

The image features two clusters of three overlapping green circles on the left side. The top cluster is positioned in the upper left, and the bottom cluster is in the lower left. The text is centered on the right side of the page.

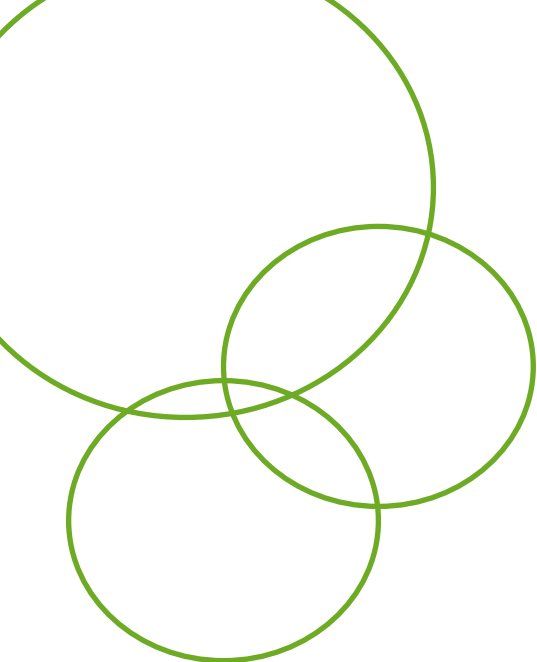
***There Will Be  
W(H)INE***



***There Will be...***

***Blood***



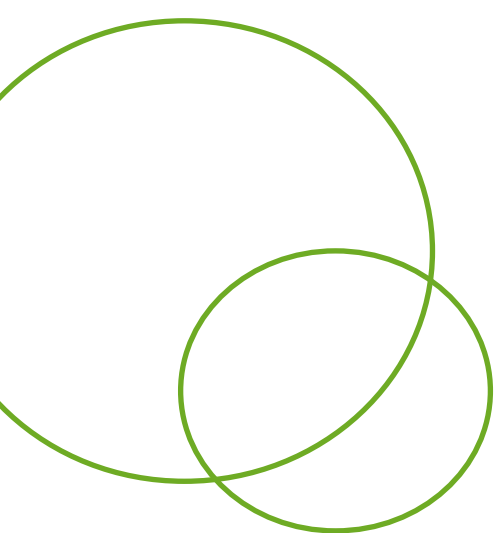


## ***The Challenge***

***Compelling Financials***

***Tell Your Story***

***Engage Your Board***





***Panel***

***Alison Thurman – Board***

***KidsQuest Children’s Museum Seattle***

***Christine Dolan – CFO***

***The New Children’s Museum, San Diego***

***Cheryl Darr – CFO***

***The Magic House, ST Louis***



***Engage Your Board***

***Alison Thurman***



***Tell Your Story***

***Cheryl Darr***



***Who, What, How***

***Who do you want to attract?  
What do you want them to do?  
How do you want them to engage?***



***Be Compelling***

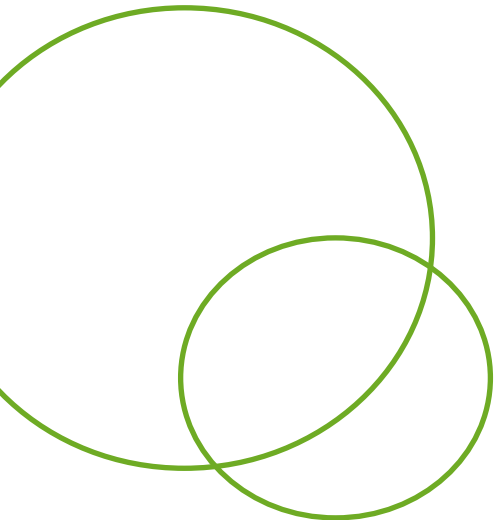
***Christine Dolan***





# ***Fun with Numbers***

[Clip](#)





