

2009

2008 – 2009 Annual Report



R. A. LONG HIGH SCHOOL ALUMNI ASSOCIATION

2008 – 2009 Annual Report

R. A. Long High School Alumni Association

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October 27, 2009

Dear Alumni,

This Annual Report contains:

- Summary financial data from 2005 through 2009
- The final financial figures for 2008
- The interim financial figures for 2009 (through October 27, 2009)
- Membership data

The Association completed or contributed to several projects to benefit R. A. Long High school during 2008:

- R. A. Long Auditorium sound system upgrades (Mainstage Theatre)
- R. A. Long / Mark Morris graduation party (2008)
- R. A. Long Hall of Fame
- R. A. Long Booster Club (see below)
- R. A. Long High School Foundation donation (per donor instruction)

The Association's 2009 projects that have been completed include:

- R. A. Long Science Department equipment
- R. A. Long / Mark Morris graduation party (2009)
- R. A. Long Athletic Department video equipment
- R. A. Long Orchestra 3/4 bass
- R. A. Long Hall of Fame
- R. A. Long Alumni Newsletter

For several years, the Association has been acting as custodian for a large sum of money for the R. A. Long Booster Club. The Booster Club had set this fund aside for the purpose of installing an electronic reader board at the school from its own fundraising efforts. However, the Booster Club needed some of this fund to support their other fundraising activities for 2007, 2008, and beyond. The Association has returned this entire fund to the Booster Club at their written request. The Association Board is not certain whether or not the Electronic Reader Board project will proceed.

During 2007 the Association has also adopted a different approach to some activities. For example, the R. A. Long Marching Band requested assistance with replacing two aging sousaphones (more commonly known as tubas). The instruments are very expensive to replace. The Association offered to fund the purchase of one of the two sousaphones if the school would purchase the other. The school did and the Association matched the purchase.

The Association continues to operate a booth at Longview's annual Go Fourth celebration at Lake Sacajawea. We use this as an opportunity to raise awareness in the community of the Association and, through merchandise sales and raffles, raise funds for all of the projects we undertake.

In 2008, the Association joined the R. A. Long Historical Society (www.ralonghistoricalsociety.org). The Historical Society is focused on preserving R. A. Long's legacy in and around Kansas City.

At the end of the 2008-2009 school year, R. A. Long Principal Andrew Frost announced that he would be leaving R. A. Long High School. While the Association has enjoyed a good relationship with Principal Frost, we are excited that the Longview School District selected R. A. Long alumnus Rich Reeves ('86) to be the new principal beginning with the 2009-2010 school year. We look forward to working with Principal Reeves.

The Association has grown from just a few people gathering in 2002 with the idea, "Wouldn't it be nice to form an alumni association to maintain contact amongst the different generations of R. A. Long students *and* to benefit the school and current students in some way?" to over 370 members.

We look forward to continued growth in the Association and continued service to R. A. Long High School and its current students.

Prepared by:

Mike Chess, Vice-President (Class of 1986)

