

LLLAC



NEWS

Jan-Mar 2011

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COMING EVENTS:

Fri 3/18 Talent Show

Sun Ap 24 Easter Bonnet Social

Fri May 13 Benefit



Get your bonnets ready!
Sunday April 24 1-4 pm



LLLAC Annual Benefit coming Friday May 13 2011



This years 4th Annual May Benefit will be held on Fri May 13 at the LGBT center in Hillcrest. This is our major and most important fundraiser of the year. With the downturn in the economy and the drop in income and donation revenues last year it is imperative this be as successful as possible, and it can be with our members help and support. This is our annual benefit which is intended to transform into a full blown gala for our 30th anniversary in 2013. This benefit alone accounts for 25 to 50 percent of our fundraising burden. A burden that has to be met to keep the doors open into the future. This is an out-

ward facing event that is designed to garner support from our LGBT community at large.

As with any gala type event the ticket price is substantial at \$50. We realize this may be out of range of some of our members and regulars at the club. One of the ways you might attend is by volunteering to help with the event. There are many ways members can help make this event a success. See the "Who Do You Know?" section for how you can help find donations.



This years dinner-silent auc-

tion-entertainment event will feature a local award winning blues/boogie woogie musician Sue Palmer performing a 1940s swing dance theme.

We will also have participation from Diversity Dance Sport , a local LGBT non profit dance group who should inspire us all to get on our feet and DANCE! A workshop prior to the event is being planned so we all have some 'moves' before the event.

Announcements and developments on this event will be posted around the club.

The May benefit is a large undertaking and we

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LLLAC Talent Show this Fri Mar 18, 2011

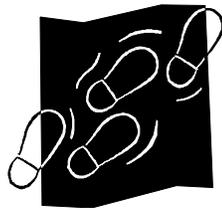
Our 4th Annual Winter Event/Talent Show is this Friday. Please join us for this annual FUNdraiser on Fri March 18 at 6:30pm. This is our second most important fundraising event of the year and is meant to be a fun event

for members and the public that also helps us to keep the doors open. Do you have a talent you would like to celebrate and perform? Signup to perform at the coffee bar. Last years event was very well received and was

proof positive that we are NOT A GLUM LOT! This years event is nearby to the club. 2 blocks south and 2 blocks west at the Swedenborgian Church hall. Tickets are \$10.

May 13 Benefit...continued from pg 1

can use all the help we can get so join us to make this our biggest May event ever! Look for notices of May benefit committee meetings held on Saturdays at 3pm.



Featuring
Sue Palmer
Queen of Boogie Woogie
Best Blues Album from
San Diego Music Awards, September 2010



FRIDAY MAY 13
6pm
@LGBT CENTER

Membership

A big thank you for all who participated in our December membership Drive. We had over 40 participants and raised a significant amount to almost reach our membership income from 2009. For years our membership has hovered in the 200-220 range. If we can attract and retain a membership in the range of 280-300 the club would easily operate in the black with a little savings to

spare. We are looking for volunteers with good practical, actionable ideas to build our membership. If you don't have time for a



service commitment a membership is a great way to carry the message to the thousands that use the club each year. Memberships are \$12.00 a month for senior disabled and \$20.00 a month for regular. You may also pay online at our website at www.lllac.org

Holiday Recap...

As always the Holidays are very busy at the club. This last December we had our tree trimming parties, Christmas Dinner, New Years eve and our annual big screen TV auction. Thanks to all who participated in the TV auction. We raised over 2k and the winner was a long time member and contributor to the club since the late eighties!

The Christmas potluck was one of our largest ever with attendance of over 100. Our second informal New Years eve pajama party was attended by a small group that had a big good time (big- judging by the high heels or course), with plentiful high caloric holiday snacks and self made entertainment. Keeping the club open on New Years eve is part of the LLLAC's commitment that there is

always a place for recovering folks to go on EVERY holiday.

You never know who you might see on a holiday.

Was that Little Edie Beale's of Grey Gardens fame illegitimate daughter?



Financial Follow-up...

In our newsletter for December we published an article dealing with our financials situation. 2010 was a very difficult year with an overall income drop of 18K. Fortunately our membership stepped up with a great response to our membership drive in December. A number of meeting groups also stepped up by making donations to the club and increasing their 7th tradition contributions. These two things reduced our substantial deficit last year by \$5k. Our thanks go out to all of you who heard our need and responded.

