

Dauphin Island Sea Lab Foundation
Annual Overview
2017-2018

Projects Funded at the Sea Lab by DISLF

- Underwrote Feasibility study for Major Gifts Program
- Contributed \$200,000 for the Admin Building renovation
- Contributed to the annual ROV Competition
- Contributed to the Graduate Student Symposium

Financial Information:

DISLF began 2017-2018 with Total Checking of \$ 150, 307.16 and a savings balance of \$150,219.73. Community Foundation had a total of \$1,783,077.31 for total assets of \$ **2,083,603.89**.

FY 2017-2018 ended with total Checking of \$502,339.87 September 30, 2018 (This includes the Middleton Home Sale). The Community Foundation of South Alabama had the DISLF Fund at \$1,342,584.75 and the George Crozier Fund at \$273,912.19, for total assets of \$ **2, 118, 836.76**

Endowments:

The Foundation has two funds at the CFSA; The George Crozier Endowment Fund which was established with a matching grant from the Kresge Foundation, which is governed by the restrictive rules, established by Kresge. The second fund is the DISLF Endowment Fund, which has been funded through the fundraising efforts of the Foundation and is a donor directed fund.

Grants 2017:

- Regions \$5,000 to underwrite the Awards Luncheon
- WKRG \$20,000 in in-kind publicity for Cocktails with the Critters (CWC)
- Poarch Creek Indians \$5000

Other Income

Middleton Home Bequeathed to the DISL \$379,187.67

Received Jimmy Buffet's Jeep Wagoneer

Fundraising:

Marine Environmental Awards Luncheon (MEAL) 2017

The sixth annual Environmental Awards Luncheon was held on Tuesday, November 7, 2017 at the Riverview Hotel. The event was a success.

200 Reservations with 24 Tables

Regions Bank sponsored the Luncheon at the \$5,000 level.

The luncheon was booked at the Riverview Hotel in May 2017.

Keynote Speaker: Dr. Carl Safina

Gulf Coast Marine Environmental Excellence Award-Recognizes an individual who has made outstanding contributions to marine environmental sustainability in the Alabama Gulf Coast Region.

Winner: **Don Bates, creator of the Litter Gitter**

Gulf Coast Marine Environmental Leadership Award-Recognizes a business or organization whose efforts have resulted in the improvement of marine environmental sustainability in the Alabama Gulf Coast Region. Winner: **Share the Beach, Turtle Conservation Group**

Income and Expense Report Meal

Expenses	2017	2016	2015
Total Banquet	\$6,770.00	\$11,564.00	\$9,369.00
Speaker Total	\$6,105.80	\$3,366.68	\$5,785.32
Award + Engraving	\$310.00	\$255.38	\$203.60
Printing/publicity	\$723.28	\$0.00	\$602.70
Ppal Fees	\$104.86	\$158.24	
Door Prize		\$0.00	\$0.00
Books		\$0.00	
Flowers			\$148.18
office depot	\$88.47	\$192.78	\$212.24
Billboards	\$450.00	\$450.00	\$600.00
USPS	\$186.76	\$431.40	\$69.82
Total Expenses	\$14,739.17	\$16,418.48	\$16,990.86
Income			
Sponsor	\$5,000.00	\$5,000.00	\$10,000.00
Tables	\$6,900.00	\$10,800.00	\$9,450.00
Individual Res.	\$2,500.00	\$2,100.00	\$3,150.00
Book Sales	\$450.00		\$1,050.00
Books to Gift shop			
Donations		\$75.00	\$700.00
Flower sales			
Total Income	\$14,850.00	\$17,975.00	\$24,350.00
Net	\$110.83	\$1,556.52	\$7,359.14

Friends of the Sea Lab:

	2017-2018	2016-2017	2015-2016	2014-2015		2013-2014	
Students	1	2	3	1	1	1	1
Individual	16	11	12	6	6	10	10
Family	149	115	125	109	109	89	89
Seahorse	23	15	16	12	12	7	7
Skate	9	6	6	2	2	1	1
Starfish		1	1	0	0	1	1
School of fish		2	2	1	1	2	2
Comps		4	4	5	5	7	7
	198	156	169	136	136	124	124
	\$25,980	\$24,860	\$25,690	\$17,630	\$17,630	\$17,680	\$17,680

1000 invitations were mailed in August and included the MEAL save the date card. Letters are mailed bi-monthly to remind "Friends" that their memberships are about to expire.

Christmas Appeal:

The holiday appeal grossed \$14330 with expenses of \$688.99 for a net profit of \$13, 640. 1000 letters were mailed.

	2017-2018	2016-2017	2015-2016	2014-2015	2013-2014	2012-2013
Gross Income	\$14330	\$7668.00	\$6665.00	\$9,165.00	\$6,400	\$6,001.57
Expenses	\$688.99	\$666.12	\$ 652.89	\$627.26	653.27	\$350
Net income	\$13,640	\$7001.88	\$6,012.11	\$8,537.74	\$5,741.73	\$5,651.57
Letters	900	900	1000	840	786	750
Donors	40	40	37	53	30	34

Cocktails with the Critters:

This was the fifth year at The Blue Gill. Our attendance was over 400 this year. It was beautiful night.

