

AGENDA
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
TIME: 9:00A.M.
APRIL 27, 2014
INDIANAPOLIS

1. Call to Order – *Leger*
2. Roll Call – *Kirtley*
 - a. Leger
 - b. Gratz
 - c. Dubin
 - d. Kirtley
 - e. Aeikens
 - f. Albarado
 - g. Brown
 - h. Carlson
 - i. Cross
 - j. Cuillier
 - k. Ensslin
 - l. Evensen
 - m. Fletcher
 - n. Geimann
 - o. Gillman
 - p. Hernandez
 - q. Jones
 - r. Ketter
 - s. Kopen Katcef
 - t. Leeds
 - u. Lehrman
 - v. Limor
 - w. Maynard
 - x. McCloskey
 - y. McKerral
 - z. Neuts
 - aa. Porter
 - bb. Pulliam
 - cc. Smith
3. Approval of Board Meeting Minutes - *Leger*
 - a. January 15, 2014, Executive Committee **[page 2]**
 - b. August 25, 2013 **[page 4]**
4. Report of the Treasurer – *Dubin*
5. Pass-through Contributions - *Vachon* **[page 8]**
6. Grants Committee Report/Recommendations – *McKerral* **[page 9]**
7. Grants Committee: FOI Funding - *McKerral* **[page 10]**
8. Review and Adoption of Budget for Fiscal Year Ending July 31, 2015 – *Skeel* **[page 11]**
9. Explanation of SDX Foundation Finances – *Skeel* **[page 25]**
10. First Amendment Award Criteria - *McKerral* **[page 34]**
11. Educational Programming - *Leger* **[page 35]**
12. Report of the SPJ President – *Cuillier* **[page 39]**
13. Report of the SDX Foundation President – *Leger* **[page 42]**

14. Projects Committee Update - *Gillman* [**page 44**]

15. Foundation Staff Report – *Vachon* [**page 46**]

16. Board Members' Terms – *Leger* [**page 48**]

17. Dates for Calendar

- a. SDX Banquet - June 20, National Press Club
- b. EIJ14 – Nashville Opryland, Sept 4-6, SDX Foundation board will meet Sept 5 at 9 am
- c. EIJ15 – Orlando Marriott World Center, Sept 18-20 (with NAHJ)
- d. EIJ16 – New Orleans Sheraton, Sept 18-20

18. New Business

19. Adjourn

THE SIGMA DELTA CHI FOUNDATION

BOARD OF DIRECTORS MEETING

DATE: SUNDAY, APRIL 27

TIME: 9 A.M. – NOON

INDIANAPOLIS



FOUNDED IN 1961, THE SIGMA DELTA CHI FOUNDATION IS DEDICATED TO ENSURING THAT THOSE WHO CARRY ON THE TRADITION OF A FREE PRESS ARE PREPARED FOR THE CHALLENGE. ITS GOAL IS TO SUPPORT THE EDUCATIONAL PROGRAMS OF THE SOCIETY OF PROFESSIONAL JOURNALISTS AND TO SERVE THE PROFESSIONAL NEEDS OF JOURNALISTS AND STUDENTS PURSUING CAREERS IN JOURNALISM.

MINUTES
MEETING OF THE EXECUTIVE COMMITTEE
SIGMA DELTA CHI FOUNDATION
CONFERENCE CALL
JANUARY 15, 2014

MEETING CALLED TO ORDER

With President Robert Leger presiding, the Executive Committee of the Sigma Delta Chi Foundation was called to order at 3:16 p.m. EST on Wednesday, Jan. 15.

ROLL CALL

In addition to Leger, the following were in attendance: Vice President Irwin Gratz, Secretary-treasurer Jane Kirtley, Treasurer Howard Dubin, Mac McKerral, Todd Gillman and Sue Porter. Also in attendance were Executive Director Joe Skeel, Associate Executive Director Chris Vachon, Controller Jake Koenig, and Greenwalt Accounting representatives Jennifer McVey and Amanda Meko.

FINANCIAL AUDIT

The purpose of the call was to review the annual independent financial audit for fiscal year 2013 conducted by Greenwalt.

McVey explained that Greenwalt found no significant or material changes in the Foundation's financial records during the audit. Furthermore, she shared that Greenwalt gave the Foundation a clean report, which is the highest rating possible.

McVey then explained the income statement, noting there was a significant increase in realized and unrealized gains. This is the result of an improved market when compared to the prior year. She also noted that expenses were up in grant expenses and shared costs.

Leger asked if the increase in expenses was expected. Skeel explained that it was, and accounted for in the budget that was adopted for FY2013.

McVey shared that the Foundation's unrestricted reserves would provide for 10.6 years of operations, assuming expenses remained constant. The prior year was 9.9 years. Greenwalt's recommendation is for non-profits to have 3-6 months of unrestricted reserves.

McVey noted that fundraising expenses increased significantly, mainly due to higher personnel costs being allocated to this function. The Foundation raised 48 cents per dollar spent. The prior year the Foundation earned \$3.34 per dollar spent. Greenwalt recommends \$4-5 per dollar spent.

Porter asked how the IRS might view this shift. Meko explained that the IRS is looking more closely at how organizations under-represent their fundraising costs. Given that the Foundation's fundraising costs increases, due to staffing changes, it's unlikely the IRS would have an interest.

McVey shared that the foundation's cash position was up \$20,000 over the prior year.

Lastly, Meko said the foundation may want to consider reviewing all current policies, such as conflict of interest and record retention, to ensure they are up to date.

Upon proper motion and second by Dubin and McKerral, respectively, the committee approved the audited financial records.

Staff will share the approved audit report with the SDX Board of Directors upon receipt from Greenwalt.

ADJOURNMENT

The meeting was adjourned at 3:35 p.m. EST on Wednesday, Jan. 15, 2014.

DRAFT

MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
AUGUST 25, 2013
ANAHEIM MARRIOTT
ANAHEIM, CALIFORNIA

MEETING CALLED TO ORDER

With President Robert Leger presiding, the meeting of the board of directors of the Sigma Delta Chi Foundation was called to order at 9:05 a.m. Sunday, August 25 at the Anaheim Marriott in Anaheim, California.

ROLL CALL

In addition to Leger, the following board members were present: Vice President Irwin Gratz; Secretary Jane Kirtley; Treasurer Howard Dubin; Directors Sonny Albarado, Fred Brown, David Carlson, Al Cross, Dave Cuillier, Brian Eckert, John Ensslin, Steve Geimann, Todd Gillman, Bill Ketter, Al Leeds, Dori Maynard, Bill McCloskey, Gordon "Mac" McKerral, Dana Neuts, Sue Porter and Kevin Smith.

Staff members present included Executive Director Joe Skeel and Associate Executive Director Chris Vachon.

MINUTES

Upon proper motion and second by Brown and Smith, respectively, the board approved the meeting minutes from April 21, 2013.

SDX FOUNDATION PRESIDENT'S REPORT

SDX Foundation President Leger informed the board that the Dow Jones Industrial average was up 15.09 percent for the year. The Foundation's holdings rose 7.8 percent for the year through July 31 and total holdings on that date were \$11,876,691.

Taken from President Leger's board report:

The purpose of journalism remains the same as it was a century ago: to be the interpreter of today's events and the mirror of tomorrow's expectations, performing with a vigilance that knows no midnight and a courage that knows no retreat. But the means by which we report truth are rapidly changing. The purpose of journalism may be eternal, but how it is delivered is not. Creative destruction is all around us.

I believe this raises a question for us. Our mission will not change, but do we need to consider new ways of delivering it? If so, what form should they take? How do we encourage and support quality journalism in SPJ's second century?

These are not questions for today's meeting, but this is a conversation we should engage in over the next year. What is the Foundation's future?

SPJ PRESIDENT'S REPORT

SPJ President Sonny Albarado shared an update from SPJ's board of directors meeting, which took place the previous day. In addition, he indicated most of his time was spent on press freedom issues.

TREASURER'S REPORT

Dubin indicated that some assets are being cashed in for the operation budget.

FOUNDATION STAFF REPORT

Vachon reported that from Aug 1, 2012 to Aug 1, 2013, \$26,883 was contributed by individuals. For comparison purposes, \$20,230 was donated during the same time frame in 2011-12. She also reported that the spring 2013 handwritten appeal generated \$3,000 for the Foundation. Vachon submitted a grant proposal, on behalf of the Foundation, to the Gannett Foundation for funding JournCamps. The Gannett Foundation will send notification of the board's decision regarding the proposal in September or October.

SPJ STAFF REPORT

Skeel shared that auto-dues billing is up and running and that a full-blown marketing plan will be in place after the national conference. The auto-dues process also allows for auto-donations.

The Scripps Leadership Institute has trained 70 chapter leaders so far in Memphis, Denver and Indianapolis. The move to talking the program on the road has been successful so far thanks to the support of the Scripps Howard Foundation.

Skeel provided a brief overview of the status of SPJ training programs based on the Foundation's Training Place grant to SPJ:

JournCamps: In 2013, JournCamps were held in Chicago, Washington, D.C. and Minneapolis. SPJ feels these programs have been successful.

On Demand Videos: In 2013, a new track of training videos launched on the topic of data visualization. The trainer was the Chicago Tribune's Andy Boyle.

Webinars: New software, Adobe Connect, was purchased for this monthly series.

Newsroom Training Program: Two programs will be held in 2013 at college campuses.

PROJECTS COMMITTEE

Committee chair Todd Gillman reported that the projects committee has recommendations to present to the board:

- SPJ Investigative Journalism Institute with IRE and the New England Center for Investigative Reporting (NECIR): The committee recommends \$48,500 for IRE and NECIR to conduct three two-day workshops followed by two webinars. In addition, IRE and NECIR would host several web hangouts and offer consulting services.
- SPJ/NPPA Street Shooters: \$12,500 would be given to NPPA (National Press Photographers Association) to conduct five programs aimed at eliminating friction and confrontation between police and photojournalists. Each program would consist of three parts: workshop for journalists and police, followed by an evening panel discussion with a journalist, a police official and a First Amendment lawyer.
- For Journalism: The committee recommends \$10,000 to For Journalism. For Journalism is a start-up organization that aims to expand and improve the technology skills of journalists. The courses are comparable to semester-long college classes.

Upon proper motion and second by Gillman and Smith, respectively, the board approved \$48,500 to IRE and NECIR; \$12,500 to NPPA and \$10,000 to For Journalism on the condition that appropriate documentation is provided by For Journalism as to their corporation/tax status and that is reviewed by the Executive Committee.

BOARD MEMBER ELECTIONS

The following slate of board members are being offered to the board for three year terms:

- Dave Carlson
- Al Cross
- Howard Dubin
- Steve Geimann
- John Ensslin
- Russell Pulliam
- Dave Aeikens

Upon proper motion and second by Gratz and Smith, respectively, the board approved the appointments of the board members.

OFFICER ELECTIONS

The following slate of officers are being offered for the board's review:

- President - Robert Leger
- Vice President - Irwin Gratz
- Secretary - Jane Kirtley
- Treasurer - Howard Dubin

Upon proper motion and second by Carlson and McCloskey, respectively, the board elected the slate of board officers.

HISTORY BOOK

President Leger informed the board that he had been in communication with Jim Schuette from Marion Street Press, the company putting together the history book, and that the company will have the book completed by the 2014 convention.

ETHICS BOOK

Board member Fred Brown indicated that he is working on updates to the ethics book and is waiting on any Code of Ethics revision discussion updates.

ETHICS ADVICELINE

Board member Fred Brown reported he talked with Casey Bukro from the Ethics AdviceLine and they agreed to cross reference each resource, the SPJ Ethics Hotline and the Ethics Adviceline, by mentioning that the other resource exists when they have communication with folks.

