

AAI 2020 TREASURER'S REPORT

INCOME

- 2020 was a difficult year for AAI as no Art Walk and Wine Tasting was run. The Eye of The Artist" was the only fund raiser. Thankfully this raised more than any previous Eye event. Due to generous donations from the Reed Foundation and IECF, secured by Donna Elliot the previous AAI President, AAI was able to mount important support to Idyllwild children who were unable to attend school. More than \$16,000 was spent on art projects for families and art giveaways to local children. Over half of funds raised in 2020 were grants which had to be spent for specific projects and raffle income which, by law, must be spent on charitable donations. As a result, expenditure exceeded income during the last 18 months as shown below:

Balance at Jun 29 th , 2021 (including \$2,400 uncashed check)	\$50,427
Balance at Jan 1 st , 2020,	\$55,656
Expenditure in excess of income	\$5,229

- Membership income allows AAI to operate. It does not fund events which have to be self-supporting. Hence the importance of the Art Walk and Wine Tasting (AWWT). For 2020 operations cost \$17,778. In 2021 we hope to reduce that to \$15,000 by savings from the gallery and marketing. Membership fees funds all major expenses such as:

a. Insurance	\$1,500	e. Website, Event and Membership Management System	\$2,200
b. Marketing	\$3,000	f. Gallery (for 2020)	\$5,200
c. Storage	\$2,000		
d. Phone	\$1,000		

- Despite the pandemic, in 2020 AAI sold \$7,535 worth of art for members. An important source of income for our members during a difficult year

AAI 2021 YEAR TO DATE TREASURER'S REPORT

INCOME

So far this year income has primarily come from gallery sales and our one event, the "Here & Now" show. We have sold \$6,883 worth of art for our artist members which is close to the entire sales for last year. We do however anticipate a fall-off in gallery sales as our biggest selling artist (30% of total) is no longer producing. Donna is in the process of applying for another grant from the REED Foundation which will have to be spent on art projects for teens and the "Eye of the Artist", our 2nd most important fundraiser will happen shortly.

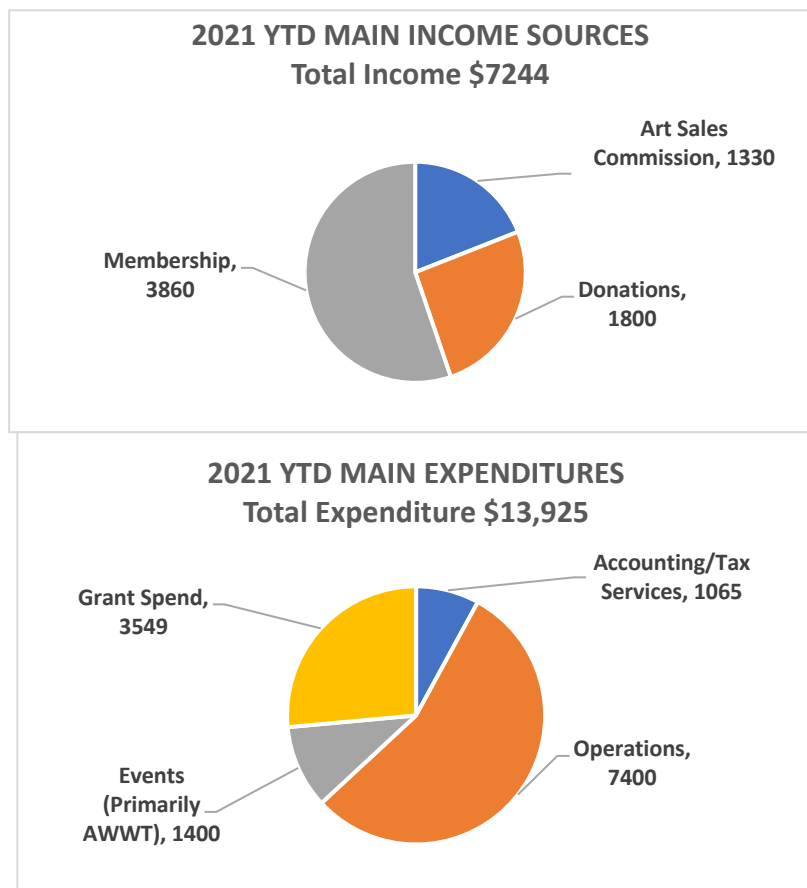
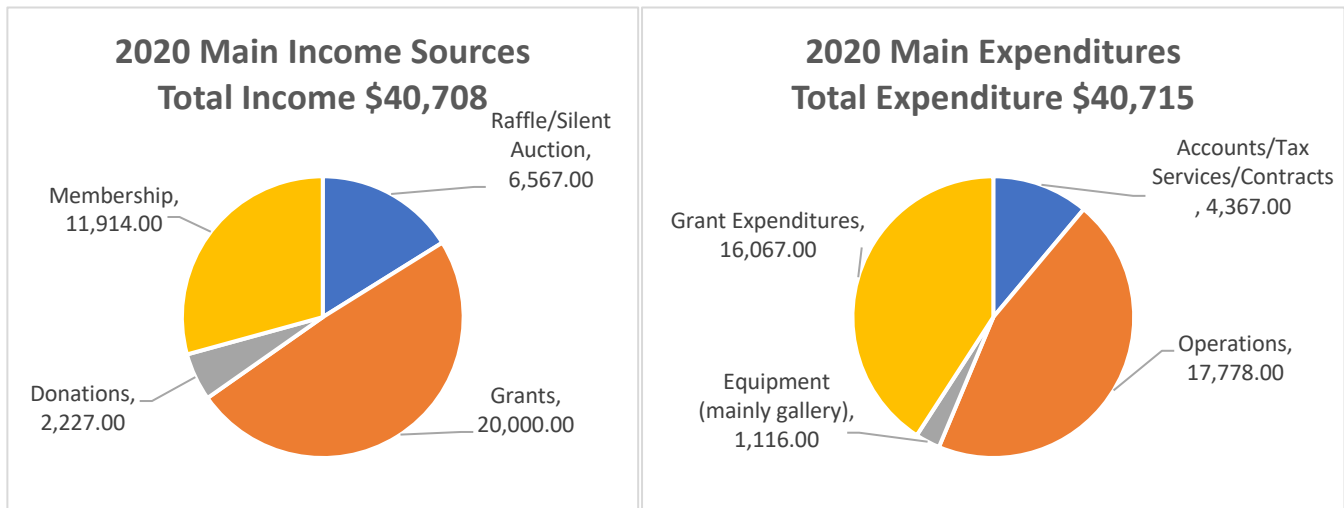
EXPENDITURE

YTD expenditure is \$13, 925 much of which is grant specific expenditure. We are somewhat ahead of operations spending at \$7,400 but most of our annual costs have already been met (insurance, website etc.)

SUMMARY

If the AWWT happens, as we expect it to in 2021, AAI will be able to resume normal operations.

If the AWWT does not happen, then AAI can survive until AWWT 2022 but only if all events and the gallery are self-sufficient.



MEMBERSHIP

The AAI has 255 members of which 115 are artist members. We have 57 members represented in the gallery. 25 members are Sapphire and above who donate extra funds including 1 Diamond member at \$1,000 for which we are very grateful.