



Club Finances

Jackie Kacen '83, President,
Wellesley Club of Houston

Susan Lohin, Director, Alumnae Connections

WELLESLEY
ALUMNAE ASSOCIATION



Workshop Agenda

- Clubs as 501(c)(3)
- Role of Club Treasurer
- Getting Started
- Raising \$\$\$\$ and Awareness
- Sharing Best Practices

WCAA and Wellesley Clubs



Chicago Wellesley Club

Wellesley Club of
Sarasota

Vermont Wellesley Club

Wellesley Club of Houston

Minnesota Wellesley Club

Wellesley in Westchester

Wellesley College
Club of San Diego

Washington Wellesley
Club

Not-for-Profit Tax-Exempt Benefits

- All club earnings are tax exempt
 - dues and donations
- Club contributions (**including dues**) are tax deductible for the alumna donor
- Eligible to apply for bulk mailing permit
 - 200 or more identical pieces mail
- Possible reduction in or **exemption** from payment of state and/or city sales tax on certain purchases:
 - State tax exemption policies vary from state to state. Please check with your state department of revenue to determine requirements for state tax exemption status.
- http://www.window.state.tx.us/taxinfo/exempt/exempt_search.html

State Exemption



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Exemption Verification

http://aixtwp.cpa.state.tx.us/exemptorgs/address.php?tp_id=32002732405



TEXAS COMPTROLLER OF PUBLIC ACCOUNTS

SUSAN COMBS • COMPTROLLER • AUSTIN, TEXAS 78774

October 07, 2008

WELLESLEY COLLEGE ALUMNAE ASSN.

According to the records of the Comptroller of Public Accounts, the following exemption(s) from Texas taxes apply to the above organization(s):

Sales and use tax, as of 08-29-1977

(provide Texas sales and use tax exemption certificate Form 01-339 (Back) to vendor)

The entity is not exempt from hotel occupancy tax.

Texas taxpayer identification number: 32002732405

Subordinates covered by this parent organization's group exemption, or entities covered by this category of exemption, may issue valid exemption certificates and although not required, may apply to be listed separately on our records. Any subordinates or entities that are not covered by this parent organization's group exemption or this category of exemption must apply separately for exemption.

This exemption verification is not a substitute for the completed exemption certificates that are required when claiming exemption from Texas taxes. Vendors should be familiar with the requirements for accepting the certificates in good faith from their customers.

This exemption verification does not mean that the organization holds a permit for collecting or remitting any Texas taxes.

Our publications and other helpful information are online at www.window.state.tx.us/taxinfo/exempt/. If you need more information, write to us at exempt.orgs@cpa.state.tx.us, or call us toll-free at (800) 252-5555.

Maintaining a Tax-Exempt Status

- Must file the 990 EZ each year
- Must verify with individual state on regulations on registration and **reporting** for not-for-profit organizations.

Role of the Treasurer

- *Make sure that there are 2 signatures on the account –treasurer and president*
- Maintain all financial records of club including membership dues and program fees
- Manage club budget
 - » Estimate revenue (dues + donations)
 - » Estimate expenses
 - Programs
 - Newsletters
 - Supplies
 - Miscellaneous (memorial donations)

Role of Treasurer

- Pay all approved expenses in a *timely fashion*
- Report on the financial condition of the club at board meetings
- Reconcile budget at end of year
- *File year-end financial statement with the Alumnae Association and the IRS*
 - » Use cash accounting, not accrual
 - » Operate on July 1-June 30 fiscal year, not calendar year.

Role of Treasurer - Reporting

- WCAA Annual **Financial Report** must be filed by August 15.
 - » <http://www.wellesley.edu/Alum/Volunteer/Clubs/Forms/financialreport.html>
- Club must file with the **IRS (Form 990 EZ)** by November 15 and send copy to WCAA
 - » <http://www.irs.gov/charities/article/0,,id=185561,00.html>
- Failure to file with the IRS may result in loss of your EIN - tax-exempt status and *.....possibly, club will be subject to taxes on income and fines.*

Getting Started...