RAINBOW SOURCE BOOK

An RFP was put together with the purpose of finding someone to update and maintain the Rainbow Source Book. A flyer promoting the RFP was distributed at the AEJMC conference. The RFP will also be promoted through the regular SPJ methods of communication until the January 2014 deadline.

PULLIAM EDITORIAL FELLOWSHIP AWARD

Pulliam Editorial Fellowship chair Todd Gillman reported that the 2013 award was given to Connecticut Post assistant editorial page editor Hugh Bailey. He plans to examine abandoned (and often polluted) manufacturing plants that stand as the most prominent, expensive obstacles to redevelopment of industrial cities.

Gillman suggested that the organization provide more promotion of the project after it is completed. One suggestion is displaying the book (if a book is involved) at BookMart.

Staff to start collecting post-Fellowship report from the grantee and then sharing it with the board.

PULLIAM FIRST AMENDMENT AWARD

Grants and awards committee chair Mac McKerral reported that the winner of the 2013 Pulliam First Amendment Award went to reporters at the Milwaukee Journal-Sentinel for their expansive coverage of issues related to the Milwaukee Police Department.

During the committee's review of the 21 applications, the committee noted that award's criteria needs to be reviewed. In addition, a suggestion was made to consider a separate award for student media.

The committee will review the criteria for the award, and will discuss the concept of a student award, and will report back at the April board meeting.

EXECUTIVE DIRECTOR EVALUATION

The board went into executive session to review Executive Director Joe Skeel's performance evaluation. Executive session ended and the board resumed regular business.

ADJOURNMENT

Upon proper motion and second by Carlson and Smith, respectively, the board voted to adjourn the meeting at 11:10 a.m.



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 9, 2014
FROM: Chris Vachon, Associate Executive Director
SUBJ: Pass-through Contributions
FOR: SDX Foundation Board of Directors

The list below represents pass-through contributions that have occurred during the current fiscal year.

A pass-through contribution occurs when a person or organization writes a check to the Foundation with the specific intent that it be used by SPJ national or an SPJ chapter. People and organizations do this in situations where they can only contribute to a 501(c)(3) or they are looking for a tax deduction.

These pass-through contributions are allowed under IRS rules because they fall in line with the Foundation's charitable purpose: Education and recognizing journalism excellence.

At the board meeting, we will vote to approve these pass-through contributions:

Scripps Howard Foundation to SPJ for EIJ14	\$5,000
Scripps Howard Foundation to SPJ for Scripps Leadership Institute	\$50,000
Gannett Foundation to SPJ for JournCamp	\$10,000
Ethics & Excellence in Journalism for Region 8 Conference	\$2,500
Sue Porter to SPJ for SDX Banquet sponsorship	\$500

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SIGMA DELTA CHI
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MEMORANDUM

DATE: April 9, 2014
FROM: Mac McKerral, chair, Grants Committee
SUBJ: Grant Recommendations
FOR: SDX Foundation Board of Directors

The SDX Foundation's Grants Committee met via conference call on Monday, April 7, from 11:30 a.m.-12:30 p.m. (EDT). Chris Vachon, SPJ associate executive director, also joined the meeting. Two committee members could not participate, but Hagit Limor and Tony Hernandez both shared their thoughts about the grant requests with the committee in advance of the meeting.

The committee makes the following recommendations:

Full funding:

- SPJ Convention Educational Programming: **\$85,000**
- SPJ Diversity Leadership Program: **\$8,510**
- SPJ MOE Awards Support: **\$27,201**
- SPJ Training Place: **\$191,585**
- Student Press Law Center: **\$6,000**

Partial funding:

- SPJ Region 3 Michael Koretzky-Zombie Stories: **\$2,000** of (\$3,000)
The committee endorses the event but would like Mr. Koretzky, Region 3 director, to seek other sources of funding and to try and integrate other SPJ mission committees into the event.

- Center for Integration & Improvement of Journalism: **\$3,500** of (\$6,900)
The committee sees value in this project. However, the \$3,500 grant is contingent on the center resubmitting a plan that will involve partnerships with ethnic media groups and the SPJ Diversity Committee.

- Reporters Committee: **\$5,000** of (\$10,000)
The committee supports the endeavors of the RCFP, but it seeks full funding for the project from the SDX foundation.

No funding:

- Ian Marquand: **\$17,500**
The committee has precedent for recommending no funding for requests from individuals, even those that come with portfolio, such as Ian Marquand. The committee encourages him to re-submit the proposal in partnership with other FOI entities and the SPJ FOI Committee. The committee also believes the budget for this project underestimates the cost of maintaining the database with regard to frequent changes.

- University of Idaho: **\$2,500**

The committee has precedent for recommending no funding for after-the-fact grant requests and would encourage the event sponsors to apply in advance next go-around.

No recommendations:

The committee makes no recommendations on three requests. The action taken was to defer these to the board because they require a broader discussion with regard to future requests such as these and establishing funding precedents:

- SPJ Ethics Committee: **\$6,000**
- Colorado Freedom of Information Coalition: **\$8,000**
- New England First Amendment Coalition: **\$5,000**

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SIGMA DELTA CHI
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MEMORANDUM

DATE: April 11, 2014
FROM: Mac McKerral, chair, Grants Committee
SUBJ: Grants Committee Thoughts on FOI/FA Coalition Funding
FOR: SDX Foundation Board of Directors

Per Robert Leger's request, here are some thoughts/ideas on how the foundation should move forward with regard to external grant requests from FOI and First Amendment Coalitions.

Jane Kirtley (Mac McKerral and Sue Kopen Katcef concurring):

In the interest of full disclosure, I serve on the board of the Minnesota Coalition on Government Information. We, like many state and regional FOI groups, are scrounging around for alternative funding sources since NFOIC bit the dust (more or less). So I have an interest in the committee's answer. That said, I think that the Foundation should entertain such requests on a case-by-case basis. Principles I would espouse (yours may differ) would be:

- a preference to regional or multi-state groups rather than one-state
- a requirement that funding be for programs/projects and not infrastructure/overhead (although we all know that project proposals often include that -- see the Colorado proposal in this batch)
- a strong preference (or even a requirement) for projects with multiple funding sources (where SDX is not expected to bankroll the whole thing)
- evidence of partnerships with appropriate groups. For example, MnCOGI has partnered with Minn-Pro SPJ this year on some legislative work

And clearly, the programs/projects would have to be compatible with SDX's mission, but I don't think that will be a huge issue, given that these groups are generally working toward fostering open government and the public's right to know.

Hagit Limor:

Certainly most if not all of us agree in the importance of the NFOIC's work, and I've participated in SPJ events that shared the mission. I agree we would consider on a case-by-case basis.

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SIGMA DELTA CHI
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MEMORANDUM

DATE: March 26, 2014
FROM: Joe Skeel, Executive Director
SUBJ: Proposed SDX Foundation Budget for Fiscal Year 2015
FOR: SDX Board of Directors

Included with this cover memorandum is the staff's proposed budget for the SDX Foundation for the fiscal year ending July 31, 2015.

GENERAL OUTLOOK

After a few years of analyzing and fine-tuning, we finally have the Foundation accounts and budget process streamlined. As a result, there are very few variances from last year's approved budget compared to the proposed FY2015

I have addressed those variances below.

The bottom line: After fulfilling its budget obligations for its own programs and services, the Foundation will have about \$359,463 available to give in the form of grants. This is up about \$20,000 over the prior year. This increase is a direct result of market performance.

The SDX Finance Committee met via conference call on March 26 and made one adjustment to staff's original proposed budget. \$27,293.00 was removed from the Lease Management revenue line item. This was done because of the uncertain future of our tenants. They have been late on rent payments, and are currently about two months behind. They have assured me that catching up is a priority. However, the Finance Committee felt it was prudent to remove it.

After some discussion, the finance committee voted to recommend that the SDX Foundation Board of Directors adopt the budget that follows this memo.

Below are the highlights of how this budget came about and the end result.

BUDGET PROCESS

Chris Vachon prepared the preliminary budget for our fundraising efforts. Jake Koenig and I then crunched the numbers that determined the remaining revenue and expenses. Several meetings were held over the course of several weeks to identify any potential gaps.

REVENUE HIGHLIGHTS

The Foundation has four main revenue streams: Up to 4.5 percent of the four-quarter investment average; donor contributions; interest and dividends that come in the form of cash; and rent payments.

The only amount of this group that is largely unknown for budgeting purposes is contributions – which we project to be \$42,250. Because the other (larger) amounts are fairly stable, the Foundation budget is a safe process.

Below is an explanation for each of the revenue variances when compared to the prior year.

- **Contributions/Grants:** This is a reflection of our individual-giving program. This amount has remained steady over the years despite different approaches. We expect history to repeat itself, with a modest uptick because of the ability to give small amounts via auto-deductions.
- **Interest and Dividends:** This is a simple reflection of the market.
- **Rolling Average:** It was a good year.
- **Lease Management:** See above.

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EXPENSE HIGHLIGHTS

In addition to typical operational costs (employee, utilities, insurance, legal, etc.), the Foundation funds a few of its own programs: First Amendment Award, Editorial Fellowship, High School Essay Contest, Internships, etc.

After subtracting these expenses from the available revenue, the remaining surplus (or at least a large portion of it) is given away in the form of grants.

I do want to discuss allocations, and how they work between SPJ and the SDX Foundation. Much of the variances you see is a result of how the allocations work.

In short, allocated costs are those shared between SPJ and the SDX Foundation. To arrive at each amount, we determine how much time each staffer spend on each program. For example, me, Jake, Chris, Tony and Sarah all have time allocated for the Foundation.

For this fiscal year, I have allocated less of my time toward SDX. This is because Chris is capable of more higher-level work than past SDX employees. Our allocation schedule is based on employee time/salary. Because less of my time/salary is going to the Foundation, that lowers the costs for all "SDX Management" allocations.

The result not only shows up in the salary line, but it also brings about decreases in other allocated items, such as telephone, equipment rental, computer services, etc. Those costs are all based on how much time each person spends on SDX.

Bottom line, less salary is being allocated to SDX than last year. And that is reflected in multiple line-items.

I should point out that allocations are not a perfect way to budget. But, we do it in our case because SPJ and SDX share so many expenses. Trying to breakdown how much SDX uses the copier, office supplies, telephone, lights, etc., would be nearly impossible.

The only way to eliminate the oddities that you see in the legal fees is to stop allocations for shared expenses. That, we feel, is more trouble than it's worth.

Below are a few of the significant variances when compared to the prior year.

- **Employee Training:** Chris' fundraising training will now take the form of shorter, more specialized sessions.
- **Legal Fees:** This is a direct result of me allocating less of my time to SDX.
- **Contributions/Grants/Awards:** This is the result of more earnings in the Foundation's restricted scholarship programs: Harper, Taishoff, etc. The assumption is that we will spend all that's available for these programs.
- **Fundraising Expense:** The increase is related to more travel for Chris. Our goal is for her to make three trips to meet with potential funding partners. These trips could be to other journalism conferences or for direct meetings with like-minded organizations.

GIVING POTENTIAL

This budget sets the Foundation's expenses at about \$398,400 (About \$1,000 more than last year), leaving up to **\$359,463** available to award in the form of grants. The Foundation awarded about \$335,500 last year.

