

2023 ASA FINANCIAL STATEMENT

The ASA's Income Statement for the year 2023, Expenses for 2023, and its Balance Sheet as of December 31, 2022 and December 31, 2023 are presented in Tables 1A, 1B and 1C, respectively. Summaries for ASA CDs, as of December 31, 2023 are presented in Table 1D. Summaries for ASA Investments are presented in Table 1E. Consolidated income and expenses for the ASA for 2023 are presented in column 1 of Table 1A.

Income, Expenses and Donations

Total receipts for the year were \$32,153, total expenses were \$28,466; revenue exceeding expenses by \$3,687. If the **Azalea Research Fund (ARF)** grants are excluded, the net revenue is \$1,087. If the one anonymous donation is not included in the revenue, the net was a **\$3,413** loss. Some additional factors:

- In 2023, the dues revenue was \$12,620 compared to \$14,480 for 2022. As you will note in the table below, 2023 new memberships were almost identical to the average for the last five years. The reduced dues revenue is due to existing members not renewing their membership by the end of the year. The reminder notices were sent out in December in 2023. Previous years they were sent in November. 105 members renewed after January 1st.
- Donations to the **General Fund** were \$8,483. The primary components were a \$3,500 donation from the **Northern Virginia Chapter** and a \$4,500 anonymous donation to support growth of *The Azalean* from 24 to 32 pages when longer articles warrant.
- Donations to the **Azalea Research Fund** were \$2,620. The largest component was a \$2,500 donation from the **Dolan Gardens Foundation**. The ARF paid out \$2,500 in grants.

Membership

On March 4th, as per the ASA by-laws and reinforced at the 2016 BOD meeting, those 80 members who had not yet renewed for 2024 were made inactive; our active membership was then 441. They were not mailed the 2024 spring issue of *The Azalean*, and their access removed from the protected areas of the website. In addition, they will not be mailed any missed issues of *The Azalean* if they subsequently renew their membership. The number of members at the end of 2023 was 514, which is a significant drop from the average of about 550 for the last several years. In 2014, the Society membership was 666.

In order to gain additional insight into the membership numbers, I continue to perform an analysis of the last 5 years. For each of these years, I determined the number who had joined in the year, and the number who joined that year, but did not renew. The table below shows the results.

Year	Joined	Renewed	Not Renewed	% Not Renewed
2019	81	54	27	33%
2020	47	37	10	21%
2021	78	51	27	35%
2022	56	38	18	32%
2023	66	44	22	33%
Avg	66	45	21	31%

Endowment Fund (EF)

The total value of the Endowment Fund (EF) was \$61,320 at the end of 2022, and \$58,740 at the end of 2023. The endowment fund is a set-aside of assets to cover life membership dues as well as pre-paid dues for the coming years. The cost of a life membership for domestic members is \$600. This is based on an estimate that the life membership will need to cover dues not paid for approximately 20 years. There is no data at this point to backup that assumption. I tallied all the life members who joined prior to 1990 (21) and assessed their future obligation at \$600 each (\$12,600). This assumption is that those members who joined prior to 1990 will likely have no more than 20 years more of membership. The remaining 52 life members were assessed at \$900 each (\$46,800), assuming these are younger members and that they may have 30 years of membership yet to be covered by the EF. Adding these two set-asides (\$59,400) together with the pre-paid 2025 and later (\$540) dues resulted in a total requirement for the EF of \$59,940.

Azalea Research Fund (ARF)

The total value of the Azalea Research Fund (ARF) was \$111,280 at the end of 2022 and \$114,074 at the end of 2023. The fund received donations of \$2,620 in 2023, and awarded \$2,500 in grants. The ARF is self-sufficient, and its goal has been to incur no expenses other than grants awarded.

The dedicated assets of the ARF at the end of 2023, in addition to moneys donated and a 50/50 split in earned interest (\$2,162 in 2023) is 60 shares of Ameriprise Financial (AMP). The total market value of the 60 shares of AMP on 12/31/2023 was \$22,790.

Operating Fund (OF)

The operating fund is a computed value, based on the total Society assets less the ARF and EF. The total value of the Operating Fund (OF) was \$140,490 at the end of 2023. The Operating Fund remains very healthy. The end of year Operating Fund balance is sufficient to cover expenses for five years without any additional revenue.

