FWR Annual Meeting

March 30, 2013

Williamsburg Boat Club

WM Rec Sports Update

Linda Knight, Director WM Rec Sports

FWR Quick Year in Review

- Update of Contact Information
- Coach Hiring Process
- Battle of the Boathouse
- Fall Surge!
- Head of the Charles
- Website Update
- WMRC-FWR Conference Call
- Winter Surge!
- March Madness Tournament
- Bylaws Update

Internet Presence

- Wordpress Website williamsburgrowing.org
  - New features
  - Areas improvement
    - new logo, home page, banner photos, etc
  - Password protected content
- Social media
  - FB
  - Twitter

Website Stats

Title	Views
Supporting Rowing in Williamsburg, VA!	697
Photos	294
WMRC Wish List	175
2013 WMRC March Madness Bracket Challenge!	165
News & Events	149
For Rowers	93
For Parents	79
Home page / Archives	73
Calendar	71
About	70
Membership, Directors, Officers and Bylaws	70
Urgent: WMRC Needs to Replace 3 Cox Boxes!	61
2012-2013 Photos	55
For Donors	55
Donate Online	53
2013 Colonial Erg Sprints Coach's Summary	51

Best ever

575

views

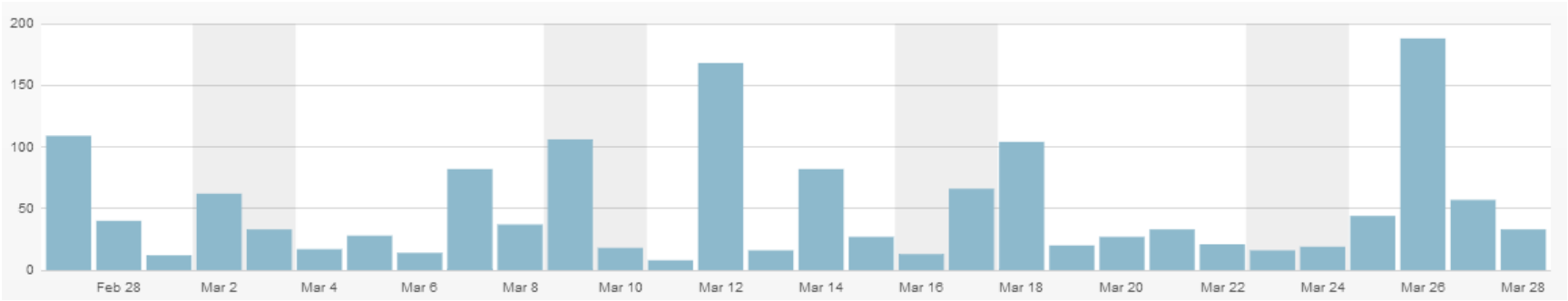
Months and Years

	Jan	Feb	Mar	Total
2013	308	2,070	1,351	3,729

Average per Day

	Jan	Feb	Mar	Overall
2013	77	74	49	63

Referrer	Views
Facebook	383
⊞ Search Engines	43
Google	20
⊞ wmrowing.org	17
Twitter	13
mail.yahoo.com	9



