

Annual General Meeting 25 April 2024

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Agenda

I. Welcome BBS Members

Alex J Sinclair, President

II. Consul General's Report

Tammy Sandhu, H.M. Consul General

III. Acceptance of AGM Minutes for April 18, 2023

Alex J Sinclair, President

IV. Financial and Investment Report

Steve Wares, CFO Karen Leech, Investment Director **V. Committee Chair Reports**

Karen Beale, Vice President - Sponsorship Senay Ryan, Head of Membership Hedley Potts, Events Director Nick Fey, Technology Director Jennifer Baker, Head of Relief

VI. Introduction and Election of New and Re-Elected Directors

Alex J Sinclair, President

VII. Other Business for Discussion

VIII. Adjournment



Welcome BBS Members Alex J Sinclair, President



Mission & History of the BBS

The British Benevolent Society of California (BBS), a 501(c)(3) NGO provides financial aid and compassionate relief to British Immigrants and visitors in dire need. We need your help to fund our mission to support the **1.1 Million British Citizens** West of the Rockies currently within the United States.

The BBS is a unique independent charity and social hub for Brits and anglophiles in the Western United States. The charity works to provide assistance to British immigrants who have no one else to turn to.

The BBS has its roots dating back to the 1850s when doctors, professionals, and merchants met in San Francisco with the British Consulate to organize medical help and financially relieve British Nationals who fell on hard times while seeking their fortune during the gold rush.

After 166 years we continue our mission for the next generation seeking their fortune in Silicon Valley, Hollywood, and Beyond.



Where do British Nationals go for financial aid if they face any of these scenarios? Where would you go if you are elderly, alone or infirm?

Engaged Network of Membership across the Western USA

\$617K Provided in Relief Aid over 10 years **166** Years of Helping **Brits in Dire Need**

Members spread across the Western USA

118

Active Members

2,131

newsletter subscribers

603 social network followers

36 social events a year

8.61M British-Americans living within Western United States*



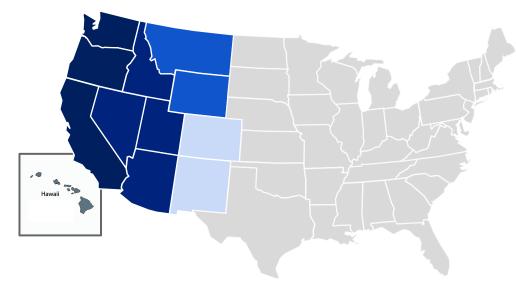
Los Angeles

Charity

Partners













Multiple Major Events Throughout the Year







*Source: 2020 US Census

Review of 2023-2024

New initiatives for 2024 - 2025

- Increased membership engagement and outreach efforts.
- Successful fundraising events, such as the Christmas party, Coronation and various happy hours.
- Collaboration with external organizations like the BABC, GBX, and Consulate offices.
- Implementation of new sponsorship strategies and initiatives.
- Continued focus on community building and member-driven initiatives.
- Enhancement of the organization's media presence through website updates, social media engagement and live broadcast interviews surrounding the King's Coronation.
- Ongoing relief efforts and support for British nationals in crisis situations, including the Maui Fire Disaster.
- Financial stability and growth, working to streamline management, while increasing revenue streams.
- Development of an ambassador program to expand the organization's reach.
- Upgraded website and donations systems, including a merchandise store to generate passive income.

- Strengthen safeguards in relief procedures to ensure confidentiality of cases.
- Establish additional contact points throughout the Western region for quicker case identification and centers of community building.
- Prioritize targeted sponsorship and grant acquisition to replenish the endowment after the pandemic.
- Launch a planned giving initiative to secure long-term growth for the endowment, sustaining relief and operations.
- Expand partnerships with existing and new charities to broaden our support network.
- Implement a peer-to-peer fundraising campaign where members create personal fundraising pages and compete to raise the most funds, leveraging their social networks and personal connections.