# ***Presentations***

***Clear***

***Understandable***

***Comprehensive while Interesting***



# ***Positive Results***

***Attracts Donors***

***Improves Communication***

***Builds Trust***

***Fosters Culture of transparency/accountability***



# ***Decision Making***

***Financials: The Backbone of Decisions***  
***Assesses Health***  
***Guides Future Investment of Resources***



# ***Risks***

***Uninformed Decision Making***

***Missing Important Details***

***Unable to Provide Proper Guidance***

***Poor Decision Making***

***Lack of Engagement from the Board***

***Lack of Involvement in Strategic Changes***



# ***Key Factors***

***Avoid Jargon and Technical Language***

***Use Real World Examples***

***Provide Context***

***Explain Implications***

***Use Story-telling Techniques for Narrative***

# *Use Visuals*

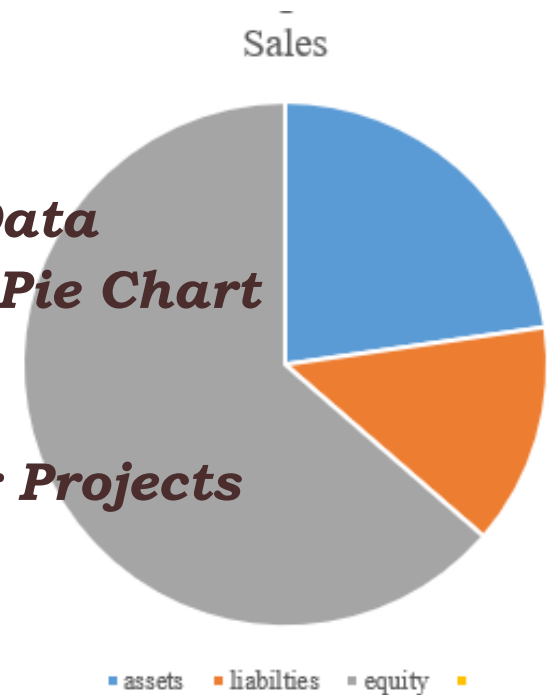
*Helps to Understand Financial Data*

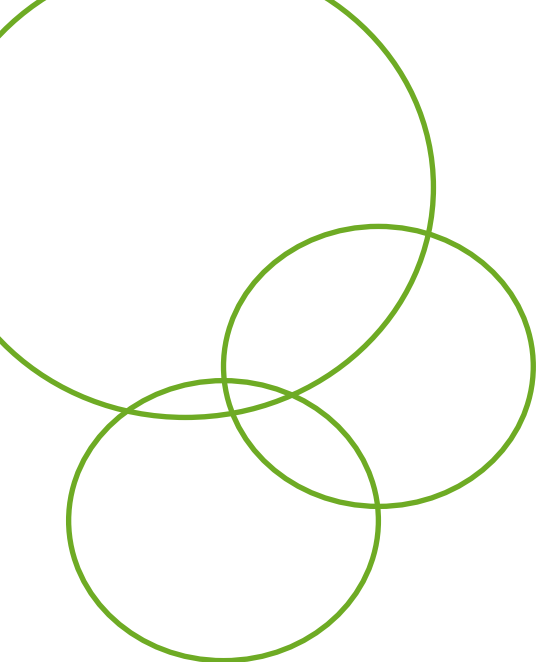
*Use Balance Sheet or SOFP as a Pie Chart*

