

2011

2010 – 2011 Annual Report



R. A. LONG HIGH SCHOOL ALUMNI ASSOCIATION

R. A. Long High School Alumni Association

10/25/2011

2010 – 2011 Annual Report

R. A. Long High School Alumni Association

R. A. Long High School Alumni Association

P. O. Box 895

Longview, WA 98632

info@ralongalumni.org

www.ralongalumni.org

Table of Contents

Introduction	4
Summary Financials	7
Go Fourth.....	10
Reunions	11
Project Funds	12
2010 Financials	13
2011 Interim Financials.....	15
Membership Report.....	17

Introduction



October 25, 2010

Dear Alumni,

This Annual Report contains:

- Summary financial data from 2005 through 2011
- The final financial figures for 2010
- The interim financial figures for 2010 (through October 25, 2011)
- Membership data

The Association completed or contributed to several projects to benefit R. A. Long High school during 2010:

- R. A. Long Science Department equipment
- R. A. Long Math Department equipment
- R. A. Long Hall of Fame
- R. A. Long Alumni Newsletter

The Association's 2011 projects that have been completed include:

- R. A. Long Hall of Fame
- R. A. Long interior hallway painting
- R. A. Long Bullpen Club

In 2009 we created a page on the social networking site Facebook to help connect with alumni. We post reminders about upcoming events. Alumni and other interested parties occasionally post messages about reunions, missing classmates, and memorabilia. We currently have 1,412 Facebook friends.

The Association continues to operate a booth at Longview's annual Go Fourth celebration at Lake Sacajawea. We use this as an opportunity to raise awareness in the community of the Association and, through merchandise sales and raffles, raise funds for all of the projects we undertake.

The Association continues to attend R. A. Long High School class reunions to which we are invited. We use the reunions as an opportunity to talk with alumni about the Association and our mission and, through merchandise sales and memberships, raise funds for all of the projects we undertake.

In 2008, the Association joined the R. A. Long Historical Society (www.ralonghistoricalsociety.org). The Historical Society is focused on preserving R. A. Long's legacy in and around Kansas City.

R. A. Long alumnus Rich Reeves ('86) completed his second year as R. A. Long High School's principal. Mr. Reeves attends many of the Board's meetings.

The Association has grown from just a few people gathering in 2002 with the idea, "Wouldn't it be nice to form an alumni association to maintain contact amongst the different generations of R. A. Long students *and* to benefit the school and current students in some way?" to over 370 members.

We look forward to continued growth in the Association and continued service to R. A. Long High School and its current students.

Prepared by:

Mike Chess, Vice-President (Class of 1986)