Composite View

Proposed Budget		Approved Budget		
Sigma Delta Chi Foundation		Sigma Delta Chi Foundation		
FY 2015		FY 2014		Variance
Revenue		Revenue		
Contributions/Grants	\$ 42,250.00	Contributions/Grants	\$ 41,250.00	\$ 1,000.00
Interest and Dividends	\$ 232,552.40	Interest and Dividends	\$ 231,125.14	\$ 1,427.26
Advertising Revenue	\$ -	Advertising Revenue	\$ -	\$ -
Merchandise Sales	\$ -	Merchandise Sales	\$ -	\$ -
4.5% of Rolling Average	\$ 483,068.93	4.5% of Rolling Average	\$ 433,208.61	\$ 49,860.32
Quill Subscriptions	\$ -	Quill Subscriptions	\$ -	\$ -
Awards Revenue	\$ -	Awards Revenue	\$ -	\$ -
Registration Fees	\$ -	Registration Fees	\$ -	\$ -
Royalties/Membership Benefits/Supplementary	\$ -	Royalties/Membership Benefits/Supplementary	\$ -	\$ -
Lease Management	\$ -	Lease Management	\$ 27,293.00	\$ (27,293.00)
Total Revenue	\$ 757,871.33	Total Revenue	\$ 732,876.75	\$ 24,994.58
Expenses		Expenses		
Salaries	\$ 130,784.50	Salaries	\$ 131,102.36	\$ (317.85)
Intern Salaries/Taxes	\$ 34,650.84	Intern Salaries/Taxes	\$ 34,136.55	\$ 514.30
Payroll Taxes	\$ 10,638.51	Payroll Taxes	\$ 10,694.33	\$ (55.82)
Health Insurance	\$ 7,981.72	Health Insurance	\$ 7,981.72	\$ -
401k Match	\$ 7,712.09	401k Match	\$ 7,724.13	\$ (12.05)
Employee Education/Training	\$ 3,000.00	Employee Education/Training	\$ 4,000.00	\$ (1,000.00)
Payroll Related Charges	\$ 962.60	Payroll Related Charges	\$ 1,742.31	\$ (779.72)
Workers Compensation Insurance	\$ 278.26	Workers Compensation Insurance	\$ 349.81	\$ (71.55)
Liability Insurance	\$ 2,734.89	Liability Insurance	\$ 3,062.79	\$ (327.90)
Property Taxes	\$ -	Property Taxes	\$ -	\$ -
Utilities	\$ 8,388.37	Utilities	\$ 7,774.91	\$ 613.47
Telephone	\$ 2,256.45	Telephone	\$ 2,509.29	\$ (252.84)
Building Maintenance	\$ 12,500.00	Building Maintenance	\$ 12,750.00	\$ (250.00)
Capital Improvements	\$ -	Capital Improvements	\$ -	\$ -
Board Related Expenditures	\$ 3,900.00	Board Related Expenditures	\$ 3,900.00	\$ -
Equipment Rental	\$ 2,065.10	Equipment Rental	\$ 2,130.48	\$ (65.38)
Software Maintenance/Upgrades	\$ 6,298.93	Software Maintenance/Upgrades	\$ 6,587.65	\$ (288.72)
Internet Connectivity	\$ 545.60	Internet Connectivity	\$ 419.04	\$ 126.56
Website Expense/Maintenance	\$ 871.99	Website Expense/Maintenance	\$ 1,328.79	\$ (456.80)
Computer Lease	\$ -	Computer Lease	\$ -	\$ -
Depreciation/Amortization	\$ -	Depreciation/Amortization	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ 3,768.54	Computer Services/Consulting/Maintenance	\$ 4,468.27	\$ (699.73)
Audit/Accounting Fees	\$ 12,750.00	Audit/Accounting Fees	\$ 12,400.00	\$ 350.00
Legal Fees	\$ 11,691.44	Legal Fees	\$ 13,232.77	\$ (1,541.33)
Office Supplies	\$ 1,279.43	Office Supplies	\$ 1,823.28	\$ (543.85)
Postage/Shipping	\$ 300.00	Postage/Shipping	\$ 300.00	\$ -
Printing	\$ -	Printing	\$ -	\$ -
Employment Recruiting	\$ -	Employment Recruiting	\$ -	\$ -
Dues and Subscriptions	\$ 504.60	Dues and Subscriptions	\$ 1,177.87	\$ (673.27)
Employee Travel - Local	\$ -	Employee Travel - Local	\$ -	\$ -
Employee Travel - Events	\$ 3,500.00	Employee Travel - Events	\$ 2,650.00	\$ 850.00
Merchant Fees/Credit Card Processing	\$ 500.00	Merchant Fees/Credit Card Processing	\$ 500.00	\$ -
Investment Account Fees/Banking Fees	\$ -	Investment Account Fees/Banking Fees	\$ -	\$ -
Interest Expense	\$ -	Interest Expense	\$ -	\$ -
401(k)/POP Related Charges	\$ 572.88	401(k)/POP Related Charges	\$ -	\$ 572.88
Contributions/Grants/Awards	\$ 112,359.30	Contributions/Grants/Awards	\$ 110,185.66	\$ 2,173.64
Fundraising Expense	\$ 10,883.25	Fundraising Expense	\$ 7,520.50	\$ 3,362.75
Outside Services	\$ 2,250.00	Outside Services	\$ 2,250.00	\$ -
Events, Meals and Banquets	\$ -	Events, Meals and Banquets	\$ 661.64	\$ (661.64)
Facilities Rental	\$ 428.69	Facilities Rental	\$ -	\$ 428.69
Marketing	\$ -	Marketing	\$ -	\$ -
Free Lance labor	\$ -	Free Lance labor	\$ -	\$ -
Participant Travel	\$ 2,050.00	Participant Travel	\$ 2,050.00	\$ -
Total Expenses	\$ 398,407.98	Total Expenses	\$ 397,414.14	\$ 993.84
Net Change in Assets	\$ 359,463.35	Net Change in Assets	\$ 335,462.61	\$ 24,000.74

**Sigma Delta Chi Foundation Expense Summary
FY 2015**

	Proposed	Prior year	Variance
4.50% Rolling Average	\$483,068.93	\$433,208.61	\$49,860.32
Contributions	\$42,250.00	\$41,250.00	\$1,000.00
Lease Management	\$0.00	\$27,293.00	-\$27,293.00
Interest and Dividends	\$232,552.40	\$231,125.14	\$1,427.26
Total Revenue	<u>\$757,871.33</u>	\$732,876.75	\$24,994.58
Grants/Awards	\$112,359.30	\$110,185.66	\$2,173.64
Allocable (shared expenses with SPJ) Expenses	\$50,847.75	\$55,193.88	-\$4,346.13
Salaries, Benefits of SDX staff and shared SPJ Staff	\$157,116.83	\$157,502.55	-\$385.72
Intern Salaries	\$34,650.84	\$34,136.55	\$514.30
Fundraising Related Expenses	\$10,883.25	\$7,520.50	\$3,362.75
Other Direct Expenses	\$32,550.00	\$32,875.00	-\$325.00
Total Expenditures	\$398,407.98	\$397,414.14	\$993.84
Net Surplus	<u>\$359,463.35</u>	\$335,462.61	\$24,000.74
	<u>\$359,463.35</u>	\$335,462.61	\$24,000.74

Grants and Awards Detail

Pulliam Editorial Fellow	\$ 79,100.00	\$ 79,100.00	\$ -
Quill	\$ 11,987.05	\$ 11,055.18	\$ 931.87
Taishoff	\$ 2,637.95	\$ 2,169.91	\$ 468.04
Beverly Keys Scholarship	\$ -	\$ -	\$ -
Dallas Pro Scholarship	\$ 847.07	\$ 729.03	\$ 118.04
Terry Harper Scholarship	\$ 5,064.73	\$ 4,519.04	\$ 545.69
Ethics Book	\$ -	\$ -	\$ -
New England Pro Scholarship	\$ 372.50	\$ 262.50	\$ 110.00
First Amendment Award	\$ 10,000.00	\$ 10,000.00	\$ -
High School Essay	\$ 1,850.00	\$ 1,850.00	\$ -
RDG Lewis First Amend	\$ 500.00	\$ 500.00	\$ -
	<u>\$ 112,359.30</u>	<u>\$ 110,185.66</u>	<u>\$ 2,173.64</u>

Other Direct Expense Detail

Accounting Fees	\$ 12,750.00	\$ 12,400.00	\$ 350.00
Board Related	\$ 2,900.00	\$ 2,900.00	\$ -
Employee Travel/Education	\$ 6,800.00	\$ 6,475.00	\$ 325.00
Software Maintance	\$ 3,500.00	\$ 3,500.00	\$ -
Property Tax	\$ -	\$ -	\$ -
Capital Improvements	\$ -	\$ -	\$ -
Other	\$ 6,600.00	\$ 7,600.00	\$ (1,000.00)
	<u>\$ 32,550.00</u>	<u>\$ 32,875.00</u>	<u>\$ (325.00)</u>

Proposed Budget					New England	Freedom	Pulliam		Professional	Quill	Pulliam	Total
Sigma Delta Chi Foundation	Archibald	Beverly Keys	Dallas Pro Chapter	Terry Harper	Pro Chapter	of Information	Fellowship	Taishoff	Development	Endowment	General	
FY 2015	Scholarship Fund	Scholarship Fund	Scholarship Fund	Scholarship Fund	Scholarship Fund	Fund	Fund	Fund	Fund	Fund	Fund	
Revenue												
Contributions/Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 42,250.00	\$ 42,250.00
Interest and Dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17,873.66	\$ 88,787.88	\$ 2,637.95	\$ -	\$ 11,987.05	\$ 111,265.86	\$ 232,552.40
Advertising Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Merchandise Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4.5% of Rolling Average	\$ 4,650.84	\$ -	\$ 847.07	\$ 5,064.73	\$ 372.50	\$ -	\$ 116,658.31	\$ -	\$ 33,178.80	\$ -	\$ 322,296.68	\$ 483,068.93
Quill Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Awards Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Registration Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Lease Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 4,650.84	\$ -	\$ 847.07	\$ 5,064.73	\$ 372.50	\$ 17,873.66	\$ 205,446.19	\$ 2,637.95	\$ 33,178.80	\$ 11,987.05	\$ 475,812.54	\$ 757,871.33
Expenses												
Salaries	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 130,784.50	\$ 130,784.50
Intern Salaries/Taxes	\$ 4,650.84	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 21,000.00	\$ -	\$ 9,000.00	\$ 34,650.84
Payroll Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,638.51	\$ 10,638.51
Health Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,981.72	\$ 7,981.72
401k Match	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,712.09	\$ 7,712.09
Employee Education/Training	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00
Payroll Related Charges	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 962.60	\$ 962.60
Workers Compensation Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 278.26	\$ 278.26
Liability Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,734.89	\$ 2,734.89
Property Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,388.37	\$ 8,388.37
Telephone	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,256.45	\$ 2,256.45
Building Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,500.00	\$ 12,500.00
Capital Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Board Related Expenditures	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 2,900.00	\$ 3,900.00
Equipment Rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,065.10	\$ 2,065.10
Software Maintenance/Upgrades	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,298.93	\$ 6,298.93
Internet Connectivity	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 545.60	\$ 545.60
Website Expense/Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 871.99	\$ 871.99
Computer Lease	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Depreciation/Amortization	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,768.54	\$ 3,768.54
Audit/Accounting Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,750.00	\$ 12,750.00
Legal Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,691.44	\$ 11,691.44
Office Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,279.43	\$ 1,279.43
Postage/Shipping	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 200.00	\$ 300.00
Printing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Employment Recruiting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dues and Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 504.60	\$ 504.60
Employee Travel - Local	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Employee Travel - Events	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,500.00	\$ 3,500.00
Merchant Fees/Credit Card Processing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
Investment Account Fees/Banking Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Interest Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
401k/POP Related Charges	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 572.88	\$ 572.88
Contributions/Grants/Awards	\$ -	\$ -	\$ 847.07	\$ 5,064.73	\$ 372.50	\$ 500.00	\$ 79,100.00	\$ 2,637.95	\$ -	\$ 11,987.05	\$ 11,850.00	\$ 112,359.30
Fundraising Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,883.25	\$ 10,883.25
Outside Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	\$ 750.00	\$ 2,250.00
Events, Meals and Banquets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Facilities Rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 428.69	\$ 428.69
Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Free Lance labor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Participant Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,050.00	\$ 2,050.00
Total Expenses	\$ 4,650.84	\$ -	\$ 847.07	\$ 5,064.73	\$ 372.50	\$ 500.00	\$ 82,700.00	\$ 2,637.95	\$ 21,000.00	\$ 11,987.05	\$ 268,647.83	\$ 398,407.98
Net Change in Assets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17,373.66	\$ 122,746.19	\$ -	\$ 12,178.80	\$ -	\$ 207,164.70	\$ 359,463.35

