2020 ACM West Region Conference & Trade Show
Embassy Suites Monterey Bay
February 18-20, 2020
FY 20 Revenue

- Consent Fees
- Program Services Fees
- Other Fees & Revenue
- Public Service Fund
- Development
The Virtuous Circle

ASK
She gives a gift and feels great

But she doesn't know what's going to happen

THANK
She knows gift was received and appreciated

REPORT
Sees how her gift made a difference

She feels great, trusts your organization, and is more likely to give again

REPEAT

© The Better Fundraising Co.
The question is, “What role do you give your donors?”

Which role would YOU prefer to play?

© The Better Fundraising Co.
INCOME (in 000s)

- PEG fees released from restrictions: $62,196
- Contracted meeting coverage: $195,015
- Professional/media services: $117,988
- Contributions & grants: $128,713
- In-kind contributions: $104,129
- Class & facility use fees: $76,271
- Tape sales & other income: $4,186
- Total: $688,498

EXPENSES (in 000s)

- Salaries & benefits: $892,239
- Professional services: $154,528
- General operating: $105,954
- Extraordinary professional services: $22,000
- In-kind legal services: $104,129
- Facility: $72,039
- Total: $1,350,889
Evaluate mission impact vs profitability of our activities to guide our decision-making.
Explore and experiment to lock in these answers and where they intersect

THREE CIRCLES OF THE HEDGEHOG CONCEPT
JIM COLLINS - GOOD TO GREAT
We look on cable as a way of **encouraging public action**, not just access.

**Social change** comes with a combination of **use of media** and **people** getting out on the streets or **getting involved**.

George Stoney
Shifting our work and building new Revenue sources takes time, discipline, and evidence.

When done correctly, this work will begin to build upon itself, building our momentum.
Public
People - participatory, community-driven

Media
Public, Education, and Government community media organization

Network
Bringing people together, building community
board/staff/partners are representative
of our community

programs are co-created
by our community

institution is welcoming
for our community

public media network
Riding the Waves of Change