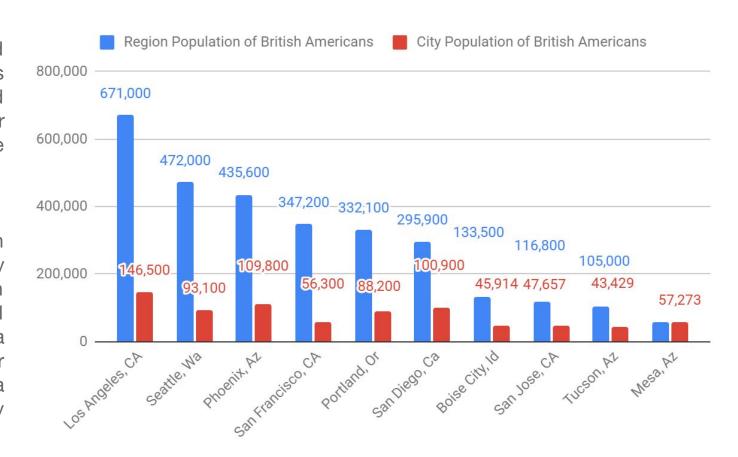
BBS Ambassador & Outreach Program

British Individuals: BBS Ambassadors

The Ambassador program, is a new system where trusted members pledge to raise a certain amount for relief efforts within their region through creative fundraising events and challenges, such as sponsored walks, bake sales, or community outreach initiatives. They will represent the charity in a social outreach capacity.

British Business & Retail: BBS Hubs

British specialty stores are the centerpoint of most british communities throughout the USA by establishing a Charity Partner Program, businesses commit to setting a donation box in their retail stores, providing BBS print materials and QR codes in their shop windows, or potentially donating a percentage of their profits or a fixed amount to the BBS for every purchase made by our members, providing a sustainable source of revenue while fostering community support.





British Centric Stores LA: 17 Seattle: 6 Phoenix: 6 SF: 4 Portland: 7 SD: 7 Boise: 2 San Jose: 6 Tucson: 4 Mesa: 4



Consul General's Report Tammy Sandhu, H.M. Consul General





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Acceptance of AGM Minutes for April 18, 2023 Alex J Sinclair, President







BRITISH BENEVOLENT SOCIETY OF CALIFORNIA SAN FRANCISCO

MINUTES OF THE ANNUAL GENERAL MEETING of Tuesday, April 18th, 2023 Online Meeting via Zoom

Present: Kelly Ducourty (President), Karen Beale (Vice President), Stephen Wares (Chief Financial Officer), Lucy Leonelli (Secretary), Jennifer Baker (Executive Director), Hedley Potts, Joe White, Karen Thomas, Luke Patton Stuart Kearle, Kathleen Kimura, Arif Damji, Alex Sinclair, Karen Leach, David Harding

Consulate-General: Joe White (Consul-General)

Also present: Members of the Society, including Robert Young and others

ITEM 1: Welcome

 Kelly Ducourty explained that we are having another AGM following October's meeting to get us back on our regular annual schedule following the disruption of Covid.

ITEM 2: Consul General's Report

- Joe made an opening statement welcoming all and stating how proud he is to be involved in the work of the BBS.
- Joe impressed the board with the impact and importance of the board's work. It aligns very well
 with the work that the Consular staff did and was complimentary> Joe gave an example of how
 we partnered to impact the life of one individual together. The BBS provided a valuable gift to
 the community and ongoing support to British Nationals.
- Joe specifically thanked Kelly, Jenn, and the board for their tireless efforts in driving forward the mission of the BBS.

ITEM 3: Acceptance of AGM Minutes 2020

 Kelly made a motion to approve the last minutes subject to an update to some financial information, seconded by Karen Beale and approved by all.