**Proposed Budget - Direct Rev/Exp.
Sigma Delta Chi Foundation
FY 2015**

	Archibald Fund	Beverly Keys Scholarship Fund	Dallas Pro Chapter Scholarship Fund	Terry Harper Scholarship Fund	New England Pro Chapter Scholarship Fund	Freedom of Information Fund	Pulliam Fellowship Fund	Taishoff Fund	Professional Development Fund	Quill Endowment Fund	Pulliam General Fund	Total
Revenue												
Contributions/Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 42,250	\$ 42,250.00
Interest and Dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17,873.66	\$ 88,787.88	\$ 2,637.95	\$ -	\$ 11,987.05	\$ 111,265.86	\$ 232,552.40
Advertising Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Merchandise Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4.5% of Rolling Average	\$ 4,650.84	\$ -	\$ 847.07	\$ 5,064.73	\$ 372.50	\$ -	\$ 116,658.31	\$ -	\$ 33,178.80	\$ -	\$ 322,296.68	\$ 483,068.93
Quill Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Awards Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Registration Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Royalties/Membership Benefits/Supplementary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Lease Management	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 4,650.84	\$ -	\$ 847.07	\$ 5,064.73	\$ 372.50	\$ 17,873.66	\$ 205,446.19	\$ 2,637.95	\$ 33,178.80	\$ 11,987.05	\$ 475,812.54	\$ 757,871.33
Expenses												
Salaries	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 130,784.50	\$ 130,784.50
Intern Salaries/Taxes	\$ 4,650.84	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 21,000.00	\$ -	\$ 9,000.00	\$ 34,650.84
Payroll Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,638.51	\$ 10,638.51
Health Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,981.72	\$ 7,981.72
401k Match	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,712.09	\$ 7,712.09
Employee Education/Training	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00
Payroll Related Charges	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Workers Compensation Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Liability Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Property Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Telephone	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Building Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Board Related Expenditures	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 2,900.00	\$ 3,900.00
Equipment Rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Software Maintenance/Upgrades	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,500.00	\$ 3,500.00
Internet Connectivity	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Website Expense/Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Computer Lease	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Depreciation/Amortization	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Audit/Accounting Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,750.00	\$ 12,750.00
Legal Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Office Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
Postage/Shipping	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 200.00	\$ 300.00
Printing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Employment Recruiting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dues and Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ 300.00
Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Employee Travel/Meals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,500.00	\$ 3,500.00
Merchant Fees/Credit Card Processing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
Investment Account Fees/Banking Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Consulting/Honorariums	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
401k/POP Related Charges	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Contributions/Grants/Awards	\$ -	\$ -	\$ 847.07	\$ 5,064.73	\$ 372.50	\$ 500.00	\$ 79,100.00	\$ 2,637.95	\$ -	\$ 11,987.05	\$ 11,850.00	\$ 112,359.30
Fundraising Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,883.25	\$ 10,883.25
Outside Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	\$ 750.00	\$ 2,250.00
Events, Meals and Banquets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Facilities Rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Free Lance labor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Participant Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,050.00	\$ 2,050.00
Total Expenses	\$ 4,650.84	\$ -	\$ 847.07	\$ 5,064.73	\$ 372.50	\$ 500.00	\$ 82,700.00	\$ 2,637.95	\$ 21,000.00	\$ 11,987.05	\$ 217,800.08	\$ 347,560.22
Net Change in Assets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17,373.66	\$ 122,746.19	\$ -	\$ 12,178.80	\$ -	\$ 258,012.46	\$ 410,311.11

Average Balance for the Prior Rolling 4 Quarters as of 1/31/14

	4/30/2013	7/31/2013	10/31/2013	1/31/2014
NCB - General Funds	\$50,937.26	\$75,404.76	\$35,868.59	\$28,168.40
Total NCB	\$50,937.26	\$75,404.76	\$35,868.59	\$28,168.40
Pulliam Gen - Charles Schwab	\$7,052,880.02	\$7,171,857.32	\$7,385,039.36	\$7,320,177.06
Professional Development - Charles Schwab	\$739,407.40	\$751,880.70	\$767,741.99	\$738,760.06
Archibald Scholarship - Charles Schwab	\$102,805.34	\$104,539.59	\$106,306.33	\$106,564.53
FOI - Charles Schwab	\$498,909.93	\$507,326.20	\$535,924.70	\$537,071.39
Taishoff Fund - Charles Schwab	\$73,861.30	\$75,107.29	\$79,341.16	\$76,853.87
NCB - New England Pro Chapter	\$7,150.01	\$7,270.62	\$7,680.47	\$7,699.13
Ethics Fund	\$15,187.16	\$15,443.36	\$0.00	\$0.00
Dallas Pro Chapter	\$32,518.09	\$33,066.65	\$34,930.65	\$35,015.49
T. Harper Scholarship	\$108,888.51	\$110,725.39	\$116,967.09	\$113,616.97
Total Charles Schwab General Commingled	\$8,631,607.76	\$8,777,217.12	\$9,033,931.75	\$8,935,758.50
Pulliam Editorial - Charles Schwab	\$2,689,465.83	\$2,735,959.82	\$2,674,662.94	\$2,624,690.23
Quill Endowment - Charles Schwab	\$351,640.94	\$363,514.44	\$379,895.48	\$365,998.09
Total Cash and FMV of Charles Schwab	\$11,723,651.79	\$11,952,096.14	\$12,124,358.76	\$11,954,615.22
Per Balance Sheet	\$11,723,651.79	\$11,952,096.14	\$12,124,358.76	\$11,954,615.22
Check	\$0.00	\$0.00	\$0.00	\$0.00
Dividends Paid Pulliam General - Subject to				
Cash Dividends Paid	\$26,325.16	\$42,796.57	\$29,194.54	\$33,461.20
Reinvested Dividends	\$21,298.80	\$31,107.55	\$19,971.92	\$100,631.17
Total Dividends	\$47,623.96	\$73,904.12	\$49,166.46	\$134,092.37
FOI Share of Cash Dividends				
Taishoff Share of Cash Div				
Balance of Cash Div Available				
Pulliam General	\$7,103,817.28	\$7,247,262.08	\$7,420,907.95	\$7,348,345.46
Professional Development	\$739,407.40	\$751,880.70	\$767,741.99	\$738,760.06
Archibald	\$102,805.34	\$104,539.59	\$106,306.33	\$106,564.53
Summarized Total	\$7,946,030.02	\$8,103,682.37	\$8,294,956.27	\$8,193,670.05
Less Total Cash Dividends Per Above	-\$26,325.16	-\$69,121.73	-\$98,316.27	-\$131,777.47
Quarterly Amount Subject to 4.5% Balance	\$7,919,704.86	\$8,034,560.64	\$8,196,640.00	\$8,061,892.58

Total Dividends

\$131,777.47			
\$173,009.44			
\$304,786.91	43.24%	\$17,873.66	\$7,727.84
		\$2,637.95	\$1,140.54

Average Prior Qtrs 4.50% of rolling avg.

\$7,280,083.19	\$327,603.74	-\$5,307.07	\$322,296.68
\$749,447.54	\$33,725.14	-\$546.34	\$33,178.80
\$105,053.95	\$4,727.43	-\$76.58	\$4,650.84
\$8,134,584.68	\$366,056.31	-\$5,929.99	\$360,126.32
-\$131,777.47	-\$5,929.99		
\$8,002,807.21	\$360,126.32		

Rolling Avg. Cash Dividends Total	\$360,126.32	\$131,777.47	\$491,903.79
	\$483,068.93	Rolling Average Only	\$232,552.40
		Total Interest	\$715,621.33

Quill Endowment	\$351,640.94	\$363,514.44	\$379,895.48	\$365,998.09	\$365,262.24	\$11,987.05	Interest Only is to be used for Quill
FOI	\$498,909.93	\$507,326.20	\$535,924.70	\$537,071.39	\$519,808.06	\$17,873.66	Interest Only is to be used For FOI
Taishoff	\$73,861.30	\$75,107.29	\$79,341.16	\$76,853.87	\$76,290.91	\$2,637.95	Interest Only is to be used For Programing for broadcasters; speaker travel
Speakers Bureau	\$15,187.16	\$15,443.36	\$0.00	\$0.00			
Dallas Pro Chapter Scholarship Fund	\$32,518.09	\$33,066.65	\$34,930.65	\$35,015.49	\$33,882.72	\$847.07	2.5% as per CSF Agreement
Terry Harper Scholarship Fund	\$108,888.51	\$110,725.39	\$116,967.09	\$113,616.97	\$112,549.49	\$5,064.73	4.5% as per CSF Agreement
New England Pro Chapter	\$7,150.01	\$7,270.62	\$7,680.47	\$7,699.13	\$7,450.06	\$372.50	5% Per CSF Agreement
Pulliam Fellowship	\$2,689,465.83	\$2,735,959.82	\$2,674,662.94	\$2,624,690.23	\$2,681,194.71	\$120,653.76	
					-\$88,787.88	-\$3,995.45	
					\$2,592,406.83	\$116,658.31	\$116,658.31
Total Assets	\$11,723,651.79	\$11,952,096.14	\$12,124,358.76	\$11,954,615.22			\$88,787.88
							\$205,446.19
Total Assets Per Balance Sheet	\$11,723,651.79	\$11,952,096.14	\$12,124,358.76	\$11,954,615.22		\$619,474.63	2.50%
	\$0.00	\$0.00	\$0.00	\$0.00			\$64,810.17
Pulliam Editorial Interest and Dividends							
Cash Dividends Paid	\$18,922.00	\$21,883.13	\$22,356.06	\$25,626.69	\$88,787.88		
Reinvested Dividends	\$659.40	\$597.31	\$567.97	\$822.13	\$2,646.81		
Total Dividends	\$19,581.40	\$22,480.44	\$22,924.03	\$26,448.82	\$91,434.69		

SDX Programs Budget 2015

FY 2015

Post Grad Communication Intern

Fund	Account	Amount
Pro Development	Intern Salaries/Taxes	\$21,000.00 (Intern Salary)
Pro Development	Outside Services	\$0.00 (Adviser Stipend)
	TOTAL	\$21,000.00

Pulliam Editorial Fellowship

Fund	Account	Amount
Pulliam Editorial	Awards	\$75,000.00 Cash Award
Pulliam Editorial	Awards	\$100.00 Plaque
Pulliam Editorial	Awards	\$4,000.00 AOJ Luncheon sponsorship (formerly NCEW)
Pulliam Editorial	Outside Services	\$1,500.00 Judges stipends (3 @ \$500 each)
Pulliam Editorial	Printing	\$0.00
Pulliam Editorial	Postage/Shipping	\$100.00
Pulliam Editorial	Telephone	\$0.00 Judges Conference Call
Pulliam Editorial	Participant Travel	\$1,000.00 Recipient to attend AOJ Conf (\$350 flight/\$500 hotel/\$150 misc.)
Pulliam Editorial	Employee Travel	\$0.00 Staff Rep NCEW event participation (\$350 flight/\$500 hotel/\$150 misc.)
Pulliam Editorial	Board Related Expense	\$1,000.00 Board Rep to attend AOJ Conf (\$350 flight/\$500 hotel/\$150 misc.)
	TOTAL	\$82,700.00

