

other groups and organizations, some of which may not be able to exist without members' continued support. What a positive impact the League contributions have on so many lives! Included in the amount just mentioned was \$484,205 donated through the national voluntary funds. There are probably even more donations, but all reports were not received by the provincial councils.

Please send your donations directly to national office to be included in the national voluntary funds. This way we would have correct totals for standing committee chairpersons who need to be aware of these figures for reports on and to the various organizations that fall under their standing committees.

Net assets include internally restricted assets (bursary fund), investment in capital assets (assets that are not available for other use) and unrestricted net assets (accumulated surpluses from every year since the League was organized).

The League has commitments to office and equipment leases that expire in 2011 and 2015. The balance sheet reflects the strength of the League's assets. Despite the losses in investments from the financial crisis, League investments lost only six percent of their value, a remarkable feat in the current economic times, and due to having a properly diversified and well-managed portfolio. Many businesses, organizations and associations have lost as high as 40%. So we are very lucky.

For the statement of revenue and expenditures: Revenue includes per capita fees (98,117 memberships). If per capita fees were the only source of revenue, then the fees would have had to have been set at \$10.42 per member, instead of the current \$8.00, which hasn't changed since 1993 – a great achievement in itself. Other revenue sources include gross margin on sales, convention registration fees (645 members and guests registered and paid in 2008), magazine subscriptions (808 sold), life memberships (14 were awarded), bursary donations (received from individuals and parish councils) and miscellaneous (over/under payments from parish council remittances).

Expenditures include convention expenses, international relations (out of country conferences and WUCWO membership, board member expenses and regional conference), League development costs (advertising, bursaries, development fund, promotions and provincial council grants), magazine (design, mailing, postage and printing), national executive (conferences, donations, mid-year executive meetings, national committee meetings, standing committee expenses, president and spiritual advisor travel and subscriptions), office building (janitorial, leasehold amortization, rent, repairs and maintenance and utilities), office equipment (amortization, equipment leases and equipment maintenance), operating costs (archives, bank charges, computer support, courier, insurance, printing, postage, professional fees, supplies and telecommunications) and staff (employee benefits, group benefits, recruitment, retirement plan, salaries and staff development).

The investments earned interest; however, the market value of the investments dropped causing the net investment income to be eliminated. Since then, the markets are showing more positive results; there has been a recovery in 2009. The League continues

to be financially sound. We are good stewards, striving to find ways and means to increase revenues without decreasing programs or increasing fees.

The statement of revenue and expenditure reflects a higher than planned deficit for 2008. The national executive adopted a deficit budget in response to members' concern that the national treasury was continuing to accrue surpluses. While not raising per capita fees, the national treasury provided additional benefits to members by waiving life members' convention registration fees and fees for all members to attend the WUCWO regional conference in Winnipeg. The national treasury also provided significant enhancements to the advertising and promotions budgets to attract new members. One item of business which was not budgetted for was the contracting of services of Manifest Communications to develop a marketing strategy.

The Interim Statement of Revenue and Expenditure for the six months ended June 30, 2009, as prepared by Executive Director Kim Scammell, CA, can be found in the *89<sup>th</sup> Annual National Convention Program & 2008 Annual Report*. Revenue included bursary donations, gross margin on sales (pin and gifts sales have increased), nine life membership fees, magazine subscriptions (663 purchased) and per capita fees (77,332 memberships processed). Productivity has decreased because of the processing of permanent membership cards, a one time occurrence. Each card takes about 30 seconds to print.

Expenses were comprised of international relations, League development, magazine, national executive, office building, office equipment, operating costs, and staff. Two of three magazine issues have been produced by June 30<sup>th</sup>. A larger than expected volume of winter 2009 magazines was mailed which may cause a cost overrun in this category. The net revenue from operations will be as expected, once the rest of the per capita fees are processed. †

## EXECUTIVE DIRECTOR



**Kim Scammell**  
Winnipeg, Manitoba

The national office is pleased to serve League sisters across the country and we are happy to be reacquainted with so many members we speak with regularly throughout the year. The activities of national office are directed in all policy by the national executive. A small but energetic office staff endeavours to facilitate communication within the League and assist with a wide variety of projects determined by the national executive.