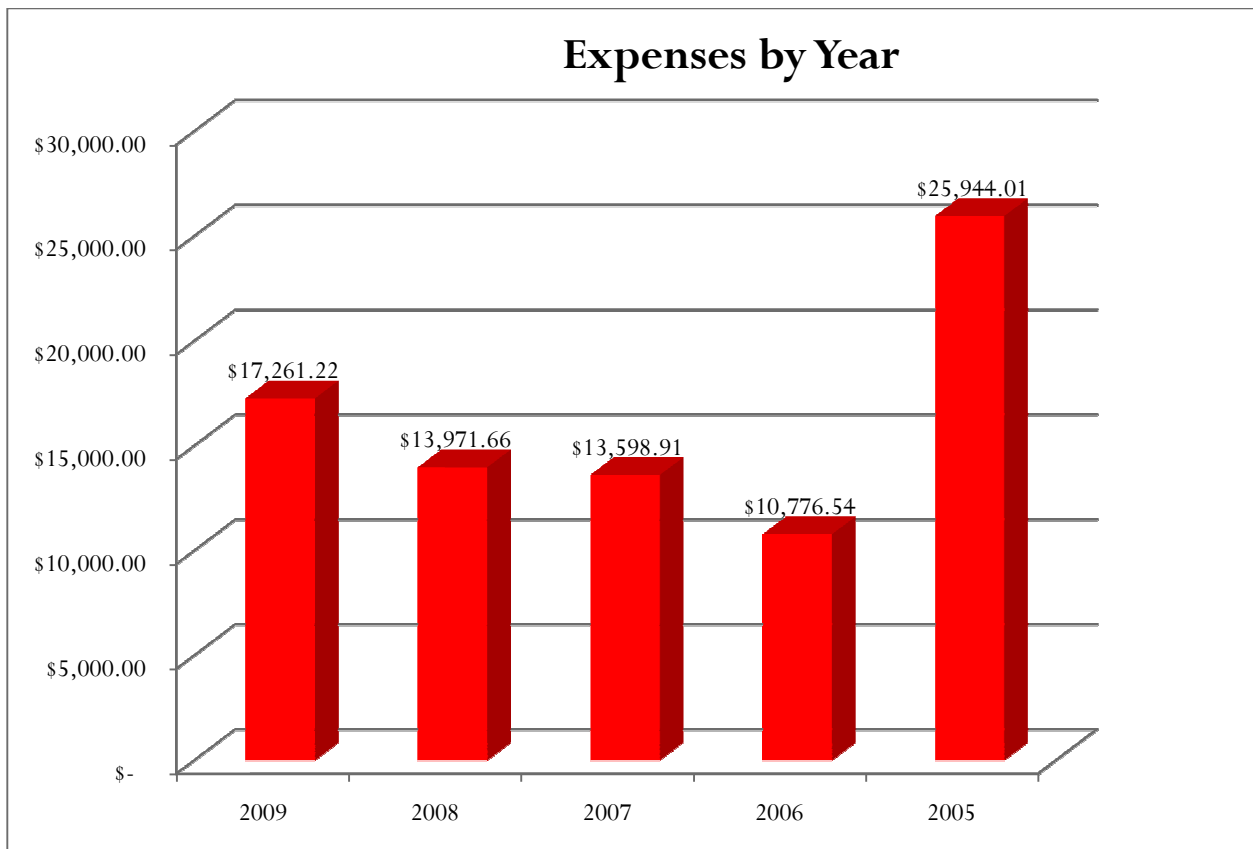
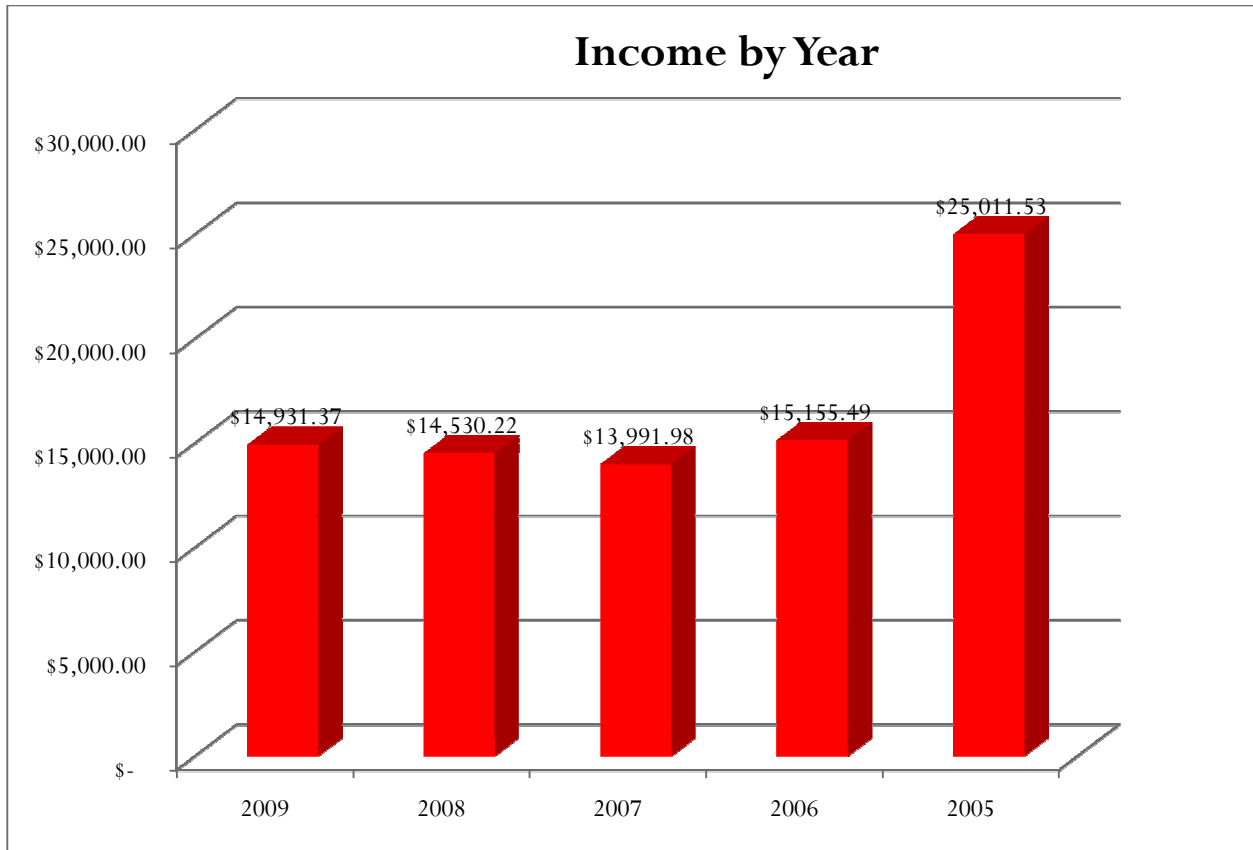
Darcie Chess, Treasurer (Class of 1986)