Pulliam Kilgore Interns

Fund	Account	Amount
Pulliam General	Intern Salaries/Taxes	\$9,000 (2 interns: 10 weeks at \$400/week plus taxes)
Pulliam General	TOTAL	\$9,000

Pulliam First Amendment Award

Fund	Account	Amount
Pulliam General	Awards	\$10,000.00 Cash Award
Pulliam General	Outside Services	\$750.00 Plaque
Pulliam General	Telephone	\$0.00 Judges Conference Call
Pulliam General	Postage/Shipping	\$100.00 Judging Packets Shipping
Pulliam General	Participant Travel	\$1,050.00 Receptient to attend EIJ Conf (\$400 flight/\$500 hotel/\$150 misc.)
	TOTAL	\$11,900.00

High School Essay Contest

Fund	Account	Amount
Pulliam General	Awards	\$1,850.00 \$1,000, \$500, \$350 scholarships
Pulliam General	Postage/Shipping	\$100.00
	TOTAL	\$1,950.00

Archibald Communications Intern

Fund	Account	Amount
Archibald	Intern Salaries/Taxes	\$4,650.84 (10 weeks at \$400/week plus taxes)
	TOTAL	\$4,650.84

Taishoff Speaker

Fund	Account	Amount
Taishoff	Grants	\$2,637.95
	TOTAL	\$2,637.95

R.D.G. Lewis First Amendment Award	Fund	Account	Amount	
	FOI	Awards	<u>\$500.00</u>	EIJ registration plus money toward travel
		TOTAL	\$500.00	
Harper Memorial Scholarship	Fund	Account	Amount	
	Harper Memorial	Awards	<u>\$ 5,064.73</u>	
		TOTAL	\$5,064.73	
Ethics Book promotion	Fund	Account	Amount	
	Ethics	Awards	<u>\$0</u>	
		TOTAL	\$0.00	
Beverly Keys Scholarship Fund	Fund	Account	Amount	
	Beverly Keys	Awards	<u>\$ -</u>	
		TOTAL	\$0.00	
Dallas Pro Chapter Scholarship Fund	Fund	Account	Amount	
	Dallas Pro	Awards	<u>\$ 847.07</u>	
		TOTAL	\$847.07	
New England Pro Chapter	Fund	Account	Amount	
	New England	Awards	<u>\$ 372.50</u>	
		TOTAL	\$372.50	
		TOTAL	\$140,623.09	

SDX General Operating Expenses 2015

FY 2015

Board Expenses

Fund	Account	Item	Quantity	Per Unit Cost	Total
Pulliam General	Board-Related Expense	Flowers/Tokens			\$500.00
Pulliam General	Board-Related Expense	Spring Board Reception	0	\$0.00	\$0.00
Pulliam General	Board-Related Expense	Spring Board Meeting Food	24	\$50.00	\$1,200.00
Pulliam General	Board-Related Expense	Fall Board Meeting Food	24	\$50.00	\$1,200.00
Pulliam General	Board-Related Expense	Board Books (annual)	0	\$6.50	\$0.00
Pulliam General	Board-Related Expense	Board Packets	0	\$5.00	\$0.00
					\$2,900.00

Employee Travel

Fund	Account	Item	Quantity	Per Unit Cost	Total
Pulliam General	Employee Travel	Convention	1	\$2,000.00	\$2,000.00
Pulliam General	Employee Travel	SPJ Exec Comm Mtg Winter	1	\$750.00	\$750.00
Pulliam General	Employee Travel	SDX Awards Banquet	1	\$750.00	\$750.00
					\$3,500.00

Staff Development

Fund	Account	Item	Quantity	Per Unit Cost	Total
Pulliam General	Dues and Subscriptions	AFP Membership			\$0.00
Pulliam General	Employee Education/Training	Conference Participation			\$3,000.00
Pulliam General	Dues and Subscriptions	Chronicle of Philanthropy			\$0.00
Pulliam General	Dues and Subscriptions	Indy Chamber of Commerce			\$0.00
Pulliam General	Dues and Subscriptions	ISAE			\$300.00
					\$3,300.00

Audit/Accounting Fees

Fund	Account	Item	Quantity	Per Unit Cost	Total
Pulliam General	Audit/Accounting Fees	Audit			\$10,700.00
Pulliam General	Audit/Accounting Fees	990 Filing			\$2,050.00
					\$12,750.00

Property Taxes

\$0.00

SDX General Operating Expenses 2015

Capital Improvements			\$0.00
Bank/Investment			\$0.00
Merchant Fees/Credit Card Processing			\$500.00
Office Supplies			
Fund	Account	Item	
Pulliam General	Office Supplies		\$500.00
Software Issues			
Fund	Account	Item	
Pulliam General	Software Maintence/Upgrades	iMIS Fund Raising Module License	\$1,000.00
Pulliam General	Vocus 50%		\$0.00
Pulliam General	Maintenance	iMIS Support	\$2,500.00
			\$3,500.00
Total Expenses			\$26,950.00

Fundraising

FY 2015

Revenue

Fund	Account	Item Description	No. Response	Average Gift	Total
Pulliam General	Contributions	Fall Handwritten Appeal	60	\$100	\$6,000
Pulliam General	Contributions	End of Year Appeal	35	\$200	\$7,000
Pulliam General	Contributions	Tax Statement Mailing	0	\$50	\$0
Pulliam General	Contributions	Spring Handwritten Appeal	80	\$100	\$8,000
Pulliam General	Contributions	Join/Renewal	200	\$50	\$10,000
Pulliam General	Contributions	Leadership Giving	40	\$100	\$4,000
Pulliam General	Contributions	Random Giving	50	\$125	\$6,250
Pulliam General	Contributions	EIJ Registration Form	20	\$50	\$1,000
Total Revenue			485		\$42,250

Expenses

Fund	Account	Item Description	Quantity	Per Unit Cost	Total
<i>Fall Handwritten Card</i>					
Pulliam General	Fund Raising	Notecards	600		\$250.00
Pulliam General	Fund Raising	Carrier Envelope	600		\$250.00
Pulliam General	Fund Raising	Return Envelope	600		\$100.00
Pulliam General	Fund Raising	Postage	600	\$0.96	\$576.00
Pulliam General	Fund Raising	Vendor Fees	600	\$1.80	\$1,080.00
					\$2,256.00
<i>Tax Statement</i>					
Pulliam General	Fund Raising	Letterhead	475	\$0.06	\$28.50
Pulliam General	Fund Raising	Carrier Envelope	475	\$0.11	\$52.25
Pulliam General	Fund Raising	Reply Envelope	475	\$0.06	\$28.50
Pulliam General	Fund Raising	Postage	475	\$0.48	\$228.00
					\$337.25
<i>End of Year Appeal</i>					
Pulliam General	Fund Raising	Letterhead	2000	\$0.06	\$120.00
Pulliam General	Fund Raising	Carrier Envelope	2000	\$0.11	\$220.00
Pulliam General	Fund Raising	Reply Envelope	2000	\$0.06	\$120.00
Pulliam General	Fund Raising	Postage	2000	\$0.48	\$960.00
					\$1,420.00
<i>Spring Handwrite appeal</i>					
Pulliam General	Fund Raising	Note Cards	800		\$250.00
Pulliam General	Fund Raising	Carrier Envelope	800	\$0.00	\$250.00
Pulliam General	Fund Raising	Postage	800	\$0.96	\$768.00
Pulliam General	Fund Raising	Reply Envelope	800		\$100.00
Pulliam General	Fund Raising	Vendor Fees	800	\$1.80	\$1,440.00
					\$2,808.00
<i>Thank You letters</i>					
Pulliam General	Fund Raising	Letterhead	480	\$0.06	\$28.80
Pulliam General	Fund Raising	Carrier Envelope	480	\$0.11	\$52.80
Pulliam General	Fund Raising	Thank You Letter-Postage	480	\$0.48	\$230.40
					\$312.00
<i>Grant Seeking</i>					
Pulliam General	Fundraising	Airfare	3	\$400.00	\$1,200.00
Pulliam General	Fundraising	Hotel	6	\$150.00	\$900.00
Pulliam General	Fundraising	Rental Car	9	\$50.00	\$450.00
Pulliam General	Fundraising	Meals	12	\$100.00	\$1,200.00
					\$3,750.00
Total Expenses					\$10,883.25

Fundraising

FY 2015
Net

\$31,366.75

Share of Allocable Expenses: FY2015

	SDX Management	Master Allocable expenses
Salaries	\$ 130,784.50	
Employee Education/Training	\$ -	\$ -
Payroll Related Charges	\$ 962.60	\$ 7,900.00
Workers Compensation Insurance	\$ 278.26	\$ 1,428.00
BOP Insurance Policy	\$ 2,734.89	\$ 14,035.35
Property Taxes	\$ -	\$ -
Utilities	\$ 8,388.37	\$ 19,972.32
Telephone	\$ 2,256.45	\$ 11,580.00
Building Maintenance	\$ 12,500.00	\$ 25,000.00
Capital Improvements	\$ -	\$ 5,000.00
Board Related Expenditures	\$ -	\$ 61,000.00
Equipment Rental	\$ 2,065.10	\$ 10,598.00
Software Maintenance/Upgrades	\$ 2,798.93	\$ 14,364.00
Internet Connectivity	\$ 545.60	\$ 2,800.00
Website Expense/Maintenance	\$ 871.99	\$ 4,475.00
Computer Lease	\$ -	\$ -
Computer Services/Consulting/Maintenance	\$ 3,768.54	\$ 19,340.00
Audit/Accounting Fees	\$ -	\$ 17,500.00
Legal Fees	\$ 11,691.44	\$ 60,000.00
Office Supplies	\$ 779.43	\$ 4,000.00
Postage/Shipping	\$ -	\$ 2,500.00
Printing	\$ -	\$ 1,000.00
Employment Recruiting	\$ -	\$ 2,000.00
Dues and Subscriptions	\$ 204.60	\$ 1,050.00
Employee Travel/Meals	\$ -	\$ 12,000.00
Merchant Fees/Credit Card Processing	\$ -	\$ 29,000.00
Investment Account Fees/Banking Fees	\$ -	\$ 360.00
Consulting/Honorariums	\$ -	\$ -
401kRelated Charges	\$ 572.88	\$ 2,940.00
Contributions/Grants/Awards	\$ -	\$ -
Miscellaneous Expense	\$ -	\$ 400.00
Outside Services	\$ -	\$ 1,000.00
Events, Meals and Banquets	\$ -	\$ 5,000.00
Facilities Rental	\$ 428.69	\$ 2,200.00
Marketing	\$ -	\$ 5,000.00
Free Lance labor	\$ -	\$ -
Participant Travel	\$ -	\$ -
Total Expenses	\$ 50,847.75	\$ 343,442.67



SDX Foundation Finances

How do they work,
and why the heck are we selling assets?

How does SDX get its money?

SDX generates revenue in four ways

1. Contributions
2. Rent from its tenants
3. Cash from interest and dividends
4. By selling up to 4.5% of its investments

For this discussion, we will focus on Nos. 3 and 4

Interest and Dividends

Revenue stream No. 3

- The SDX Foundation's portfolio contains investments that pay interest and dividends.
- Some of that interest and dividends is reinvested, which buys more investments. Some comes to us in the form of cash.
- It is this cash that is one of the Foundation's four revenue streams.
- This year, that amount is \$232,552.40



Selling 4.5% of our investments

Revenue stream No. 4

- The Foundation's spending policy states that it will sell up to 4.5% of its investments each year in order to fulfill its charitable purpose.
- Why 4.5%?
 - **Historically**, the market grows by 8 percent. Spending 4.5% of that 8% is a safe number that allows the Foundation's assets to keep growing – by about 3.5% per year.
 - In years when the market performs less than 8%, having a spending policy such as this allows the Foundation to keep its spending levels (and programs offered) more consistent. It helps limit the impact that the market's volatility may have on operations.
 - In years when the market performs better than 8%, spending only 4.5% allows us to make up for bad years, or “pad” for future years.
- Selling up to 4.5% of the Foundation's assets (based on the average balance of the prior four quarters) will generate about \$483,000 for this year's budget.

