

INTERNATIONAL FENG SHUI GUILD



ANNUAL REPORT FOR OUR MEMBERS

2020



LETTER TO MEMBERS

2020 was a difficult and challenging year for all of us. The IFSG's mission over the past year was to support and hold space for our members during this difficult time. It was an election year for our board as well, and we brought on many new members to our board. Last Annual General Member meeting in February 2020, we presented our overall theme for 2020 to be "outreach" and to launch new and engaging initiatives that will bring our members together. As did many of us, we had to adjust our plans, we shifted to offering our members simple opportunities to share and learn.

In 2021 we have a new board with a lot of great energy. We changed how we did things a bit this year. We have shifted away from static or permanent directorships, and created areas of focus that we need this year. In 2021, we have aligned our directorships and roles with these areas of focus. Our areas of focus in 2021 are:

- Marketing: member programming
- Member retention
- Member acquisition
- Community engagement

Sincerely, Laura



Laura Morris,
Board Chair

2020. That pretty much says it all.

But to me, it also says resilience. It says persistence and community. Caring and outreach. Considering the state of the world this past year – I am so proud of our members. We weathered a pretty difficult economic and emotional storm; and for the most part, we made it. Some bumps along the way. Some heartbreaks. But, also some rainbows.

Most of us had to get creative in ways we hadn't been before. But isn't that what Feng Shui is all about? Pushing ourselves and our spaces to new limits. Sometimes kicking and screaming – but also, with a fresh look. As a board and an organization, we reached and pushed ourselves as well. I'm proud of them too.

Thank you, members for sticking with us when the world got crazy. I often say it – but haven't ever meant it more... we have your back. And we always will.

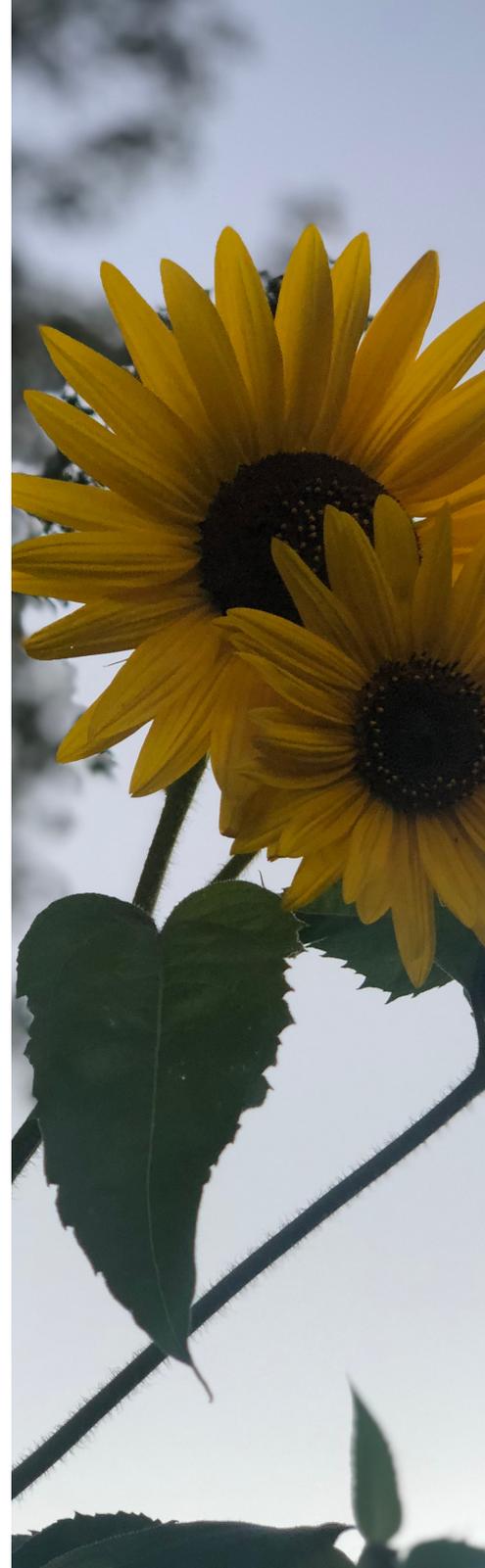
Cheers, Deb



Deb DermeyerLamb,
CEO

TRIUMPHS

- Rebuilt the IFSG Assessment on a new software platform, more secure and flexible. Our previous software had been in place since 2008.
- Enhanced security and hosting for the main website, assessment, and blog. This included a new dedicated server and strong firewall.
- Created the Feng Shui Friends Facebook group for our public – those who wanted to learn more about Feng Shui. This group was gifted to the IFSG from Laura Morris, Morris Feng Shui including all of her followers. The intention was to test the feasibility and functionality of a public community including monitoring standards, enriching dialog, and community growth. After nearly 8 months, the board determined that this group was using board resources and time that would be better spent on our members and their benefits. This group was closed permanently in late 2020.
- Held elections for the board of directors with a record number of applicants. [Elections are held every 2 out of 3 years.]
- Created the Welcome Committee, chaired by board member Wendy Yawching – whose initial purpose was to develop a process to welcome and support new and returning IFSG members. The committee has welcomed more than 100 members in their first year through personal connections, one on one discussions, assistance with member benefits, and getting started in their business. This wildly successful team continues to grow and be a part of our member retention success.



