



SSLL Annual Report

May 1, 2017 – December 31, 2017

- Ended year with 350 members; 113 people who had not been members in first 4 years
- Year 5 Kickoff Event with Kent Miller: Denali National Park: Its People, Places, Flora and Fauna
- Office Supervisor Tonia Brenk “hit the ground running”. She has increased volunteer staff and training, taken responsibility for office functions, organized the work area and documented many office functions.
- Well-functioning Marketing Committee: increase in members from Ogemaw and Arenac Counties
- Received a \$5000 member donation for Tonia’s salary
- Second International Trip: Iceland, 16 people
- Second of yearly trip to Stratford or Shaw Festivals in Canada, 27 people
- Conducted multi-day trip to Branson, 29 people
- Conducted 18 day and overnight trips
- Conducted 29 classes
- Continued networking with other lifelong learning centers in Michigan
- Increased community partnerships: Beyond Horizons Transportation, McLaren Hospital and Renaissance Outreach Ministries
- Nominations for Oscoda Area Chamber of Commerce Community Involvement Award and Tawas Area Chamber of Commerce Strength in Community Award
- Continued to provide \$1200 in scholarship funds to IRESA departments
- Provided monthly newsletters and 3 membership meetings to members
- Provided computer tutoring to 15 people
- 30,500 hits on SSLL website - up 80% over last year
- Provided speaking engagements to over 710 people; conducted monthly radio interviews; booths at 4 expos
- New Membership Committee organized the Harrisville Social
- Work of Membership committee increased membership retention to 85%, a significant improvement over prior years.
- Increased members understanding of the historical and cultural heritage in Michigan
- Increased exposure of members to local businesses and organizations
- Fulfilled many items on members’ bucket lists.
- Made progress in SSLL sustainability through increased financing, staffing, and cross-training in important SSLL functions.
- New Treasurer revised accounting to comply with new non-profit reporting requirements which will be mandatory in 2018



Membership Social Harrisville State Park



Art Prize – Grand Rapids



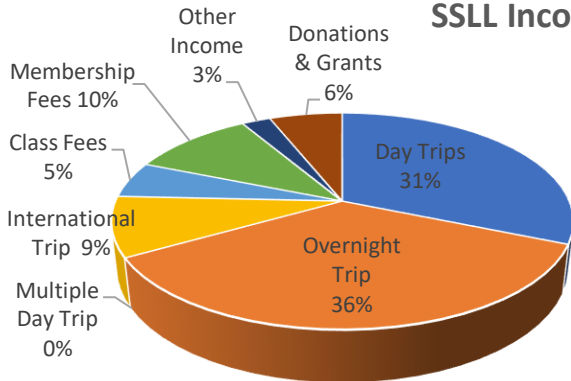
Glacier Cocktail Party Iceland



SSLL Annual Report (continued)

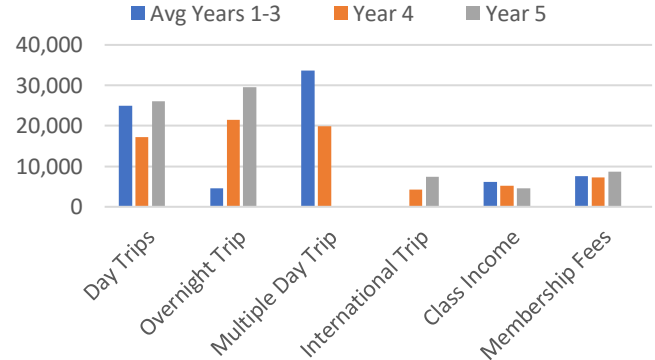
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SSLL Income