Summary Financials



Summary Financials are an indication of the Association's income and expenses over several years. The data for 2009 are incomplete as the year has not been completed. Data from 2003 – 2004 are not included. Older data can be obtained from prior annual reports.

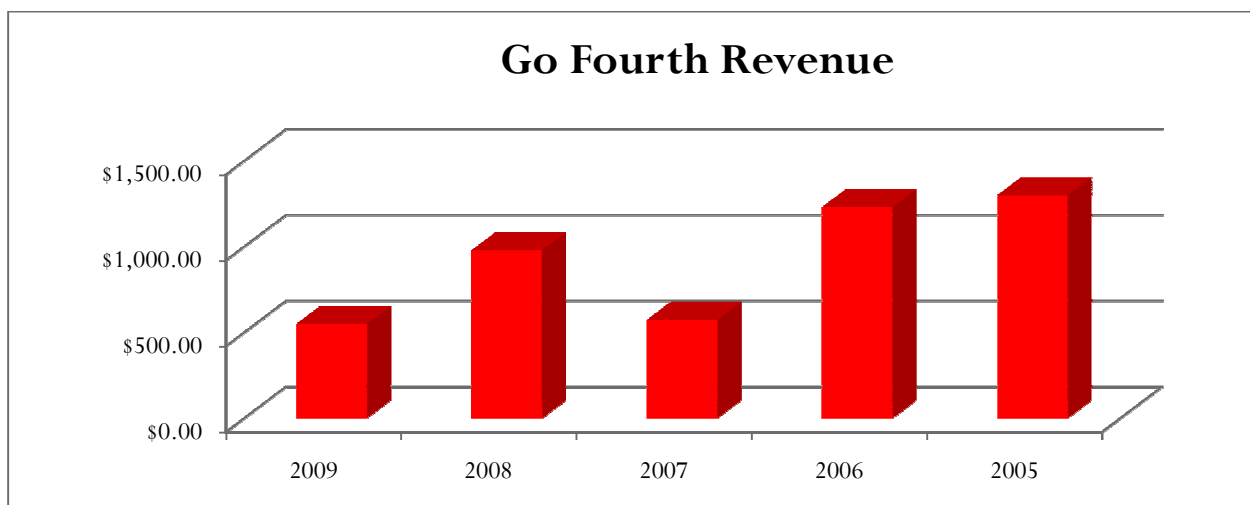
Category	2009	2008	2007	2006	2005
Income					
Annual Membership	\$ -	\$ -	\$ 1,780.00	\$ 2,325.00	\$ 1,935.00
Lifetime Membership	\$ 100.00	\$ 300.00	\$ 1,300.00	\$ 2,000.00	\$ 1,235.00
Donations	\$12,141.00	\$ 5,234.00	\$ 1,195.00	\$ 1,954.00	\$13,596.88
In-kind Contributions	\$ -	\$ 279.16	\$ -	\$ 288.94	\$ 1,640.29
Merchandise	\$ 2,212.00	\$ 4,123.00	\$ 3,199.00	\$ 4,530.00	\$ 2,955.00
Events					\$ 2,395.00
Other	\$ 478.37	\$ 4,594.06	\$ 6,517.98	\$ 4,057.55	\$ 1,254.36
Total	\$14,931.37	\$14,530.22	\$13,991.98	\$15,155.49	\$25,011.53
Expenses					
Administrative	\$ 573.23	\$ 678.20	\$ 454.65	\$ 470.32	\$ 447.07
Marketing	\$ 225.00	\$ 280.00	\$ 220.00	\$ 200.00	\$ 377.13
Merchandise	\$ -	\$ 4,825.62	\$ 1,643.16	\$ 2,395.65	\$ 4,127.71
Reimbursements	\$10,074.25	\$ 154.36	\$ 686.23	\$ 479.88	\$ 1,599.03
In-kind Expenses	\$ -	\$ 279.16	\$ -	\$ 288.94	\$ 1,640.29
Projects	\$ 6,388.74	\$ 7,754.32	\$10,594.87	\$ 5,941.75	\$ 3,823.15
Trnfrs. To Proj. Funds		\$ -	\$ -	\$ 1,000.00	\$13,929.63
Total	\$17,261.22	\$13,971.66	\$13,598.91	\$10,776.54	\$25,944.01
Difference	\$ (2,329.85)	\$ 558.56	\$ 393.07	\$ 4,378.95	\$ (932.48)



