Where Does All The Money Go?

I’ve had a few queries over the last year from members wondering where we spend our income. There is a summary at each AGM, and a full budget report in two Board meetings per year, but here I explain our expenditure in a bit more detail.

For 2012 we have about £180,000 to spend, almost all coming from membership subscriptions. This annual sum has been falling recently as we have fewer new members and quite a few members dropping or downgrading their membership.

**Administration budget**

About £74,000 (41%) is spent on admin. The majority pays the wages of our 3 staff and the remainder covers rent, stationery, electricity etc.

**Directors**

About £16,500 is for Directors’ fees and expenses. For this, you now have 7 directors putting in 5-10 hours pw on your behalf.

**Website**: £4,500 is for the website. This includes hosting fees, running costs and development. This year we are investing £1,000 in an on-line membership renewal facility.

**ESF** membership costs about £12,000 pa, (subject to exchange rates). The benefits of ESF have been covered at length elsewhere so I’ll not repeat here.

**Ethics**: £5,000 is put aside for Ethics cases. Hopefully we won’t need this, but a lengthy Ethics case can wipe out our reserve and need far more to cover legal fees etc. Having mediators involved early on to prevent complaints developing will hopefully reduce costs. Some money is for copying, rooms and training and we have £1,000 put aside for an advice line to support practitioners who have been subject to abuse.

**Politics**: We spend about £2,500 pa attending SRUK and CNHC meetings. The SRUK (Shiatsu Representatives, UK) is a voluntary umbrella group of Shiatsu bodies across Britain, whilst CNHC (Complementary and Natural Healthcare Council) is a government backed voluntary regulatory body for all complementary therapies.

**Journal**: The Journal costs c. £13,800 pa

**Education**: There is some expenditure in ratifying schools, teachers’ meetings etc.

**AGM**: Each AGM costs c. £800 for room hire, paperwork, travel expenses etc.

**Research**: We have £1,000 budgeted to support people attending conferences or seminars and £1,000 for the writing up of proposals and
papers. We also have £1,000 available as ‘seed corn’ money to support small projects.

**Marketing:** the relatively large Publicity budget of £14,500 reflects the wishes of the membership that one of our main jobs should be to promote Shiatsu as much as possible. We’re paying £5,400 to a professional publicity company who’ve done some marketing analysis and provided a report showing who is most likely to use Shiatsu, which media to utilise and where best to target our publicity. We have also been seeking out case studies and people willing to be interviewed for articles. We made £4,000 available to promote Shiatsu, some of which has been spent at recent national health events.

**Internal communications:** There is a pot of £5,000 available to support the set up and running of local groups. If you would like a cut of this, for bringing local members together, then do contact us!

Hopefully this has given you a bit of a flavour of the projects we are funding, and some more detail about the work we are doing.