

Wooden Boat Association of North Texas

Criteria for Evaluating Charitable Donations or Marketing Opportunities

From time to time, the Wooden Boat Association may decide to offer financial support* to recipients outside the club, or to spend club funds for advertising, promotions or other marketing opportunities. The following list is intended to guide club officers and members in the evaluation of these opportunities, based on their alignment with the stated purposes of the club, the return of benefit to the WBA, and transparency and accountability in the use of funds. Of course, no single expenditure could fulfill all criteria completely; however, any request should be evaluated against the following list to ensure fair and equitable consideration.

Part 1: Alignment with the stated purposes of the WBA:

1. How will this expenditure provide means to **share common interest in antique and classic boating?**
2. How will this expenditure **promote the restoration and preservation of wooden boats?**
3. How will this expenditure **educate and inform the public about the historic significance of our antique and classic boats?**

Part 2: Expected return of benefit to the WBA:

1. How will this expenditure measurably **increase membership in the WBA?**
2. How will this expenditure **increase traffic to the club's web site and Facebook group?**
3. How will this expenditure **increase attendance at WBA meetings and events?**
4. How will this expenditure **increase awareness of the WBA among companies and individuals that could sponsor WBA activities or make donations to the WBA?**

Part 3: Transparency and Accountability

1. Has the recipient been **properly vetted for reliability and effectiveness?**
2. Has the WBA evaluated **similar organizations or opportunities as potential options?**
3. How will the WBA be assured that the funds will be used for the purpose for which they were given? **Can the WBA earmark the donation for a specific use?**
4. How will the recipient inform the WBA of **the progress of its donation-funded activity?**
5. How can the **effectiveness of the donation be measured?**

- *The WBA funds available for donation must not exceed the club's operating surplus. The club endowment (face value as of the writing of this document of \$22,500) from the donation of a boat by Jacob Deegan and the Shop Fund (approximately \$7000 value as of the writing of this document) are not available for donation. The operating surplus is defined as the difference between the balance of the "Club Funds" account as reported in the monthly Treasurer's Report, and its annual expense obligations, to include the costs of insurance, membership pins, annual events, meals and other recurring expenses, plus a contingency as determined by the officers.*