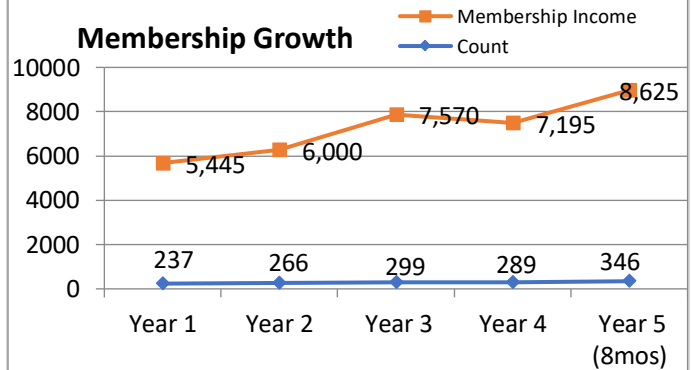


	Average Years 1-3	Year 4	May - Dec Year 5
Day Trips	20,098	17,200	26,041
Overnight Trip	3,684	21,502	29,541
Multiple Day Trip	36,790	19,836	0
International Trip	0	4,226	7,453
Class Income	5,342	5,157	4,500
Membership Fees	6,525	7,195	8,625
Other	520	772	2,009
Donations & Grants	723	10,337	5,069
Total May - April	\$73,681	\$86,225	\$83,238

Income

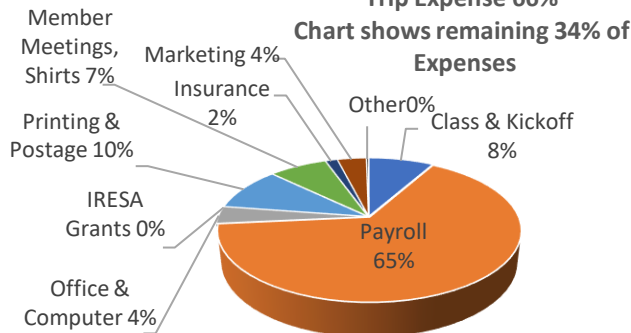


Membership Growth



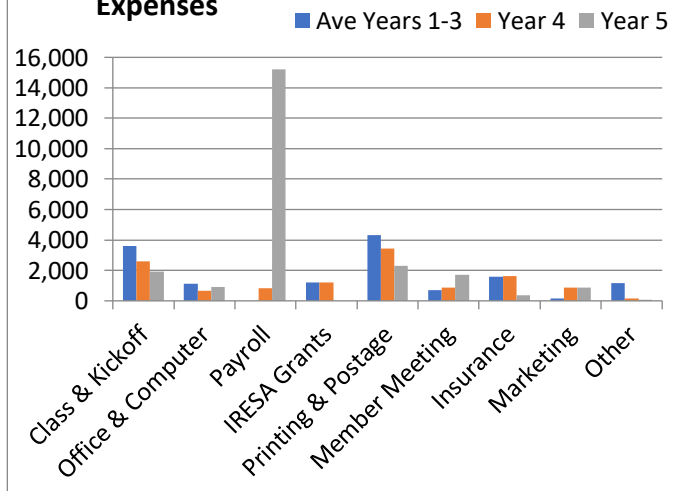
Trip Expense 66%

Chart shows remaining 34% of Expenses



	Ave Years 1-3	Year 4	May-Dec Year 5
Class & Kickoff	3,615	2,608	1,916
Office & Computer	1,124	646	906
Payroll	0	840	15,196
IRESA Grants	1,200	1,200	0
Printing & Postage	4,317	3,443	2,281
Member Meeting	707	863	1,713
Insurance	1,585	1,622	354
Marketing	141	862	854
Other	1,158	177	66
Trip	53,327	49,637	45,791
Total May - April	67,173	61,899	69,076

Expenses



Event Summary

	Offered	Held	Enrolled	Profit
Classes	54	42	310	\$2,584
Day Trips	18	15	390	\$7,699
Overnight	3	3	97	\$2,692
Multiple Day Trip	0	0	0	\$0
International Trip	1	1	16	\$6,853
Total	76	61	813	\$19,828