall financial health of the bid. It is a current and forward-looking document. As of 08/04/2014 the Florida Bid for ICYPAA had the following net assets:

Cash (Checking, Savings, Cash)	\$1335.20
Inventory (T-Shirts)	\$ 750.00
Total Assets	\$2085.00

We are currently holding the following liabilities on our books:

Accounts Payable	\$ 21.00
Approved Allocations	\$550.00
Total Liabilities:	\$571.00

This equates to a net total on our balance sheet of \$1514.20.

The **Profit and Loss** statement is a backwards-looking document that reports on all transactions conducted by the Florida Bid for ICYPAA. According to our P&L we are reporting the following:

Gross Income:	\$5030.23
Expenses:	\$3695.03
Net Income:	\$1335.20

Note that the main link between the Balance Sheet and the Profit and Loss is the total amount of cash on hand as reported by the Total Cash on Hand line on the Balance Sheet. Because the P&L is backwards looking, the Net Income amount reflects the actual amount of Cash on Hand. Based on the accounting model we use, we only account for income and expenses at the time the income is collected or the expense is paid.

Given the uneven nature of our income and expenditures, the Florida Bid for ICYPAA typically makes donations to the AA service structure after ICYPAA. Based on the current health of our balance sheet, our steering committee has passed a motion to present to the full committee to make contributions to Area 1, Area 14, Area 15 and the General Service Office. This motion will be presented at our wrap up meeting after ICYPAA.



## **BR 2 Section 2: Types of Records**

- Bid Committees have also used a variety of presentation formats, including but not limited to:
  - Detailed Excel spreadsheets
  - Simpler summaries with event flyers to show event info
  - Charts & graphs to show the information visually
- The point is to analyze which type of financial record(s) you think will convey the information best – do what works for your committee, but be ready to explain your decisions. Be thoughtful and thorough.



## **BR 2 Section 3: Financial Autonomy & Spirit of Twelve Traditions**

- Is your committee self-supporting?
  - Carefully evaluate your financial relationships with other types of groups and committees, including “clubhouses.”
  - We don’t accept contributions from outside AA.
- Are you carrying the message?
  - Not every event has to be a money-maker, although you should do your best to at least break-even.
  - Beware of terms like “fundraising.” Focus on carrying the message and the money will follow.
- Does your committee make contributions to the AA service structure?





## **Session 4 – Bid Requirement 2**

**Any Questions?**



- New Host Committee Budget Template
  - This is now what is expected of each Host Committee
- This template allows for more of a streamlined system of budgets that aligns with the Advisory Council system of budgets and accounting.
- Bid Committees are free to develop their own budgets, however once awarded the conference, Host Committees are expected to use this budget.



## **Session 4 – Bid Requirement 10**

Bid Requirement #10 – Present detailed proposed conference budgets that take into account variations in facility and AV costs.

- Section 1: Introduction
- Section 2: Income
- Section 3: Administrative Expenses
- Section 4: Program & Entertainment Expenses
- Section 5: Registration Expenses
- Section 6: Hotel Expenses
- Section 7: Outreach Expenses
- Section 8: Merchandise Expenses
- Section 9: Event Expenses
- Section 10: Miscellaneous Committee Expenses



## **BR 10 Section 1: Introduction**

- “Present detailed proposed conference budgets...”: Creating a budget is an intensive process requiring a lot of research and cooperation by everyone involved.
  - Go into as much detail as possible, and include actual prices that you have quoted with local vendors – don’t just guess.
- The word “budgets” above points to the fact that you must find a way to show the “variations in facility and AV costs,” either by developing two distinct budgets, or by finding a way to clearly display the facility and AV variations within the same main budget.



## **BR 10 Section 1: Introduction**

- Note: for bid purposes, tracking expenses in Excel is sufficient. Advisory and Host do use QB, however, so getting familiar with the software isn't a bad idea.
- There are many examples of budgets available in prior bid books – review as many as you can to make sure you capture all the various income and expense line items, then add or subtract as necessary to fit your needs.



