



Annual Report

Augusta Military Academy Alumni Foundation, Inc.

REPORT FROM THE CHAIRMAN OF THE BOARD

Ed Rogerville,
Chairperson of the Board

20 Years of Museum Operations

Making history, making progress

The Alumni House and Museum is all about preserving the legacy of the our Academy and preserving our legacy. AMA has had an impact on each of our lives. Some of you had a great experience and have made lifelong friends. Some didn't have such a good experience, but you still have made lifelong friends. For better or worse, your time at AMA has helped mold who you are today!

I take this opportunity to thank you for your continued support and trust in AMA. We are committed to ensuring the sustained growth and development of our Museum and its community while creating a brighter future for our school's history and heritage. Our first 20 years have seen tremendous improvements in several significant areas.

Our collection of AMA artifacts has increased to over 6,000 items, fully cataloged and documented in our museum management software. The museum displays have been regularly rotated to illustrate the roles and impacts AMA alumni have made to the country and region. The lives of our cadets have been presented accurately and honestly. Our PX/Gift Shoppe has supplied friends and alumni with AMA branded apparel and gift items for 20 years now. We have developed an on-line store to allow purchases to be made from anyone, anywhere, at any time.

Our museum is one of the very few fully staffed and financially independent military school museums in the country. We are recognized by other museums as a leader in the field. We have a full-time Director in Neil Fitzgerald and two very qualified part-time assistants. Chris Correa serves as volunteer coordinator and office assistant, and Rich vanBreemen serves as our historian and museum curator.

We have an endowed fund to hire interns during our summer months to help with special projects.

We have become a registered and verified nonprofit organization with Google and its partners. This association will provide us with many resources at little or no cost to us.

The Director and the Board are actively pursuing grants. We have recently partnered with GrantStation.com who offers nonprofit organizations the opportunity to identify potential funding sources for their programs or projects as well as resources to mentor these organizations through the grant seeking process.

The museum is in the process of upgrading our museum software to allow us to offer our catalog of artifacts on-line.

The Board is actively moving forward in our goal of long term sustainability to keep our heritage and history actively alive long after the last of us have passed.

The future is bright but not without its challenges - Ad Astra per Aspera

Board of Directors 2019-2020

Ed Rogerville, Chairman
Doug Pennock, Vice-Chairman
Gary Cripps, Treasurer
John Arthur, Secretary
Gordon Metz, Chaplain
Tom Del Valle, class of 1973
B.J. d'Orsay, class of 1970
Gary R. Morrison
Fishburne Military School 1981 - 2022
Larry Nicholson, class of 1975
Brett D. Thompson, class of 1975
Steve Traylor, class of 1972
Frank Williamson, class of 1960
Stephen G. Trent, class of 1970
Chuck Williams, Investment Advisor
Non-voting Member
Dr. Mary Decredico
Legacy Scholarship Judge
Professor of History
United States Naval Academy
Non-voting Member

