

NOW, Inc.
and
NOW Foundation

**Proposed Budgets
2017**

NOW, Inc. vs. NOW Foundation

- Two main ways to give to NOW:
 - Give to NOW, Inc., a 501(c)(4) organization.
 - Gifts are not tax deductible
 - Donors automatically become members
 - Legislative advocacy and political engagement
 - Give to NOW Foundation, a 501(c)(3).
 - Gifts are tax Deductible
 - No memberships
 - No legislative advocacy, no electioneering

Separate budgets & combined budgets, explained

- Unitary goal: women's rights!
- Foundation donations are used for awareness campaigns, litigation, other non-political work
- Inc. donations are used for legislative & political advocacy

NOW & NOW Fdn 2017 Combined Budget Overview

- Combined budget \$3.66 million
- Increasing membership base
- Revitalized fundraising department

Combined Budget: 2017 versus 2016 & 2015

2015 Combined Actual: \$3,554,400

2016 Combined budget: \$3,615,000

2017 Combined budget: \$3,664,500

Combined 2017 Budget: Revenue & Expenses

Combined Revenue:	\$3,664,500
Combined Expenses:	<u><\$3,664,500></u>
Net Surplus / (deficit):	\$ 0

Combined 2017 Budget: Revenue

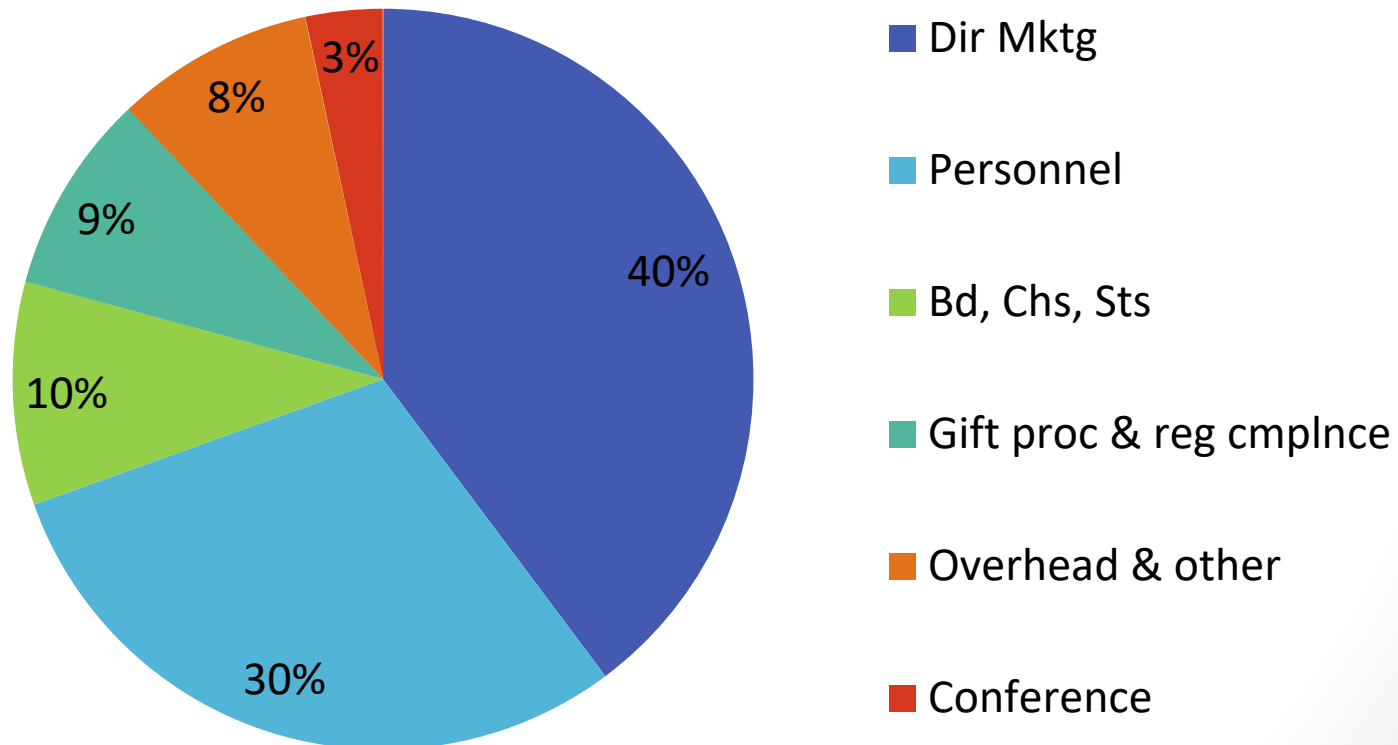
Direct mail	\$ 3,085,000
Major gifts	\$ 300,000
Bequests	\$ 115,000
Conference/Gala	\$ 47,500
Sales, transom, other	<u>\$ 117,000</u>
Total	\$ 3,664,500

Combined 2017 Budget: Expenses

Direct mail	\$ 1,457,500
Personnel	\$ 1,089,400
Nat'l Bd, Chaps, States	\$ 357,000
Gift Proc, Reg Compliance	\$ 320,000
Conference	\$ 123,500
Overhead & Other	<u>\$ 317,100</u>
Total	\$ 3,664,500