## **BR 10 Section 2: Income**

- **Advisory Seed Money**
  - Council gives \$2,000 to the new Host Committee to help kick-start their new endeavor.
  - The seed money is returned to Council at the end of the Host Year so the budget must show this amount in both the income and expense sections.
- **7th Tradition**
  - ICYPAA Host Committees are self-supporting. 7<sup>th</sup> Tradition money is often used to cover rent costs and/or refreshments for business meetings. Unused money from 7th Tradition can be rolled into the general fund and used for things like scholarships, etc.



## BR 10 Section 2: Income

- Registrations
  - You should break down the income into separate line items, representing the various price tiers (\$20, \$25, \$30, \$35, etc.)
  - Factors to consider when estimating attendance numbers:
    - Prior year registration numbers
    - Population of host city/state
    - Strength and size of AA Young People's Community and AA Community in general in city/state
    - Density of local rehabs/recovery centers/sober living homes
    - Proximity and size of other surrounding AA communities: e.g. SoCal to Phoenix
    - Is host city/state a tourism destination?



## BR 10 Section 2: Income

- Scholarships & Partial Registrations
  - Scholarship funds are donations given to help cover the cost for those who can't afford to pay the registration fee.
  - Although it's important that attendees understand their role in helping support the conference, no one is turned away for lack of funds. Including an estimate of expected partial registrations (of people paying at the door) is a good idea.
    - For example: 100 @ \$20, 100 @ \$15, 50 @ \$10, 50 @ \$5 etc.





## **BR 10 Section 2: Income**

- **Pre-Conference Event**
  - The Pre-Conference Event needs to be self-supporting through its own contributions, but it does not need to make a profit.
  - The all-in cost of venue, transportation, insurance, F&B (if any) and complimentary tickets (if any) should be considered when estimating ticket pricing. (See Bid Requirement 7)
  - The average range of attendees over the past several years is between 200-400.



## **BR 10 Section 2: Income**

- **Banquet**
  - Banquets have not been a common part of the program at recent ICYPAAAs because they are often cost-prohibitive.
  - Some time ago, banquets would draw 600-800 attendees, but the last few years have seen a drop off to numbers like 150-300.
  - Hotels will usually require some sort of F&B minimum as a revenue source for the property, so if you're not having a banquet, consider how you will meet the F&B.
  - Work closely with your Hotel team to know what to anticipate.



## **BR 10 Section 2: Income**

- **Merchandise**
  - Each type of merchandise (hats, T-shirts, hoodies, mugs, whatever) should have a separate line item both in the income and expense sections.
  - Make sure you take into account the local sales tax laws and regulations



## **BR 10 Section 2: Income**

- **Events**
  - Your budget should ideally include separate line items for each individual event – drill down to as much detail as you can.
  - It's ideal that the events be self-supporting, but they are also important outreach opportunities.
  - Remember to factor in the cost of event insurance. Many venues require you carry at least \$1,000,000 in general liability coverage.



## **BR 10 Section 3: Administrative Expenses**

- Advisory Operating Expense: approx. \$18-\$20K per year
- Seed money
- Merchant account fees: merchant fees are approx. 3-3.5% of your total registration income
- State filing fees/permits
- Copies: meeting agendas, minutes, formats etc. We're in the future, be creative with non-paper based solutions if you can



## **BR 10 Section 4: Program & Entertainment Expenses**

- Programs: conservative budgeting requires over-estimating the amount of programs and underestimating registrations
- Audio/Visual: provide detail from your AV quotes
- Entertainment: provide detail for each entertainment event
- Speaker/special guest travel, meal stipend, gifts for main speakers, GSO, Grapevine: (GSO/Grapevine attendees often plan travel last minute, so their travel costs may be higher)
- Big Books for sobriety countdown
- Hard of hearing/language interpretation services
- Signage
- Dropbox or other cloud account for sharing speaker files



## **BR 10 Section 5: Registration Expenses**

- Laptops/desktop rental
- Paper Registration forms: nearly all registrations are done online these days, but some paper forms should be available
- Badges: Name tag cards, name tag holders/lanyards, pens/markers for name tags, stickers/ribbons, reg bags
- Intergroup/Central Office/Area/GSO mailings: stamps, copies envelopes etc.