ITEM 4: Financial & Investment Status Report: Steve Wares

- Ended year with around \$100,000 in total profit
- Membership revenues were \$14,000
- Events brought in \$40,000 providing an \$11,000 contribution to the fund
- Expenses prime costs are staffing but overall tracked in line with the budget
- Overall, the BBS had expenses of \$128,000
- Success metrics is how much we give out in relief- total relief for the year was \$60,000
- Event cost was \$29,000
- Expenses for the year tracked in line with budget
- Costs of \$226,280
- Reporting an operational loss of \$126,107
- Cash needed is around \$10,000 per month
- Investment portfolio was down 11.5% for 2022, which was an improvement in 14% in October from the last AGM as bonds and stocks rallied in the last two months of the year. The portfolio outperformed the benchmarks for multiple reasons

ITEM 5: Executive Director Update, Jennifer Baker

 A new membership strategy group has been formed to encourage new members to improve their experience with us, and a sponsorship and fundraising group has been formed to help us raise funds.

Events update

- Jenn thanked the events committee for all of their hard work. Jen thanked Hedley for taking on the lead of the Events committee and Karen T and Karen B for their continued support. Jen ran through the events that have happened recently, and the focus now shifting to the Coronation Event
- Over the last year, we have co-hosted events with partners, hosted a US book launch, our second midsummer event, multiple happy hours, and the return of our in-person Christmas dinner.
- The events committee is now focused on the coronation event and confirming the location for our Christmas dinner

Relief update

- Jenn shared a thank you letter from a victim of domestic abuse that we repatriated back to the UK. His family was delighted to see him after seven years, and he is eternally grateful to the BBS.
- Another note of a relief recipient we repatriated following another domestic situation who said she would never forget the help she provided.
- The majority of cases involve repatriation, compassion assistance, home healthcare, people
 on a fixed income who cannot afford groceries, etc. Most are in the Bay Area and LA.
- The focus is on raising awareness of our ability to provide life-saving aid and ensure we sustain
 it for future generations.
- Jenn shared the new video we produced.

ITEM 6: Election of New Board Members

Kelly made a motion to approve Stephen Wares as the new CFO formally
 Karen Beale motioned, and Alex Sinclair seconded

ITEM 7: Adjournment



Financial and Investment Report Steve Wares, CFO

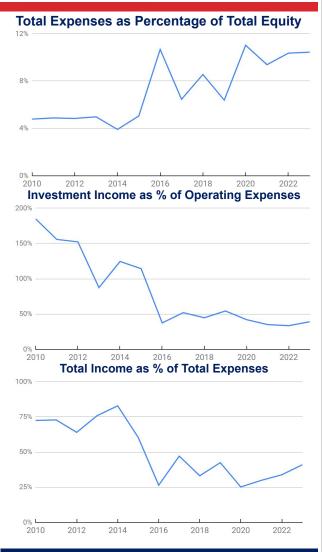






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Comprehensive Statement of Financial Activity



	2020	2021	2022	2023	2024	2009-2013	2014-2018	2019-2023	2009-2023
Ordinary Income/Expense Income					Aproved Budget	5 Yr Average	5 Yr Average	5 Yr Average	15 Yr Average
Dues	7,835	8,750	9,325	7,709	11,000	2,602	6,107	8,018	5,576
Donations	13,333	2,838	4,802	12,363	29,000	33,675	154,838	8,144	65,552
NET Event Income (inc raffles)	6,671	7,728	10,951	18,113	42,000	448	(1,277)	7,535	2,235
Interest / Dividends	47,477	49,007	46,544	58,724	55,000	37,605	56,547	52,460	48,871
Total Income (with net event income)	75,316	68,323	71,622	96,909	137,000	77,002	219,902	76,156	124,353
Aid Expenses							6		
Relief	133,469	79,496	58,480	56,085	55,000	16,509	42,693	71,956	43,719
Grants		-	-	-	1-10 E	16,304	8,644	100	8,350
Total Aid Expenses	133,469	79,496	58,480	56,085	55,000	32,813	51,337	72,056	52,069
Operating Expenses					221		11111111111111		
Office Salaries	90,138	101,806	109,363	116,450	117,300	9,307	57,337	101,557	56,067
Accounting / Professional Services	5,125	7,730	3,400	6,950	7,000	3,380	12,524	5,491	7,132
Rent	2,400	_	-	-	-	6,670	6,104	1,500	4,991
Marketing / Communications	9,293	22,866	18,203	15,144	15,000	_	8,554	13,967	7,507
Other	6,052	7,555	8,283	11,929	8,500	5,060	12,938	8,617	8,872
Total Operating Expenses (ex Events)	113,008	139,957	139,249	150,473	147,800	27,090	97,457	130,832	85,126
Total Expense	246,477	219,453	197,729	206,558	202,800	59,903	148,794	202,888	137,195
Net Ordinary Income (not incl. realized gain / losses on investments)	(171,161)	(151,130)	(126,107)	(109,650)	(65,800)	17,099	71,108	(126,732)	(12,841)
				Mile and La Department		at the Reveal of Control			
Year End Equity	2,233,912	2,337,281	1,907,895	1,977,612	2,000,000	1,227,291	2,167,851	2,142,918	1,846,020
Total Expenses as % of Equity	11.0%	9.4%	10.4%	10.4%	10.1%	5%	7%	10%	10%
Income ex Donations as % of Total Expenses		30%	34%	41%		103%	103%	34%	32%
Int /Divs. as % of Operating Expenses ex Ever		35%	33%	39%	12/3/24/25/25	148%	75%	41%	37%
Total Aid as % of Operating Expenses ex Ever	118%	57%	42%	37%	37%	132%	68%	57%	64%
Total Income less Relief	(58,153)	(11,173)	13,142	40,824	82,000	44,189	168,565	4,100	72,285