- **Coordinate with previous treasurer**
- **If need to change bank...**
 - » shop around for best rates
 - » NO fees – look for free banking
 - » Supply costs (checks, etc.)
- **If opening a new account, will need:**
 - » Articles of Incorporation (contact Alumnae Office)
 - » Letter from AO confirming club's EIN and authorized signatures on account.
 - » Photo id (driver's license, passport)
- **Two Signatures on the account**

Getting Started



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ALUMNAE ASSOCIATION



August 2, 2010

To Whom It May Concern:

This letter is written to confirm that the **Wellesley Club of Houston** is a subordinate organization of the Wellesley College Alumnae Association (Employer's Identification No. 04-2105817) and is included in the Alumnae Association's group exemption from federal taxes under Internal Revenue Code 501(c)(3).

A group ruling, exemption #2293, was issued to the Wellesley College Alumnae Association and certain subordinate organizations by the Internal Revenue Service in a letter dated May 23, 1972. Since that date and as requested by the original ruling, the Wellesley College Alumnae Association annually provides the IRS with letters of information including a revised roster of subordinates.

Club name, address and EIN as listed on the IRS roster of WCAA Clubs:

Wellesley Club of Houston
Wellesley College Alumnae Association
106 Central Ave.
Wellesley, MA 02481

Tax Identification Number (EIN): **23-7211799**

Club officers who should be listed on the club's bank account are:

Treasurer:
Sandra G. Simmons
910 W. Heights Hollow Lane
Houston, TX 77007-7076

President:
Jacqueline J. Kacen
2627 Amherst Street
Houston TX 77005-3105

As a Wellesley alumnae club, this subordinate is organized for educational and charitable purposes under Section 501(c)(3) of the Code. This club had given the Alumnae Association authorization to be included in the group exemption roster. The information upon which the Association's present group exemption letter is based applies to this club, and this club is not a private foundation as defined in section 509(a) of the Internal Revenue Code. The club has adopted by-laws that include specific articles assuring that the club's fund will not be used for purposes other than those permitted by law.

Should you need more information or documentation on the **Wellesley Club of Houston**, you can reach me at 781-283-2330 or slohin@wellesley.edu.

Signed,

Susan Lohin
Director, Alumnae Connections
Wellesley College Alumnae Association

Agenda for Raising Club Funds

- Solicit dues and donations
- Plan quality programs
- Fundraising
 - » Events
 - » Products

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Agenda for Raising Funds

- “Marketing” and the club’s image
 - » Convey the club’s mission
 - » Newsletters, website, Facebook
 - » Thank you notes to patron donors
 - » Publish dues-paid member lists
 - » “A picture is worth a thousand dimes”

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Dues

- **Set a goal**
- **Make it easy to pay**
 - » Checks, cash, credit cards
 - » *Online (PayPal) - [Houston](#)*
 - » Pre-addressed envelopes
- **Offer several payment levels**
 - » Free for first year alumnae
 - » Reduced fee for young alums – 10 yrs out
 - » Patron rate – and acknowledge in any list

Dues

- **Incentives**

- » Gifts for higher \$\$\$ levels (PBS/NPR model)
- » Exclusive benefits - Membership Directory, Online “Yellow Pages”
- » Free events for dues paying members
- » Reduced event fees for dues paying members

- **Thank you notes** to “benefactors or patrons”

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Dues Paying Members

- 0% to 80%
- Average membership = 22%
- Average dues amount - \$20

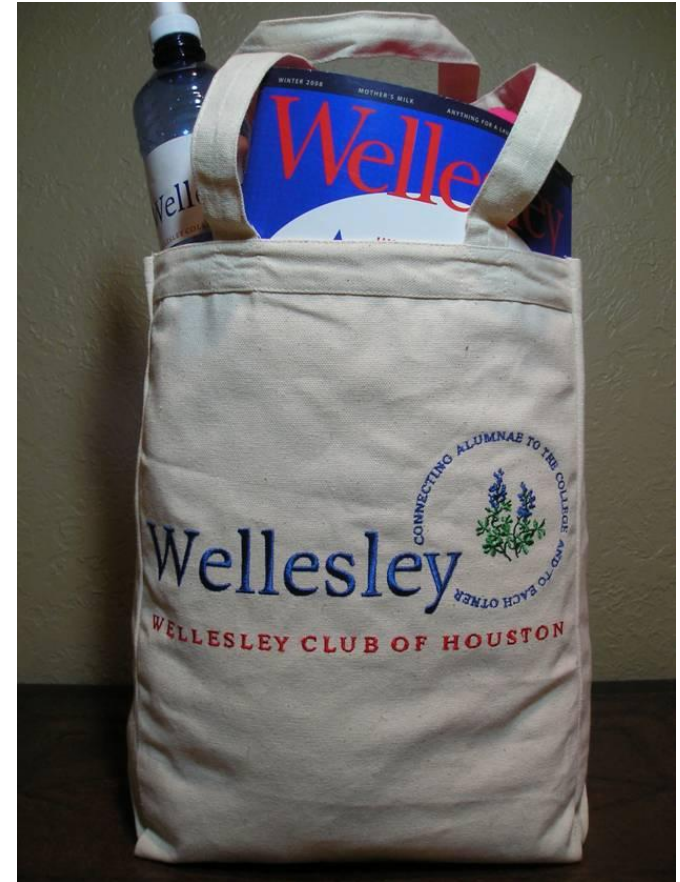
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Dues