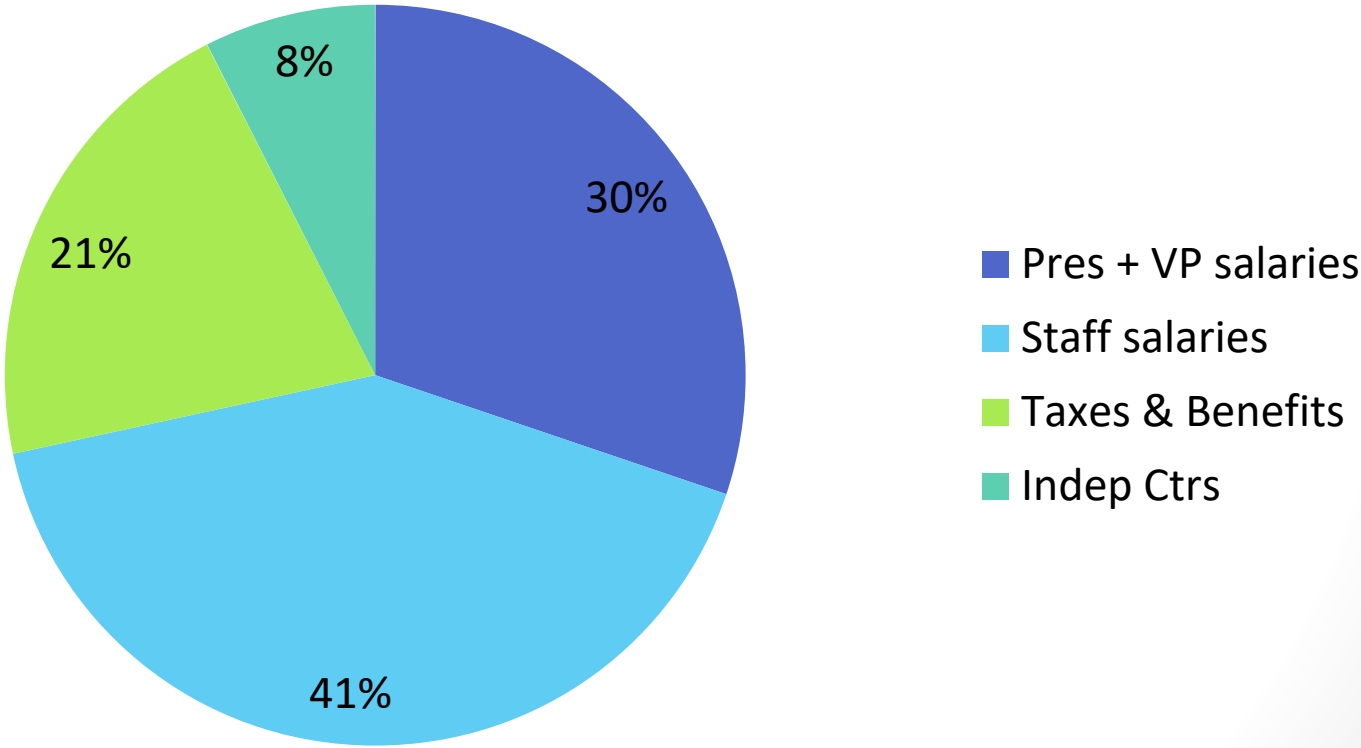
Combined 2017 Budget Expenses

2017 NOW & NOW Fdn Expenses



Combined 2017 Budget Personnel Detail

Personnel



NOW, Inc. 2017 Budget Overview

- Inc. Revenue: \$3,149,500
- Inc. Expenses: <\$3,000,300>
- Net (before gift to Fdn): \$ 149,200
- Gift to Fdn: 149,200
- Net surplus (deficit) \$ 0

NOW, Inc. 2017 Budget Revenue

Direct mail	\$ 2,775,000
Major gifts & Bequests	\$ 220,000
Conference/Gala	\$ 37,500
Sales, Transom, Other	<u>\$ 82,000</u>
Total	\$ 3,114,500

NOW, Inc. 2017 Budget Expenses

- **Membership Recruitment and Retention:** Larger investment in recruitment, and continued investment in cultivation – new member packet, planned giving, thank-you letters.
- **Strategic Action Program:** Material, travel & incidental expenses for board members' grassroots organizing
- **Political Development:** Inc covers all of the political director's salary + benefits
- **Board Meetings:** Spring webinar; Summer in-person; Fall webinar

NOW, Inc. investment in membership recruitment

- 2014 investment: \$ 240,000
- 2015 investment: \$ 150,000
- 2016 investment: \$ 175,000
- 2017 investment: \$ 205,000

NOW Foundation – 2017

Budget Overview

• Fdn Revenue:	\$ 515,000
• Fdn Expenses	< <u>\$ 664,200</u> >
• Net (before Inc. gift)	<\$ 149,200>
• Gift from Inc.	<u>149,000</u>
• Net surplus (deficit)	\$ 0

NOW, Inc. gift to Foundation

- If Foundation receives an unexpected windfall – e.g., a large bequest, no need for gift from Inc.
- Inc. will donate just enough to ensure Foundation does not have a deficit for the year – this is more important for 501(c)(3) organizations than for 501(c)(4)s
- Inc. is permitted to donate to Foundation, but not vice-versa

NOW Foundation 2017 Budget: Revenue

Direct mail	\$ 310,000
Major gifts	\$ 150,000
Bequests	\$ 45,000
Conference	<u>\$ 10,000</u>
Total	\$ 515,000

Foundation: Major Gifts Goals

2016 FDN Budget:

- Major gifts – \$85,000
- Bequests - \$85,000

2017 FDN Budget:

- Major gifts – 150,000 (new online effort)
- Bequests - \$45,000

Payroll & Overhead Expense Allocation

- 2015:
 - Inc. = 62%
 - Fdn. = 38%
- 2016:
 - Inc = 64%
 - Fdn. = 36%
- 2017:
 - Inc. = 66%
 - Fdn = 34%