

**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 underwrote the Awards Luncheon
- WKRG \$20,000 in in-kind publicity for Cocktails with the Critters (CWC)
- Poarch Creek Indians

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**

<b>Expenses</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
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
<b>Total Expenses</b>	<b>\$14,739.17</b>	<b>\$16,418.48</b>	<b>\$16,990.86</b>
<b>Income</b>			
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			
<b>Total Income</b>	<b>\$14,850.00</b>	<b>\$17,975.00</b>	<b>\$24,350.00</b>
<b>Net</b>	<b>\$110.83</b>	<b>\$1,556.52</b>	<b>\$7,359.14</b>

## Friends of the Sea Lab:

		2017-2018		2016-2017		2015-2016	2014-2015		2013-2014	
Students	1	\$30	2	\$60	3	\$90	1	\$30	1	\$30
Individual	16	\$800	11	\$550	12	\$600	6	\$300	10	\$500
Family	149	\$14900	115	\$11550	125	\$12,500	109	\$10,800	89	\$8,900
Seahorse	23	\$5750	15	\$3750	16	\$4,000	12	\$3,000	7	\$1,750
Skate	9	\$4500	6	\$3000	6	\$3,000	2	\$1,000	1	\$500
Starfish			1	\$1000	1	\$1,000	0		1	\$1,000
School of fish			2	\$5000	2	\$4,500	1	\$2,500	2	\$5,000
Comps			4		4		5		7	
	<b>198</b>	<b>\$25,980</b>	<b>156</b>	<b>\$24,860</b>	<b>169</b>	<b>25,690</b>	<b>136</b>	<b>\$17,630</b>	<b>124</b>	<b>\$17,680</b>

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.

<b>CWC Budget Analysis</b>	<b>Actual 2018</b>	<b>Actual 2017</b>	Actual 2016	Actual 2015
<b>Income</b>				
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
<b>Total Income</b>	<b>\$75,645.00</b>	<b>\$81,211.00</b>	<b>\$94,939.00</b>	<b>\$87,171.00</b>
<b>Expenses</b>				
Printng	\$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>
<b>Net Income</b>	<b>\$55,366.63</b>	<b>\$61,002.24</b>	<b>\$72,106.66</b>	<b>\$67,054.63</b>

### 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