Our gift to you:

Members who contribute \$100 or more will receive a free cotton canvas tote bag featuring a colorful Wellesley Club of Houston logo embroidered on one side!



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Club Programs

- Plan for most events to help raise money.
- If charging for an event....always **charge less** for dues paying members.
- Offer at least one free event for dues paying members.

Fundraising Events

- Silent Auctions
- Book Sales
- Author or Book luncheon
- Tag Sales or Clothing Exchange
- Sales Products

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Fundraising



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Summer 2005

BOARD MEMBERS

President – Suzanne Jester '75
(713) 668-7989
jester3615@aol.com

VP/Newsletter – Lisa Torreano '90
(713) 785-2117
torreano@texas.net

Treasurer – Peg Bobbitt '67
(281) 589-7962
pegbobbitt@houston.rr.com

Treas. Elect – Rebecca Saltzer '84
(832) 778-1421
rsaltzer@alum.mit.edu

Secretary – Mona Elhaj '02
(281) 788-5980
mona.elhaj@uth.tmc.edu

Web Mistress – Maneesha Patil '78
(281) 494-6947
mpatil2@aol.com

Membership – Linda Honig '62
(281) 376-9174
Lhonig@mail.ev1.net

Program Chairs:

Carolyn Wilson '68
(713) 666-2414
cwilson68@hotmail.com
Farah Jaffer '97
(713) 443-3062
farahj@rice.edu

Admissions Representative –
Elizabeth Lee '97
(713) 562-8105

Wellesley Club of Houston News

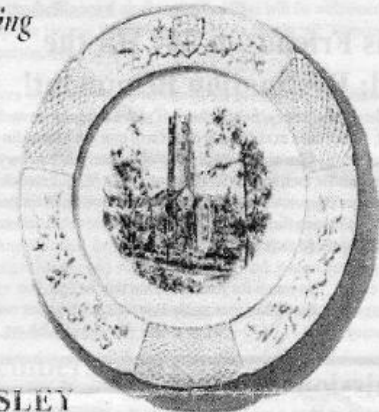
Annual Meeting – Decades Luncheon and Special Silent Auction

Saturday, June 4th 11:30 am

It's time for our Annual Club Meeting! This year, our Decades Luncheon, co-sponsored by the '40s and '00s decades and graciously hosted by Claire Lober '44, includes a special Silent Auction of Wellesley Commemorative Plates and Friends of Art Memberships. Thanks to a generous donation from Mary Greer '50, we will have a silent auction of 17 Wedgwood Wellesley plates, originally sold between 1932 and 1946 – advertised at that time, as follows:

"Sponsored by the Alumnae Association, these dinner-service plates of Wedgwood are designed to commemorate the Wellesley alum in a beautiful and useful manner. The border design in bas-relief offers a strikingly new note in commemorative plate design combining the college seal with oak leaf motif and lattice paneling. The centers, executed from hand-engraved copper plates, faithfully capture the charm of twelve different campus views."

Announcing



WELLESLEY
COMMEMORATIVE PLATES

Fundraising



Wellesley Club of Houston logo totes are here!!

Have you been looking for a “green” alternative to plastic grocery bags? Do you need a handy, lightweight tote to carry your work-out clothes? Are you in search of a stylish way to show off your Wellesley affiliation? Look no further – Wellesley Club of Houston logo totes are here!

