

## Members' Equity Policy

### Current Situation:

BPW Calgary has funds in savings to the amount of \$18,450.94. This has been accumulated over the course of many years, savings of which accumulated due to annual balanced budgets. Our members fund the scholarship program through various endeavors, activities and events. In November, BPW Calgary donates a work of art to the annual Bow Valley College Premiers Lunch, the proceeds of which also go to the scholarship fund.

### Proposed Use of Members' Equity:

BPW Calgary, in line with other clubs across the country, should maintain sufficient funds in savings as start-up funds should the club unexpectedly cease operation and then plan to resume again. For example BPW Edmonton once had a club which stopped operating and years later started a club again, but with very limited funds to do so. This can become a very painstaking and lengthy exercise.

### Rationale:

In the case of starting a new club, costs would likely be required to set up a website, a bank account, invest in marketing materials, pay for venue and catering to hold monthly dinner meetings, and so on. Considering these costs, BPW Calgary should maintain funds of at least \$8000.

The remaining funds in the amount of **\$8,400** are proposed to be used for the following items/activities if and when necessary:

- Basic marketing and recruitment materials to enable set up at business related expos & events
- Allowance in 2011 for President and/or Vice President to attend two (2) business related programs to raise awareness of BPW Calgary in promoting mutual interests.
- Replenish Scholarship funds for Bow Valley College over multiple years (since the endowment fund is now depleted)
- Subsidize a Bow Valley College scholarship recipient (student member) to enrol in the club mentorship program
- Annual budget increase to support two members (President and Vice President or Substitute member) to attend the BPW Canada AGM & Convention

Rationale: BPW Calgary's visibility and exposure needs to be well-built for a strong future.

There are a number of other women's organizations dominating the market for professional women's groups. Awareness of its long history and the unique mandate of BPW along with its

impact nationally and internationally over the years needs to be communicated beyond the current methods.

Additionally, the scholarship funds for the Bow Valley College scholarships are negligible due to the endowment fund reaching its end. Access to another investment is therefore necessary to maintain one of our two core programs, namely scholarship & mentorship.

Lastly, when a member attends the National BPW AGM & Convention, she gains a global understanding of BPW. While the president should attend to vote on behalf of the club, a second executive member, specifically one who performs duties of a president in her absence, who has not yet attended at a national level could also learn more about the organization and prepare to become a stronger supporter and advocate for it. The executive could also offer this second spot to someone in the membership who shows enthusiasm for the club and dedication to the succession plan.

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