Go Fourth

This section includes a summary of revenue associated with one of the Association's major fund-raising efforts: the annual Go Fourth celebration at Lake Sacajawea. The 2009 event earned less than some previous years. The Go Fourth efforts did exceed our expectations prior to the event as we had expected the current troubling economic conditions to cause people to tighten their discretionary spending. Discussions with other vendors at Go Fourth indicated that their earnings were less than previous years as well.

Product	2009	2008	2007	2006	2005
Window Cling	\$0.00	\$0.00	\$0.00	\$46.00	\$136.00
Pin	\$9.00	\$39.00	\$21.00	\$45.00	\$156.00
Hat	\$40.00	\$100.00	\$60.00	\$320.00	\$360.00
Sweatshirt	\$80.00	\$160.00	\$200.00	\$280.00	\$560.00
XXXL Sweatshirt	\$0.00	\$0.00	\$0.00	\$90.00	\$0.00
T-shirts	\$70.00	\$15.00	\$75.00		
Jackets	\$0.00	\$0.00	\$57.00		
Pen Set	\$0.00	\$30.00	\$0.00	\$240.00	\$0.00
Vests	\$35.00	\$105.00			
Fleece Sweatshirt	\$0.00	\$40.00			
XXXL Fleece Sweat.	\$0.00	\$0.00			
Coffee Mug	\$20.00	\$120.00			
DVD - "Ours to Give"	\$0.00	\$80.00			
Foam Axe	\$0.00	\$25.00			
Raffle / Donations	\$281.00	\$160.00	\$160.55	\$209.21	\$87.00
Membership	\$15.00	\$105.00			
Grand Total	\$550.00	\$979.00	\$573.55	\$1,230.21	\$1,299.00