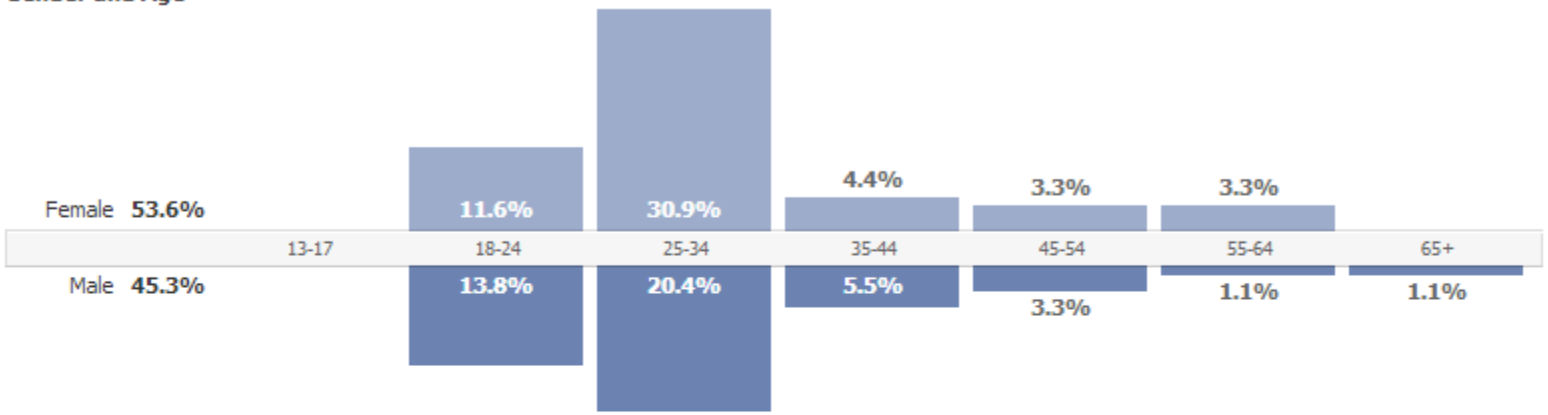
Facebook Demographics

Friends of Williamsburg Rowing

182

Likes

Gender and Age



Countries

173	United States of America
2	Canada
1	Switzerland
1	Greece
1	China
1	Bolivia
1	Philippines

Cities

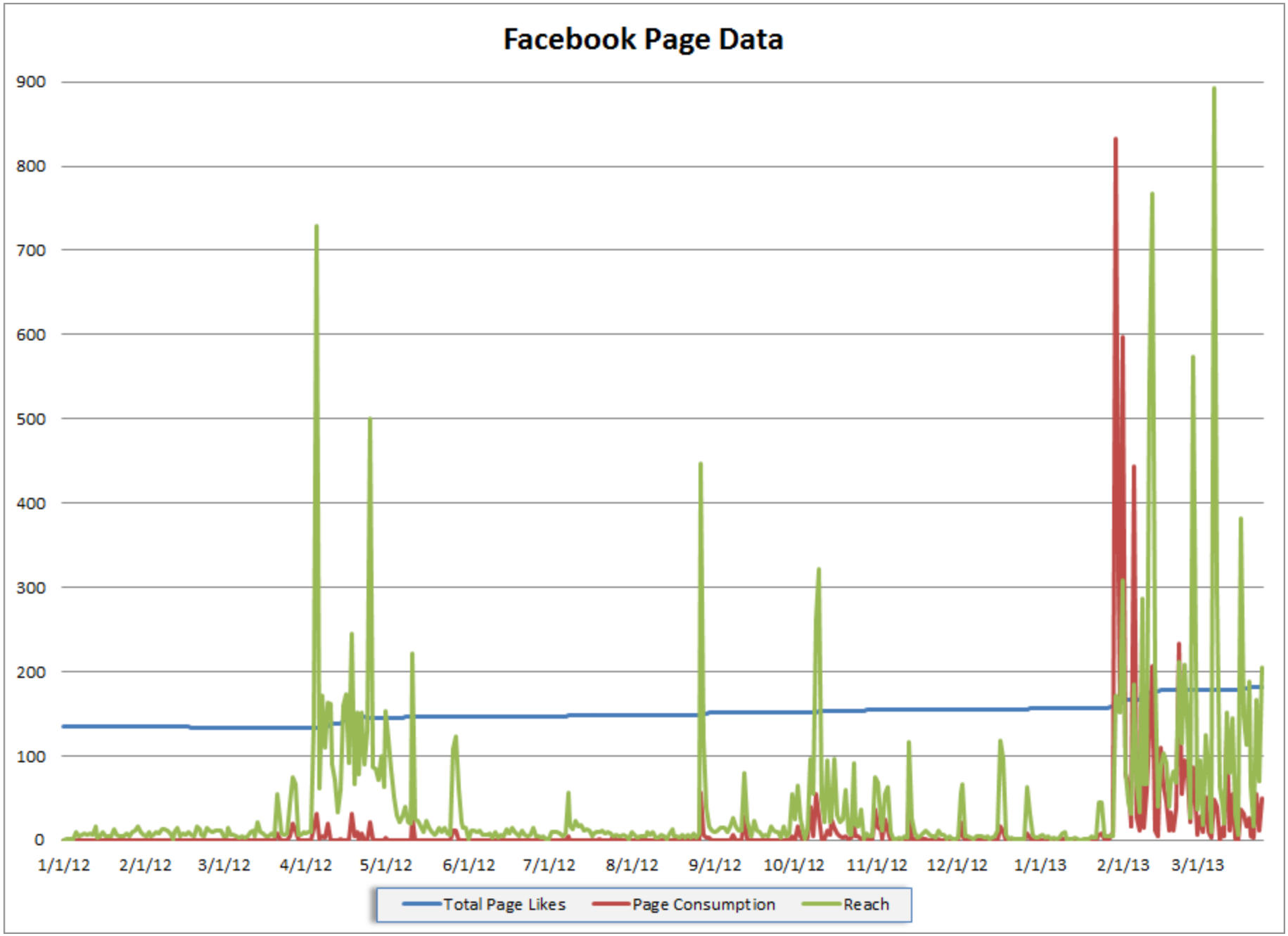
41	Williamsburg, VA
11	Washington, DC
10	Richmond, VA
5	New York, NY
4	Fairfax, VA
4	San Francisco, CA
3	Cambridge, MA