*Stacked Bar Chart for P&L*

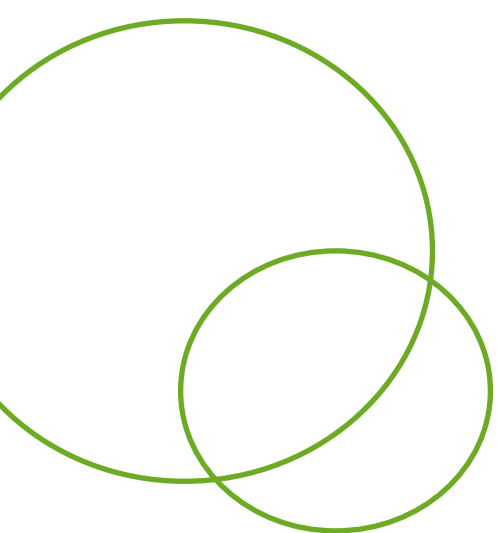
*Dashboard for KPI's*

*Timelines for Budgets and Major Projects*





# ***Data in One Place***





Indicator Name	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
<b>Earned Income</b>	411644	214068	609493	499614	632912	436539	648714	458612	518427	612446	483058	607176	648714
<b>Contributed Income</b>	44851	5823	28718	24240	57114	44846	39794	16850	22194	27321	63502	52544	39794
<b>Gross Profit</b>	456495	220791	638211	523854	690026	481385	688508	475462	540621	639767	546560	659720	688508
<b>Total Operating Expenses</b>	541546	474649	533229	537624	557543	457173	526218	457876	558221	499405	553691	451071	526218
<b>Operating Profit (EBIT)</b>	-85051	-253859	104982	-13770	132483	24212	162290	17586	-17600	140362	-7131	208649	162290
<b>Net Profit</b>	-85051	-253859	104982	-13770	132483	24212	162290	17586	-17600	140362	-7131	208649	162290
<b>Net Profit Margin %</b>	-20.66%	-118.09%	17.22%	-2.76%	20.93%	5.55%	25.02%	3.83%	-3.39%	22.92%	-1.48%	34.36%	25.02%
<b>Expenses</b>	541546	474649	533229	537624	557543	457173	526218	457876	558221	499405	553691	451071	526218
<b>Cash at EOM (incl Reserve)</b>	2556956	2354815	258175	336484	396577	565327	399911	274026	284969	430793	384298	516144	399911
<b>Quick Ratio</b>	0.39	1.47	1.89	2.11	1.94	1.88	1.45	1.22	1.11	1.55	1.76	1.33	1.45
<b>Current Ratio</b>	4.11	3.66	4.01	4.08	4.11	2.99	3.22	3.66	3.12	3.55	3.80	3.99	3.22
<b>Accounts Receivable</b>	406833	278476	390751	334395	277288	276939	310992	522854	510722	332080	318161	442867	310992
<b>Accounts Payable</b>	208806	228035	475023	266657	369073	397107	375511	459583	372228	322676	448762	287878	375511
<b>Income Budget</b>	192637	321062	256849	321062	513699	706336	642124	642124	770548	770548	642124	642124	642124
<b>% of Income Budget</b>	214%	67%	237%	156%	123%	62%	101%	71%	67%	79%	75%	95%	101%
<b>Expenses Budget</b>	316128	138940	188003	157048	178392	171758	120217	347929	133358	120265	113763	142213	120217
<b>% of Expenses Budget</b>	171%	342%	284%	342%	313%	266%	438%	132%	419%	415%	487%	317%	438%
<b>Memberships</b>	585	383	504	460	322	201	340	300	470	240	288	334	340
<b>Attendance</b>	22327.00	25565.00	25088	22361	25407	22116	23465	24707	24025	25236	26236	22729	23465
<b>Current Liabilities</b>	985552	987552	998831	998868	989045	990624	990109	995986	997531	997513	995165	997125	990109