Selling Investments

I don't recall us selling assets in the past, what has changed?

Two things:

1. Bonds

- In years past, bonds that were purchased by the SDX Foundation matured.
- When they matured, the Foundation received huge influxes of cash.
- We used this cash to help meet our budget obligations before selling assets.

Note: All of the bonds that we purchased have matured. We haven't purchased more because low interest rates make them unsavory investments. This means we have no more influxes of cash coming our way.

2. Interest & Dividends

Then

The interest and dividends that came to us in cash were lumped into the overall available pot. Then, we calculated 4.5% of the overall pot for budgeting purposes. Therefore, only 4.5% of this cash was made available.

- If we did that this year, we would have \$10,465 of cash from int/div. available instead of \$232,552.

Now

We set this cash aside before the 4.5% is calculated. Therefore, it is not part of the overall pot. That means this cash is in addition to the 4.5% of our investments.

- Why do we set it aside? Because the spending policy is in place to protect our *investments*. It states that selling 4.5% of our *investments* is safe.
- Any cash that spins off is excess money. It is no longer an investment. It can be used to further the Foundation's missions.

Here's an example how it works

Then

- \$400,000 = 4.5% assets
 - \$10,000 = 4.5% of int/div.
-
- \$410,000 = Revenue for Budget
-
- \$232,000 = Actual cash from int/div.
 - \$200,000 = Bond income
-
- \$432,000 = Actual cash revenue

Note: The actual cash in the door was continually greater than the budgeted amount. So, we never needed to sell assets to cover our budgeted expenses. The result is that we built up a surplus of cash over the years.

Now

- \$400,000 = 4.5% assets
 - \$232,000 = cash from int/div.
-
- \$632,000 = Revenue for Budget
-
- \$232,000 = Actual cash from int/div.
 - \$0 = Bond income
-
- \$232,000 = Actual cash revenue

Note: This scenario represents us using the spending policy as it's designed. We will sell 4.5% of our investments to meet our budget.

Pros and cons

Then

- Allowed for faster investment growth.
- Protected investments during the lean years, which allowed for quicker recoveries.
- This approach is for any foundation whose main goal is *growth* of capital.

Note: Because all of our bonds have now matured, we would still be selling some of our assets under the old model.

Now

- Allows for corpus growth, but at a slower rate.
- Makes market “hits” a bit tougher to take because at some point we will sell when the market is in decline.
- This approach is for any foundation whose main goal is to fulfill its charitable goals while *preserving* its capital over the long-term.

We are selling assets because...

1. We are using the spending policy as intended.
2. We want to maximize the Foundation's potential in reaching its charitable goals (mainly, training journalists).
3. We want to maintain the quality and consistency of the training programs we have built.
4. We no longer have huge amounts of bond revenue coming in.



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 11, 2014
FROM: Mac McKerral, chair, Grants Committee
SUBJ: Grants Committee Thoughts on the First Amendment Award
FOR: SDX Foundation Board of Directors

Per Robert's request, here are some thoughts/ideas on the current criteria for the SDX First Amendment Award, as per the board's direction to me:

— There is no strong sentiment to overhaul the criteria for the award. As you may recall, the range of entries was the issue that prompted the review. However, thoughts from Russ Pulliam I think offer some guidance as to how the review committee might weigh the nature of nominations. Russ indicated that entries from news media outlets that aggressively cover important public issues best mirror the original intent behind the endowment. That seems important to me.

— There was strong sentiment for creating a separate award for students/student media. However, if that were to be done, I would be reluctant to recommend splitting the \$10,000 award. Rather, I would recommend a creating a separate award with a smaller amount. I also would recommend:

- that the award not be limited to college publications and/or students
- that we would need to do some through promotion of such an award in order to get strong nomination, this could be done in partnership with other organizations that serve student media such as CMA, SPLC, etc.
- that we would need to determine who the award would go to and what form it might take (scholarship, grant, etc.)
- that the award for students would not have to be given each year, meaning only worthy nominees would get the award

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SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 9, 2014
FROM: Robert Leger, President
SUBJ: Educational Programming
FOR: SDX Foundation Board of Directors

We'll have a full agenda for our April meeting, and not a lot of time to get through it. I'd like to start the conversation early on one item: a change in focus for the Foundation.

Let me start with the background.

Twice a year, we ask 29 highly accomplished men and women who have already made substantial donations to the Foundation to travel to Indianapolis and the site of EIJ for fairly short meetings. We approve a budget, ratify grants and discuss a policy matter or two. This frustrates me. It hardly seems like we're making the best use of the talent around the table.

Last March, Dave Cuillier, Joe Skeel and I got together in my backyard to talk about the big picture of SPJ. (Actually, I think Joe just wanted to sit in the sun.) Joe came with an idea that addressed my desire to better respect your time and talent, while also advancing SPJ's needs. What if SDX took ownership of SPJ's education programs? Instead of passively approving grants, what if we actively oversaw programming?

There are a number of advantages to this proposal, as I see it:

- It positions this board to be more entrepreneurial. Do we see holes in journalism training that need to be filled? Instead of waiting for someone to ask for a grant, we can move to fill that hole. And we have some experience. While not intended this way, when we set aside \$250,000 to invest in promising programming, we essentially created a pilot project in being pro-active. The discussion in selecting projects made the most of the talent gathered around the table.
- It allows us to better leverage other sources of funding. In the past year or two, Gannett Foundation and Kiplinger provided funding for some SPJ core programs – programming we had approved grants for. Joe and Chris were bound to use our funding for the programs we earmarked it for; if staff capacity prevented adding programs, they had to return the money to us and then submit another grant to get it back. But if SDX "owns" educational programming, we can more easily shift that funding to a different program or recycle it into the next year. Chris can use it to match funding from other foundations, allowing our money to stretch farther.
- Together, these two benefits position us to become a force greater than our \$12 million corpus. We can actively generate ideas for programs, look for partners and do incredible good in improving journalism, and thereby protecting it.

There are potential disadvantages:

- To make this pencil out for SPJ, we need to also take ownership of the money-losing Quill magazine. But there could be a silver-lining here. Might we be more willing to make drastic changes, such as online-only publication, than a membership-elected SPJ board would be? And yes, we can debate whether that is a good or bad thing.
- As we became more entrepreneurial, would we be less interested in making grants to outside groups such as Reporters Committee, SPLC and so on? I believe those grants are valuable, and I would hope we would find a way to protect against diminishing them.
- Long term, would an entrepreneurial SDX become less of a supporting foundation for SPJ? How do we guard against that, or should we?

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You're smart people. You will think of other pros and cons worth raising. That's what I hope to do through this note.

We will need to talk about how we provide programming. Do we hire our own staff? Or do we contract with SPJ to deliver our programming? It's going to be the same people, supervised by Joe (and his successors), so I see this as a difference without much of a distinction.

I also believe programming should continue to be marketed with the SPJ name, perhaps along the line of "the SPJ Training Program, presented by Sigma Delta Chi." That's where the brand recognition is.

I've discussed this idea with some of you. The first question several of you raised was: Will SPJ go for this?

So I asked that question of the SPJ executive committee at its January meeting in Nashville. The group backs this idea. As they're all receiving this message as members of the SDX board, they can speak for themselves, but I heard strong support.

And this is why: Making this shift frees SPJ resources to devote to advocacy, something we don't fund. Those of you who have read President Cuillier's speeches and columns know this is important to him. Those following him on the ladder appear to share his enthusiasm.

Next question that some, probably all of you, are asking: What are the financial implications?

Joe produced three potential budgets for President Cuillier and me:

1. Status quo. SPJ, after hiring a communications manager, has a surplus of about \$10,000. SDX, after funding SPJ requests, would have \$75,000 to grant to outside groups. Last year, we filled outside grants for \$15,000.
2. SDX takes ownership of all educational programming *except* Quill, makes no grants to SPJ except for EIJ. In this scenario, SPJ finishes \$55,000 in the red. SDX has a surplus of \$156,000. It's a non-starter.
3. SDX takes ownership of *all* educational programming, makes no grants to SPJ except \$82,000 for EIJ. In this scenario, the SPJ surplus rises to \$65,000. The SDX surplus shrinks to \$24,000 available for outside groups. We can adjust these numbers by reducing support for EIJ, which shrinks the SPJ surplus and increases the SDX amount dollar-for-dollar.

This is based on 2014-15 forecasts numbers. When the market drops, we would have to make cuts, including outside grants. But we do that now.

The bottom line of the third scenario: SDX operates more like its own business, generating revenue through extra support from the likes of Kiplinger and the Gannett Foundation, and less like a parent with a checkbook. Personally, I find this a healthier situation for both of our organizations and boards.

What do you think? Please raise questions so we can chew over details and legalities now, allowing us to devote our time in Indianapolis to getting to the nub of the issue: Do we want to do this?

P.S. Grants and Finance committees should continue their work as though there will be no change. If this board surprises me and decides to fully embrace this change in April, we can adjust. But I expect we're looking at a longer conversation, with no action before Nashville, and a transition over a year's time or so if we go in this direction.

Composite View

Proposed Budget		
Sigma Delta Chi Foundation		
FY 2015		
Revenue		
Contributions/Grants	\$	42,250.00
Interest and Dividends	\$	232,552.40
Advertising Revenue	\$	5,000.00
Merchandise Sales	\$	-
4.5% of Rolling Average	\$	483,068.93
Quill Subscriptions	\$	13,000.00
Awards Revenue	\$	-
Registration Fees	\$	13,500.00
Royalties/Membership Benefits/Supplementary	\$	-
Lease Management	\$	27,293.00
Total Revenue	\$	816,664.33
Expenses		
Salaries	\$	228,535.84
Intern Salaries/Taxes	\$	34,650.84
Payroll Taxes	\$	18,875.99
Health Insurance	\$	22,623.17
401k Match	\$	13,307.20
Employee Education/Training	\$	3,500.00
Payroll Related Charges	\$	963.66
Workers Compensation Insurance	\$	278.56
Liability Insurance	\$	2,737.92
Property Taxes	\$	-
Utilities	\$	8,388.37
Telephone	\$	3,942.97
Building Maintenance	\$	12,500.00
Capital Improvements	\$	-
Board Related Expenditures	\$	3,900.00
Equipment Rental	\$	3,608.60
Software Maintenance/Upgrades	\$	8,890.91
Internet Connectivity	\$	953.39
Website Expense/Maintenance	\$	1,523.73
Computer Lease	\$	-
Depreciation/Amortization	\$	-
Computer Services/Consulting/Maintenance	\$	7,585.23
Audit/Accounting Fees	\$	12,750.00
Legal Fees	\$	20,429.89
Office Supplies	\$	2,221.99
Postage/Shipping	\$	18,150.00
Printing	\$	44,861.00
Employment Recruiting	\$	-
Dues and Subscriptions	\$	657.52
Employee Travel - Local	\$	-
Employee Travel - Events	\$	8,260.00
Merchant Fees/Credit Card Processing	\$	500.00
Investment Account Fees/Banking Fees	\$	-
Trainer Fees	\$	18,000.00
401(k)/POP Related Charges	\$	1,001.06
Contributions/Grants/Awards	\$	184,442.25
Fundraising Expense	\$	10,883.25
Outside Services	\$	19,250.00
Events, Meals and Banquets	\$	20,200.00
Facilities Rental	\$	5,549.10
Marketing	\$	-
Free Lance labor	\$	27,500.00
Participant/Speaker Travel	\$	20,830.00
Total Expenses	\$	792,252.46
Net Change in Assets	\$	24,411.86
This budget represents SDX taking over Quill and Training Place		
Also assumes that SDX gives \$82,000 to SPJ for educational portions of convention		
Also assumes SDX will no longer pay for MOE support or chapter grants.		