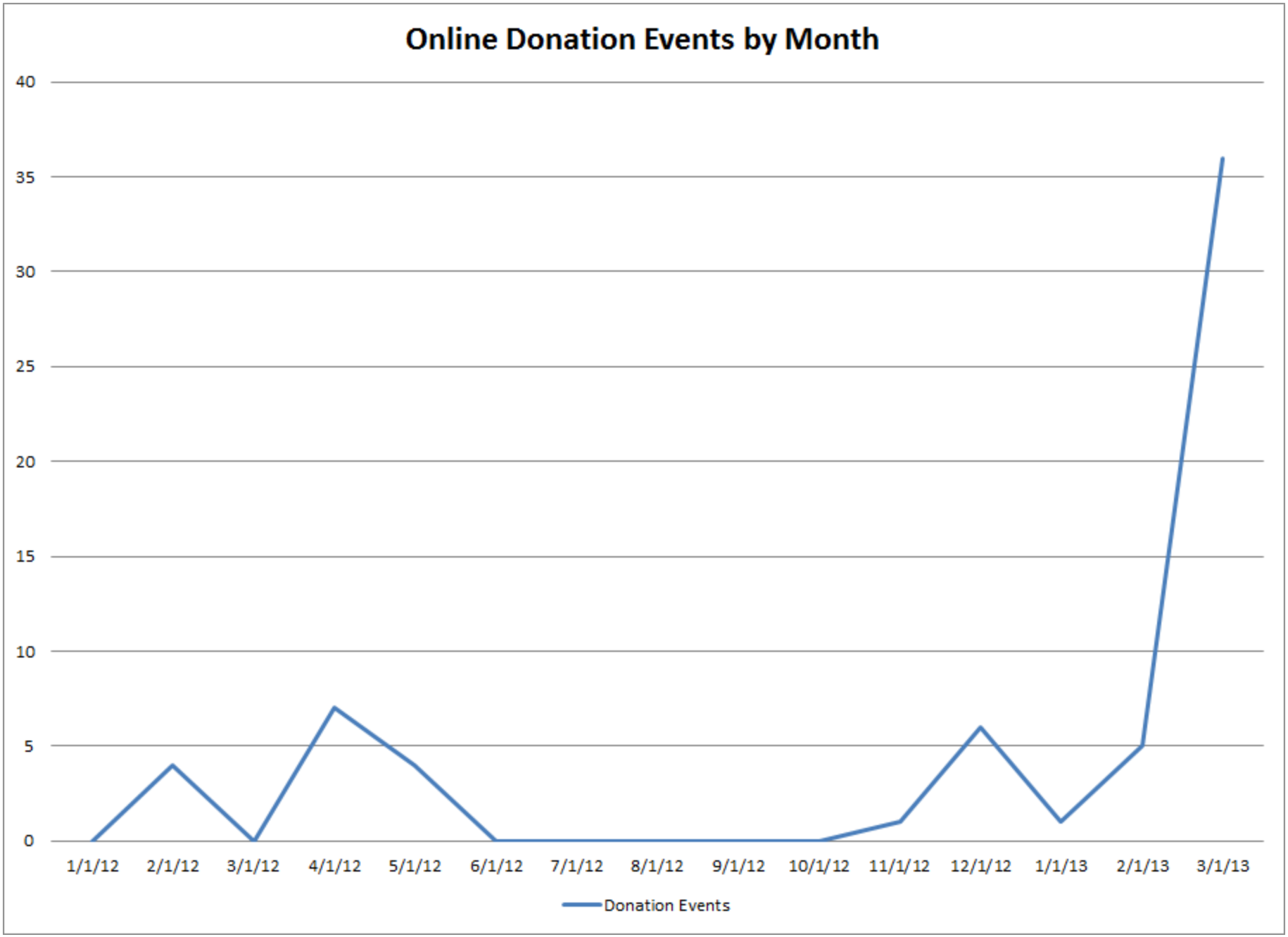
Languages

174	English (US)
5	English (UK)
1	Greek
1	Spanish

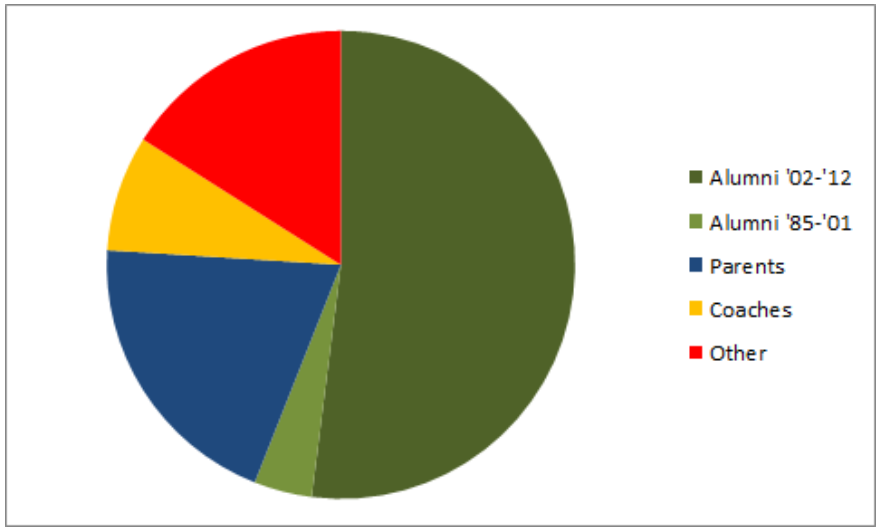
William & Mary Rowing Club

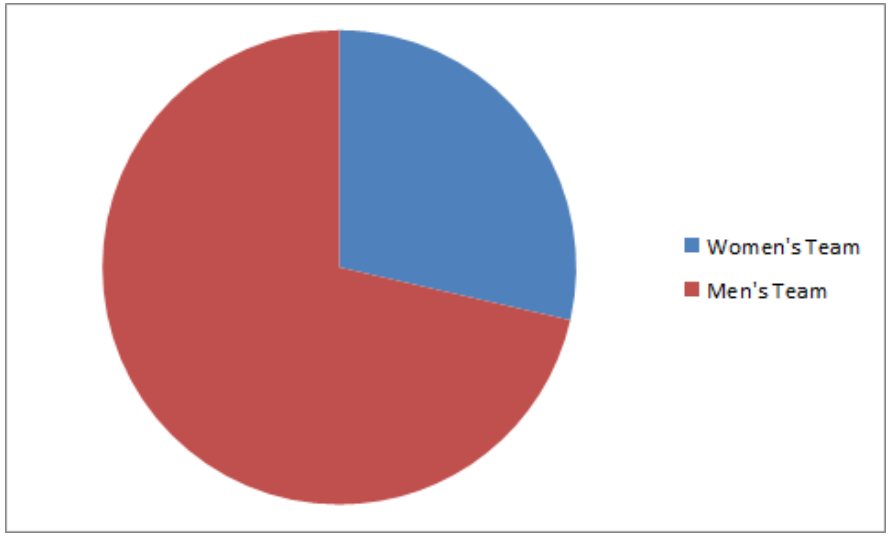
313


Facebook Page Data
900
800
700
600
500
400
300
200
100
0
1/1/12
2/1/12
3/1/12
4/1/12
5/1/12
6/1/12
7/1/12
8/1/12
9/1/12
10/1/12
11/1/12
12/1/12
1/1/13
2/1/13
3/1/13
Total Page Likes
Page Consumption
Reach


Online Donation Events by Month
40
35
30
25
20
15
10
5
0
1/1/12
2/1/12
3/1/12
4/1/12
5/1/12
6/1/12
7/1/12
8/1/12
9/1/12
10/1/12
11/1/12
12/1/12
1/1/13
2/1/13
3/1/13
Donation Events

Online Donor Demographics (2012-Present)





Financials & Fundraising

Balance Sheet

	12/31/2012	12/31/2011	12/31/2010
Assets			
Towne Bank			
Checking	$ 100	$ 100	$ 100
Wachovia Bank			
Checking	616	2,054	932
Endowment Savings	2,141	301	41,707
PayPal Account	64	224	50
Total Assets	**2,922**	**2,679**	**$ 43,089**

- Ended the year with over $2,000 in the Endowment Fund.
- Checking account cash drawn down to purchase new set of oars for WMRC in 2012.
- 2013 Plan:
    - Close Towne Bank account
    - Open a high-yield savings, money market or CD account for the Endowment Fund.