Museum Staff

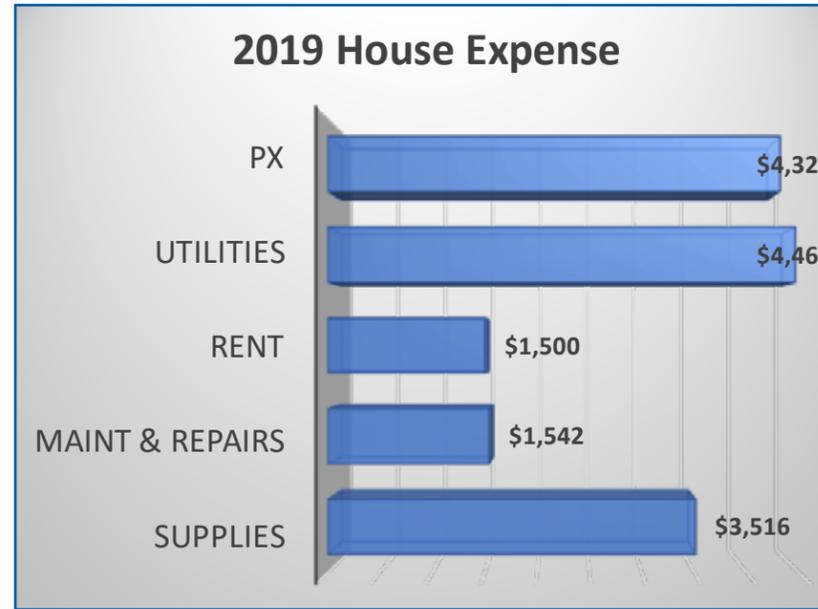
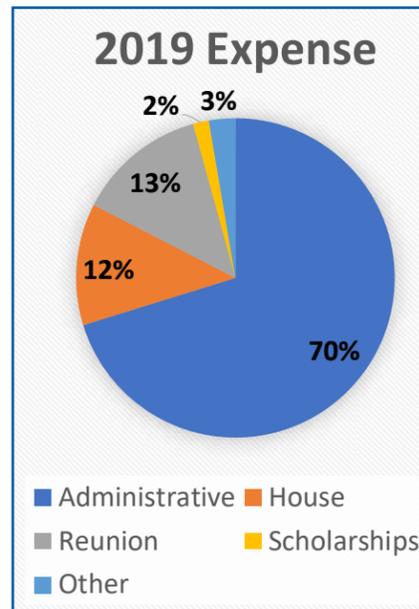
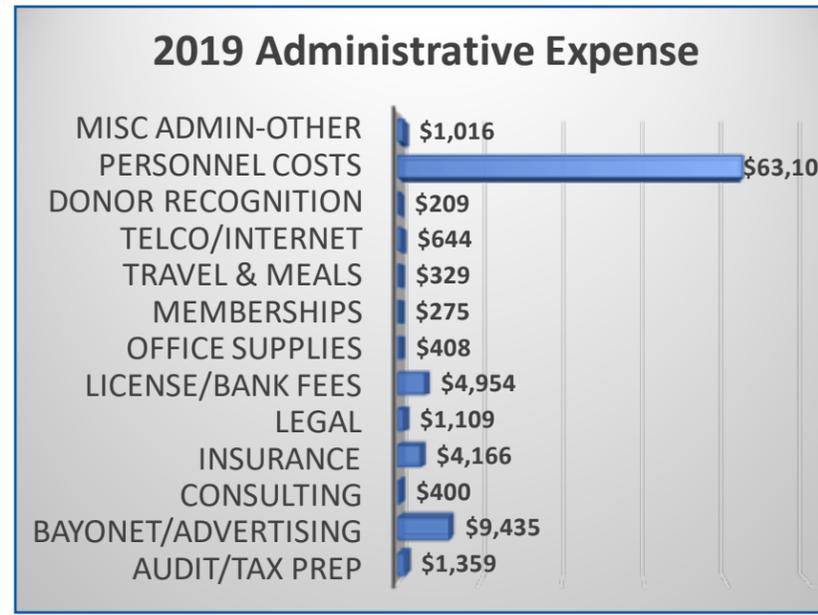
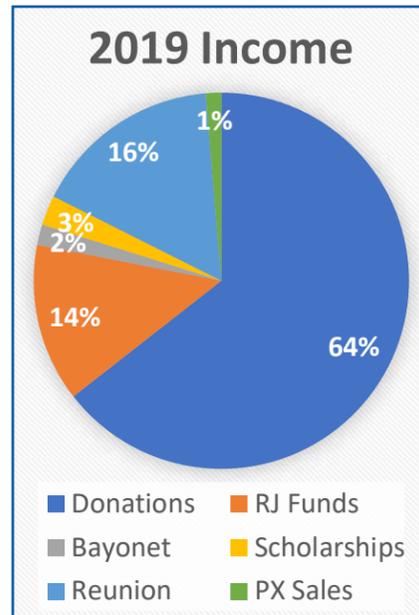
Neil Fitzgerald, Director
Chris Correa
Volunteer Coordinator
Office Assistant
Rich vanBreeman
Historian
Curator

