

Golden Crown Literary Society



2014

Annual Report

Golden Crown Literary Society

a literary and educational organization for the study, discussion,
enjoyment, and enhancement of lesbian literature

Executive Summary

Dear Members, Supporters, Donors and Sponsors,

Thank you. 2014-2015 has been an amazing year as well as a challenging one. We have accomplished much:

- ran our first Writing Academy;
- implemented and used our new awards management software;
- researched and selected a long term replacement for our aging Membership Management System; and
- migrated to the new system that will handle our growth and our functional needs well into the future.

This was a huge amount of work. We were very fortunate to have had Carleen Spry available to dedicate the past two years to these two major projects. If you see her, be sure to give her a high-5 and thank her for her efforts and dedication to this organization.

I off a huge thank you to the Board of Directors for all their work this past year. Also to our volunteer leads: Linda Kay Silva, Ann McMan, Liz McMullen, Judy Comella, Tiffany Berry, Watty Boss, Layne Beckman, Wis (Virginia Wiswell), and Cyndi Rizzo who have donated so generously of their time. It takes a village, and even now our village isn't big enough. If you have specialized skills, and would like to donate some time to help the GCLS, please contact me.

I'd like to acknowledge our faculty in the Writing Academy, many of whom were able to donate their time in order to help us cover our costs and keep our student fees where they are: Linda Kay Silva, Sandra Moran, Julia Watts, Catherine Friend, Karelia Stetz-Waters, Ellen Hart, Georgia Beers, Carsen Taite, and Nell Stark.

And finally, a huge round of applause and thank you to all our donors and sponsors who make our annual conference possible. If you are at the conference, please be sure to stop and thank them when you see them.

In the upcoming year, we will be:

- Launching our new Membership Software (July, 2015)
- Holding our 11th Annual Conference, in New Orleans
- Introducing the new GCLS Video Library
- Introducing the new Professional Development Group
- Instilling new life into the Mentoring Program
- And more...

This next year looks like it will be just as exciting as the last. Thank you for being a part of that journey. And thank you to all who send us emails of support and thanks. It means so much to us to know that our hard work does not go unnoticed.

Learn, enjoy, and create memories.
Thank you for being a part of the GCLS!

Liz Gibson
Executive Director

FINANCIAL SUMMARY

Director of Finance – Sandy Thornton

During 2014, we revamped the treasurer's report to the Board of Directors to provide greater detail about income and expenses on a monthly basis and to show current balances in the restricted, reserved and general fund as opposed to overall funds.

As a board, we approved a strategic plan that makes financial stability our primary goal so we can grow the organization.

With input from the board, we created a budget for fiscal year 2015 to provide each board member with a budget for their area, and we will track budget against actuals for greater accountability.

Statement of Financial Activities 2014

Financial Report as of 12/31/2014

Actuals:

Cash on hand in bank a/o 12-1-14	Acct -566	\$45,148.29
Total Deposits		\$17,404.86
Total Expenses		\$7,739.99
12-31-14 total		\$54,813.16
Outstanding checks		
Liz McMullen		\$300.00
Tiffany Berry		\$537.34
Cash on hand in bank a/o 12-31-14		\$53,975.82
PayPal Account a/o 12-1-14		
Payments Received		\$1,000.00
Transfer from PayPal to bank		\$8,100.00
		(\$7,855.26)
Refunds		\$0.00
Fees		(\$249.70)
Monthly Fee		(\$30.00)
Purchase Activity Fee		\$0.00
Refunded Fees		\$0.00
PayPal Account a/o 11-30-14		\$965.04
TOTAL CASH	A/O 12-31-14	\$54,940.86
Restricted Funds		
	Total	\$19,299.82
Scholarship Fund		\$12,899.67
Scholarships Awarded		\$0.00
Technology Fund	-950	\$0.00
GCLS Events		\$0.00
Writing Academy		\$6,400.15
Cash less Restricted Funds		\$35,641.04

Statement of Financial Activities 2014

Reserved for 2015 Conference Total		\$24,843.12
Attendees incl. payment plan	134	\$21,515.00
Scholarships	0	
Sponsorships	7	\$5,050.00
Vendor Tables	7	\$575.00
Program Ads	1	
Promotional Items	0	
Silent Auct. Don.	0	
Monthly Expense		(\$2,296.88)
Reserved for 2015 Awards		\$4,518.16
Income from 2015 Awards		\$2,000.00
Awards Expenses		\$0.00
CASH LESS RESTRICTED AND RESERVED FUNDS		\$6,279.76
Operating Expense		(\$489.84)
AVAILABLE CASH		\$5,789.92

Fulfilling Our Mission – Director Reports

Director of Operations – Mary Phillips

In the later part of 2013 it became increasingly clear that the GCLS Board, as a virtual board, needed speedy access to organization documents and files. It was time to find an online/cloud storage solution for archiving historical documents, organizational records and working files. As Director of Organization, I began researching various solutions and proposed to the board a choice of 3 options. After discussion with the full board it was decided to go with DropBox for business. A file storage structure was developed and all digital files were uploaded to the cloud. I am currently scanning GCLS financial records, corporate records and other pertinent organization files to be uploaded to DropBox.

