



ANNUAL REPORT

ESA MEMBERSHIP CORPORATION

2020 was a difficult year for ESA. Due to the pandemic our members were not able to get together and enjoy the fun, friendship, and good works that ESA provides, and as an organization we saw a significant decrease in new members. As things begin to return to pre-pandemic conditions, we are hopeful that members will begin welcoming new members and members who chose to leave in 2020 will return to the organization.

This 2020 Annual Report was prepared by the ESAMC Board of Directors.

Membership Matters: At year end in 2020 (the end of the ESAMC fiscal year), we saw a net decrease in both community and collegiate membership. This decline can be attributed to the pandemic which prevented chapters and members from holding traditional events and activities. Additionally, as with many previous years, decline among our community ESA membership is largely due to a lack of membership activity at the chapter level and aging membership.

It is imperative that current members seek out and welcome new members into their ESA chapters, or encourage friends and family who live in other states to join ESA. With the use of technology we have seen chapters welcome members who live in other places, broadening the horizon for new members. As you plan your ESA year please be sure to include recruitment activities and outreach in your communities and among your peers.

ESA Membership Programs: Membership resources are updated regularly and can be found on the ESA website at epsilonsigmaalpha.org/recruitment.

Collegiate ESA: Collegiate members were greatly impacted by the pandemic. Many of them left their campuses during the Spring 2020 semester and did not return for the remainder of the year with all classes and activities being virtual. This greatly impacted ESA's Fall 2020 recruitment season, seeing smaller recruitment classes across our collegiate chapters. Collegiate chapters put in a great amount of effort to keep members connected virtually and through social media campaigns.

If you or anyone in your state is interested in learning more about bringing a collegiate chapter to your area, please contact ESA Headquarters. The best way to introduce ESA to a college is through a student who has ties to ESA already through a parent, grandparent, or friend.

ESA For St Jude: Due to the pandemic many St. Jude events throughout the country were cancelled or made virtual, which impacted the level of ESA volunteer efforts. This also impacted ESA members' ability to hold local events to raise funds for St. Jude. As the country begins to open back up, we are looking forward to these activities resuming and members being able to return to their high level of St. Jude involvement.

Hope for Heroes: ESA members continue to support members of our armed forces both overseas and stateside. LeAnn Wray, 2020-2021 IC President, chose Hope for Heroes as her President's Focus, encouraging members and chapters to find ways to support military members and their families with a special focus on disabled service members.

ESA Foundation Scholarship Programs: The ESA Foundation continues to provide hundreds of scholarships to qualified students. The Foundation introduced a series of virtual informational events in 2020 to spread awareness about the Foundation and education.

The Annual ESA Leadership Training Conference: The ESA Leadership Conference is a great opportunity for attendees to share ideas, learn new techniques, and get to know fellow ESA leaders. This conference readies future leaders within states for their tenure and allows them to hear about the latest programs being introduced by ESA.

Communications: In 2020 ESA Headquarters continued updating high-traffic pages on the public side of the ESA website (www.epsilonsigmaalpha.org) to give the pages a fresher look and feel for those who may be interested in learning more about ESA. Headquarters continues to produce informational and promotional materials that members can utilize for recruitment campaigns, available by contacting the office.

ESA's virtual offerings: In order to continue to offer programming and social opportunities for ESA members, ESA Headquarters presented a wide variety of virtual options for the membership throughout 2020. These virtual options (tutorials on how to use Zoom, invite-only recruitment celebrations, ESA Coffee Chats, trainings, and socials) were a great way to bring ESA to members when we couldn't meet in person. These virtual options extended to chapters and states as well, and ESA saw many states embracing the space by holding happy hours, board meetings, and even state conventions online. As things begin to open back up, Headquarters plans to keep online engagement opportunities as we see in-person activities come back.

For additional information regarding this report, ideas, or questions about the ESA Membership Corporation, contact Charlotte Carloni at ESA Headquarters:

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FINANCIAL INFORMATION

Revenue vs. Expense: The following information indicates the revenues and expenses for the period beginning January 1, 2020 through December 31, 2020 which represents all transactions within ESAMC's fiscal year.

