

Annual Members Meeting 2015



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

March 15th, 2015
Old Crane School – White Space

Agenda



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

- Welcome
- Introduction
 - Mission & Vision Statements, Core Values
 - Board of Directors, Volunteers, Supporters
- Annual Report 2014
 - Highlights
 - Programs and Events
 - Finances
 - Restructuring
 - Special Acknowledgements
- Programs and Events 2015



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Introduction



Mission Statement

The mission of Casa de Venezuela is to promote the culture, roots, traditions and folklore of Venezuela in the Delaware and Lehigh Valley regions through community, social, educational and cultural events and programs.

La misión de la Casa de Venezuela es promover la cultura, raíces, tradiciones y folklore de Venezuela en el Valle Delaware y Lehigh, por medio de programas y eventos comunitarios, sociales, educativos y culturales

Vision Statement



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Casa de Venezuela will be recognized as the leading Venezuelan art and culture organization in the Delaware and Lehigh Valley region and will have a strong reputation among Latino cultural organizations throughout the United States.

Casa de Venezuela sera reconocida como la organizacion lider Venezolana de arte y cultural en el Valle Delaware y Lehigh, teniendo una reputacion fuerte entre las organizaciones culturales latinas alrededor de los Estados Unidos.

Core Values



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Trust / *Honestidad*

Integrity / *Integridad*

Energy / *Energía*

Enthusiasm / *Entusiasmo*

Professionalism / *Profesionalismo*



Board of Directors

Officers

- Rubén Reyes – President
- Luis Colmenares – Vice President
- Isaac Perez - Treasurer
- Emilio Buitrago – Secretary

Board Members

- Arturo Guillén
- Carolina Bittar
- Dayana Melendez
- Elisa Bermudez
- Nilsa Laya

Volunteers and Supporters

Philadelphia

- Monica Acosta
- Adriana Audisio
- Oscar Armas
- Dulce Bittar
- Simon Bolivar
- Vanessa Briceño
- Alejandra Conejo
- Nicole Conejo
- Manena Contreras
- Breana Cruz
- Odalis Delgado
- Dey DeShayes
- Jocelyn Dheresi
- Liselotte Harrity
- Jacobo Laya
- Adriana Linares

- Belmary Lorcas
 - Wimayra Luy
 - Alejandra Melean
 - Daniel Moreno
 - Edilia O'Hara
 - Michael O'Hara
 - Yrma Pacheco
 - Nelly Padron
 - Mariana Peña
 - Alfredo Perez
 - Marisol Perez
 - Sofia Perez
 - Jesus Rincon
 - Andreina Sergio
 - Leobaldo Solorzano
 - Evelis Vergel
 - Thomas Zaffalon
- And many more...*

Lehigh Valley

- Doris Williams - President
- Marielsa Sanchez - Vice-President
- Yenny Ramos - Secretary
- Nadya Salicetti - Treasurer
- Felix Seijas – Membership
- Zenaida D'Lima – Events and Culture
- Elsy Torres – Community Relations



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Annual Report 2014



Activity Highlights 2014

Events

- Annual Members Meeting
 - 10 Year Anniversary
- Open House with ArcoNet
- Tertulia: Hablemos de Beisball
- Arepazo de Verano en Delaware
- Parranda Navidena en Philly
- *Approx. 300 attendees*

Presentations

- Songs I left behind @ The Kimmel Center for the Performing Arts
- Parranda Navidena en Philadelphia
- 11th Annual Dali Quartet Camp and Festival

Finances

- Improvement over 2013
- Still running on a deficit

Important Initiatives

- Started restructuring and Strategic Planning 2015 (2016 kick-off)
- Rent cost reduction
- New Website
 - Mobile optimized
 - New event registration system
 - New membership database
 - Social network for members

Exposure

Venezuelan Media Coverage

- El Tiempo Hispano
- Impacto Latin Newspaper
- Art Matters:
- Philadelphia Inquirer:
- Newsworks/WHYY
- Philadelphia Weekly:
- Community Calendar of Philadelphia Magazine
- Community Calendar ABC 6

Social Media and Communications

- Facebook:
 - Casa de Venezuela
 - Dialogo365
 - Ensamble de Musica
- Twitter
 - Dialogo365
 - Venezuelan Expressions
- Email List

Approx. 2,700 followers and contacts

Sponsored Events



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Passport play by Yajaira Paredes

IshowNY Productions & Yajaira Paredes Presents

PASSPORT

by Gustavo Ott / Venezuela
Directed by Alfonso Rey

The Kafkaesque journey of an immigrant who returns... to his country?