Some other key items that were accomplished in 2014 were assisting in the completion of a strategic plan, updating corporate documents such as the board member application and reporting templates, registering with GuideStar/Amazon Smiles Program as a fundraising opportunity, and beginning the development of a Policies and Procedures manual and Board Job Descriptions.

It is my goal in 2015 to finalize the policies and procedures manual, board job descriptions, and to complete the archival storage project.

I have also served in the capacity of Chair of the Board of Directors and on the executive committee.

Director of Membership Annual Report – Claudette Dillard, Aschlie Lake

As membership directors we are charged with being the ombudsmen for the membership. In 2014 we continued to do our duty by monitoring the Yahoo groups, dealing with questions or problems concerning membership, organizing the Con Virgin and Reader Games sessions at the annual convention, approving requests for membership, and reaching out to lapsed members. In addition, we attended monthly board meetings, handled the mailing of 5 and 10 year pins to members unable to attend the convention, and volunteered for other tasks as needed.

The highlight of the year was getting the opportunity to interact with members face-to-face at the convention.

In 2015 we hope to streamline the process of identifying Con Virgins, form a committee to study ways to increase diversity in the organization, establish a monthly "Meet the Author" page with the new membership software system, and provide assistance as we move to a new membership software. We are excited

about the opportunity to use the new software to bring in new members and to keep the current members active and excited about GCLS. We also want to make a concerted effort to let membership know that they can reach out to the Directors of Membership when they have questions, comments, or concerns.

Director of Communication & Technology – Carleen Spry

The Golden Crown Literary Society went through a number of changes during 2014. Due to many of those changes, it was incumbent upon the Board of Directors to also make some changes to serve our membership in the best way possible. One of those changes was a shift in my title from Director of Communication and Technology to Director of Outreach. As the GCLS grows, so do our technology needs. While still involved with the organization's technology as a "Super User," I no longer serve as the Director. That being said, I did participate in the decision to move to a new Content Management System for the GCLS. I am also serving on the implementation team as we move to this new system.

As Awards Liaison, I handled the implementation of our new awards process. During the 2014 Conference in Portland, our members helped to raise the funds necessary to use an online nomination and judging platform (Open Water). The increased efficiency we've experienced from this new platform is astounding. For the first time in my tenure on the Board, the awards process has been running ahead of schedule. Nominations opened a week earlier than expected. Judges were able to begin reading nominated books 1-2 weeks earlier than expected. In addition, nominations increased by more than 50% over the previous year's nominations.

In 2015, my goal is to help ensure a smooth transition for our members to the new website and membership platform. I will work with the Technology Manager to provide training videos and documentation. I will also work closely with the Awards Administrators and Open Water to streamline the nomination and judging processes even further.

Director of Education – Liz Gibson

(see Executive Summary)

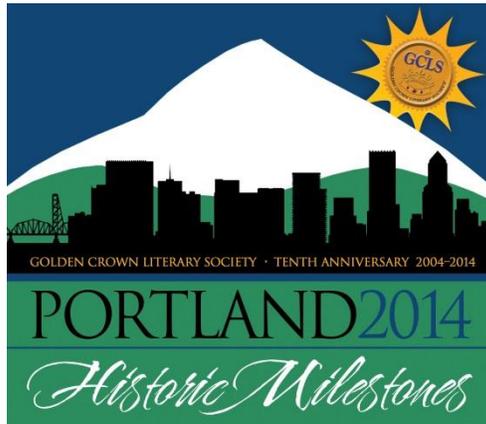
Director of Volunteers – Aschlie Lake

In the last year, I have worked at streamlining the Director of Volunteer's position, including the creation of a timeline of events that will need volunteers. This will allow us to know in advance which events need volunteers and how many are needed, plus what duties need to be fulfilled. After the schedule for an event has been setup, names of volunteers can simply be added to a template for the event.