Composite View

Proposed Budget		
Society of Professional Journalists		
FY 2015	Proposed Budget	
Revenue	FY 2015	
Contributions/Grants	\$ 250,236.55	
Membership Dues	\$ 414,741.50	
Advertising Revenue	\$ 32,500.00	
Merchandise Sales	\$ 15,850.00	
Interest/Dividends	\$ 10,500.00	
Subscriptions Revenue	\$ -	
Awards Revenue	\$ 234,500.00	
Registration Fees	\$ 122,850.00	
Royalties/Membership Benefits/Supplementary	\$ 19,550.00	
Lease Management	\$ 27,293.00	
Association Management	\$ 58,000.00	
Awards Platform Sales	\$ -	
SDX Foundation Management	\$ 356,582.28	
Total Revenue	\$ 1,542,603.33	
Expenses		
Salaries	\$ 671,180.93	
Payroll Taxes	\$ 56,945.34	
Health Insurance	\$ 80,967.52	
401k Match	\$ 36,342.38	
Employee Education/Training	\$ 4,000.00	
Payroll Related Charges	\$ 4,940.00	
Workers Compensation Insurance	\$ 1,428.00	
Liability Insurance	\$ 14,035.35	
Property Taxes	\$ -	
Utilities	\$ 19,972.32	
Telephone	\$ 11,580.00	
Building Maintenance	\$ 25,000.00	
Capital Improvements	\$ 6,500.00	
Board Related Expenditures	\$ 61,000.00	
Equipment Rental	\$ 10,598.00	
Software Maintenance/Upgrades	\$ 14,364.00	
Internet Connectivity	\$ 2,800.00	
Website Expense/Maintenance	\$ 4,475.00	
Computer Services/Consulting/Maintenance	\$ 19,340.00	
Audit/Accounting Fees	\$ 17,500.00	
Legal Fees	\$ 60,000.00	
Office Supplies	\$ 5,500.00	
Postage/Shipping	\$ 22,475.00	
Printing	\$ 16,600.00	
Employment Recruiting	\$ 2,000.00	
Dues and Subscriptions	\$ 4,200.00	
Employee Travel/Meals	\$ 35,045.00	
Merchant Fees/Credit Card Processing	\$ 29,450.00	
Investment Account Fees/Banking Fees	\$ 360.00	
Trainer fees	\$ -	
401(k)/POP Related Charges	\$ 2,940.00	
Contributions/Grants/Awards	\$ 24,504.00	
Miscellaneous Expense	\$ 400.00	
Outside Services	\$ 79,721.00	
Events, Meals and Banquets	\$ 88,950.00	
Facilities Rental	\$ 27,600.00	
Marketing	\$ 5,000.00	
Free Lance labor	\$ -	
Participant/Speaker Travel	\$ 9,910.00	
Total Expenses	\$ 1,477,623.84	
Net Change in Assets	\$ 64,979.49	
NOTES		
No Quill, Training Place, MOE or chapter grants. Getting \$82,000 for convention		

MEMORANDUM

DATE: April 9, 2014
FROM: David Cuillier, SPJ President
SUBJ: President's Report
FOR: SPJ and SDX Foundation Board of Directors

ADVOCACY

- **Shield Law.** Paul Fletcher, working with Laurie Babinski, continues to coordinate our efforts toward passage of a federal shield law. We are closer than ever before – possibly with enough votes in the Senate to get it passed. However, there are always members of congress who can stall the process, so we will keep the effort going. I give it 50-50 odds at this point, but that's just a wild guess.
- **FOIA.** I testified March 11 before the Senate Judiciary Committee on behalf of SPJ and the Sunshine in Government Initiative (a coalition of nine journalism organizations, including SPJ) regarding the need to revamp FOIA. Discussions will likely continue for the next few years as we draft further amendments to improve FOIA, or at least make it as strong as the FOIA laws in Russia, Kyrgyzstan and Nigeria (currently rankings indicate U.S. FOIA is weaker than FOIA laws in those and 40 other nations – my new motto: Beat Kyrgyzstan!).
- **Dust-Ups.** We continue to support journalists in their fights for press rights and access to information, including the Otterbein University students seeking police records. Also, Hawaiian journalists expressed their thanks for SPJ/SDX for sending NPPA's attorney to talk about photographers' rights, particularly since there was a fracas there between a photographer and police. During Sunshine Week I lost track of how many times we were quoted. I have gotten repeated callbacks for quotes from a growing number of outlets, including the Associated Press, CJR, AJR, Fox News, Poynter and the Student Press Law Center. We are a voice for journalism.
- **PIO controls.** Carolyn Carlson, Kathryn Foxhall and I spoke out at a press conference March 19 in Washington, D.C., at the National Press Club, about increasing frustration by journalists regarding excessive controls by PIOs, particularly from federal agencies. Carolyn conducted several more surveys this past year, and the summaries are provided online at the SPJ website. I also helped Carolyn write an academic paper to move the findings into the research community.
- **Advocacy fund.** More information is provided in this packet, but my goal for the rest of my presidency, and beyond, is to develop an endowed advocacy fund to provide sustained funding to fight for journalism forever. If we don't do it, who will?

COMMUNITIES

At the board meeting we will consider giving official recognition to the Freelance Community, which has started its work reaching out to all members to build a supportive freelance networking community. The Gen J Committee is interested in also converting to a community, and others might follow suit. Thanks to Michael Fitzgerald, Dana Neuts and staff for their time in creating these new opportunities for members. Typical of new initiatives, it has taken a few years to get rolling since the idea of “virtual communities” emerged during John Ensslin’s term, but as of this month the concept will now be reality. Huzzah!

CODE OF ETHICS UPDATE

The Code of Ethics update is well under way and on schedule. Ethics Committee Chair Kevin Smith and the committee members, along with other ethics experts, produced draft revisions last month in time for regional conferences. Healthy discussions have ensued since and once feedback is collected committee members will hash out a second draft this summer in time for members to further mull and consider adopting in September in Nashville.

COMMUNICATIONS

Ironically, many journalists suck at communication. The topic seems to comprise a bulk of our internal discussions and angst. That’s why I and others believe we need to hire a public relations pro to promote SPJ, advocate for journalism, and educate the public. In this board packet you’ll see my memo about the hiring of a communications coordinator, which is within our budget. Combined with the social media prowess and boundless energy of President-Elect Dana Neuts, I see this as a well-timed opportunity to change the communications culture for SPJ in the coming years. In the meantime, I think we have made some improvements this year to communications, including changes to the website, more use of social media, and now, starting this month, streaming board meetings live with time set aside for public feedback and comment. We have more to do, though!

NAME CHANGE UPDATE

In September, following debate over a name-change resolution proposed by Michael Koretzky, the delegates instructed the SPJ board to discuss the merits of a possible name change. The board did this in Anaheim, but asked for more information for further discussion. I appointed the Name Change Task Force to collect member feedback, which it did, and the task force reported in January to the Executive Committee that there was little support for a name change. The full board may continue to discuss the matter if it wishes, or not. It is essentially now back in the hands of the delegates. Anyone can initiate another resolution at EIJ14 in Nashville. If we want to further assist delegates, we could probably put a “referendum” on the summer online ballot to see what the broad membership thinks. In the meantime, the task force, led by John Ensslin, has continued to meet, but is now focusing on how SPJ can better serve younger journalists. See John’s memo in this packet for more information. Personally, I like the idea of the name change, but this is an organizational decision, and I respect the will of the members. My time and energy will remain focused on journalism and the organization’s actions, not a name.

MEMBERSHIP

President-Elect Dana Neuts has taken the lead on membership, initiating efforts to recognize members, attract new ones, and retain existing members. See her Membership Committee memo for more information. Joe has hired a student to call people whose memberships lapsed, and other activities are under way that they can expound upon in their reports. I feel that the key to membership is providing services that people feel are valuable, such as effective training, resources, and networking opportunities (e.g., communities). Then the second step is getting the word out through more effective communications. We are taking action on both fronts.

DIVERSITY

Joe and I attended a UNITY diversity summit March 14 in Washington, D.C., to talk about how journalism groups can help each other promote diversity. It was well-attended and a great discussion ensued. I anticipate UNITY will be charging forward to help promote diversity beyond just a conference every four years, but we will wait and see. Joe and I extended an offer for SPJ to help in any way we can.

COMMITTEES

All of the committees have provided updates on their work, included in this packet, so I do not have to repeat their words. Their work is appreciated, and it's a testament to the power of a volunteer organization. After years of relative inactivity, the Digital Media Committee will be disbanded but I hope a new critical mass of members interested in digital media will coalesce to form a digital *community* in the next few years. I see this as a good opportunity for SPJ to create a network of members interested in media innovation, rather than relying on a select small group. I am truly grateful for the commitment and dedication to journalism that I see every day by our chapter leaders, members, national committee members, regional directors, SDX Board members, and staff. It's a great organization, and a great cause!



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 9, 2014
FROM: Robert Leger, President
SUBJ: President's Report
FOR: SDX Foundation Board of Directors

We have much to talk about in a short amount of time at our April 27 meeting, so this report is deep in the agenda. If there is anything in here you wish to discuss, please let me know before the meeting so I make sure to carve out some time.

The Bottom Line

After a tremendous showing in 2013, the stock market has given back some of its gains this year. Our corpus is still healthy, at \$12.3 million, a drop of 2.3 percent since Dec. 31.

Most of our holdings are in stock, which we occasionally need to sell to pay our bills and issue grants. Executive Director Joe Skeel will present a full explanation of this during the meeting.

Pulliam Fellowship

When we gathered in Anaheim, some members asked for updates on Pulliam Fellowship recipients.

The 2012 recipient, Philadelphia Daily News editorial page editor Sandy Shea, expects to have published her work on poverty and its causes by the time we meet. We will link to it from the SPJ website.

Her project became increasingly ambitious. She has included Temple, Rutgers, radio and online news outlets for what will be a 16-page report in the Daily News and other outlets. It will include multiple interviews with people living in poverty plus a Temple survey on attitudes about poverty.

Shea also spent a week at the University of Wisconsin's Center for Poverty Research, volunteered at an employment center and shadowed the creation of a city office on poverty, something she says she wouldn't have been able to do without the fellowship. She is leading writing workshops for lower-income people to help them tell their own stories.

"I feel like I've gotten a lot done, but given the size and complexity of the subject, like I've barely scratched the surface," she wrote in a note to me and Todd Gillman. "But I believe that this fellowship has awarded me a chance to establish a path of coverage and expertise that will last for at least the next few years."

The 2013 recipient, Hugh Bailey of the Connecticut Post, has taken his leave of absence to research how communities are reclaiming abandoned industrial sites. I have been unable to contact him for an update on his progress.

History Book

Marion Street Press (MSP) has developed pieces so far on campus crime records initiatives, ethics and the Code, the story of the SDX Foundation and the Pulliam funds, the Black Hole Award, SPJ's international chapters, the fight for a shield law, and moving headquarters/SPJ's rescue from the brink. They are working on pieces that cover new technology over a 25-year span; diversity and splintering membership (including African American journalism recruiting initiatives in the late 80s, the growth of women in journalism, and the gradual acceptance of LGBT journalists); leadership and continuity; job numbers and membership; first amendment campus challenges; and project sunshine. They have a few more topic ideas, but want to make sure there's enough material to merit full chapters before diving in.

