

Monitoring & Evaluation Framework: Feb 2019



Finances: January + February 2019

	2018 Actual	2019 Actual	\$ variance	% variance
Donations	\$10,421.26	\$7,795.46	-\$2,625.80	-25%
Earned income	\$17,374.67	\$27,166.07	+\$9,791.40	+56%
Other income	\$202.14	\$25.66	-\$176.48	-87%
Total revenue	\$27,998.07	\$34,987.19	+\$6,989.12	+25%
Operating expenses	\$48,307.93	\$50,835.14	+\$2,527.21	+5%
Program expenses	\$6,235.00	\$9,272.00	+\$3,037.00	+49%
Payroll expenses	\$49,505.79	\$48,751.18	-\$741.61	-2%
Other expenses	-\$3,059.76	\$185.21	+\$3244.97	+106%
Total expenses	\$100,988	\$109,043.53	+\$8,054.57	+8%
Net income	-\$72,990.89	-\$74,056.34	-\$1,065.45	-1%

Notes:

- \$2,750 donation expected in February received in early March
- Earned income up due to higher program / conference #s
- Program expenses up due to higher program / conference #s

Overall:

- Effective cost management whilst increasing earned income
- Donations revenue up once 2018 donations not spent are carried forward to 2019

Selected conference and program registrations: as of end of February 2018 + 2019

Notes:

- Sorrento Centre markets its own programming, but not external events

Overall:

- Ramping up marketing for Sorrento programming in March
- Actively planning for additional events / registrations in 2019

	Feb 2018	Feb 2019	%
Sorrento programming	361	279	-23%
SOYA	81	60	-26%
Okanagan Knitters	69	41	-41%
<u>NimbleFingers</u>	255	248	-3%
<u>Ukelele</u>	155	146	-6%
Combined five activities	921	774	-16%

February, 2019: Laying the foundation for a good year...

- ☑ welcomed 63 youth and youth leaders for successful youth retreat
- ☑ welcomed a good group for Creative Ladies
- ☑ registration went live for our programming: 279 registrations to date
- ☑ ramping up marketing of existing programming
- ☑ continuing to develop new program events / activities
- ☑ continuing to negotiate new conference events / activities
- ☑ hired part-time guest services specialist to fill vacancy
- ☑ continuing recruitment for farm manager, communications and resource development manager, housekeeping manager
- ☑ office busy with registrations for programming + conference events
- ☑ new website handling larger percentage of registrants
- ☑ continuing to clear maintenance backlog / new processes in place
- ☑ BDO financial review expected to be complete by mid-March
- ☑ continued outreach / engagement with local + regional communities
- ☑ deeper engagement with local + regional Church
- ☑ supported “Creating Homefulness” in Sorrento, Salmon Arm and other communities
- ☑ launched “Sorrento in the City” initiative with events in Toronto, Victoria
- ☑ managed small + large donor initiatives
- ☑ continued active grant-seeking with eight grant requests submitted to date, nine grant requests in development
- ☑ worked closely with CSRD and area landowners on Newsome Creek issue
- ☑ continued detailed planning for 2019 farm season
- ☑ continued detailed planning for gardens on main campus