Assets and Liabilities

As shown in Table 1C, total assets and liabilities have increased from \$298,103 (2022) to \$314,704 (2023). The major component of the increase is due to the increase in end of year market prices.

Conclusion

The Society is financially healthy at this time, with a reasonable safety margin. Additional initiatives to increase membership are recommended, as always.

Respectfully submitted,



Paul A. Beck, PhD, Treasurer
Azalea Society of America
February 25, 2024

Table 1A
ASA Receipts 2022 (\$)

	Consolidated	Operating + Endowment	Research
Azalean			
Advertising	2,735	2,735	
Back Issues	3	3	
Total Azalean	2,738	2,738	
Donations	11,103	8,483	2,620
Seed Exchange	1,050	1,050	
Dues			
Regular Dues	11,320	11,320	
Life Dues	1,300	1,300	
Total Dues Paid	12,620	12,620	
Interest			
CD Interest	1,480	740	740
Checking Account Interest	29	15	14
Savings Account Interest	56	28	28
Schwab Account Interest	91	45	46
Total Interest	1,656	828	828
Dividends			
Mutual Fund Dividends	2,668	1,334	1,334
Stock Dividends (ARF)	318		318
Capital Gains (distributed)	0	0	0
Total Dividends	2,986	1,334	1,652
Total Receipts	32,153	27,053	5,100

Table 1B
ASA Expenses 2022 (\$)

	Consolidated	Operating + Endowment	Research
Administrative			
Dropbox	120	120	
Postage	0	0	
Website	686	686	
Total Administrative	806	806	
Awards & Memorials			
Awards	1,100	1,100	
Memorials	0	0	
Total Awards & Memorials	1,100	1,100	
Azalean			
Convention	1,177	1,177	
Editor	3,650	3,650	
Layout	3,600	3,600	
Postage	2,037	2,037	
Publicity	115	115	
Printing	10,955	10,955	
Total Azalean Expense	21,534	21,534	
Fees & Charges			
PayPal Charges (online renewals)	281	281	
Square Charges (phone renewals)	11	11	
Corporate Fees	0	0	
Azalea City	0	0	
Total Fees & Charges	292	292	
Membership			
Chapter Reimbursement	2,160	2,160	
New Member Packets	75	75	
Total Dues Expense	2,235	2,235	
Research Fund			
Grants Awarded	2,500	0	2,500
Total Research Fund Expense	2,500	0	2,500
Total Expense	28,466	25,966	2,500
Receipts-Expenses	3,687	1,087	2,600

Table 1C
ASA Balance Sheet, December 31, 2021 and 2022 (\$)

	2022	2023
Assets		
Checking Account	7,792	11,829
Savings Account	19,452	17,092
PayPal	3,787	5,794
CDs	84,824	86,609
Mutual Funds (Schwab)	143,409	150,032
ARF Stock Investment (Schwab)	18,682	22,790
Schwab cash	20,157	20,558
Total Assets	298,103	314,704

	2022	2023
Liabilities		
Uncashed checks (chapter rebates)	110	200
Operating Fund	125,262	140,490
Credit Card	100	0
Endowment Fund	61,320	59,940
Research Fund	111,311	114,074
Total Liabilities	298,103	314,704

Table 1D
ASA CDs, a/o December 31, 2023 (\$)

	Rate, Maturity	12/31/2023
FVC Bank, XX2169, \$15,000	1.69%, 03/18/2024	16,785
FVC Bank, XX2056, \$25,000	1.69%, 02/11/2024	29,022
FVC Bank, XX3284, \$36,368.15	2.47%, 01/05/2028	40,802
Total CD Balance		86,609

Table 1E
ASA Investments, a/o December 31, 2021 and 2022 (\$)

	12/31/2022	12/31/2023
Ameriprise, 100/60 shares (ARF)	18,682	22,790
SCHWAB FUNDAMENTAL US (SFSNX)	26,697	32,074
SCHWAB INTL INDEX FUND (SWISX)	23,581	27,866
SCHWAB S&P 500 INDEX FD (SWPPX)	26,079	32,925
SCHWAB SMALL CAP INDEX FD (SWSSX)	21,595	25,278
SCHWAB TOTAL STOCK MKT IND (SWTSX)	25,300	31,889
Cash balance	20,157	20,558
Total Investments Balance	162,091	193,380