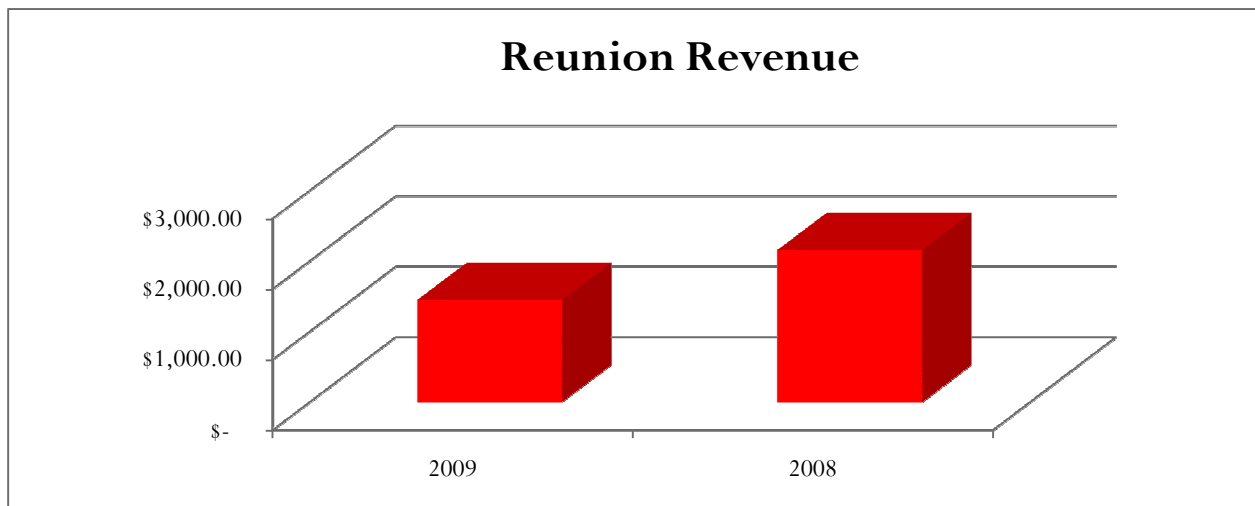


Reunions

The Association often has a table at the various class reunions held throughout the year. The table is used to provide information to the alumni attending the reunions as well as raise money for the Association through the sale of merchandise. The Annual Report has not previously provided summary information for fundraising efforts as we have not captured that information separately from normal efforts. The 2009 Annual Report marks the first year we are able to report revenue from reunions.

Reunion Summary

2009	2008
\$1,448.00	\$ 2,156.00
Grand Total	\$3,604.00



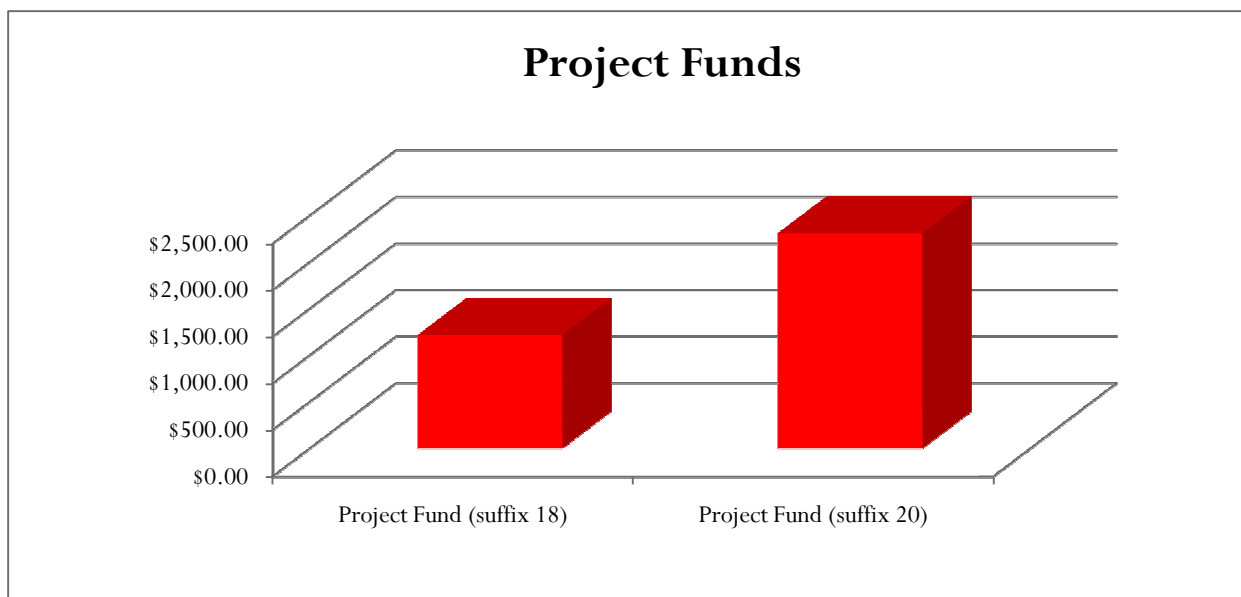
Note: The data from 2008 includes some revenue which may have come from sources other than reunions (such as sales made at the Gallery of Diamonds). The notes, unfortunately, are not clear.