The British Benevolent Society of California, Inc. Statement of Financial Position

As of December 31, 2023

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Year End Dec 31 2023

	Dec 31, 23
ASSETS	-
Current Assets	
Checking/Savings	
1005 · Bank Of America	12,691.56
1010 · Fidelity-Cash	63,028.04
1015 · Petty Cash	10.00
Total Checking/Savings	75,729.60
Total Current Assets	75,729.60
Other Assets	
1310 · Fidelity-Investments	1,901,882.16
Total Other Assets	1,901,882.16
TOTAL ASSETS	1,977,611.76
LIABILITIES & EQUITY	2
Equity	
3200 · Unrestricted Net Assets	1,906,694.83
3250 · Temporarily Restricted Assets	1,200.00
Net Income	69,716.93
Total Equity	1,977,611.76
TOTAL LIABILITIES & EQUITY	1,977,611.76



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Investments

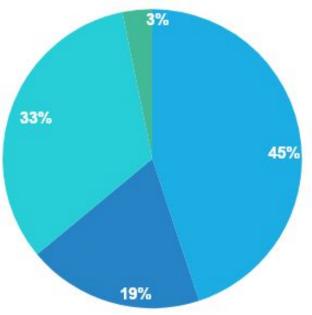
Karen Leech, Investment Director





Portfolio Asset Allocation & Performance December 31st, 2023





Time Weighted Rate of Return	Portfolio Value	2023	1-year	3-year	5-year		Life of Data (9.30.08)
Portfolio (including Fidelity Cash)	\$1,964,910	11.94%	11.94%	4.31%	8.86%	6.33%	7.27%
Benchmark (Index Blend 60% stocks, 40% taxable bonds)		15.81%	15.81%	2.94%	8.33%	6.41%	



Committee Chair Reports:











Karen Beale, VP, Sponsorship Senay Ryan, Head of Membership Hedley Potts, Events Director Nick Fey, Technology Director Jennifer Baker, Head of Relief Kathleen Kimura, Relief Director





