

Finance Committee

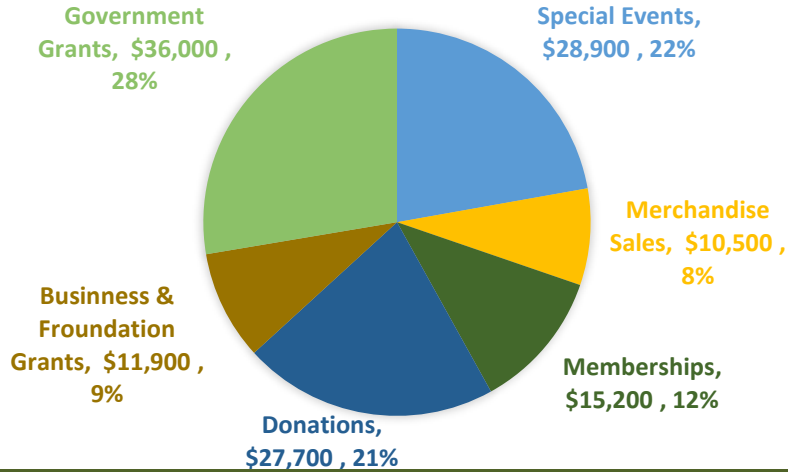
Organizes sponsorships, donations and merchandise and researches sources of unrestricted funds. Oversees special events and provides assistance as needed.

Chairperson: Hannah Hussey



2020 REVENUE

TOTAL \$130,200



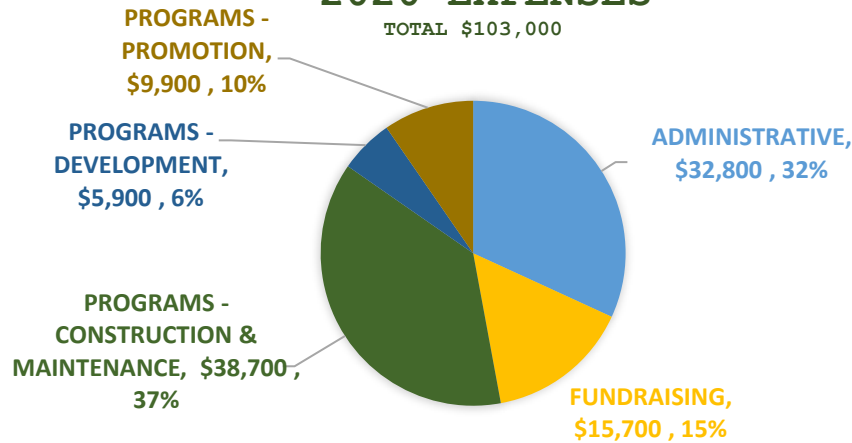
2020 Highlights

- Membership Growth
- Corporate Sponsorship Plan
 - Endowment Establishment
- OTA Café Press Launch
 - Marketing Plan
- Programmatic Business Model



2020 EXPENSES

TOTAL \$103,000



2021 Goals

Strategy and Structure

- Incorporate Programmatic Business Models into the strategic three year plan for the development of a sustainable revenue generation program for the Ozark Trail Association.
- Review key skills that are necessary to deliver the Fundraising Committee's strategic plan based on the integration of the Programmatic Business Model and continue recruiting for the key skills.

Revenue

- Increase net revenue by 5% through fundraising efforts, grants, and renewable memberships (10% increase over 2020), etc.
- Partner with OTA Programs and Committees to develop and prioritize ready to go projects that are in need of funding.
- Continue development of corporate sponsorship program by analyzing results from 2020 scouting program. Refine pitches for corporations and develop/expand key sponsorships.



Committee Chairperson: Hannah Hussey
Membership Coordinator: Garrett Doak
Corporate Sponsorship: Jim Schneider
Members: Abi Jackson, Kathie Brennan, Roger Allison

MEMBERS, THANK YOU!

YOU ARE INTEGRAL TO THE CONTINUED SUCCESS OF THE
OTA.

WE ARE GRATEFUL FOR YOUR CONTINUED SUPPORT.