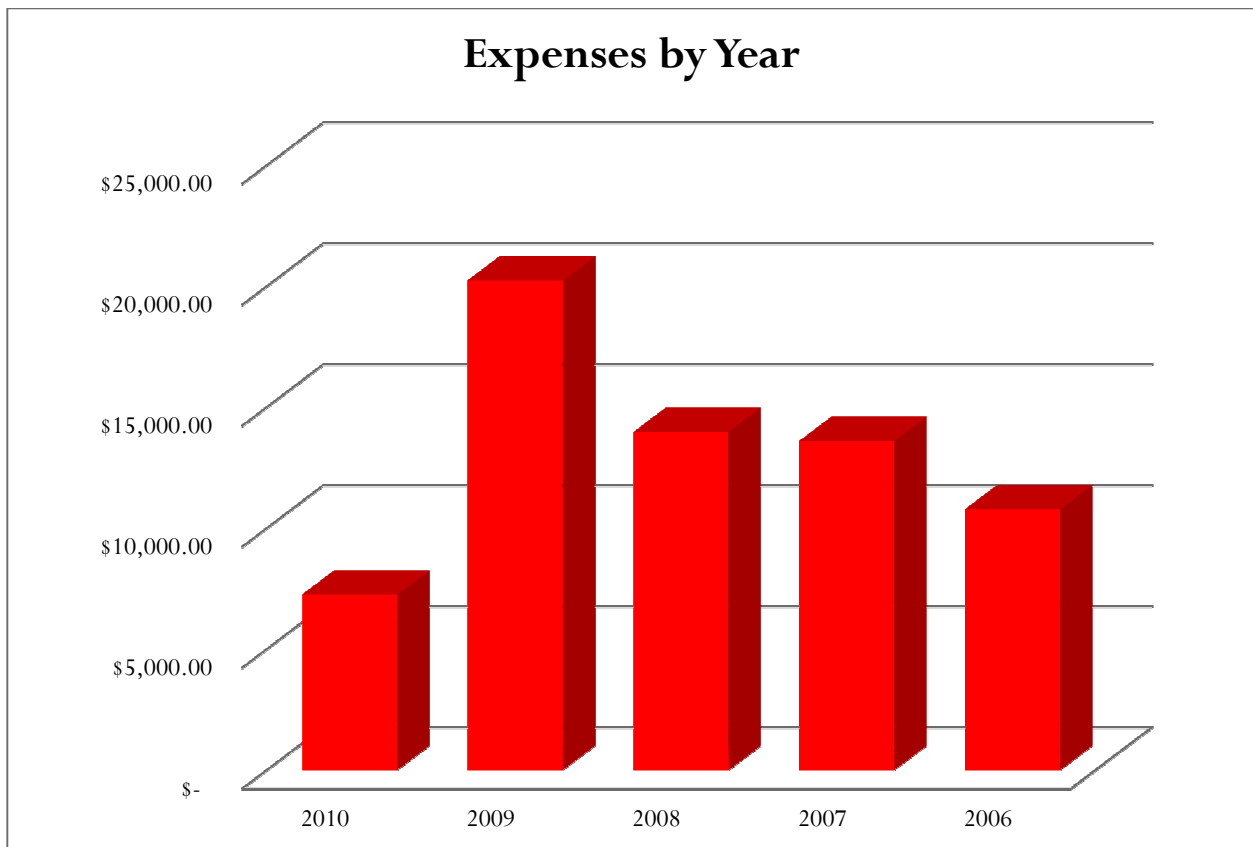
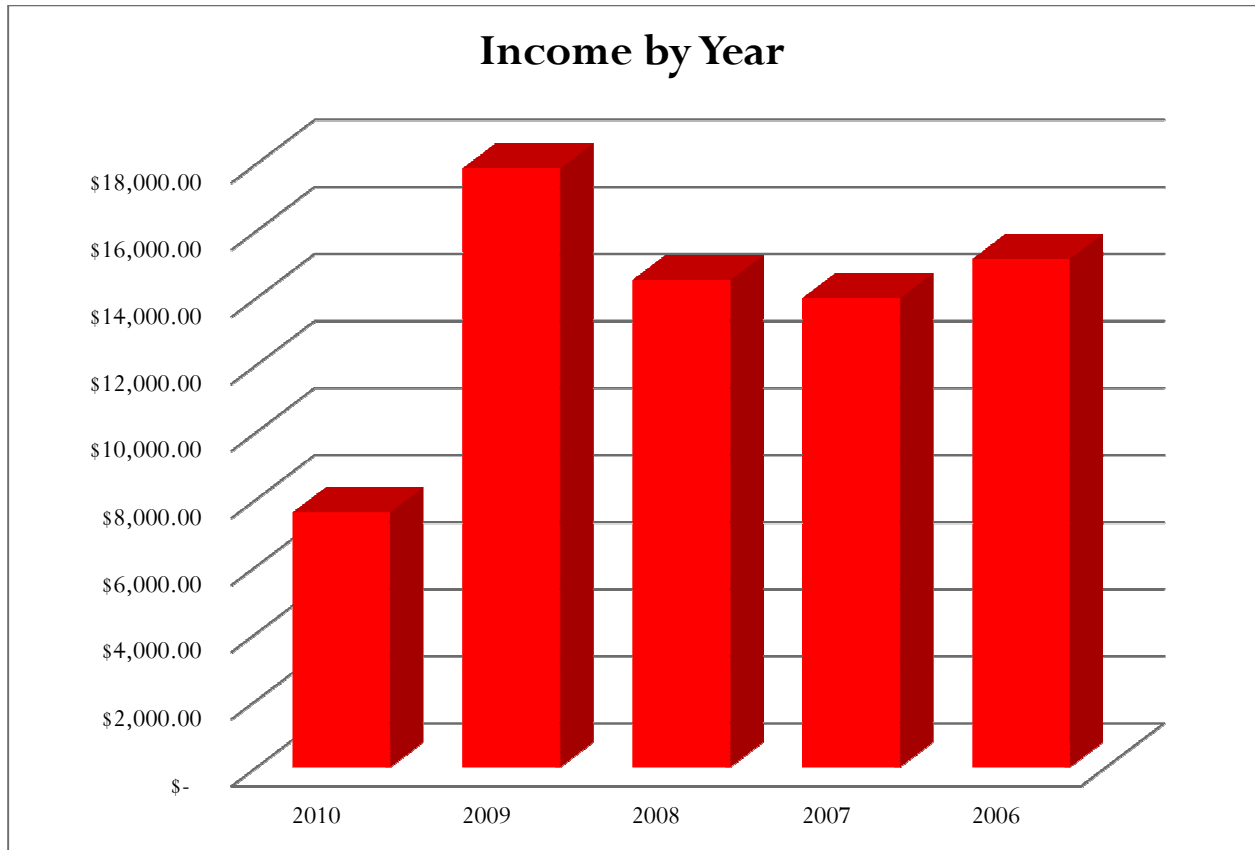
Darcie Chess, Treasurer (Class of 1986)