Sponsors: 204 sponsor letters were mailed. The number of corporate sponsors were down to 39 from 43 and the total sponsorships were down as well. The number of individual sponsors was about the same this year at 18. **Sponsorships account for 55% of total income.**

Ticket Sales-Actual ticket pre-sales were about the same at 144. **Ticket sales account for 9% of total income.**

Donations: Totaled \$450

In-kind sponsors

1. WKRG
2. Gwins
3. Carpe Diem
4. Lagniappe

Silent Auction This year’s auction generated a gross revenue of **\$19785** less consignment costs of **\$790** resulting in net sales of **\$18,995** from 135 items. The FMV of the items this year totaled \$50,313. Silent auction accounts for **25%** of total income.

Other income:

Featured Artist – Stig Marcussen brought only Christmas Cards and framed prints from previous years to sell he made about \$300 which he splits with us 50/50.

Trustee Sponsorship-Trustee sponsorships totaled \$6100 for a total of 87% of the directors participating. This sponsorship shared by all the trustees underwrites some of the expenses, which allows the ticket price of the event to remain at a reasonable rate. Without this support we would have to raise the ticket price.

CWC Budget Analysis	Actual 2018	Actual 2017	Actual 2016	Actual 2015
Income				
Tickets-Gate	\$2,035.00	\$2,142.00	\$2,005.00	\$3,685.00
Adv Ticket Sales	\$5,000.00	\$4,550.00	\$7,700.00	\$5,400.00
ind sponsors	\$7,000.00	\$5,500.00	\$9,110.00	\$6,250.00
corp Sponsorship	\$35,000.00	\$34,500.00	\$37,000.00	\$42,500.00
Trustee Spons	\$6,250.00	\$5,500.00	\$6,400.00	\$4,600.00
Silent Auction	\$19,785.00	\$26,689.00	\$30,724.00	\$22,736.00
Artist	\$300.00	\$1,880.00	\$1,300.00	\$400.00
T-Shirts			na	\$0.00
Balloon Pop			na	\$600.00
Donations	\$275.00	\$450.00	\$700.00	\$1,000.00
Total Income	\$75,645.00	\$81,211.00	\$94,939.00	\$87,171.00
Expenses				
Prinitng	\$807.00	641.22	\$592.06	\$797.92
Postage	\$190.37	310.52	\$455.00	\$337.87
Advertisement	\$1,570.00	600.00	\$600.00	\$600.00
Band	\$800.00	800.00	\$1,400.00	\$500.00
Food(tx+grat)	\$11,086.00	10,814.32	\$11,943.69	\$10,683.85
Beverage	\$4,616.00	4,528.00	\$4,899.00	\$4,534.00
Decorations				\$0.00
Tent rental				\$0.00
Lighting				\$200.00
Credit Card Fees				\$0.00
Policeman				\$0.00
Paypal fees		649.70	\$814.69	\$676.06

Reimburse Artist	\$150.00	940.00	\$650.00	\$200.00
other			\$631.00	\$423.17
Silent Auction				
Consignment	\$790.00	725.00	\$650.00	\$900.00
Ribbons	269	200.00	\$196.90	\$263.50
Silent Auction				
<i>Total Expenses</i>	<i>20278.37</i>	<i>20,208.76</i>	<i>\$22,832.34</i>	<i>\$20,116.37</i>
Net Income	\$55,366.63	\$61,002.24	\$72,106.66	\$67,054.63

Trustees

Marc Whitehead, Chair
George Davis, Vice Chair
Scott Browning, Treasurer
Margaret VanLoock,
Secretary
Trustees
Walsh Arendall
Bob Collins
Karlos Finley
Tom Gaillard
John Goodloe
Bill Haffner
Fred Hardman

Scott Heggeman
Dr. John B. Howell, IV
Alvin Hope
Charlie Jackson
Neil Kennedy
Dr. Ben King
Ernest Ladd
Haley Landers
Jimbo Meador
Eliska Morgan
Dr. Raoul Richardson
Jeff Schock
Jay Thompson

Richard Tremayne
Bill Zundel

Honorary Trustees

Dr. George Crozier
Dr. E.O. Wilson

DISL Representatives

Dr. John Valentine
Dr. John Dindo
David England

Advisory Committee

Erin Wheeler, Chair
Melissa Baker
Kinley Bell
Fred Brock
Goldie Burkholder
Joe Busta
Fred Cushing
Suzanne Damrich
Mary Ellingwood
Robert Harlin

Jimmy Hartman
Luella Hunt
Russell Ladd
Austill Lott
Tomi Sue Mayer
Jocko Potts
Julie Sirmon
Chuck Stapleton
Marty Stapleton
Bryan Thames

Amy Thompson
Alan Tolson
Bud Urquhart
Lawson White
Wes Williams
Garrett Williamson
Patrick Wilson

Administration:

Development Policies

1. Dr. Joe Busta, Development Consultant, helped the DISL and DISLF create Development policies to be used as a guideline for future fundraising. In August 2016 Dr. Busta proposed a plan to work on strengthening the development potential for the DISL and DISLF. Over the course of October 2017-September 2018 the plan was executed in three phases; 1) explore the potential of raising capital

funds for the lab. 2 &3) Develop policies and procedures in a comprehensive development plan. The resulting plan is the initial policies and procedure manual for the DISL and DISLF.

2. Banking: The major account checking account was moved to Hancock Bank as they have become the major sponsor Cocktails with Critters. Regions Bank holds the Friends of the Sea Lab Checking Account.

3. DISLF adopted a Conflict of Interest Policy

4. DISLF purchased Directors and Owners Insurance

5. Helene was hired as the Development Director for the new DISL Department while continuing as the Executive Director of the Foundation.

Respectively Submitted,

Helene Hassell

Executive Director