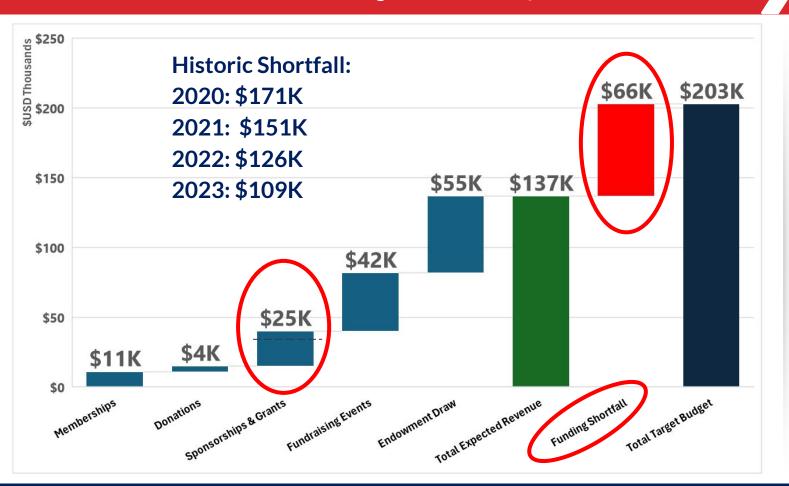
Sponsorship & Grants

Karen Beale, Vice President



Sponsorships & Donations are Key to Funding our Work

Our 2024/2025 budget and how we plan to fund it



Our existing corporate sponsors



BRITISH BENEVOLENT SOCIETY

BENEFITING BRITS SINCE 1858

Your donations and sponsorship will help us cover our shortfall and reach more Brits in need.

Allocate your Sponsor Dollars to Community or Relief Efforts

Social and Community Building

MONTHLY HAPPY HOURS



Support our monthly community meetups across the Bay Area with regular exposure

COMMUNITY EVENTS



- Annual Bike Ride, Book Launches etc
- Catering supporting community

SUMMER EVENT EG. LAST YEAR'S KINGS CORONATION EVENT



- Marketing sponsors
- Food & Beverage sponsors
- Entertainment sponsors

ANNUAL CHRISTMAS DINNER



- Sponsorship of wine, champagne, decorations, marketing & food & beverages
- Raffle underwriting
- Evening entertainment

Relief and Support Efforts

REPATRIATION



- One way flight to the UK
- Transport to airport in US
- Transport to final destination in UK
- Budget hotel prior to departure

HEALTHCARE



- Medical treatment
- Stroke recovery assistance
- Basic needs while convalescing

PENSIONER SUPPORT



- Temporary home healthcare
- Utilities and basic necessities
- Essential medical equipment

VICTIM OF CRIME



- Essential document replacement (passports, greencards)
- Cost of lodging, food and transportation







Membership

Senay Ryan, Head of Membership





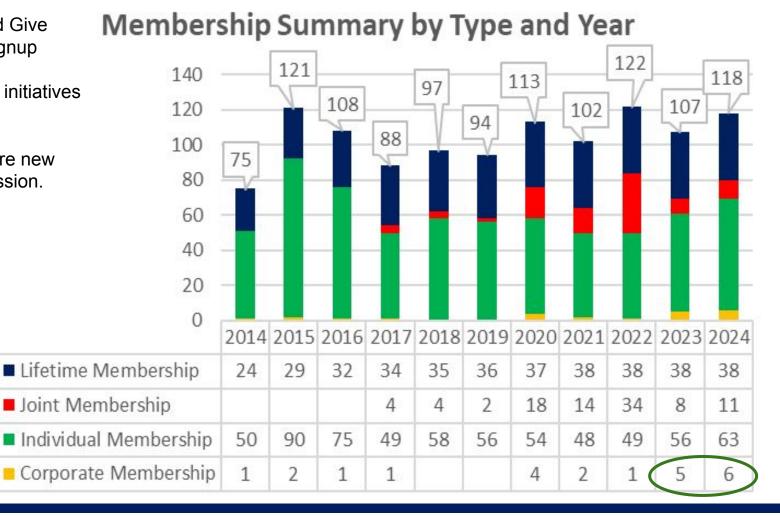


Membership Recap: 2023 - 2024

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- Implemented technology reform with Donorperfect and Give Butter to automate membership renewals and ease signup issues.
- Supported charity partner events to increase outreach initiatives in exchange for volunteer time and focus on corporate membership acquisition.
- Engaged in stewardship of potential members to ensure new members feel engaged and onboarded to our core mission.





We've attained membership levels akin to those during significant aid relief efforts like the 2015 California Fire and the 2022 Covid pandemic.



