

**GFWC VIRGINIA CONFERENCE**  
**FREDERICKSBURG HOSPITALITY HOUSE, FREDERICKSBURG, VA**  
**AUGUST 9-10, 2014**

**REPORTING WORKSHOP**

**Closing Session**

*Presented by: Pat Riedinger, GFWC Virginia Reporting Chairman*

[NOTE: This workshop was accompanied by one handout that all participants received, and another for District Chairmen. The handout that everyone received consisted of:  
GFWC Virginia - Reporting Information (this is the same as pages 89-90 of the Yearbook)  
Instructions for Completing the GFWC Virginia Statistical Form - Annual Club Record (this is the same as page 92 of the Yearbook)  
A draft copy of the GFWC Virginia Statistical Form - Annual Club Record (this will be on the web site later)  
Instructions for Completing the GFWC Virginia Narrative Report Form (this is the same as page 91 of the Yearbook)  
The Narrative Report Form (page 93 of the Yearbook)  
The GFWC Virginia Reports Distribution Matrix (for Clubs - page 95 of the Yearbook)  
A Sample of a Club Narrative Report (this will be on the web site later)

The handout that District Chairmen received included:  
Reporting Instructions for District Chairmen (this will be on the web site)  
A draft copy of the GFWC Virginia Statistical Form (*for State and District Chairmen*) (this will be on the web site later)  
A Sample Report Cover Sheet and a Sample District Chairman's Narrative Report]

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**2014 Club Manual:**

Clubwomen, the 2014 GFWC Club Manual will be found at the GFWC web site. Hardcopies will not be mailed this year; the electronic version of the Club Manual is available for download at no cost. Keep in mind that the electronic version is updated throughout the year as new information becomes available. Do not fail to check it out - the Club Manual is your bible!

All who are involved with reporting at any level should check the GFWC web site regularly for updated information on all reporting areas.

This Workshop will focus on Reporting at the Club and District levels.

I am not going to read the handout to you; all of the how, where and when of reporting is included there, and it will also be in your GFWC Virginia Yearbook and on the GFWC Virginia

web site. What I want to do is answer some of your questions before you have a chance to ask them!

The communication tower was my symbol when I was District President. My theme was communication, and that is what reporting is all about - communicating (and yes, bragging about) all you have done as clubs during the last calendar year.

As I said, the how, where and when of reporting is in front of you. Many people want to know why they are reporting at all. What happens to the reports we send in? What happens if we don't bother?

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At the Club level, of course, you already know what you have done, but it is informative to compile the statistics so that you will know from year to year in what areas your club has focused its efforts and whether your focus has changed. At every level, the statistical forms are used to compile data on the types of projects clubs do, and the time and money spent on them.

Your club's narrative reports must be included in order for your club to be eligible for District and State awards. Awards are important because they represent recognition of your efforts in the various areas. Who doesn't appreciate recognition?

At the State level, your Annual Club Records are bound in a volume that is a permanent record of the activities of every club in the state. So the Annual Club Records are important, even if your club chooses not to submit narrative reports. These Club Records and the statistics are used to advocate for issues of interest to the clubs and the state, as expressed in the State's Resolutions.

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At the GFWC level, in addition to awards, the activities reported help the Federation to know what kinds of activities are important to the clubs, so that the Club Manual can reflect those interests and help focus club activities. And the GFWC uses the statistics reported by the states to advocate for issues on a national level.

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As a fan of illustrations, I can't resist showing this diagram of how the information from each club is "rolled up" to each level. As you can see, the reports from General Clubs (on the bottom row) go to the District Chairmen and the District President. Junior and Juniorette Clubs report to District Junior Chairmen and the District Junior Director. District Chairmen report to the State Chairmen and the District President. State Chairmen report to the State President and to the GFWC Chairmen. The State President receives all this and reports to the GFWC President. You will notice that the State Chairmen only report the statistics and state awardees to the State President; their primary reports are directed to the GFWC Chairmen.

All of this information is presented in matrix form in the GFWC Virginia Yearbook.

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Now I will give you some illustrations of the influence that Women's Clubs have had, both individually as starts of grass roots movements, and as a result of GFWC advocacy based on reported statistics. You probably all know that Women's Clubs have been credited with starting 75% of local libraries. What you may not know is that child labor laws resulted from the efforts of clubwoman Jane Addams, who started that ball rolling. Some other examples are the installation of seat belts in cars, and the painting of stripes down the middle of the street. GFWC, using information from clubs in a Survey of the American Home, influenced the addition of "homemaker" to the list of occupations in the U.S. Census. Other legislation influenced by GFWC advocacy includes the Violence Against Women Act, the Americans With Disabilities Act, and the Family and Medical Leave Act. Rosie the Riveter must have been a clubwoman - clubs raised funds during WWII to purchase 431 airplanes. More recently, GFWC clubs raised money to purchase an ambulance for the NYFD after 9/11.