At national office, employees are hired based on a position established by the national executive. These employees take

direction from the executive director. The executive director takes direction from the national administrative committee and the national executive. Both of these groups ultimately take their direction from national council, which represents the members from across Canada.

In terms of tasks, national office is assigned work by the national executive. Most often these tasks are the daily minutiae of running a business – answering telephones, shipping supplies at councils' request, recording deposits, paying bills, tracking membership, and the like. These are tasks that would be difficult for an executive member to do from her home, unless it became her full-time job, and probably wouldn't be the best use of her time and talents.

Some tasks are larger projects and will be seen by members and the public at large – such as compiling annual reports, prayer services or handbooks, or designing a Web site or magazine. When these tasks are assigned, they are done so with very explicit directions and the work is overseen by a national officer. She gives her blessing before it becomes public. The magazine is a good example of this practice. While the material may come to national office, it is forwarded to the national chairperson of communications for her decision as to what does or does not get put in the magazine. She makes the choices about content and design. National office goes to work putting the magazine together and then submits a draft to her for review, not once, but three times, before it is finally printed.

With this accountability in mind, I report on the projects that national office has been working on for you. The first and largest project is the development of the on-line membership system. The concept was discussed and approved in principle by the national executive. Next came the design of the site (one month), then the programming (two months), then acquiring a secure Web site and installing appropriate hardware (two months), then beta testing by me and the programmer (two months). In July it was made available to 15 parish councils that are in the initial stages of testing to make sure it will meet parish council needs. Once they have given their blessing, it will be made available to any parish council that may wish to administer its records rather than have national office do so.

The second project was the development of the *CWL Day of Peace & Hope Activities Kit*. The concept was developed by the national executive, and national officers supplied the materials. Staff pulled the materials together and worked with a graphic designer to create the final product. The national president was the officer who provided guidance on this project and gave her blessing before it was mailed to all parish councils in Canada.

Thirdly, an e-newsletter was introduced as a means of communicating more frequently with the membership. This concept was approved by the national administrative committee prior to its development. Content is approved by the national chairperson of communications. It is compiled and designed by the director of development and then submitted for approval by the national chairperson of communications before each issue is distributed.

Fourthly, the national executive has provided ideas for an updated Web site design that will incorporate more graphics, reduce the complexity of the site, and introduce some of the newer technologies in Web site design to make navigating the site easier. Look forward to seeing this once the national executive is satisfied with the final design.

On behalf of national office staff, I want you to know that it is our joy and pleasure to serve you, the members, by carrying out the important work assigned to us by the national executive. †

## SPIRITUAL DEVELOPMENT



**Terri Scott**  
Winnipeg, Manitoba

Did we fall in love with Jesus last year? We say we love Him, but did we fall in love with Him, with bells and whistles and sweet whispers of “I love you, Jesus”? That was what the 49<sup>th</sup>

International Eucharistic Congress reminded us to do.

The year of St. Paul just concluded at the end of June. If there was anything of note to remember about our studies of St. Paul, it is that on the road to Damascus, he suddenly fell in love with Jesus. Has any one of us encountered Jesus in the same way this past year? Pope Benedict XVI says, “We are Christians, only if we encounter Christ.” He added that this was not a “conversion” but a “transformation, death and resurrection” for St. Paul. This is when he realized, for the first time, that it was love, not the law, which saves us.

I would like to commend the Ontario Provincial Council for its intense study of St. Paul. A thick binder of its research was provided to me. I also commend other councils that took the time to reconnect with St. Paul, who taught Christians so much about the Lord Jesus Christ.

Pope Benedict has gifted us this year with the *Year for Priests*. Let us look at our priests with new eyes, at their struggles and their graces. Let us be mindful of them and help them achieve holiness through their tasks, for by helping them reach holiness, we also are on the path to holiness.

There is no doubt that members are already involved in the church in all areas. When I read the provincial reports with which to prepare my annual report, it was apparent that councils have found their niche with regard to the prayer alternatives that work best for them. With the shortage of priests, mass is not always an option before a meeting.

Regarding the League's work in the missions, Catholic Missions In Canada (CMIC) has developed a page on its Web site dedicated to the League. Simply go to the CMIC Web site, scroll down “Get Involved” to “Mission Partners”, then choose “CWL”.