Membership Acquisition Strategy

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We will enhance membership drives by:

- 1. Implementing targeted marketing campaigns across email, newsletters, and social media platforms, aiming to increase **individual membership by 16**% and corporate membership by 30% by 2024.
- 2. Launching a **member referral program** to drive community growth and engagement, with a target of increasing membership by 10% through referrals by the end of 2024.
- 3. Developing impactful visual content to showcase our charity's achievements, with the goal of increasing engagement metrics by 15% on corporate stakeholders' platforms by 2024.
- 4. Communicating the benefits of charity involvement, including meaningful community relationships and tax advantages, resulting in a **10% increase in member retention** by the end of 2024.
- 5. Offering corporations opportunities to engage employees in volunteer experiences and service hour accreditation, with the aim of increasing corporate membership by 30% by 2024.
- 6. Leveraging community partners to amplify outreach efforts, resulting in a **20% increase in community engagement** with our charity's initiatives by the end of 2024.
- 7. Engaging with the next generation for innovative ideas and perspectives, leading to the implementation of at least two new youth-driven initiatives by 2024.
- 8. Employing direct outreach strategies, including cold calling, to establish corporate partnerships and expand our support network, aiming to secure partnerships with at least 10 new corporations by the end of 2024.



Our main objective is retention and rapid growth expanding from California to our coverage states and beyond.



Events

Hedley Potts, Events Director





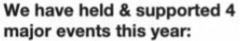
Click Here for Video Report



Community Recap:

Events April 2023 - March 2024





- BBS Coronation
- GBx Gala
- BBS Christmas Lunch
- BABC Christmas Lunch



In addition, we have held several Happy Hours in the North Bay and the South Bay, Trivia Night in SF, plus two pop-up events, a BBS Book Event and a BBS Bike Ride. We also held a successful trip to the races in April 2024

2023 EVENTS RAISED: \$43,093

2023 in Review

Event Income

Happy Hours (\$4,617)

- Continue to be relatively popular and have resulted in a number of new members
- Significant uplift in revenue has been seen through raffles Aim to have one Happy Hour event in the North and South Bay each month (have critical mass here)

BBS Coronation Event (\$8,762)

- Well attended themed event
- Notable significant sponsorship revenue (\$4000)
- Good return on investment (~\$3k yielding \$11.7k)

BABC Christmas Event (\$15,893)

- Significant revenue from auction prize
- (Thank you Karen Thomas and Lucas Arts and Kelly)
- Highest yielding event Focused on Fundraising and Outreach.
- Special Thank you to Jo Healey and the BABC Board

BBS Christmas Dinner (\$6,097)

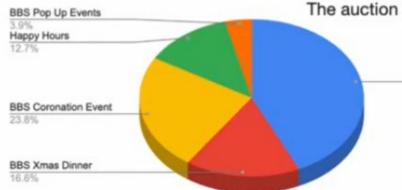
- Highest investment cost (\$8,762)
- Sold Out very well received in a new venue
- Raffle/Auction brought in significant revenue (\$7,820)
- Ticket price does not cover expenses (-\$1,722)

BBS Book Event, Bike Ride and Horse Racing raised \$1420 collectively

Overall observations

- Raffles provide significant revenue for all events and should be considered as core elements of all events going forward
- The BABC sponsorship has provided significant revenue for the BBS, and need to ensure we have significant raffle prizes to maximize impact.
- Happy Hours continue to be reasonably well attended but without a raffle their ability to drive revenue is limited
- The BBS Christmas Dinner requires a delicate balance to ensure it is profitable.
 The auction & raffle are key.