2011 will continue to be a challenging year. Membership is still below what it was for previous years' first quarters. Last years deficit was very high despite \$15K in fundraising (after expenses). If our deficit is the same at the end of 2011 we will be out of savings. At that time the club and membership will need to use the temporarily restricted building fund to stay open or close and donate the building fund to another non profit.

These are the tough choices ahead if our income and fundraising does not rise in 2011.

Who do you know?

Do you know a local professional or business person who may want to help us in our mission to carry the message in the LGBT community? Is there a particular business or restaurant you are on a first name basis with? Would you be willing to ask them, or help us ask them for a donation to any of our events?

The Board is considering ways to meet this challenge with membership promotion, meeting rent analysis, donor and donation development, event fundraising etc. Some of these are being acted upon now such as our 'brother can you spare a dime' appeal to increase meeting rents. The Board is discussing other options as well. Our challenge is to convert those discussions into action. The Board is made up of a few (8) volunteers who cannot do this

"It may just be that LGBT meetings in San Diego have so diversified that those remaining at LLLAC may no longer be able to support their own 'home'."

work without volunteer help. Very few members are actually active in service at the club and that is not a criticism, but rather a simple fact. In the next 6 months we have 7 major event undertakings/commitments.. The level of these events success will be directly proportional to our members

We can provide a marketing brochure that describes the club and our mission and provide you with an "ask" letter on our letterhead with our tax number. We can even go in person and ask for you if we know who to contact.

Many businesses are always looking for worthy causes to give back to and most donations are tax deductible.

involvement.

In 2010 many expenses besides rent went down or stayed the same as 2009. We also cut one part time staff position which resulted in substantial savings. Despite that, our deficit rose to approximately \$1600 a month. This is clearly unsustainable and will put LLLAC out of business. One area that must be addressed is meeting rents.

From the earliest days of the LLLAC to 2002 rents from meetings supported the actual building rent completely. Since 2001 rents have only risen 1-3% and now only support a little less than two thirds of the building rent. When one adds utilities, water, and supplies that support the meetings it becomes apparent that the financial fundamentals of the club may no longer be sound. This is not to lay blame or responsibility to the meetings for the overall welfare of LLLAC. It may just be that LGBT meetings in San Diego have so diversified that those remaining at LLLAC may no longer be able to support their own 'home'.

It is also a well known fact that fundraising and solicitation is always more successful when it is personalized and directed to a specific individual.

Who knows? Maybe who you know, can help us make a difference!

Inquire at the coffee bar if you can help in this area.



Newsletter Format

We are trying out some news formats for the newsletter let us know what you think at news@lllac.org

PRIDE 2011

We are seeking volunteers for this years Pride parade and Pride festival coffee bar. Inquire at the coffee bar if you're interested.

Try Our New Coffee!

We have begun serving a couple new flavors of coffee. Organic House, a light brew and French roast for all of us that like a darker roast. Please let us know what you think!

- Financial Continued.....
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- Some options for increasing income are that we can raise awareness and build our membership from 200 to 300. That alone could put us in the black. Annual fundraising could be improved which could be achieved thru focused donor development that tracks and encourages donors, both individual, corporate and non profit to give each year.
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- In summary our financial status is very serious but not yet critical. We will keep the doors open for 2011 but we all need to examine whether the LLLAC is still a valuable enterprise and asset to us and our community. If your answer is yes, then tell your friends and associates. Ask them to join you as members and volunteers.
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- As always, members are "entitled" and strongly encouraged to stay abreast of the financial health of the club. All financial records are open and available to members at the club.
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- We have been very lucky these last 28 years to have had a 'home' for our LGBT recovering fellowship but the long term survival of LLLAC IS not guaranteed. It is up to us all to keep it going.

LLLAC Board of Directors Vacancy

If you are interested in serving on our board please see our manager Kris for a letter of intent that you can fill out and submit. We have one vacancy that needs to be filled.

Board of Directors Meetings are held every 3rd Saturday of the month at 5pm.

Members are encouraged to attend and participate in the member comment period.

Check our new website And Face book pages!

Check out our new website re-design at www.lllac.org. All the same information is available and you can still pay dues online. The meetings calendar is easier to keep up to date and has more info about each type of meeting.

And while you're there jump on over to our face book entry. Thanks go out to our fabulous volunteer Marie who has spent many hours bringing our online presence up to date!

As always your input and suggestions are welcome. Let us know what you think.