Surveys have also been created for volunteers. The URL to the survey can be added to the website and potential volunteers can simply click a link and sign up for volunteering (includes which tasks they are willing to volunteer). This will make it

easier for volunteers to sign up and quicker for the Director of Volunteer to plug in names for any given task. Three surveys have been created: one for conference volunteers, one for other events volunteers, and one for year-round volunteers. This will give the members an opportunity to volunteer in many ways and it helps the Director of Volunteers have an on-going list of names for many different aspects of volunteering within the GCLS.

2014 Annual Conference - Portland



HISTORIC MILESTONES – a great theme for a great conference. And what milestones they were! Who better to talk history than Lori L. Lake, keynote speaker, and Ann Bannon, our special speaker?

Over 250 attendees were educated, entertained and enjoyed master classes, author readings, panel sessions and lunch with their favorite authors.

Thanks to supporters and sponsors 13+ attendees received full and partial scholarships.



L-R: Lori L Lake, Lee Lynch, Katherine Forrest, Ann Bannon

Contributors to our milestones



Donor Acknowledgement

The GCLS would like to acknowledge the vital support that we receive from several volunteers, who freely dedicate their time, energy and creativity to the organization. It truly "takes a village". We aren't able to list everyone here as it would take pages. However, please know that we thank you for all you do, to help keep our organization operational and moving forward.

Additionally, we are deeply indebted to a small but significant number of members of the organization who have contributed tremendous amounts of time and/or material gifts to aid in our success. We offer our heartfelt thanks to the following list of individual donors.



Thanks to everyone who has contributed so generously.

While we strive for accuracy, we apologize for any errors or omissions.

Conference Donor Acknowledgement

We extend our sincere appreciation to our conference donors and advertisers. Because of you, we were able to keep ticket prices low, as well as offset the costs for technology and sound for the panels and awards ceremony.

We also extend a very big thank you to our authors who so bravely participate in the Author Auction each year to raise money for conference scholarships, allowing people to come to our conference who would otherwise not be able to come. Additionally, there are a few scholarship donors who contribute to this fund during the year. Collectively, you made it possible for **14** people to attend the 2014 conference and have a hotel room. On behalf of all the women who have benefitted from your generosity – thank you.



Call to Action

Bring in New Members

Membership in the Golden Crown Literary Society is undervalued at \$20/year and our membership structure will be reviewed and re-structured in 2015. Our membership fees are used to cover critical operational expenses such as technology, shipping, credit card fees, and other monthly costs. Without these membership fees the GCLS would not be here today.

In 2014, Membership were offered:

- The GCLS Newsletter (electronic format)
- Board Meeting Minutes
- Member Resources (e.g. membership directory)
- Opportunities to provide input regarding various activities or planning.
- Opportunities to serve on committees and sub-committees
- The opportunity to serve on the Board, by election or appointment
- The GCLS Yahoo group

Donate

GCLS is dependent on the generosity of our members and friends. Donations can be for specific purposes, or to help with the general fund which goes towards our operational expenses. We are happy to receive donations as small or as great as you can afford. There is no donation too small to bother with!

Volunteer

An all-volunteer effort relying on the expertise of its members, the GCLS works:

- 📖 to develop educational programs that provide authors (published and unpublished) with ongoing learning opportunities around writing;
- 📖 to provide a conference and other events for readers and writers to interact, both online and in person;
- 📖 to encourage and assist new writers and established authors, and
- 📖 to recognize and promote lesbian literary work.

We are continually searching for those interested in helping the GCLS grow and prosper. If you would like to volunteer your time and talent, please contact the Director of Volunteers, or fill in a volunteer form on our website.

2014 Board of Directors

Every year, positions become available for people to serve on the Board, due to our policies of rotation and permissible terms on the Board. If you think you would be interested in serving on the board, or, you know of someone you think would be an excellent candidate, please contact the Executive Director at director@goldencrown.org

The following list of people served on the Board of Directors for either a portion of 2014, or for the whole year. We would like to thank you all for your service to the organization.

Liz Gibson – Executive Director – liz.gibson@goldencrown.org

Claudette Dillard – Director of Membership claudette.dillard@goldencrown.org

Mercedes Lewis – Director of Events – mercedes.lewis@goldencrown.org

Aschlie Lake – Director of Membership – aschlie.lake@goldencrown.org

Mary Phillips – Director of Organization –

mary.phillips@goldencrown.org

Pam Sloss – Director of Volunteers - pam.sloss@goldencrown.org

Carleen Spry – Director of Technology and Web Development

carleen.spry@goldencrown.org

Sandy Thornton – Director of Finances –

sandy.thornton@goldencrown.org