AMA Alumni Foundation
AMA Alumni Association
Combined

Profit & Loss Statement(Unaudited)

		2019
Income		Year End
Donations		\$ 73,366
Stars		\$ 250
Bayonet		\$ 2,000
Paypal/Museum box		\$ 873
Scholarships		\$ 2,925
Misc Income		\$ 443
Reunion		\$ 18,528
PX Sales		\$ 1,508
Raymond James Fund		\$ 15,500
		\$ 115,393
Expense		
Administrative	Audit/Tax Prep	\$ 1,359
	Bayonet/Advertising	\$ 9,435
	Consulting	\$ 400
	Insurance	\$ 4,166
	Legal	\$ 1,109
	License/Bank Fees	\$ 4,954
	Office Supplies	\$ 408
	Memberships	\$ 275
	Travel & Meals	\$ 329
	Telco/Internet	\$ 644
	Donor Recognition	\$ 209
	Personnel Costs	\$ 63,109
	Misc Admin-Other	\$ 1,016
		\$ 87,413
Museum	Daily Operation and Supplies	\$ 3,516
	Maint & Repairs	\$ 1,542
	Rent	\$ 1,500
	Utilities	\$ 4,466
	PX	\$ 4,320
		\$ 15,344
Reunion	Materials & Supplies	\$ 254
	Reunion Expenses	\$ 12,472
	Reunion Other	\$ 3,666
	Scholarship Awards	\$ 2,000
	Misc Expense	\$ 3,328
		\$ 21,720
	Total Expense	\$ 124,477
	Profit (Loss)	\$ (9,084)

Financial Update



For 20 years, our greatest challenge has always been, and continues to be the adequate funding our operations.

From day one, reading Bayonets since 1999, finances have been the main underlying theme of communications from both the Association and the Foundation leadership. This is not unique to AMA. We are no different from any other nonprofit in this regard.

There are two aspects to our condition. First is our income. Contributions are dropping over time. We are actively striving to augment our income through Gift Shoppe sales

and grants acquisition.

Second is our spending. While it may not appear obvious, we actually have trimmed our expenses as much as possible while still maintaining a full level of operations and services to our alumni and the local community.

If everyone reading this would set up an automatic monthly payment of just \$10 at their banking institution (most banks offer this as a free service), our operation would be completely funded.

Can you spare just \$10 per month?

Dear Alumni and Friends,

Now that 2019 is in the rear-view mirror, it is time to review the financial performance of the AMA Alumni Foundation and Association. Included with this narrative is the combined Financial Statement for your review. Please keep in mind this information will not face audit scrutiny until late spring and well past the income tax season for our accounting firm. With that said, I do not expect any audit finding that will significantly alter the financial outcome for the period.

Income for the organization is well short of covering the cost of operations. You will note in the income category that funds transferred from the Raymond James Investment account, \$15,500, is included. While this is really not income, it does show you source of all funds used to operate the organization. It is important to understand that the loss is actually (\$25,000) for the year. A very similar performance as compared to 2018.

A few graphs have been included to help clarify our source of funding and our associated expenses. Most is pretty self-explanatory; however, I would footnote that Advertising expense includes the cost of the Bayonet publication. Labor cost is higher as more funding is required for decent duties on the weekends.

While this is a combined statement for the Foundation and the Association, it should be noted the Association operates pretty much break even. When separated, the loss for the Association is \$890.

As of 12/31/2019 the balance in the Raymond James fund is \$318,000. Approximately one-third of this fund is restricted use such as the Internship program. The market has been favorable over the past year and the fund does have some investment diversity. As of this writing, no additional funds have been transferred to operations.

This performance was disclosed with the full Board(s) at the regularly scheduled meeting held on January 25, 2020. Discussions about our declining Alumni base, a downward trend in donations, and the ability to become sustainable over the long haul naturally ensued. I will leave the strategy and forward planning to the Chairman to discuss.

