



BETSY-TACY SOCIETY ANNUAL REPORT 2022

BTS FINANCIAL OVERVIEW

This past year was an exciting one, full of growth and transition, but it also came at a cost:

- We reopened the Betsy and Tacy Houses, which meant getting them ready for the public (cleaning, painting, general repairs) and replenishing our Shop inventory.
- Major technology improvements were needed, costing several thousand dollars.
- We hired two part-time staff members for a total of 30 hours per week.
- We published more newsletters and offered many virtual events.
- We lost volunteers during the pandemic and are now paying for some services that volunteers previously provided.

In addition, a couple of unforeseen events affected our bottom line:

- Our efforts to foster engagement and grow our membership were very successful—BTS membership went up by a significant amount! But it became clear that increased membership did not translate to increased revenue.
- As with many nonprofits across the country, the amount of money donated this year was substantially less than previous years, likely due to the rocky economy.

Our projected budget assumed that Shop sales, membership fees, and donations would be approximately equal thirds, as in the two past years—but that wasn't the case in 2022 (see the Revenue Sources chart). As of this writing, BTS expenses for 2022 have exceeded our revenues by quite a bit. We can use our savings to cover this shortfall, but that is not a long-term solution. We need to do something to boost revenues ASAP.

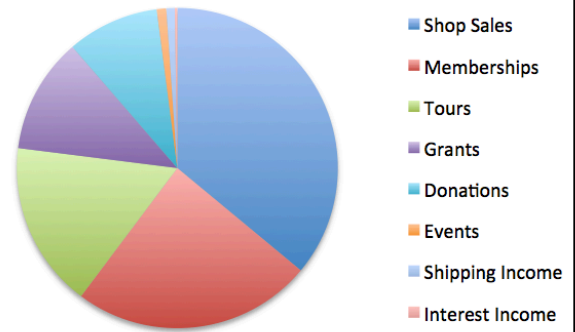
Our first step is to launch a donation drive and reach out to both current and past members, our many followers on social media, and our Shop customers who aren't BTS members. Stay tuned for more on this.

In addition, here's what we're planning to do in 2023:

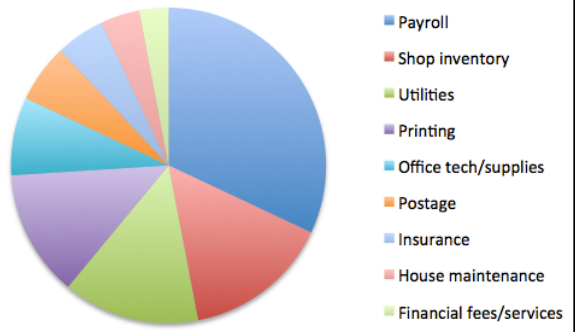
- Raise the cost of Senior, Adult, and YA membership by \$5, which we haven't done since 2016
- Seek grants and sponsors to help with or cover the cost of newsletters and other BTS activities
- Do more fundraisers
- Charge attendees for any event that requires staff time and resources

We have a good understanding of our financial situation, and our new Treasurer, Miranda Quandt, has given our financial records a complete makeover. Our goal now is to recoup the cost of all our 2022 improvements and work with a balanced budget as we move forward in 2023.

2022 Revenue Sources



Where Your Dollars Go



HIGHLIGHTS OF 2022

- Reopening the Betsy and Tacy Houses in June. Younger visitors especially love the Betsy-Tacy scavenger hunt created by Operations Manager Diane Langland. Says BTS Board President Pam DeMarce, “People from across the country are here to see where Betsy and Tacy first met and the wonderful work our volunteers have done over the years to restore the Houses to their original beauty. It warms my heart to see all the love for Betsy-Tacy!”



- Launching the new BTS website! We're very excited about the ease of adding fresh new content to our revamped site.
- Continuing to grow BTS membership, which now numbers more than 700 members of all ages.
- Publishing 13 total issues of our four newsletters: the *Deep Valley Sun* and *The Agony Column* for adult and senior members, *The Social Room* for YA members, and *Everything Pudding* for BTT Club members.
- Establishing Square as our point-of-sale system, making it easier for our customers to pay with a credit or debit card rather than have to use PayPal.
- Resuming a beloved tradition: hosting Victorian Christmas at the Houses over two Saturdays in December!
- Joyfully accepting the Service Above Self award from Greater Mankato's Rotary Club.
- Collaborating with many local organizations, including Camp Maverick and the Deep Valley Book Festival.

BTS in the Virtual World

- An interactive virtual map of Betsy's neighborhood is available on our website and to in-person visitors via a QR code found at Tacy's front door
- Virtual events in 2022 included monthly book discussions, a Betsy-Tacy Games Night, a weekly Writers Lounge during National Novel Writing Month, and a Valentine's Day party for YA members
- We post regularly on social media; you can find the BTS on Facebook, Instagram, Tumblr, Twitter, and YouTube



- Adding some new items to our Shop—we're especially excited about our collaboration with Printful, which allows customers to print items on demand. Please visit our website (betsy-tacysociety.org) to learn more.
- Upgrading our office technology and Wi-Fi—our computer was more than 10 years old!
- Sending a birthday postcard to the more than 100 members who requested one.

It was a very good year!

THE BETSY-TACY SOCIETY

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FIND US ON SOCIAL MEDIA

Facebook: facebook.com/betsytacy

Instagram: instagram.com/betsy_tacy

Tumblr: betsy-tacy-society.tumblr.com/

Twitter: twitter.com/btsociety

YouTube: youtube.com/betsytacysociety

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