# ***Charts, Dashboards & Timelines***

Chart Title

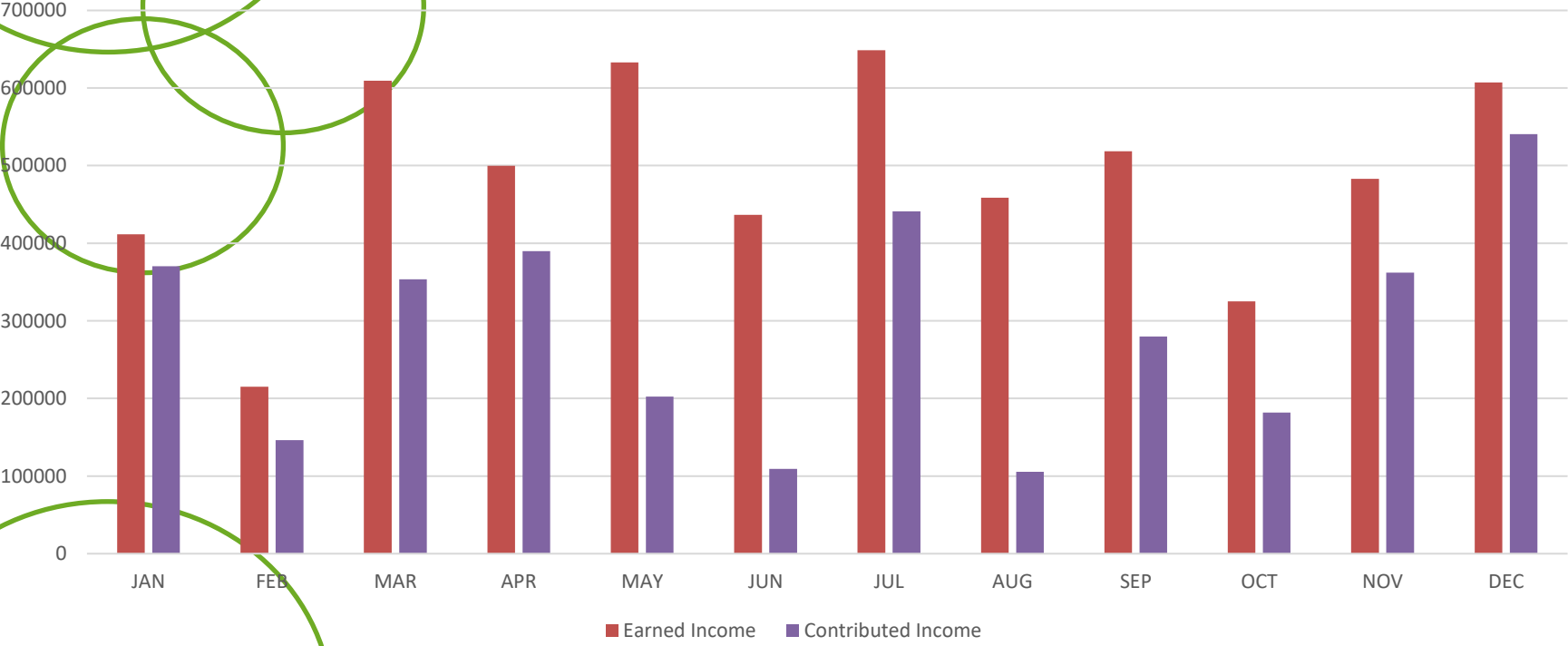
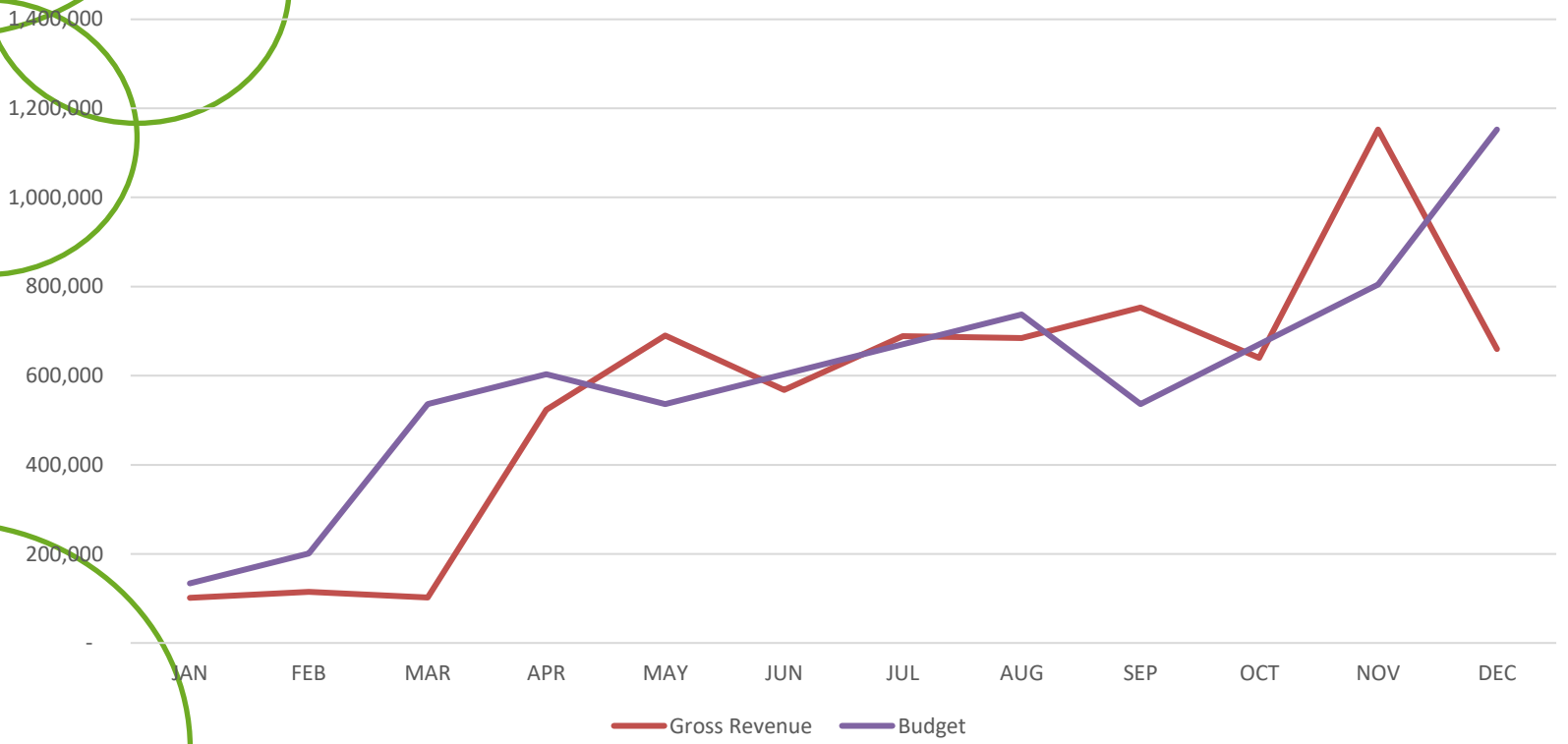