## **BR 10 Section 6: Hotel Expenses**

- Deposits: if you have a hotel master account, they may expect a deposit the day or week of the conference
- Security T-Shirts
- Walkie-Talkies
- Decorations
- Gratuities: many of our guests could be staying at a large hotel for the first time; for this reason the committee will often tip bellmen, housekeeping staff, valets, etc. beyond what our attendees might tip. It is not unusual for this number to be several thousand dollars
- Hospitality Room
- Wifi: this will hopefully be included in your hotel contract





## **BR 10 Section 7: Outreach Expenses**

- Business Cards
- Banners
- Travel: committees usually establish a set budget and agree on how to divide up the cost per trip and/or per outreach committee member

## Host Committee Budget Template

<u>OUTREACH</u>					
Pre-Reg Forms	5,000	\$0.03	\$125.00	\$0.00	\$125.00
Business Cards	20,000	\$0.03	\$500.00	\$0.00	\$500.00
Host Committee Banner	2	\$250.00	\$500.00	\$0.00	\$500.00
Event Flyers	1,600	\$0.03	\$48.00	\$0.00	\$48.00
Gas/Travel Reimbursements	1	\$2,500.00	\$2,500.00	\$0.00	\$2,500.00
Misc. Outreach Expenses	1	\$200.00	\$200.00	\$0.00	\$200.00
		<b>SUBTOTAL:</b>	<b>\$3,873.00</b>	<b>\$0.00</b>	<b>\$3,873.00</b>

## TEXAS PROPOSED OUTREACH EXPENSES

Section 6 - Outreach Expenses				
Type	Quantity	Cost Per Unit	Total Cost	Explanation
Business Cards	2000	\$ 0.06	\$ 128.28	1000 business Cards @64.14 each based on the cards we printed this year, 2000 total
Postage	100	\$ 0.45	\$ 45.00	Roll of 100 forever stamps
Banner	2	\$ 52.38	\$ 104.76	2 Banners from bannersonthecheap.com
Travel Expenses Reimbursement	1	\$ 2,500.00	\$ 2,500.00	2500 dollars dedicated to travel expense reimbursement
Misc.	1	\$ 300.00	\$ 300.00	
<b>Total</b>			<b>\$ 3,078.04</b>	

## PHOENIX PROPOSED OUTREACH EXPENSES

### Section 6, Outreach Expenses

Type	Quantity	Cost Per Unit	Total Cost	Explanation
Business Cards	2000	\$0.25	\$500.00	Quote from Vistaprint.com
Postage	100	\$0.45	\$45.00	Roll of 100 forever stamps
Banner	2	\$175.00	\$350.00	2 Banners from Biltmore Print Pro
Travel Expenses Reimbursement	1	\$2 500.00	\$2 500.00	2500 dollars dedicated to travel expense reimbursement
Misc.	1	\$300.00	\$300.00	
<b>Total</b>			<b>\$3,695.00</b>	

## FLORIDA PROPOSED OUTREACH EXPENSES

### ***Outreach Subcommittee***

Registration Flyers (5-10% Pre-Reg is still paper)	5000	\$0.40	\$2,000.00	Staples.com pricing for high volume black and white copying
Business Cards	10000	\$0.07	\$700.00	Zazzle.com pricing
Banners	3	\$250.00	\$750.00	Estimate for banner printing based on Florida Bid historical printing of banners
Posters	50	\$5.00	\$250.00	Vistaprint.com pricing for 18.26" x 24.26" posters
Travel Reimbursement	1	\$1,500.00	\$1,500.00	Reimbursement for Outreach team to travel to local/regional conferences and events
GSO/Area/Central Office/Intergroup Mailings	730	\$1.00	\$730.00	Estimated number and postage based on previous ICYPAA Budgets
International GSO Mailings	87	\$4.00	\$348.00	There are 87 International GSOs according to AA.org
Miscellaneous	1	\$400.00	\$400.00	Miscellaneous allocation to allow for additional outreach materials as needed
<b>SUBTOTAL OUTREACH SUBCOMMITTEE</b>			<b>\$6,678.00</b>	



