

In the following white cells, include a brief narrative (description/explanation) of the monthly income, revenues and expenses associated with each category of the Profit & Loss Report. Explain if the monthly activities aligned or did not align with the District budget and the District Success Plan. A separate sheet may be used. For each of the four Quarter Reports, **all sections of this narrative page must be completed in order for the report to be accepted by World Headquarters.** The questions in the boxes are to help you formulate narratives. If needed please delete the questions, and replace them with your narratives.

Membership Dues Allocation

Membership revenue for the mid-year period totaled approximately \$67,315, slightly exceeding the budget by \$708, reflecting stable club renewals and effective membership engagement efforts.

Additional income was generated from the October/November District event, with \$2,420 in registration revenue, exceeding the budget by \$920 due to higher-than-expected attendance. Minor miscellaneous income of \$123 was also received.

Overall, total district revenue of \$69,858 exceeded budget by \$1,751, aligning well with the District Success Plan's focus on member retention and event participation.

Conference Net Income/(Loss)

Conference-related financial activity has not yet commenced during the July to December 2025 reporting period, as the District Conference is scheduled to take place in April 2026. As a result, there are currently no recorded conference revenues on this report.

Fundraising Net Income/(Loss)

There was no variance. The district did not conduct any fundraising events during this period or plan to have any fundraising activities.

District Store Net Income/(Loss)

There was no variance. There is no plan to have a District store.

Marketing Outside of Toastmasters

Marketing expenses totaled approximately \$5,923, compared to a budget of \$6,780, resulting in a favourable variance of \$857.

Spending primarily related to advertising initiatives to support recruitment and visibility, while other budgeted categories had not yet been utilized.

Overall marketing efforts remained within budget.

Recognition

Recognition expenses totaled approximately \$9,493, compared to a budget of \$9,902, resulting in a favourable variance of \$409.

Spending focused on awards, incentives, and member recognition initiatives that supported club performance and engagement. Lower-than-planned spending in area and club categories contributed to the variance.

Recognition activities remained aligned with the District Success Plan while maintaining cost efficiency.

Club Growth

Club Growth expenses totaled approximately \$131, compared to a budget of \$9,080, resulting in a favourable variance of \$8,949.

Most budgeted initiatives related to new club development, coaching, and membership growth had not yet occurred and are scheduled for later in the year. The district continues to prepare for targeted expansion efforts while maintaining flexibility to allocate resources efficiently as opportunities arise.

Public Relations

Public Relations expenses totaled approximately \$182, compared to a budget of \$1,706, resulting in a favourable variance of \$1,524.

Expenses were largely limited to newsletter production, with website and promotional activities occurring later in the year. The district remains committed to strengthening brand visibility and supporting consistent messaging across all platforms.

Education and Training

Education and Training expenses totaled approximately \$1,926, compared to a budget of \$3,485, resulting in a favourable variance of \$1,559.

Key costs related to TLI events and leadership training, while several incentive and contractor initiatives remain planned for later periods. Despite the reduced spending, all required programs were delivered successfully within Toastmasters guidelines. The variance reflects good stewardship and thoughtful event planning while still supporting the needs of members and leaders.

Speech Contests

Speech contest expenses totaled approximately \$30, compared to a budget of \$0, resulting in a minor unfavourable variance of \$30.

No contest-related activity took place during this period, as contests are scheduled for later in the year. Planning continues for upcoming Area, Division, and District-level events, but no financial transactions were required during this phase.

Administration

Administration expenses totaled approximately \$3,518, compared to a budget of \$3,385, resulting in a slight unfavourable variance of \$133.

Administrative expenses increased due to routine operational requirements such as printing, mailing, software subscriptions, and service fees essential to maintaining district operations. These costs support the foundational functions of the district and ensure that leaders have the tools needed to manage communications, documentation, and reporting.

Food and Meals

Food and meal expenses totaled approximately \$5,523, compared to a budget of \$9,848, resulting in a favourable variance of \$4,325.

Lower in-person activity and cost-conscious reimbursements contributed to the variance. When events were held, resources were managed efficiently, and spending was kept within appropriate levels. The variance demonstrates effective planning and careful management of district hospitality costs, without compromising the quality of leadership development activities.

Travel

Travel expenses totaled approximately \$7,099, compared to a budget of \$11,002, resulting in a favourable variance of \$3,904.

Several budgeted trips were postponed, virtual meetings replaced travel, and cost-effective booking reduced overall spending. Only essential travel was reimbursed. This approach allowed the district to maintain operational effectiveness while achieving meaningful cost savings. The variance reflects strong financial discipline and strategic adaptation to modern communication options.

Lodging

Lodging expenses totaled approximately \$4,785, compared to a budget of \$4,500, resulting in a slight unfavourable variance of \$285.

Higher lodging needs for district leadership events contributed to the variance, though expenses remained close to budget. Only required travel related to district business was approved and processed. The variance shows effective management of travel-related expenses while still supporting essential leadership duties.