Summary Financials



Summary Financials are an indication of the Association's income and expenses over several years. The data for 2011 are incomplete as the year has not been completed. Data from 2003 – 2006 are not included. Older data can be obtained from prior annual reports.

Category	2011	2010	2009	2008	2007
Income					
Annual Membership	\$ 45.00	\$ 1,520.00	\$ -	\$ -	\$ 1,780.00
Lifetime Membership			\$ 100.00	\$ 300.00	\$ 1,300.00
Donations	\$ 1,308.00	\$ 4,344.07	\$13,576.00	\$ 5,234.00	\$ 1,195.00
In-kind Contributions	\$ 137.88	\$ 129.88	\$ 726.12	\$ 279.16	\$ -
Merchandise	\$ 2,699.95	\$ 4,514.00	\$ 2,879.00	\$ 4,123.00	\$ 3,199.00
Events					
Other	\$ 2,784.57	\$ 209.95	\$ 581.27	\$ 4,594.06	\$ 6,517.98
Total	\$ 6,975.40	\$10,717.90	\$17,862.39	\$14,530.22	\$13,991.98
Expenses					
Administrative	\$ 692.58	\$ 723.91	\$ 711.63	\$ 678.20	\$ 454.65
Marketing	\$ 540.00	\$ 985.32	\$ 225.00	\$ 280.00	\$ 220.00
Merchandise	\$ 2,521.64	\$ 2,428.95	\$ 2,057.97	\$ 4,825.62	\$ 1,643.16
Reimbursements	\$ 290.68	\$ 566.11	\$10,132.14	\$ 154.36	\$ 686.23
In-kind Expenses	\$ 137.88	\$ 129.88	\$ 726.12	\$ 279.16	\$ -
Projects	\$ 4,200.00	\$ 4,098.56	\$ 6,388.74	\$ 7,754.32	\$10,594.87
Trnfrs. To Proj. Funds				\$ -	\$ -
Total	\$ 8,382.78	\$ 8,932.73	\$20,241.60	\$13,971.66	\$13,598.91
Difference	\$ (1,407.38)	\$ 1,785.17	\$ (2,379.21)	\$ 558.56	\$ 393.07



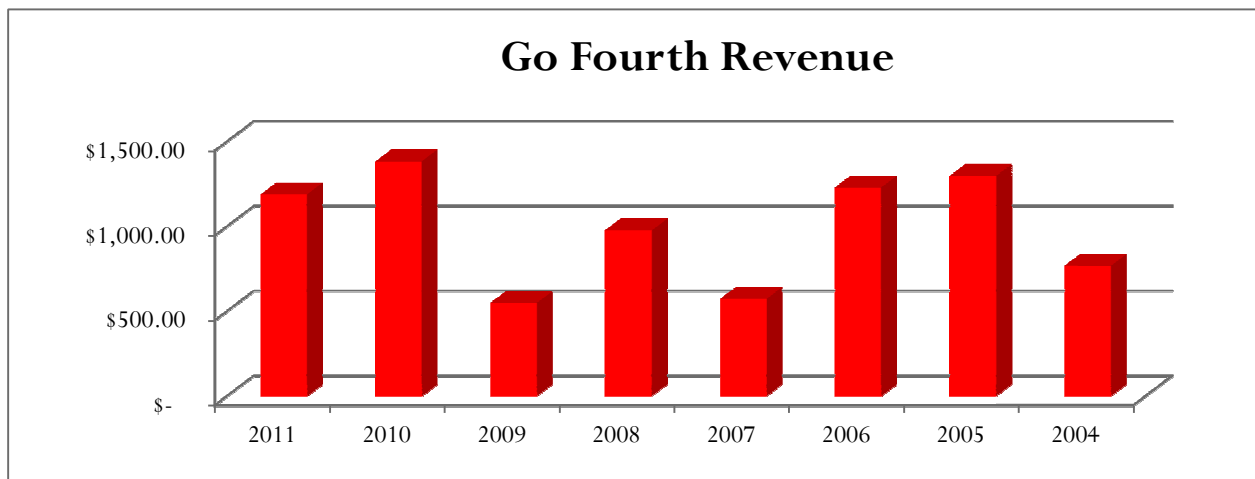
Go Fourth

This section includes a summary of revenue associated with one of the Association’s major fund-raising efforts: the annual Go Fourth celebration at Lake Sacajawea. The 2011 event was above average. The Go Fourth efforts exceeded our expectations prior to the event as we had expected the current troubling economic conditions to cause people to tighten their discretionary spending.