BABC Xmas Lunch





Event plans for 2024

Focus for 2024

- We will focus on revenue generation and look at new "events" and sources for revenue e.g. e-auctions and online raffles
- We must double down on raffles and auctions they are a significant contributor to our coffers - while continuing to engage the community

Happy Hours

- Happy Hours in the North and South Bay will continue
 - Look at demand and coverage for others e.g. SF Quiz Night
- Ensure that we have one or more raffle prizes to drive contribution min 4x Rol

BBS Summer Event(s)

 We will hold a summer event - looking at a BBS Picnic in the Park (Family oriented) - and considering others if they have the right Rol

BABC Christmas Event

Need to acquire significant raffle and auction prizes

BBS Christmas Dinner

- We are booking the same venue (University Club)
 - We will take input from last year to improve the event

Thank You

to the Events Committee and the Board members for all of your support - we actually also had some fun doing all of this :-)

Support Requested

- More volunteers to help share the load at events
- Donations for raffle and auction prizes to drive profitability
 - Budget for raffle prizes ?
- Continue to expand event awareness to new and existing members





Technology

Nick Fey, Technology Director



Technology Strategy 2023-2024

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	Previous	New	Status
Website hosting	Kiosk	Squarespace	Completed November 2023
Donation and event platform	DonorPerfect	GiveButter	Completed February 2024
Membership and communication	DonorPerfect & ConstantContact	GiveButter	Evaluation in progress



Website Redesign





About Get Help Get Involved Events News Store Contact







British Benevolent Society video introducing the history and purpose.

British Benevolent Society - benefiting Brits since 1858

The British Benevolent Society of California is a unique independent charity and social hub for Brits in the Western United States. As a community, we provide aid and relief to British citizens in times of dire need. The BBS is working tirelessly to support Brits with life-saving aid in times of greatest need.



About Get Help Get Involved Events News Store Contact



Become a Member

Get Involved



Become a Member

The British Benevolent Society of California provides aid and relief to British Citizens in need. Our support comes from generous donations, legacies and fundraising by members, and our community in California.

Throughout the year, we organize community events around the Bay Area where we offer our members a chance to mingle with other Brits in a social setting. Our numerous community events are British focused and fun! They range from monthly happy hours to theater in and around the Bay Area to our annual Christmas Dinner. The idea behind all of our events is to provide you with the feeling that you are back at home in the UK.

With your help and involvement we can:

- Continue to provide aid and relief to distressed British nationals in dire need of assistance.
- Partner with the British Consulates General in San Francisco and Los Angeles to ensure people know where to find us.
- . Follow the tradition that began in 1858 to help those that need it the most

Sponsorship

The BBS welcomes sponsors who can contribute a tax deductible amount in alignment to your organization's social responsibility strategy, to help British nationals in need. There are two types of sponsorship:

- Sponsorship of a specific event:
 Download Event PDF for details
- Sponsorship of specific types of relief:
 Download Relief PDF for details

Note not all cases require each of the listed support though they detail the pattern of aid generally provided under the most common circumstances of repatriation, healthcare, pensioner support or victims of crime.



Support the BBS with our new online store!





About Get Help Get Involved Events News Store Contact





Become a Member

BBS Store



BBS Unisex organic cotton t-shirt from \$25.50



BBS pint glass











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Relief

Jennifer Baker, Head of Relief



Historical Relief Data and Types of Assistance Provided

Past relief budgets









Pre pandemic average annual Relief during the pandemic also The relief budget still remains included \$1,500 Covid Grants higher than before the pandemic relief budget

Post pandemic average annual relief budget

Types of assistance that we offer



Repatriation



Temp Caregiver Assistance



Pensioner Care Advocacy



Emergency Financial Support



Victim of Assault



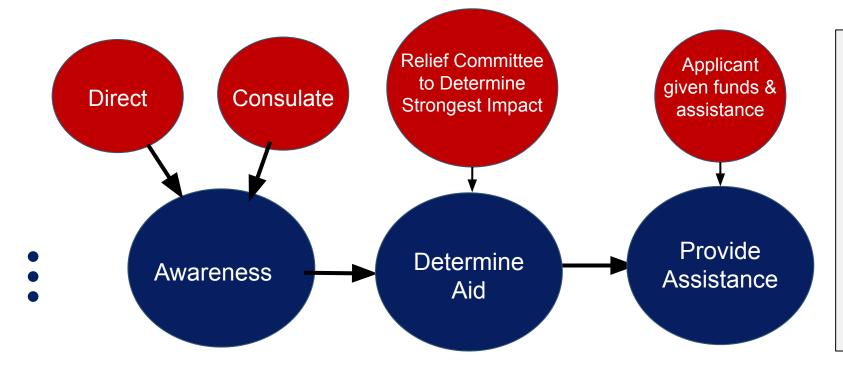


Relief Process

The goal of the Relief Committee is to provide the best and most appropriate support to British Nationals in distress.