Revenue exceeded expense during the 2020 fiscal year.

Total revenues.....	\$690,500
(includes all dues, fees and other income)	
Total expenses.....	\$578,947
Net income:.....	\$111,553

These are the funds that ESAMC will use to reduce corporate debt for approximately the next 4 years.

Debt Service: Since its incorporation in June 2008, through December 2020, the ESAMC has reduced its corporate debt by \$805,000. Until this debt is paid in full, it continues to be a high priority for the ESAMC to continue to reduce this debt in a responsible way each year.

Expense: The following information is designed to assist the membership in seeing where its money goes to support the work of ESA. Line item expenses are divided among program areas to reflect the amount of time, effort and resources that go into accomplishing the tasks that are required to support and advance the best interests of the organization.

All expenses fall into one of the following essential service categories. The examples that appear here are representative of the types of services that are provided in each category; however, space will not permit publication of the entire list of services provided by the Headquarters office.

- **Program Services-25%** (Pallas Athene programs, leadership development services, ESA leadership seminars, Sixth Degree, tracking and maintaining other awards and credit programs)
- **Management and Administration-23%** (database maintenance, office maintenance/management, accounting services, employee benefits, insurance, Foundation services, International Council Services, ESAMC Board Expense)
- **Promotional Services-23%** (developing and producing membership materials, web promotion, jewel and lamp pins, incentives, relocation, new program/event promotions, new chapter development, travel)
- **Communications-29%** (website, correspondence, publications, newsletters, mailings, e-blasts, phone counseling, member and chapter counseling)
- **Summary:** In summary, the ESAMC has developed a well-balanced budget to provide for developing programs, ideas, recruitment options, and cooperative efforts to inspire the membership to advance the work that has made ESA the premier volunteer organization it is today.

We encourage the membership to take an active role in building the future of ESA by sharing their ideas with us and for availing themselves of all of the opportunities that are available to them as active members of Epsilon Sigma Alpha.

- **The Board of Directors:** The ESA Membership Corporation Board of Directors consists of nine voting members, including a representative from the International Council Executive Board, a representative of the ESA Foundation, and the Executive Director of ESA Headquarters. Regular members of the board, who do not serve as representatives of other entities, serve for three year terms (with term limitations of two consecutive terms). Representatives from the International Council and ESA Foundation serve one year terms by virtue of their office or as designated annually. The ESA Executive Director serves for his/her tenure in that position.
- The ESAMC Board of Directors oversees the budget for ESA Headquarters and sets priorities for program development and for the work of the ESA Headquarters office. The Board also works to do strategic planning for the use of the resources provided by the membership and works to develop continuity in membership services for the long-term development of these resources. All of the ESAMC Board's efforts are focused on building long-term strength for the organization and its Headquarters office.
- Members who would like to serve on the ESAMC Board are encouraged to contact Board members to indicate their interest in serving. Future applicants will be considered on the basis of the strengths and skills they can contribute to the board. Applicants do not need to have served on any other ESA board or in any specific ESA office in order to receive consideration for service on the ESAMC Board.

2020 Board Members:

- Angie Butenschoen, Missouri.....Chairman of the Board
- Pat Josey, Kansas.....Vice Chairman
- Audrey Kidwell, Florida.....Secretary
- Brian Haug, Kansas.....Board Member
- Bob Brandes, Colorado.....Board Member
- Susan Winters, Kansas.....Board Member
- Vickie Farris, Idaho.....Board Member
- LeAnn Wray, Michigan.....IC Executive Board Rep
- Rosalee Echele, Missouri.....ESA Foundation Rep
- (Ex officio member) Charlotte Carloni, Colorado Executive Director

Current ESA Staff Information:

- Charlotte Carloni.....Executive Director
- Tracy Swanson.....Membership Director
- Mackeigan Wuest.....Communication/ESA for St. Jude
- Deena Steele.....Membership Services/ESA for St. Jude
- Mandy Mullen.....Data Processing/ESA Foundation
- Doug Mills.....Accounting, ESA Foundation Registered Agent, ESAMC Board Treasurer