Go Fourth Summary

2010	2010	2009	2008	2007	2006	2005	2004
\$1,190.00	\$1,385.00	\$ 550.00	\$ 979.00	\$ 573.55	\$1,230.21	\$ 1,299.00	\$ 769.00

Total	\$7,975.76
--------------	-------------------

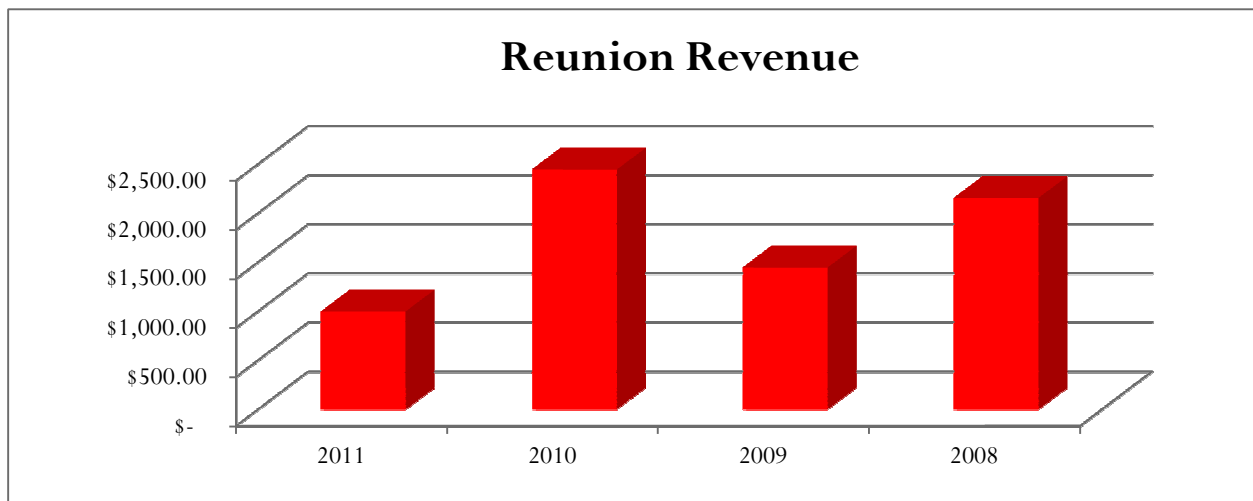


Reunions

The Association often has a table at the various class reunions held throughout the year. The table is used to provide information to the alumni attending the reunions as well as raise money for the Association through the sale of merchandise. The Annual Report has not previously provided summary information for fundraising efforts as we have not captured that information separately from normal efforts.

