



Important Information for NRYHA Members Regarding 2011



September 2011

With the continued challenges in the local and national economy, the NRYHA Board of Directors would like to update members on the current status of the Association. The following are some key questions and answers about NRYHA registration fees and our financial position. A separate Financial Snapshot handout has also been produced to provide additional detail regarding our income and expenses.

WHY DID REGISTRATION FEES INCREASE?

The costs of running the association continue to rise each year. The largest increases year over year occur in energy costs (heating the rink, running the compressor and keeping the lights on). We are fortunate to have a solid base with our membership and growth in our in-house Mites program, but the cost increases still need to be covered. The Board has chosen to do this through increasing revenue (e.g. registration fee increases) versus service cuts. As an association, it's not acceptable to run deficits - we need to maintain a strong financial position for both current and future members. On a positive note, we have been able to keep our registration rates competitive with all other associations in western Wisconsin --- and *lower* than several. Additionally, our fees are *significantly* lower than our District 2 counterparts in Minnesota

CAN'T THE ASSOCIATION CUT COSTS?

We are constantly working on this. A couple of areas that we are currently focusing on include concessions and energy costs. The Concessions Manager has developed a plan to reduce paid concessions hours by increasing the amount of volunteer contributions. We are also working with the City to make improvements in the energy efficiency of the rink and taking advantage of any grants or rebates in lighting and utilities. We welcome any suggestions you might have to reduce costs.

WHAT CAN WE DO TO INCREASE INCOME FROM FUNDRAISING AND SPONSORSHIPS?

While fundraising and sponsorships will never be our sole source of income, they currently pay for a significant amount of our association's expenses. In 2010, the Board created a dedicated Sponsorship Coordinator to better support existing sponsors and develop new relationships. We continue to seek out new opportunities for fundraising and new opportunities for sponsors. Last year, for example, we added the Boogie Wonderland event – which was a very successful fundraiser. We will be hosting this event again this year. Remember, members play a CRITICAL role in bringing money to the organization. Everyone needs to be involved in supporting existing events or creating new ones. Any new ideas are certainly welcome!

I'VE HEARD THAT OUR RINK FLOOR AND COMPRESSOR IS GETTING OLD, WHAT DOES THAT MEAN TO NRYHA?

Unfortunately the equipment to maintain the ice surface is over 35 years old. This equipment has required an increasing amount of repairs and will need to be replaced in the next two to four years. The Association has begun saving for this, but is not close to being able to cover the expense. We are working to develop additional fundraising

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opportunities to replace the floor and cooling equipment and certainly welcome members to participate in this process. By raising registration fees we are working to keep our operational expenses covered and assign dedicated money to the replacement costs.

WHAT CAN I DO TO HELP?

Every member can take additional steps to help. Some examples include:

- *Donate or provide discounted products or services* - Do you work in an industry that could provide discounts to the association for services or products (e.g. a concessions supplier or tradesperson?) If you have skills that could assist and you are willing to help, please let a member of the board know.
- *Volunteer* - Go BEYOND 35 hours and put some additional time in helping to work in Concessions or the Tiger Den. We lose revenue every time these moneymakers are closed.
- *Take ownership for an event* - Help recruit teams for a tournament or think up a new fundraiser to run. We need everyone to step up and get involved.
- *Take advantage of any volunteer matching opportunities* - Some employers will provide additional funds to non-profits where employees volunteer.

ARE WE INCREASING THE NUMBER OF VOLUNTEER WORK HOURS REQUIRED?

No. The good news is that our requirement for volunteer work hours remains at 35 hours per family. Also, we have developed a better method to consistently track the number of hours worked by each family in order to ensure fairness.

WHAT IF I AM UNABLE TO MEET MY VOLUNTEER WORK HOUR REQUIREMENT?

If you are unable to work your share of volunteer hours, the Association incurs additional expenses – as we must hire someone to cover the missing hours. The hours you do work will be subtracted from the 35 you are required to volunteer. The difference will be billed to you at \$15 per hour. This amount must be paid at the end of the 2011-2012 season. Any family with an outstanding balance will not be allowed to register in 2012 until payment is received. We recognize that enforcement of the work hours has been a challenge in the past, and as such the new tracking system will enable us to correct this and ensure that all hours are accounted for.