Our logo totes feature the Wellesley Club of Houston bluebonnet logo in full-color embroidery on one side, and are made from 10 oz, 100% cotton canvas. Dimensions: 10 ½” x 14” x 5” with 24” handles. Color: natural. Price: \$25.



Marketing Your Club

- Newsletters
- E-blasts
- Emotional
- Website
- Facebook
- LinkedIn
- *Key ideas or words:*
“fun,” vibrant,” “active,” “social.”

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Marketing...



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PHOTOS

ARCHIVE

2010
2009
2008
2007
2006

2010



ST. ARNOLD'S BREWERY TOUR
7 photos



BOOK CLUB
1 photo



www.wellesleyhouston.org

Marketing...



facebook 


Wellesley
WELLESLEY CLUB OF HOUSTON
Message All Members
Edit Group Settings
Edit Members
Invite People to Join
Create Group Event

Write something about Wellesley Club of Houston.

Information
Category:
Student Groups - Alumni Groups
Description:
Wellesley Alumnae in Houston
Privacy Type:
Closed: Limited public content.
Members can see all content.

Admins

- Sandy Simmons (Houston, TX)
- Jasmine Sung (Houston, TX)
- Jacqueline Kacen
- Georgina Newmark Armstrong (Houston, TX) (creator)

Wellesley Club of Houston 
Wall **Info** **Discussions** **Photos** **Events** **+**

Write something...
Attach:  **Share**

Options

 **Jacqueline Kacen** Lots of fun at the St Arnold's Brewery Saturday. MIT and Wellesley alums enjoyed a noisy, bubbly, malty, hoppy, yeasty good time!!
September 26 at 7:48pm · Comment · Like · Flag

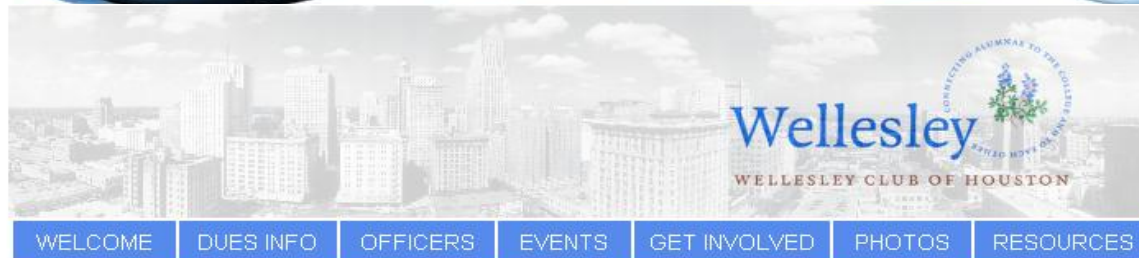
 **Jacqueline Kacen**

Wellesley Club of Houston Photos
 September 26 at 7:44pm

 **Jacqueline Kacen** Wellesley women rock!!!! BIG thanks to Sun-Yung Bak '92, Jesse Berger '04, Anastasia Cunningham-Thomas '05, Terrika Duckett '06, Kristin Fye '03, Suzanne Jester '75, Elaine Liu '03, Brett Merfish '03, Sandy Simmons '87, and Jennifer Wu '10 for sweating and serving at the Loaves and Fishes Soup Kitchen on Saturday. We ...
[See More](#)

<http://www.facebook.com/index.php?lh=027e9c496080e3ee3b25287f3ea14971&#!/group.php?gid=21113531559>

Get To Know Your Board...



BOARD MEMBERS

ANASTASIA CUNNINGHAM-THOMAS



THEN

Anastasia Cunningham-Thomas '05 - Community Outreach
Contact Email: acunning@alum.wellesley.edu

Favorite memory of Wellesley:
Karaoke night in Munger Hall my sophomore year was a blast!

What I like about being involved with the Club:
I enjoy the opportunity to fellowship with amazing women who share my love of Wellesley.



NOW

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Discussion

- Financial questions or concerns
- Most successful means of raising funds or soliciting dues
- Other “best practices”

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Best Practices

- Two-signatures on all accounts
- Copies of all financial records
- Financial reports due at each board meeting and annual reports due to WCAA and IRS
- Make it easy to pay dues
- Plan strong club programs
- Market your club



Thank YOU for all that
you do for Wellesley!

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Jackie Kacen '83

President
Wellesley Club of Houston

Susan Lohin

Director, Alumnae Connections

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