

2019 RVMBA Financial Report

Background:

The Rogue Valley Mountain Bike Association exists to protect and expand trail opportunities in Southern Oregon. The following document is a review of RVMBA's expenses and income for 2019.

Document Goals:

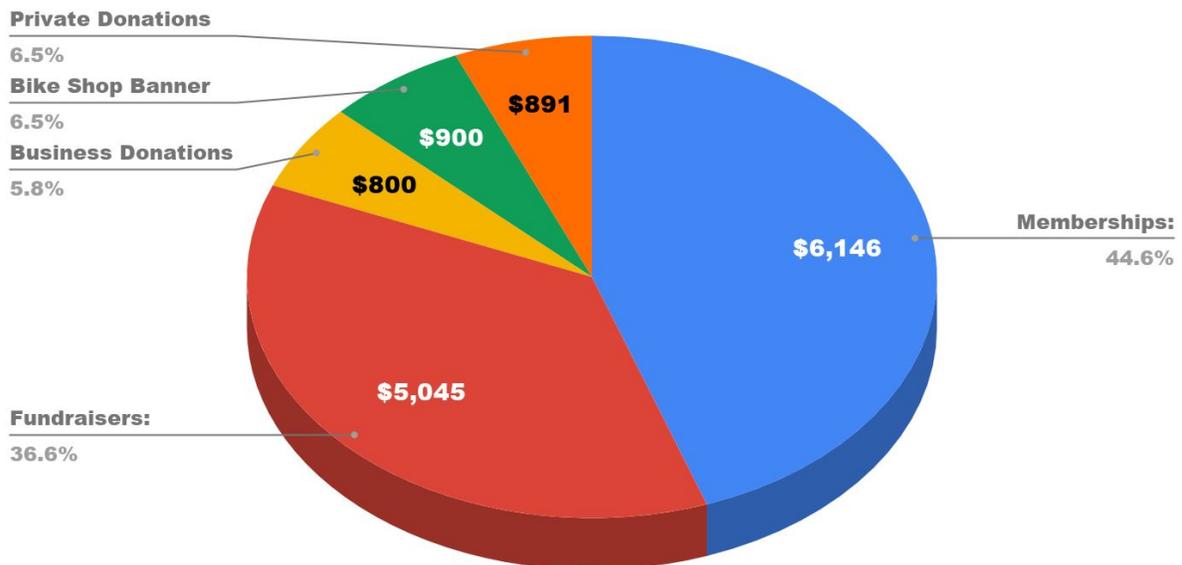
RVMBA hopes that this data will:

- Help drive membership sign ups in 2020
- Identify fundraising and donation targets in 2020
- Help create a working budget for 2020

Income:

RVMBA raised a total of **\$13,782** in 2019. Funds were acquired through several methods. These methods have been identified as: Personal Donations, Memberships, Business Donations, Fundraisers, and Bike Shop Banner.

The following pie chart represents RVMBA's 2019 income with percentages of each method shown.



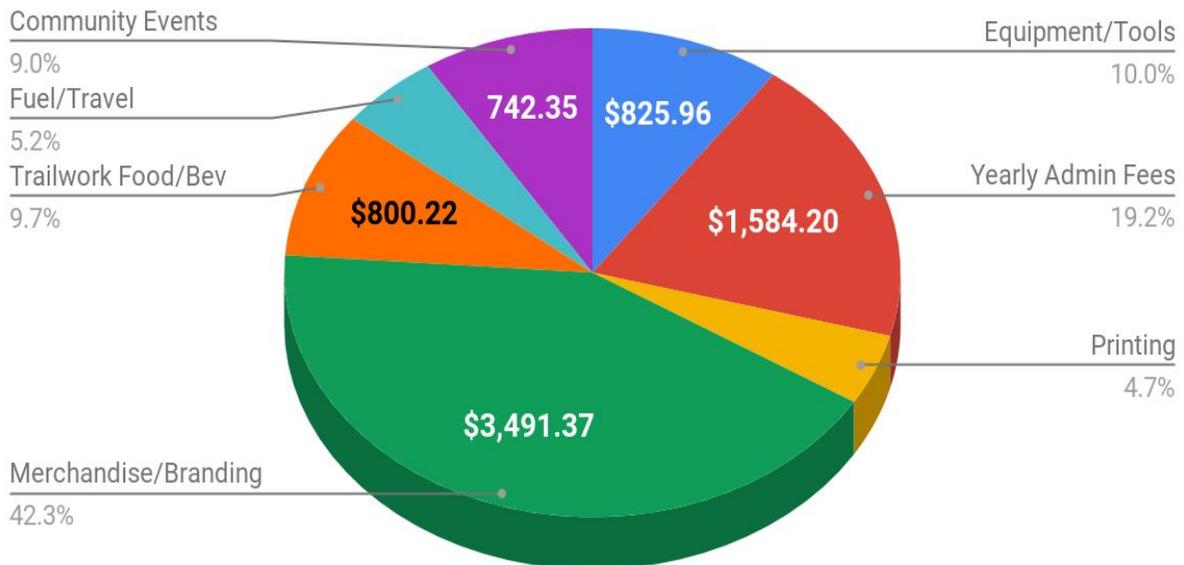
Conclusions:

- The importance of memberships is clearly shown as it is the primary source of income for RVMBA. Focus should be made on increasing memberships in 2020 and beyond as a means for both fundraising and communication. Events and campaigns specifically for members should be made a priority.
- The Bike Shop Banner project should be considered a recurring source of yearly income. \$150 from each bike shop for a place on RVMBA's Table Banner is also a great way to connect RVMBA's work to the bike shop community, and draw members who may be loyal to particular shops. Efforts should be made in 2020 to reach out to non-represented shops for the April 2020 banner.
- Business donations should be made a priority in 2020. As RVMBA projects increase and awareness of the work that RVMBA is doing increases throughout the Rogue Valley, so will the buy in from local businesses. RVMBA plans to unveil a more substantial business sponsor plan for 2020 as a means for fundraising.

Expenses:

RVMBBA expenditures can be placed in the following categories: Trailwork, Equipment/Tools, Advertising, merchandise, Travel, and Yearly Administrative Items (insurance, PO box, etc). RVMBBA spent a total of **\$8261.30** in 2019. \$825.96 was spent on equipment/tools. \$1584.20 on yearly admin fees. \$388.22 on printing, \$3491.37 on merchandise and branding, \$800.22 on trailwork food and beverage, \$428.98 on fuel and travel, and \$742.35 on community events.

2019 Expenses



Conclusions

- RVMBBA made several, one time larger purchases such as pop up tent/table and t shirts that will not have to be repeated in 2020.
- Sending RVMBBA members to regional workshops, conferences, etc. was not a significant part of 2019 expenditures and can continue to be an incentive to get people to attend these state wide conferences, etc. in 2020.
- Less than 20% of fundraising money was needed to actually host the fundraisers. Fundraisers and events should continue and increase in 2020 as a source of revenue and community involvement.