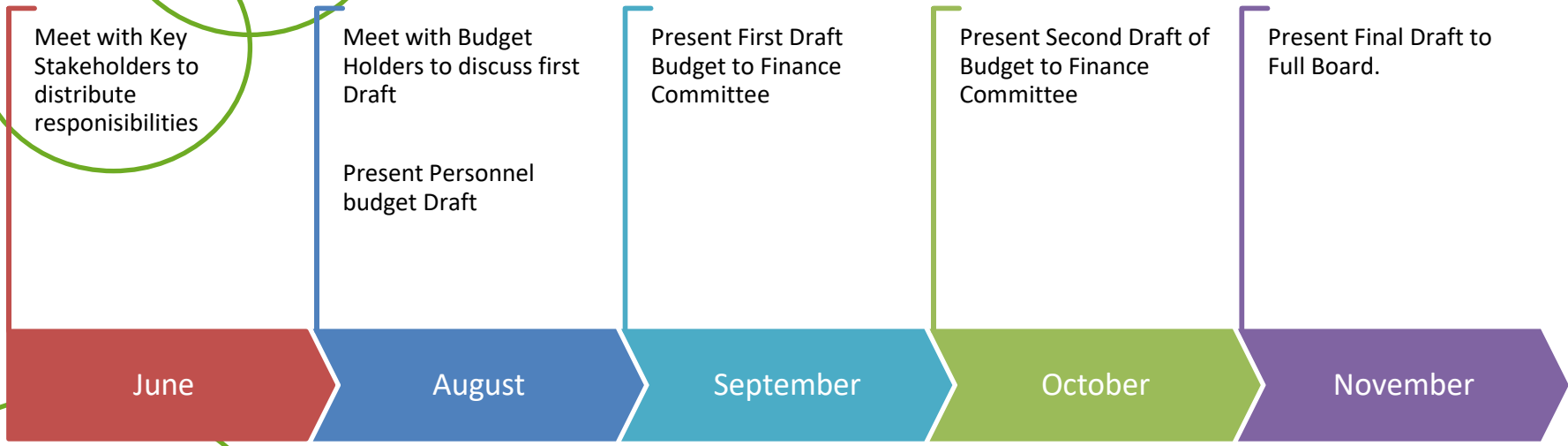
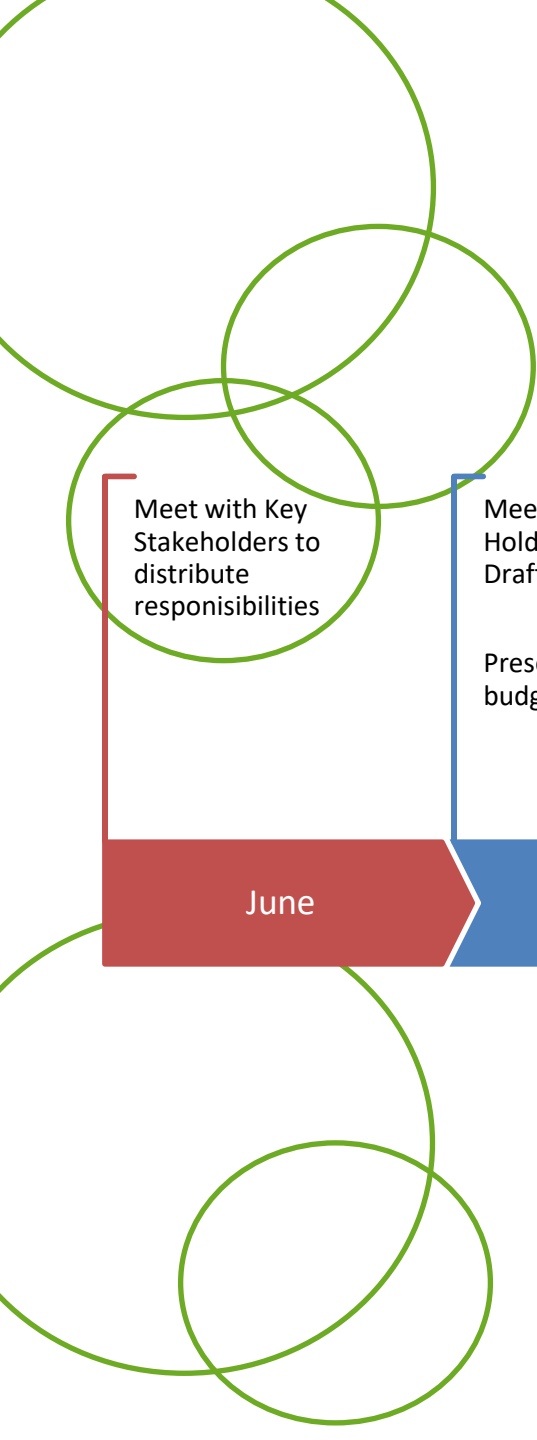
Chart Title

