



TRACKING CHAPTER INCOME FOR YOUR ANNUAL REPORT

Every January, each chapter is required to make an annual report of activity during the previous calendar year. That information is, in turn, shared with the PPF Board of Directors and is used in preparation of the Foundation's annual report, sent to DCNR, our funders and major donors, and is posted to the website. The report gathers information about events and volunteer work, successes and challenges, the identity of all chapter board members and fundraising efforts.

Many chapters assign preparation of a portion of the report to the individual most responsible for keeping track of the information for that section. When it comes to the money section, that's usually the treasurer. This document (and the spreadsheet it references) has been designed to make that reporting a little easier.

The annual report asks for very specific information about money received by the chapter during the year, broken down into seven categories: memberships, individual donations, donations from businesses, grants, sales, special events revenue and program fees. Obviously, as those funds are received during the year, they are transmitted to the PPF office for deposit into the chapter's account (or accounts).

The Process – The Busy Life of a Chapter Deposit

The deposit is handled in different ways at PPF:

- The checks and money orders are transmitted, along with a Deposit Form, to Debbie Whitmoyer in Camp Hill.
 - Because she deals with over 150 different bank accounts for PPF, the chapters, the state parks and forests and sometimes other special projects, our auditor has given permission for the deposit to be handled as "lump sums" in our financial records. You will note that the Deposit Form asks for a tally at the bottom broken down into Donations, Non-Taxable and Taxable Sales, Sales Tax Collected and everything else. Why? Because each of those categories of income are treated differently for the audit and must be reported in a very specific way.
 - Memberships, registration fees for program participants, a fee you might charge someone to have a booth at a festival are all of a piece for the auditor. Only a true donation must be flagged for review; obviously, merchandise sales and the sales tax associated with them are completely different.
 - When Debbie in turn makes her report back to the chapter at the end of each quarter (month?) it likewise reflects the "lump sum" of the deposit.
- After Debbie has made sure the money has been deposited, a copy of the deposit form is forwarded to Pam Metzger.
 - Pam is responsible for entering donations and membership payments into PPF's contacts and donations management database, NEON. Because the IRS requires that all donations be

acknowledged with specific language about the charitable nature of the organization, NEON allows these payments to be tracked and the donors to receive that acknowledgment and, if they subscribe, online publications like *Take Five/Fridays With Pam* or *Explore*.

- Chapter donors/members do not directly receive PPF solicitation, appeals, or membership offers. They may, however, receive invitations to the banquet or PPF events.
 - You will note on the Deposit Form a column for *Send Donor Letter: Y/N*. This refers to the nature of the payment.
 - Pam has created a report in NEON for each chapter to access a list of all donations and membership payments received by a chapter online whether they come in thru PPF's or your website. Each chapter's report bears a unique URL and a passcode that must be entered for access to the information. Each chapter chair and treasurer has been provided the URL and passcode. The report can be downloaded into Excel for use in adding to your member/donor lists.
- What should be apparent is that the individual pieces of each donation follow two very different paths within PPF!

The Chapter's Role

It goes without saying that, much as in your own homes, it is vital for each chapter to know and understand where its money comes from and where it goes. To plan for future events or programs, it's crucial to know what works and what doesn't. The annual report, therefore, is designed to give the chapter a look at the overall health and success of its work, including its finances. If a chapter sees that it has success with merchandise sales, then some effort might be put into coming up with new, creative products; if special events are boosting the coffers, maybe it's time for more of them. If membership isn't selling but individual donations are, then maybe a membership program isn't worth your time!

The attached spreadsheet has been designed to put tracking of your deposits into a simple form. It's for your internal use and does not need to be submitted to PPF. Used consistently, at the end of the year preparing your annual report will be a snap!

The Spreadsheet

- The Deposit Tracker is made of up 13 worksheets – one for each month and a summary year-end page.
- Each worksheet provides 20 lines for 20 deposits a month. When you submit a deposit to PPF, enter the amount of each category in that column.
- At the end of each month, pull your online report and enter the amounts you received as online donations in the row for "Online Report."
- If you use the spreadsheet in Excel:
 - It will total each line (which should then match the total of the deposit).
 - It will total each column (so at the end of the month you know how much you received in each category during the month).
 - It will automatically put that monthly column total in the summary year-end worksheet that appears after the December worksheet.

- At the end of the year, your summary worksheet will tell you precisely what should be filled in on your annual report in each of the reporting categories.
- If you do not wish to use Excel, you can still use the spreadsheet. Write in the amount and do the math yourself. Even when completed by hand, you will still have a running total at the end of the year.

Attached is a sample deposit that has been used to complete a sample tracker, with a summary page provided as well.

Questions and Suggestions

The financial policies and procedures for PPF will continue to evolve as we strive to make the organization more efficient and effective with the least cost to all concerned. Your questions and suggestions are always welcome and should be addressed to PPF President Marci Mowery at mmowery-ppff@pa.net.