As we gather for our annual soiree in April I look forward to some fellowship and a lively discussion. Our AMA world is not ending tomorrow, nor will it out-live our youngest Cadet. Without some philanthropy our existence will go the way of Big Barracks.

Gary Cripps, '71
Foundation Treasurer

Garycrippsmail@gmail.com
302-381-9234

Donor Recognition - Thank you!

At the time this report was prepared, a detailed list of all donors was not yet available. This does not mean we don't appreciate each and every contribution made in 2019 – we do!

We will publish a complete list of 2019 donations in the Summer edition of the Bayonet.

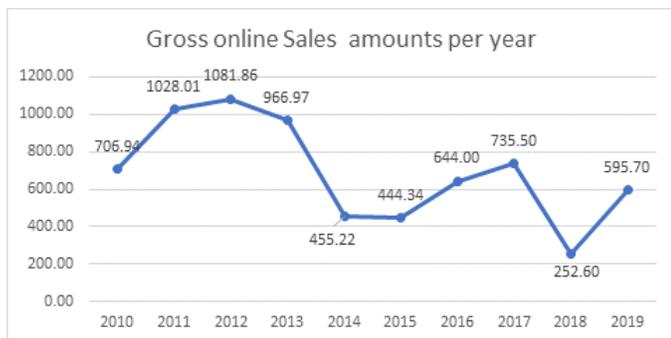
In the meantime, thank you, thank you, thank you!

The Bottom Line

Everyone has had an opportunity to review the Profit & Loss Statement for 2019. As you can see, we're operating in the red. We've been operating in the red since 2014. The Foundation Board has withdrawn funds from our Raymond James investment account, to cover the expenses of operating the Foundation and Museum for the last few years. The amount has varied a bit, but it has consistently amounted to 15 to 20 thousand dollars each year.

Until recently, The Foundation hadn't deposited in the Raymond James account since Dec. 7, 2007. Thanks to generous donations from John and Nancy Botcheller and Bill McVey, we made deposits in the account last year.

This trend will not allow the Board to continue to "conduct business as usual". We cover our operating costs with the donations of our friends and alumni. Contributions are our primary source of income. PX sales are minimal, and it costs us \$300 per year to conduct on-line sales. In the ten years, we've had an on-line store, we've only made 67 on-line sales transactions. The on-line PX/Gift Shoppe is a service that we need to take a hard look at.



Donations have declined over the years and there are a few reasons for this. Our alumni base is declining at an alarming pace. A few of our alumni have stopped donating for various reasons, and the cost of operating the museum continues to rise.

We have three employees at the museum, and they cover the weekends when we don't have a volunteer docent. Our expenses include their salaries, utility bills, insurance coverage, rent, administrative supplies, postage, incidentals and the cost of publishing the Bayonet.

The Board has done an excellent job of keeping expenses to a minimum. We're always looking at ways to save and to use your contributions judiciously. We're not in danger of closing the Alumni House and Museum soon, but we CANNOT continue to provide the services that we currently offer and operate at a loss each year.

We realize that some of our Alumni are on a fixed income and cannot afford to donate regularly. Any contribution will help, no matter the amount. You can help cut costs by standing docent at the museum during the weekend. Volunteering will save the cost of paying an employee.

The Alumni House and Museum are about preserving the legacy of the Academy and preserving OUR legacy. When you hold back contributions, you're doing a disservice to yourself, your classmates, the faculty and the Academy. Col. Savedge and Col. Hoover would not be pleased! You, our Alumni, are our lifeline! Please give generously! Your contributions to the Foundation are tax-deductible.

I hope to see many of you at Reunion 2020, where we'll celebrate the 20th Anniversary of our Museum! We'll need to have an open and serious discussion about our finances and our future.

Until then, I wish you all the best!

Ed Rogerville '76
Chairman AMAAF