Reunion Summary

	2011	2010	2009	2008
	\$ 999.00	\$2,446.00	\$1,448.00	\$2,156.00
Total	\$7,049.00			

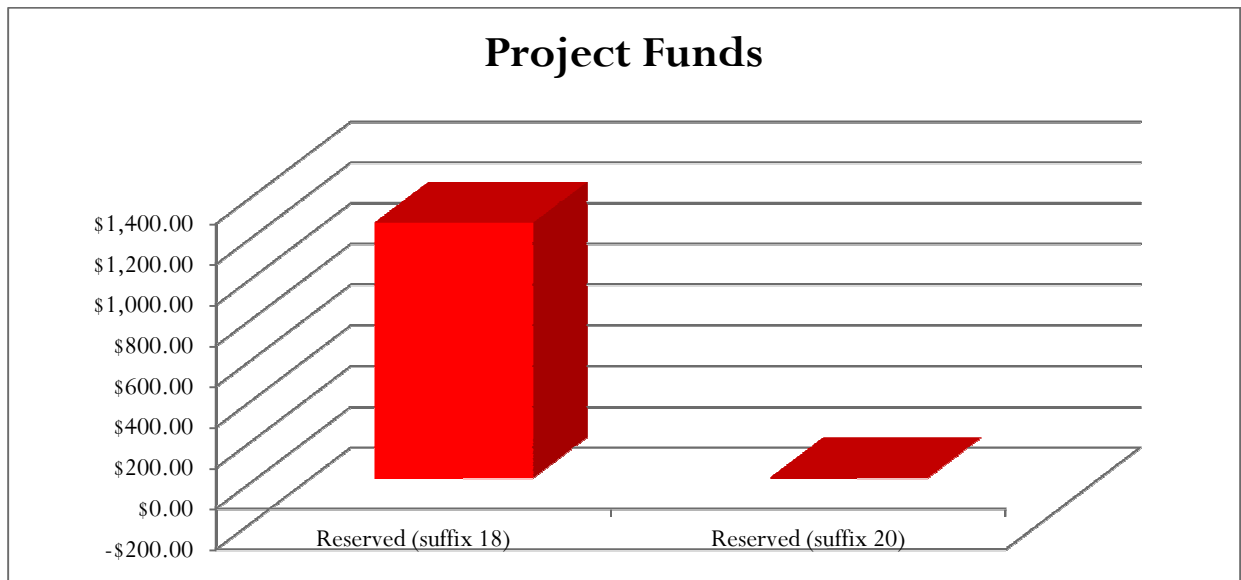


Note: The data from 2008 includes some revenue which may have come from sources other than reunions (such as sales made at the Gallery of Diamonds). The notes, unfortunately, are not clear.

Project Funds

Prior annual reports included data on specific project funds maintained by the Association. The project funds had been related to the Booster Club’s intention to donate an electronic reader board to R.A. Long High School.

We have maintained two unspecified project funds. In 2011 one of the project funds was closed and used to fund the contribution to the R.A. Long Bull Pen Club. The Board expects that these project funds will be used for larger projects.



2010 Financials



2010 Income and Expense Summary

Income

Memberships	\$1,520.00
Donations	\$4,344.07
In-kind Contributions	\$129.88
Merchandise	\$4,514.00
Other	\$209.95
Total Income	\$10,717.90

Expenses

Administrative	\$723.91
Marketing	\$985.32
Merchandise	\$2,428.95
Projects	\$4,098.56
Reimbursements	\$566.11
In-kind Expenses	\$129.88
Total Expenses	\$8,932.73

Reserved Funds

Reserved Project Funds		
	Reserved (suffix 18)	\$1,245.65
	Reserved (suffix 20)	\$2,359.71
Total Reserved Funds		\$3,605.36

2011 Interim Financials



2011 Income and Expense Summary

Income

Memberships	\$45.00
Donations	\$1,308.00
In-kind Contributions	\$137.88
Merchandise	\$2,699.95
Other	\$2,784.57
Total Income	\$6,975.40

Expenses

Administrative	\$692.58
Marketing	\$540.00
Merchandise	\$2,521.64
Projects	\$4,200.00
Reimbursements	\$290.68
In-kind Expenses	\$137.88
Total Expenses	\$8,382.78

Reserved Funds

Reserved Project Funds		
	Reserved (suffix 18)	\$1,255.48
	Reserved (suffix 20)	\$0.00
Total Reserved Funds		\$1,255.48

Membership Report



All membership data is current as of October 25, 2010.

Category	Members	Percentage
Annual	338	76.13%
Lifetime	30	6.76%
Honorary	5	1.13%
Deceased	22	4.95%
Resigned	5	1.13%
Lifetime (payment plan)	8	1.80%
Donation Only	6	1.35%
No Current Address	30	6.76%
Total	444	

Year	Members	Year	Members	Year	Members
0	6	1960	12	1990	2
1927	1	1961	26	1991	3
1928	1	1962	12	1994	1
1932	2	1963	17	1997	2
1933	1	1964	25	1999	1
1934	1	1965	9	2000	2
1935	2	1966	2	2002	2
1936	5	1967	9	2003	1
1937	1	1968	4	2004	8
1938	6	1969	4	2005	9
1939	11	1970	5	2006	10
1940	8	1971	3	2007	4
1941		1972	14	2009	7
1942	2	1973	2	2010	6
1943	6	1974	6	2011	7
1944	1	1975	1		
1945	4	1976	4		
1946	12	1977	14		
1947	4	1978	3		
1948	12	1979	6		
1949	2	1980	2		
1950	3	1981	7		
1951	7	1982	3		
1952	2	1983	6		
1953	13	1984	2		
1955	9	1985	6		
1956	2	1986	8		
1957	4	1987	4		
1958	8	1988	2		
1959	25	1989	4		

Note: The year "0" indicates teachers, staff, or other alumni that do not have or did not provide a graduation year.