Cast:
Noelle Mauri
Mafer Rodriguez
Yajaira Paredes

In Spanish with English simultaneous translation

September 18, 2014. 8pm
Painted Bride Art Center
230 Vine Street, Philadelphia, PA 19106
Tickets are available at FringeArts.com & Eventbrite.com

11th Annual Dali Quartet Orchestra Concert



Financial Results



Casa de Venezuela
Profit & Loss
January through December 2014

9:46 AM
 03/14/2015
Accrual Basis
Jan - Dec 14

Income	
43330 · Foundation and Trust Grants	1,200.00
43410 · Corporate Contributions	2,818.00
45030 · Interest-Savings, Short-term CD	4.60
46430 · Miscellaneous Revenue	632.00
47230 · Membership Dues	149.39
49020 · Special Events Sales (Nongift)	873.00
Total Income	5,676.99
Expense	
60910 · Bad Debts	2,500.00
62890 · Rent, Parking, Utilities	6,763.30
65120 · Insurance - Liability, D and O	396.00
65150 · Memberships and Dues	515.00
65160 · Other Costs	1,291.33
65170 · Staff Development	1,060.00
Total Expense	12,525.63
Net Ordinary Income	-6,848.64

Notes and Commentary

- Foundation and Trust Grants: unrestricted funds from HIP Grant for fundraising consultant
- Corporate Contributions: donations from SAP and BNY Mellon in support of volunteer hours
- Miscellaneous Revenue: other donations, contributions, raffle tickets
- Special Events Sales: food and drink sales at summer BBQ event
- Bad Debts: uncollected sponsorships from 2013
- Rent Expense: reduced to \$2,000/yr starting in 2015
- Other Costs: expenses for annual members meeting, summer BBQ, board retreat
- Staff Development: part of grant received in 2012

Financial Results (Adjusted)

**Casa de Venezuela
Profit & Loss
January through December 2014**

	<u>Jan - Dec 14</u>
Income	
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65150 · Memberships and Dues	515.00
65160 · Other Costs	1,291.33
65170 · Staff Development	1,060.00
Total Expense	12,525.63 8,965.41
Net Ordinary Income	-6,848.64 -3,288.42

Notes and Commentary

- If we exclude Bad Debts and Staff Development from Expenses, the adjusted Net Ordinary Income results \$3,288.42 loss
- Comparison with previous years:
- 2014: (\$3,288) adj.
- 2013: (\$11,050) adj.
- 2012: (\$13,461)
- 2011: \$2,812
- 2010: \$13,057

Restructuring



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Challenges

- Members attrition
- Increase events attendance
- Revert operating deficit
- Board and volunteer burn-out, recruit and manage new volunteers
- Complete grant-funded projects
- Attend to essential functions

Action Plan

- Curb expenses
 - Rent cost reduction
 - Eliminate/minimize event costs risks
- Re-energize our community
 - New website social network
 - Focus on community-building activities
- New mode of operations...



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

JOIN THE



Board



Committee Chairs



Committee Members



Ad-Hoc Volunteers





New Operation Model

Board

OVERSIGHT & GOVERNANCE

Executive Committee

ACTIVITIES

Events & Marketing Committee

Plan & execute events & programs: calendar, budget, venues

Plan & execute marketing activities: website, social media, email, direct mail, PR, advertising

PEOPLE

Membership & Volunteering Committee

Recruit new members, point of contact, ongoing follow up, benefits, collect member dues

Recruit and manage volunteers for events and committees

MONEY

Finances & Fundraising Committee

Fundraising: individuals, corporations (sponsorships), foundations & government (grants)

Financial management, comptroller, tax filling

VISION

Artistic Direction Committee

Provides guidance and direction to programs, events, volunteer groups

COORDINATION & SUPPORT

Management Committee

Members



Next Steps

1. Fill in Chair and Co-Chair positions for all committees
 2. Complete list of tasks & responsibilities of each committee
 3. Schedule committee meetings
 4. Recruit committee members
 5. Prepare for 2016!!!
- Renew your membership!
 - Log in to the new social network
 - Tell your family and friends about Casa de Venezuela



CASA DE VENEZUELA
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Open Discussion



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Special Acknowledgements



Edilia O'Hara

Director of the Dance Group of Casa de Venezuela

Edilia is one of the most impactful contributors to the mission of Casa de Venezuela.

Her passion and hard work with the Dance Group has been recognized inside and outside of our community. She has taught and shared with youth and adults her love for traditional dances.

Her smile and bright mood has attracted many to Casa de Venezuela.





Wimayra Luy

Music Director of the Ensemble Casa de Venezuela

Her professionalism and dedication has brought Venezuelan music across the whole region.

Her love and passion for Venezuelan music is contagious. Her leadership of the Ensemble has made it the keystone of Casa de Venezuela.





CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Planned Activities 2015



CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

Programs & Events 2015

MAY
30

Movie Night
The Liberator

OCT
TBD

Venezuelan
Expressions

JUL
12

Summer BBQ
Independence
Celebration

OCT
31

Halloween Party

DEC
7

Parranda Navidena



Thank you!

CASA DE VENEZUELA
VALLE DELAWARE / DELAWARE VALLEY

We need you!