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And now we get to some nitty-gritty. Fundraising, and the reporting thereof, has been an item of confusion as long as I have been in a club, which is almost 20 years. First, you will notice on the Statistical Forms that there are several "flavors" of dollars. In the Special Projects, CSP and Partnership areas (on the first page of the Statistical Form) the dollars are labeled "Dollars Donated". In the Advancement Areas they are labeled "Dollars Spent". In the Fundraising and Development lines they are labeled "Dollars Raised". In all the Areas there is a place for "In-Kind Donations". I'll get to In-Kind Donations in a few minutes.

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There are four simple rules for reporting the dollars your club has raised and spent:

Rule 1: All fundraising activities should be reported under the Fundraising and Development Advancement Area. The dollars are reported as "Dollars Raised" and "In-Kind Donations", the latter being in-kind donations associated with the fundraiser.

Rule 2: Where the dollars are donated is reported in the appropriate Community Service Project area or Partnership area. Here is an example that differentiates Rule 1 and Rule 2: Suppose your club held an Ice Cream Social to raise money to buy a piece of equipment for a local hospital. You would report the details of the event and how much you raised under Fundraising and Development; any in-kind dollars spent for the fundraiser would also be reported there. You would then report what you did with the money raised - you donated the equipment - and the value of the equipment as a Health Community Service Project.

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Rule 3: In the Advancement Areas (except Fundraising and Development) the dollar amounts reflect the “Dollars Spent” associated with the activity. Example: Dollars spent by the club for a membership recruitment event.

Rule 4: You can’t report the same activities in more than one place. There is one exception to this rule - if your club is submitting an application for a Community Improvement Project Award you can include all activities related to the CIP even though they might be reported elsewhere.

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The last dollar “flavor” is In-Kind Donations. In-Kind Donations are the value attached to activities and items that are not purchased from club funds or the results of fundraising. Examples of in-kind donated items include clothing given to a shelter, and manufacturers’ coupons collected for military families overseas. There is a list of suggested values for various donated items on the GFWC and GFWC Virginia web sites.

Services include the cost of making goodies for a bake sale, or materials for hand-crafted items for a sale. Mileage covers driving members on club “field trips”, going to conventions, or special trips necessary for club business. Mileage cannot be claimed for going to regular club meetings, but Board meetings are covered.

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A word about hours. Hours are the woman-hours spent on any activity. For instance, a meeting program on breast cancer awareness that is presented for 1 hour to 30 club members generates 30 hours. Therefore, 30 hours is reported as the “volunteer hours” for that project.

Now, it is self-evident that all District and State officers and chairmen are members of clubs. These women should list all the hours (and unreimbursed dollars) that they spent fulfilling their obligations to the District or State, and this list should be part of their clubs’ Leadership report. In their own reports, the District and State officers and chairmen list their activities in carrying out their duties, but not the actual hours and dollars.

Last, but not least, be sure that the total number of volunteers listed in the heading of your Statistical Form and Narrative Report Form does not exceed the number of members in your club. If 15 members participated in one activity and 20 participated in another, you cannot report 35 members participating if there are only 30 in your club!

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Here are some suggestions on the “how” of reporting: Reporting should be a cooperative effort for each club. There is no reason why one person should do it all. It is easy to keep good records of the time and money spent on each project. For example, if a club sponsors a field trip of one kind or another, one or two people are usually in charge of the event. Therefore,

they know how many members participated, what they did, how long it took, and how much it cost. If all this is written down at the time, then at reporting time all these small reports can be assembled into the club's reports for these activities. Many clubs have forms for the recording of club-related activities, whether group activities or individual activities. In January all the committee chairmen can gather in a room and collect all this data.

Even more information can be found in the minutes of the club's meetings and in the club's newsletters. These sources can remind the report writers of special meeting programs, or special donations that may not be documented elsewhere. It is important that every club activity find its way into the reports.

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Don't hide your light under a basket! If your project doesn't seem to fit squarely in one Community Service Program or another, pick the one it most closely fits.

**EVERYTHING YOU DO CAN BE REPORTED SOMEWHERE!!**

Now, do you have any questions?