## **BR 10 Section 8: Merchandise Expenses**

- Each type of merchandise should have a separate line item both here and in the income section.
  - T-Shirts
  - Hoodies
  - Hats
  - Mugs/Tumblers/Etc.
  - Other
- Also this would be a good time to find out your state's policy on sales tax if you haven't already because this should be factored into the expense of an item. (See Bid Requirement 7)



## **BR 10 Section 9: Event Expenses**

- Some typical event expenses are:
  - Space Rental
  - Insurance
  - Beverages/Food
  - Decorations
  - Entertainment
  - Supplies



## **BR 10 Section 10: Miscellaneous Committee Expenses**

- Every sub-committee previously mentioned should have a Miscellaneous Line Item because unforeseen things do come up (usually somewhere in the few hundred dollar range).
- Some of your sub-committees and officers might need budget lines to do the jobs that your ICYPAA asks of them. (Allocating a few hundred dollars in advance to these sub-committees is a good idea)
  - Graphics
  - Literature
  - Secretary
  - PI/CPC
  - Archivist
  - Al-Anon/Alateen
  - ANY COMMITTEES/OFFICERS THAT REQUIRE A BUDGET LINE





## **Session 4 – Bid Requirement 10**

**Any Questions?**



## **Special Topic: BR/Bid Book Submission Deadlines**

- The past several years there has been a deadline to submit bid requirements for early review 30 days out from the Conference
- The last few years Bid Committees have submitted their entire Bid Books on this date, which leads to Advisory Council having to review each committee's entire bid book twice within a two week period – once after the early review deadline, and once after the final deadline.
- In order to provide more time for thorough early bid review, Council has changed the early submission deadline to 60 days out from the conference.



## Special Topic: BR/Bid Book Submission Deadlines

- **DO NOT WAIT** until early review deadline to submit Bid Requirements for feedback. Send them to us as you complete them.
- Only turn in Bid Requirements that are complete and ready for review. Avoid sending multiple drafts.
- Waiting until the early review deadline to submit bid requirements for review compromises the Advisory Council's ability to thoroughly review your work and may mean that you won't have enough time to implement feedback prior to the final deadline.



## **Bid Committee Roundtable**

Please select ONE of the following questions to respond to:

**Question 1:** What is/are the best way(s) ICYPAA can support AA as a whole?

**Question 2:** How do you think young peoples' groups and your bid committee are viewed in your local AA community

**Question 3:** What do you view as key roles & responsibilities of the ICYPAA Advisory Council?



## **Advisory Council Testimonial**

**David W.**

Treasurer, 53<sup>rd</sup> ICYPAA in San Francisco; current member of Advisory Council



## Thank you for attending ICYPAA University Session 4!

This webinar has been recorded and will be available on the ICYPAA website for viewing along with a PDF copy of the presentation material.

We look forward to your continued participation with ICYPAA University!

- Our next webinar will be Session 5: Bid Requirements 1 & 7 –Roster & Tax Laws **March 27<sup>th</sup>** @ 1:00 PM PDT / 2:00 PM MDT / 3:00 PM CDT / 4:00 PM EDT.
- If your committee would like a private, one-hour webinar meeting with available Council members, please contact us at [biddev@icypaa.org](mailto:biddev@icypaa.org) with your requested dates and times (no individual webinars will be scheduled after August 4, 2016). We will do our best to accommodate. There is a limit of one individual webinar per Bid Committee per year.

Feel free to contact us with any further questions or comments:

- Subcommittee emails: <http://www.icypaa.org/bid-center/bid-related-questions>
- Individual emails: <http://www.icypaa.org/council/roster>