Intervention and assistance are determined in instances when a chance of intervening will lead to a positive outcome.

Relief Committee members work closely with the Head of Relief, who leads on relief cases. Together they determine the most appropriate and timely aid. The Relief Committee has the authority to provide financial relief, up to \$8000, without requesting additional authorization from the BBS Board of Directors.



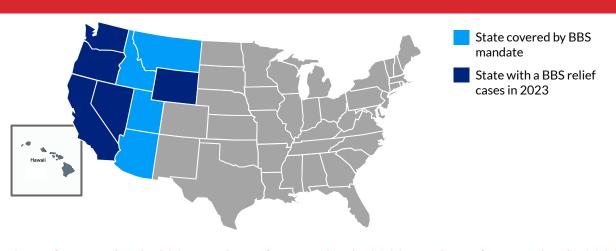
Big Thank You

Relief Committee!
Kathleen Kimura
Malcolm Manson
Norman McLeod
Susie Gregory
Penny Harwood

What are the BBS Coverage areas and Typical Distribution of Cases?

Approved Cases by State and BBS Mandate Coverage Shows states with relief cases and under BBS mandate for 2021, 2022, and 2023 **Approved Cases by Type**

of cases by case categorisation between the 2021, 2022, and 2023 operational years



Cases by Location in 2021

Los Angeles: 13 San Francisco: 7

Arizona: 2 California: 20 Nevada: 2 Oregon: 1

Washington: 3

Cases by Location in 2022

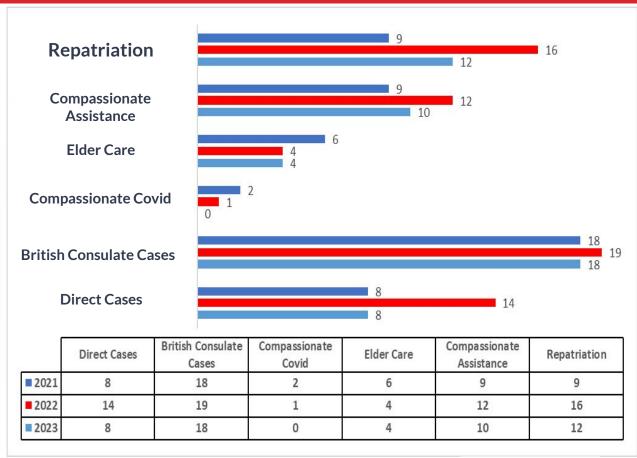
Los Angeles: 15 San Francisco: 9

Arizona: 3 California: 24 Hawaii: 1 Nevada: 2 Oregon: 2 Washington: 2

Cases by Location in 2023

Los Angeles: 10 San Francisco: 8

California: 18
Hawaii: 1
Nevada: 2
Oregon: 3
Washington: 1
Wyoming: 1









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Introduction and Election of New and Re-Elected Directors

Alex J Sinclair, President







Re-Election of Directors

Alex J Sinclair, President













Karen Beale Vice President

Penny Harwood

Director

Karen Leech
Director

Hedley Potts
Director

Alex J Sinclair
President

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Motion Passed Unanimously



Introduction and Election of New Directors





Nick Fey
Senior Designer, Apple
Technology Chair

Andy Jack
Vice President, BlackRock
Sponsorship Committee

Motion Passed Unanimously



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Other Business for Discussion



Arif Damji

Special Thanks To







Karen Thomas



Kelly Ducourty



Special Thanks To









Adjournment



References & General Information









General Information

Address: 35 Miller Ave, #187 Mill Valley, CA 94941

Tel: + 1.415.421.7195

Web: www.bbsofca.org

Email: info@bbsofca.org