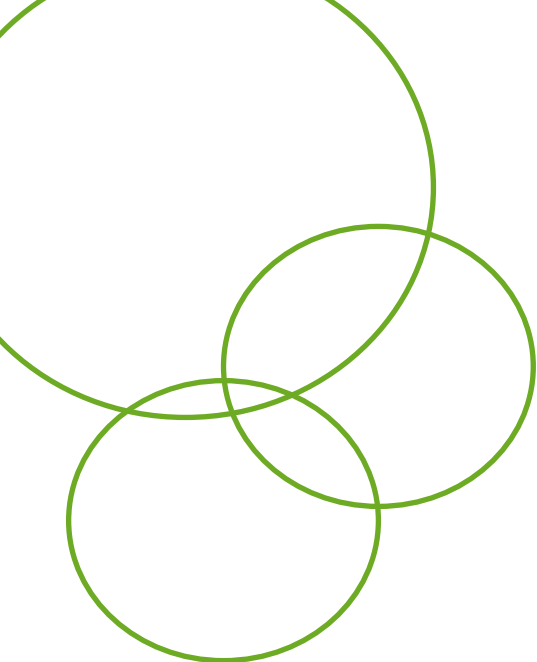


**OUR Museum**

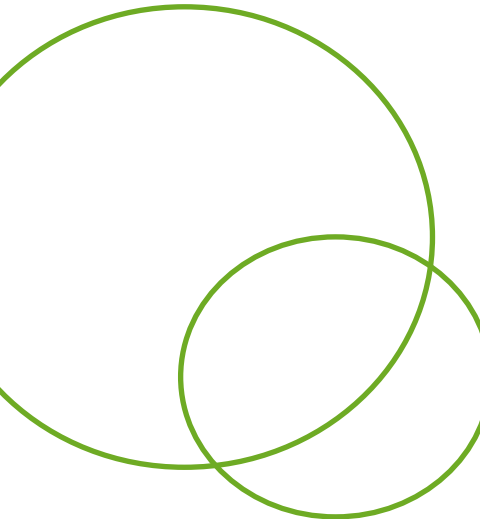
**JUL 2023**

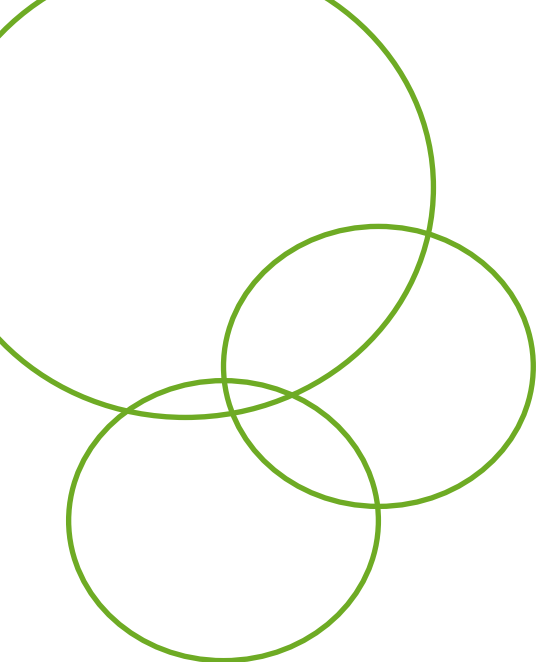
Activity		Net profit Margin %	Income and Expenses		
<b>Memberships</b> <b>284</b> 	<b>Attendance</b> <b>22,751</b> 	 <b>35.1%</b>			
<b>Earned Income</b> <b>671,794</b>  0.3% vs. previous month	<b>Expenses</b> <b>479,784</b>  -7.8% vs. previous month	<b>% of Income Budget</b>  <b>105</b>	<b>Accounts Receivable</b> <b>518,685</b>  14.5% vs. previous month	<b>Accounts Payable</b> <b>547,377</b>  100.3% vs. previous month	
<b>Net Profit</b> <b>235,818</b>  36.7% vs. previous month	<b>Cash at EOM (incl Reserve)</b> <b>385,287</b>  2.9% vs. previous month	<b>% of Expenses Budget</b>  <b>399</b> <b>%</b>	<b>Quick Ratio</b> <b>1.45</b>  -13.7% vs. previous month	<b>Current Ratio</b> <b>3.22</b>  7.7% vs. previous month	



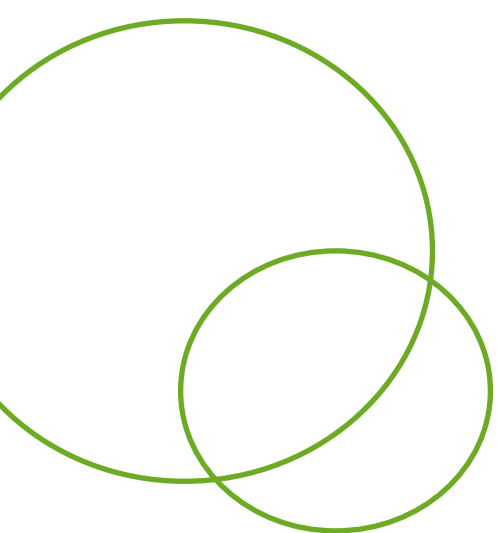


# ***Discussion***

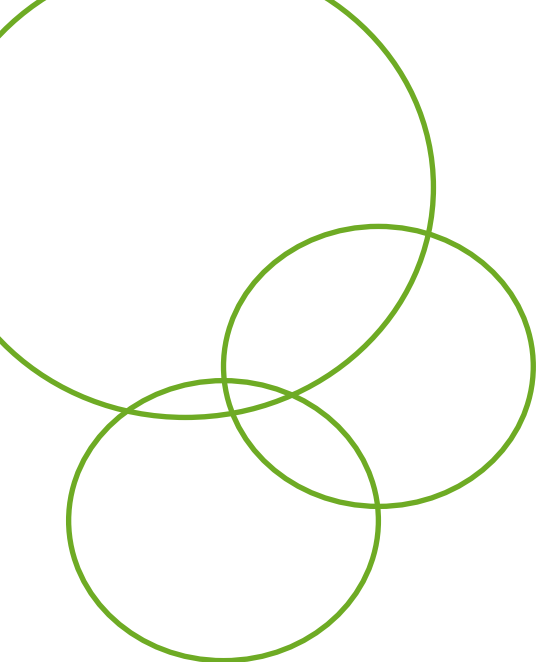




***Cheers!***







# ***Evaluation***

