

This Message was presented on Oct 8th by Pat Jermey Vice Chairperson

I am here today as a result of discussion by your Governing Council. DLL is a non-profit, volunteer organization. Everything that occurs, from the selection of the speakers, to the baking of the cookies, to the printing of your subscriber's card, to the maintenance of the website, to the robocalls, well, you get the idea. And we enjoy providing what we believe is an excellent service to the community, and presume from your participation that you agree. As always, we welcome more volunteers and their contributions.

But recently the non-profit side is becoming a concern. Your governing council works hard to manage the finances appropriately, and none more so than Frederick Wind, our previous treasurer, and Anne Repath, our current treasurer. The hard truth is that DLL has been running deficits for the past several years. Now due to the well-managed resources from the past, we have reserves, but we are nibbling away at them, at the rate of a few thousand dollars a year. So I am here today to inform you that the governing council needs your help, to either reduce expenditures or increase revenues.

Reducing expenditures would be easy. We could balance the books by reducing from 16 speakers in a year to 12. We could balance the books by reducing from 8 seminars a year to 4. But our program is the service that we provide, and our seminar and speakers committees come up with amazing, high quality, diverse presentations. I do not believe that this would be anyone's first choice as a solution.

So we could look at increasing revenues. That means either more **from** you, or more **of** you. If you each paid \$10 more per year, we could balance the books. . Your DLL subscription currently offers 32 hours of programming for \$85, or \$2.65 per hour. We know that our annual fee is lower than other comparable programs in Ontario. Or if we had 50 more paid subscribers, we could balance the books. Look around – there is room for lots more! That final route is the one which I prefer. From sitting at the registration table for the last few years, I know that word of mouth is the reason most new subscribers join. You are our best salesforce, and keep at it – keep encouraging your friends and family to join! But there may be other ways you can help. The eight of us on Governing council are more than willing to participate, but you may have other low-cost marketing ideas. You may know of groups, or events, or publications, or websites where we can promote DLL. You may have contacts with media or marketing professionals who could assist. You may know of people with computer expertise who could help our online presence. You may be the one who could moderate a Facebook group. You may hook us up with sponsorships or partnerships with community groups or corporations, or government grants. We believe that you represent a rich, untapped resource. So think about it, and please bring any ideas to those of us wearing the DLL badges.

In the meantime, we will be beginning to take subscription payments for next year as of **October 22**. I want to remind you that we take payment in many different forms now, but if you are choosing to use plastic, credit cards or Paypal payments cost us approximately \$3 per transaction, while debit cards cost 10 cents. Every little bit helps. Thanks for your continued support, and for joining us in this commitment to lifelong learning.

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