MSP has presidential summaries from Aiken, Cross, Gratz, Gordon, Carlson, Brown and Limor. They will be following up with everyone else in the coming weeks.

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They have found that asking those originally involved in various initiatives to recall a lot of specifics can be a challenge, which unfortunately mitigates our oral history idea. Fortunately, mining Quill and board minutes works well, for they offer a lot of historical data that can be referenced. The first-person presidential summaries; however, are heartfelt and offer some intimate perspectives the written record can't convey. Balancing these will make for good reading.

Based on these adjustments, and MSP's schedule, the manuscript will be completed by June 1st. Aiming to have copies available in Nashville in September.

SDX Foundation's Future

I look forward to a great discussion on the future of the Foundation. The initial reaction and comments on the idea of taking responsibility for training and education was insightful and encouraging.

As always, thanks for all you do.



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 9, 2014
FROM: Todd Gillman, chair, Projects Committee
SUBJ: Update on 2014 Projects
FOR: SDX Foundation Board of Directors

We touched base with Dave Stanton from For Journalism, Mark Horvit from IRE and Mickey Osterreicher of NPPA. Below is a recap report from each of them about the status of their projects.

FOR JOURNALISM

So far, For Journalism has had over 500 people activate accounts to learn from the 5 complete (or super close to complete) courses: Django, Responsive Design, Cybersecurity, Visualization and Mapping.

Using the SDX Foundation money, For Journalism (FJ) done two things:

First, some funding was used to record material for a Hardware for Journalism course that will show journalists how to build sensors and work with sensor data such as air quality and soil moisture. The SDX Foundation money helped with some travel costs, which means FJ can make the course free and open to the public.

Second, FJ built a training search engine. Ever since FJ was first announced, they received so many suggestions of additional topics to cover -- social and design mentioned most frequently. From the beginning, the people involved with FJ wanted to create training materials for topics that are not being taught by existing journalism professional organizations. FJ is not trying to encroach on what SPJ or any other organization already does, but all of these mentions of additional content had FJ looking around for training discovery. How exactly do journalists go around finding available training? From what FJ learned, FJ built <http://search.forjournalism.com/> which lets anyone look for training by organization or topic, either in their city or on the web, and sends the journalist to that organization to register. Even better, the journalist can save searches and be automatically notified when new training is available that matches their criteria. Based on saved searches (and searches with no results), FJ is going to pass along info to the organizations so they can know what topics journalists are actually looking to learn but cannot find training. Hopefully, <http://search.forjournalism.com/> helps connect journalists with the universe of available training as well as give the organizations data regarding participant demand to prioritize events and training. Now FJ needs participation from the organizations to populate the search engine. SPJ has already populated it's training programs.

Street Shooters Program with NPPA

A panel discussion was held in Broward County on January 25, 2014. Other partners for the program were the Broward County ACLU and the Florida SPJ chapter. The ACLU was so pleased with the program that they paid the trainer's expenses (travel and lodging), they paid for the printed program as well as provided refreshments for 150+ attendees. The night before the program, the trainer attended a Dade County ACLU event and promoted the next day's panel discussion.

The SDX Foundation grant only paid the trainer fee in this case due to the assistance by the ACLU.

A lunch session was held in Hawaii on February 11, 2014 with the SPJ chapter. It was attended by about 20 journalists. Chapter president, Sterling Morita, was extremely helpful.

The SDX Foundation grant paid nothing for this program.

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The next scheduled program will be in Los Angeles on April 17 and is being done in partnership with the LA SPJ chapter. At the time of this writing, the trainer is still trying to set up a program for April 16 or 18 in San Diego and he is working the San Diego SPJ chapter.

SPJ Investigative Journalism Institute with IRE & NECIR

The program had a strong group of journalists in attendance at the first training, at Temple University's central city campus in Philadelphia. Newsrooms represented included (two staffers each):

- The Cape Cod Times
- The Detroit News
- The Pocono Record
- WHYY (public radio)
- Gannett Central New York Media Group (a collection of smaller newspapers)
- Technical.ly (a relatively new online only publication that covers technology issues in several cities)
- The Record (North Jersey)
- Univision (New York City)
- The Times-Tribune (Scranton, PA)
- The News-Journal (Delaware)

The trainers were Mark Horvit of IRE and Beth Daley of NECIR (Beth is a reporter who previously worked at the Boston Globe).

The 20 journalists at the workshop were largely from the Northeast and mostly young reporters, although many had solid reporting skills under their belt. They had a wide range of computer skills. The group appeared divided into three groups: New journalists eager to find documents/sources/ideas to mine stories from; those seeking more focused help and clarity to pursue a particular story or subject and those seeking inspiration and, as one reporter put it, "to light a fire in me again".

Some examples: One Detroit Free Press reporter came with a story about polluted and unstable soil being brought into the city that vast amounts of housing will eventually be built upon and wanted ideas on how to pursue it. A Bergen County Record reporter wanted more help in mining federal documents to keep better tabs on Gov. Chris Christie. A Pocono Record reporter wanted advice on where to focus precious little time for in-depth reporting, and walked away with some quick hit ideas about a local college.

The group appeared to especially like learning about websites and tools to help them with reporting; how to find, mine and ask for public records; and discussions about ideas they were considering pursuing.

Of the survey forms filled out on site (some will need to be gathered post-workshop because they weren't turned in), the overall workshop received a 5 out of 5 from 10 attendees, and 4 out of 5 from another six (two didn't circle a ranking but gave sessions 3, 4s and 5s).

Based on feedback, there are a few areas that will be changed for the second training in Chicago: Broaden out a segment on quick hits to include a good mix of stories in the environmental, public, corporate, public record, and government sectors; get a better handle on participants computer skills to ensure we offer training they need and hone in on how to ask for and get public records through FOIA and other means.

There was not have as large an applicant pool for the Philadelphia workshop as expected (fewer than 20 news organizations). IRE/NECIR believe that's partly because new programs take a while to catch on and get attention. 30 applicants have already been received for the next program (Chicago, April 28-29). The third program is scheduled for Ft. Worth, May 12-13.



SIGMA DELTA CHI
FOUNDATION

FOUNDED IN 1961

MEMORANDUM

DATE: April 4, 2014
FROM: Chris Vachon, Associate Executive Director
SUBJ: Foundation Staff Report
FOR: SDX Foundation Board of Directors

Year-to-Year Figures

From April 1, 2013 to April 1, 2014, \$23,237 was contributed to the Foundation. For comparison purposes, \$26,318 was donated during the same time frame the previous year. We are a few folks shy of 100% giving by the Foundation and SPJ board members. I send periodic reminders to those folks.

Handwritten Appeal

The annual appeal kicked off in late March. It is too soon to report a total; however, I am happy to report that we have many first-time donors as a result of the appeal and many who increased their contribution compared to their last donation.

Year-end Appeal

The 2013 year end appeal resulted in contributions totaling \$8,832. Last year's end-of-year appeal generated \$12,236.

Monthly Giving Program

With the ability to make monthly membership dues comes the ability to make monthly contributions to the Foundation. As a result, we have to start letting folks know about this option. In order to do that, the following have (or will) happen:

- information has been added to the annual tax letter
- information has been added to the thank-you letter
- a web page has been created with the information
- blurbs have been running in SPJ Leads
- a letter will be going out to regular donors
- donation envelopes will be reprinted with the information

Thus far, the following have joined the Monthly Giving Program: Dave Cuillier, Dana Neuts and Joe Skeel.

Staff Professional Development

- I participated in a webinar on monthly giving put on by the Chronicle of Philanthropy
- I attended a workshop, put on by Indiana Society for Association Executives, on the topic of strategic partnerships
- I am scheduled to participate in a webinar, put on by the Chronicle of Philanthropy and presented by Sree, on social media and giving
- I am planning to go to training on the fundraising portion of our database in November

Administrative

Some of my time has been spent on administrative tasks of the position, such as:

- Creating a timeline for the position in order to create better structure
- Overseeing the Diversity Leadership Program, Harper Scholarship Program, and the programs we are funding with IRE, NPPA and For Journalism
- Cleaning up and organizing electronic and paper files
- Taking on more responsibility when it comes to the Foundation's budget and the board meeting material preparation

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Partnerships with Organizations

It was reported at the August board meeting that I had applied for a Gannett Foundation grant, on behalf of the Foundation, to fund JournCamps. I am happy to report that the Gannett Foundation awarded us \$10,000 to be applied to the Minneapolis and Nashville JournCamps. The Gannett Foundation was in favor of partnering with the program due to the fact that there are Gannett newsrooms in those two markets.

The Kiplinger Program came on board as a partner of the May 2014 JournCamp in San Diego for \$7,000.

Website Changes

A lot of time was dedicated to not only updating the Foundation web pages, but also to adding features to the web pages. Below is a compilation of the work:

- A donate button was added to each of the six Foundation web pages
- Updating of every page - several pages were sorely outdated
- Monthly Giving Program information was added
- A Memorial and Tribute Gift section was added
- The Programs page was rebranded as a Foundation Signature Programs page
- A Donor Circle program was added
- "Where does your contribution go?" section was added and it links to the Grants page and the Signature Programs page
- Requests for info on Planned Giving and Lifetime Memberships has been added to the online donation form
- Quotes from 1909 Society members are being compiled as to why they joined the 1909 Society - to be used on website and in promos

Foundation Board Member Terms

OFFICERS		Expires	NOTES:
President	Robert Leger	9/5/2014	2-year term
Vice President	Irwin Gratz	9/5/2014	1-year term
Secretary	Jane Kirtley	9/5/2014	1-year term
Treasurer	Howard Dubin	9/5/2014	1-year term

BOARD MEMBERS	Expires	Group	Notes
Fred Brown	9/5/2014	A	3-year term
Jay Evensen	9/5/2014	A	3-year term
Jane Kirtley	9/5/2014	A	3-year term
Dori Maynard	9/5/2014	A	3-year term
Mac McKerral	9/5/2014	A	3-year term
Sally Lehrman	9/5/2014	A	3-year term
Sue Porter	9/5/2014	A	3-year term
Kevin Smith	9/5/2014	A	3-year term
Todd Gillman	9/19/2015	C	3-year term
Irwin Gratz	9/19/2015	C	3-year term
Alex Jones	9/19/2015	C	3-year term
Bill Ketter	9/19/2015	C	3-year term
Al Leeds	9/19/2015	C	3-year term
Hagit Limor	9/19/2015	C	1-year term
David Carlson	9/19/2016	B	3-year term
Al Cross	9/19/2016	B	3-year term
Howard Dubin	9/19/2016	B	3-year term
Steve Geimann	9/19/2016	B	3-year term
Russel Pulliam	9/19/2016	B	3-year term
Dave Aeikens	9/19/2016	B	3-year term
John Ensslin	9/19/2016	B	1-year term
<i>Sonny Albarado</i>	<i>9/5/2014</i>	<i>SPJ</i>	<i>1-year term</i>
<i>David Cuillier</i>	<i>9/5/2014</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Sue Kopen Katcef</i>	<i>9/5/2014</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Bill McCloskey</i>	<i>9/5/2014</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Tony Hernandez</i>	<i>9/5/2014</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Dana Neuts</i>	<i>9/5/2014</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Paul Fletcher</i>	<i>9/5/2014</i>	<i>SPJ</i>	<i>1-year term</i>

Bold indicates term expires in 2014

Italics indicates SPJ appointee for one-year term expiring in 2014.

Expiration terms are approximate, determined by annual convention.