

MAY 2006

TREASURER'S UPDATE

BY: HEIDI BRAUER, CMA

PLEASE SHARE

Please give this page to your treasurer or bookkeeper. Often I hear from treasurers, that they don't receive this information. The FCC newsletter is in a "break-away" so that pages can be shared with the Director responsible.

DEALING WITH CHANGE

Why is it, that some community associations are stagnating and some are very successful? The reason often is, that the board of directors does not want to change their way of action and the way the community association has been run for years. Fresh ideas are not accepted.

They are so focused on renting the hall and fundraising through bingos or casinos, that the main purpose of the community association is overlooked. Yes, fundraising is important as it costs a lot of money to run a community hall, but often management is too focused in one direction, that they are losing sight of what the people in their community want. The result is a loss of members and in the end, there is a small group left, that call themselves "the community association", which for outsiders may look like a closed group, which does not want to be infiltrated.

When it comes to change, we have four choices:

- Ignore it
- Predict it
- Control it
- Grow with it

The world is changing quickly around us. We cannot afford to ignore it. We have to be pro-active to be able to lead our ship in the direction of growth. It will mean stepping out of our box and looking at the situation with a new set of eyes. Many people shy away from change, as change means uncertainty, but we can use changes around us to profit by them and grow.

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Years ago the community hall was a gathering place for people to come together for entertainment and socializing. In these days people did not have transportation and their houses were too small to accommodate all their friends and relatives. Times have changed. People are more mobile, and entertaining a larger number of people in our houses is often no longer an issue.

Does this mean, that the purpose of the community halls has changed? In many situations I would say “yes”. This does not say, that there is no longer a purpose for community associations. On the contrary, community associations and halls can play a very important part in today’s way of life.

There are many lonely people in the community, who don’t have the extended family or a group of friends. They may be new to the city or are immigrants without a support group. Yes, there are many clubs they could join, but sometimes a visit by somebody from the community association inviting them for “coffee” at the community hall, may be the start to gain a new member and friend.

By having activities for our children before and after school or for the teenagers in the evenings, we have some control over where they spend their time and with whom.

People want to be active and take part in sports activities after work like yoga, dancing, ball games etc. A community hall can be a focal part for these groups.

Many communities are having lots of seniors, who don’t want to drive all over town, are lonely and would appreciate activities to get together, share ideas and have a cup of tea.

Then there are many mothers, who after years of having been in the workforce feel cubed up at home looking after young children. They also would appreciate having a place to go to, where the children could play, and they can share ideas and have some “grown up talk”.

Look at the demographics in your community, find out what the needs and wants are and set up programs accordingly. Charles Darwin’s theory of evolution’s basic finding was, that it is not the strongest of the species that survives, nor the most intelligent, it is the one that is most adaptable to change.

REMINDER.....

I will be away on vacation from Monday, **May 8th** and returning on Tuesday, **May 23rd**.

My assistants will be able to work on audits while I am gone, but no audits can go out during this time.

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