Project Funds

Prior annual reports included data on specific project funds maintained by the Association. The project funds had been related to the Booster Club's intention to donate an electronic reader board to R.A. Long High School.

However, over the last several years the Booster Club has drawn down that fund. The Booster Club has asked for all of the money we held on their behalf. We have now returned the entire fund including all of the interest earned by the money.

We currently maintain several unspecified project funds. The funds have no specific purpose at this time. The Board expects that these project funds will be used for larger projects.



2008 Financials



2008 Income and Expense Summary**Income**

Memberships	
Annual	\$0.00
Lifetime	\$0.00
Installment Lifetime	\$300.00
Donations	\$5,234.00
Inkind Contributions	\$279.16
Merchandise	\$4,123.00
Other	\$4,594.06
Total Income	\$14,530.22

Expenses

Administrative	\$678.20
Marketing	\$280.00
Merchandise	\$4,825.62
Projects	\$7,754.32
Reimbursements	\$154.36
Inkind Expenses	\$279.16
Total Expenses	\$13,971.66

Committed Funds

Project Funds	
Electronic Reader Board	\$1,186.42
Electronic Reader Board (Booster Club Funds)	\$3,320.74
Unspecified Fund	\$2,261.11
Total Committed Funds	\$6,768.27

2009 Interim Financials



2009 Income and Expense Summary**Income**

Memberships		
	Annual	\$0.00
	Lifetime	\$0.00
	Installment Lifetime	\$100.00
Donations		\$12,141.00
Inkind Contributions		\$708.14
Merchandise		\$2,212.00
Other		\$478.37
Total Income		\$15,639.51

Expenses

Administrative		\$573.23
Marketing		\$225.00
Merchandise		\$0.00
Projects		\$6,388.74
Reimbursements		\$10,074.25
Inkind Expenses		\$708.14
Total Expenses		\$17,969.36

Reserved Funds

Reserved Project Funds		
	Reserved (suffix 18)	\$1,215.25
	Reserved (suffix 20)	\$2,308.89
Total Reserved Funds		\$3,524.14

Membership Report



October 27, 2009

All membership data is current as of October 27, 2009.

Category	Members	Percentage
Associate	3	0.74%
Annual	309	76.30%
Lifetime	24	5.93%
Honorary	7	1.73%
Deceased	18	4.44%
Resigned	3	0.74%
Lifetime (payment plan)	7	1.73%
Free (New Graduate)	26	6.42%
Donation Only	8	1.98%
Total	405	

Year	Members	Year	Members	Year	Members
0	6	1960	12	1990	2
1927	1	1961	22	1991	3
1932	3	1962	12	1994	1
1933	1	1963	16	1997	2
1934	1	1964	24	2000	1
1935	1	1965	6	2002	3
1936	5	1966	1	2003	1
1937	1	1967	6	2004	8
1938	6	1968	3	2005	9
1939	11	1969	3	2006	10
1940	8	1970	5	2007	4
1941	1	1971	3	2009	7
1942	2	1972	14		
1943	6	1973	2		
1945	3	1974	5		
1946	12	1975	1		
1947	4	1976	4		
1948	12	1977	14		
1949	2	1978	3		
1950	3	1979	7		
1951	6	1980	2		
1952	1	1981	5		
1953	12	1982	3		
1955	7	1983	6		
1956	2	1984	2		
1957	3	1985	5		
1958	8	1986	8		
1959	24	1987	2		
		1988	1		
		1989	5		