Financials & Fundraising

Income Statement

	2012	2011	2010
Donations, by Designation			
Boathouse	$ -	$ 23,856	$ 12,385
Endowment	1,846	-	
WBC	700	2,595	4,105
WMRC	705	939	-
Non-designated	1,725	1,919	766
Other	134	185	43
Total income	**5,111**	**29,494**	**17,299**
Disbursements & Expenses			
Boathouse	779	65,624	-
Endowment	-	-	-
WBC	700	2,595	4,183
WMRC	3,076	900	-
General	179	610	271
Paypal Fees	135	175	54
Total disbursements	**4,868**	**69,904**	**4,508**
Net income	**242**	**(40,410)**	**12,791**
Other Financial Highlights			
Paypal Income	3,906	5,935	1,404
Paypal Fee as a % of income	3.4%	2.9%	3.8%
Subscribers	15	10	4
Average monthly subscription	15.69	23.50	18.75
Average annual subscription	188.28	282.00	225.00

- Fundraising down compared to Boathouse driven 2011 and 2010, but still doing well.
- Endowment showed strong traction in 2012 amongst donors (50% of subscribers now donate to Endowment).
- WMRC disbursements largely the new oars.
- Paypal continues to be donation method of choice; fees up due to trend towards smaller donations.
- Subscribers continue to grow, but average subscription is down due to the loss of a few high-dollar supporters.

Financials & Fundraising - 2013

Income through March 15th:

$1,948

Endowment balance:

$2,555

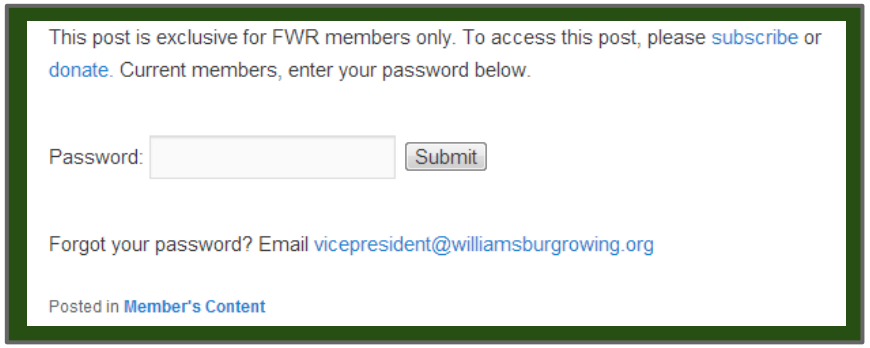
Disbursements to WMRC:

$945

- Successful launch of the WMRC Wish List. One new cox box is the largest donation to date ($509), but have had 8 other donations since launch.
- March Madness generated 33 entries!
- FWR purchased new parts from Wintech, Vespoli, and Pocock to refresh the WMRC fleet for the spring season.

Proposed Levels of Membership

- Basic (Any donation)
  - Password for online exclusive content
  - Early access to WMRC Gear
- Full Member ($50 one time/ $5 subscription)
  - Password for online exclusive content
  - Early access to WMRC Gear
  - Voting rights at AGM
- Premium ($250 one time/ $20 dollar subscription)
  - Password for online exclusive content
  - Early access to WMRC Gear
  - Voting Rights at AGM
  - Mug



Bylaws Update

Amendments reflect current operation practices

Notable changes:

- Membership year reflects calendar year
- Boathouse Fund changed to Endowment Fund
- Immediate graduating senior membership
- Website requirements adjusted for improvements in technology
- Committees reflect current needs

Request a copy from Vice President

Committees

- LinkedIn
  - Justin de Benedictis-Kessner
  - Website
- Golf Tournament
  - Matthew Connell
- Social Committee
  - Away regattas
  - Homecoming

WMRC Coach and Team Update

- Jason Mitchell - Program Director, WMRC
- Logan Ferrell - President, WMRC

WBC Update

- Sarah Stafford

Williamsburg Boat Club

FWR Elections

- Director Positions
  - 4 open positions for a three year term
- Executive Board Positions
  - President
  - Vice President
  - Treasurer
  - Secretary
- Directors must attend meetings regularly and set the pace for giving!

Open Floor & Wrap-Up