BY THE NUMBERS

Membership (as of 12/31/2020)

Red Ribbon Professional 150

Professional Members 172

Student 13

Feng Shui Schools 23

Continuing Education programs 25

Social Media

Facebook - 5825 followers (8% increase over last year)

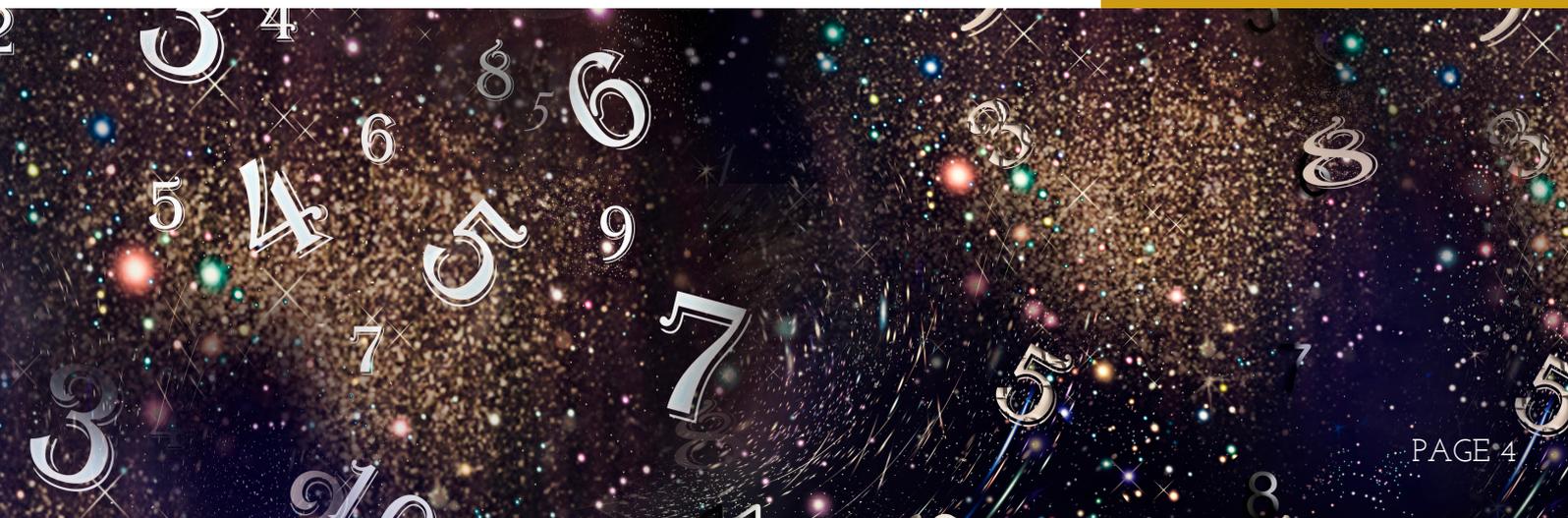
Twitter - 2136 followers (6% increase over last year) with 7152 tweets lifetime

Instagram 1022 followers (60% increase over last year) with 1121 posts lifetime

Pinterest 2.6K followers (8% increase over last year) with 4492 total pins

Blog Posts 149 lifetime

LinkedIn -- NEW profile



FROM OUR TREASURER

To say that 2020 was a difficult year would be an understatement, not only for the IFSG but for many businesses and non-profits. However, considering the dismal economic outlook as Covid-19 took root and impacted the global economy, the IFSG's finances were surprisingly resilient especially when taking into account the fact that our products are non-essential in nature.

Overall, the IFSG operated at a loss in 2020 as net income was -\$2.3K compared to a modest loss of \$700 in 2019. Expenses were largely in line with the previous year with especially large categories such as labor costs hovering around the same levels as 2019. However, as expected, income took a hit in the latter half of 2020 as membership dues shrank by about \$2k with the steepest drop recorded in the Red Ribbon professional's category. Most other income categories were more or less in line with the previous year.

Looking ahead to 2021, the outlook appears more favorable. The overall economic environment appears to be more conducive to supporting income and in conjunction with the raft of new initiatives by the new IFSG Board, we are expecting a healthy rebound in our financial position. The IFSG Treasury expects growth of 5% in net income which, in conjunction with our expectation for only a few one-off rather large expenses, will yield a positive net income position in 2021 of \$48.2K. No major changes in other expenses are forecast in 2021. Should the overall pace of economic growth really take off and the demand for our robust product offerings exceed expectations, there is scope for an even healthier rate of growth of 8%, which would yield a net income position of nearly \$50K.

There are several promising initiatives that the IFSG is offering this year which are sure to buoy our income position. Most notably, the speaker series has already been quite successful in its debut in Q1 2021 as it offers top-notch Feng Shui professionals a platform to reach the membership on a wide range of topics. The first such

installment of this program has already yielded \$1.2K in revenue and upcoming engagements look equally promising. In addition, the push to retain existing members and bring in new membership from recent Feng Shui graduates of affiliate schools is expected to help underpin growth in the income stream for 2021. Membership revenue is only down \$1.7k in Q1 as compared to the same period in 2020. This is promising because Covid-19 is still a rather significant issue for the overall global economy and the U.S. economy has only now started to show signs of life. As such, programs such as the above mentioned, as well as the continued high value raft of offerings will undoubtedly underpin continued steady growth in 2021 as economic activity and demand for feng shui information expands.

In terms of overall expenses, there have been a few big-ticket items that impacted the financial landscape including the two trademarks that need to be renewed every 10 years, as well as the web server/hosting fees which is valid for three years. These were expected and given that most other expenses are not forecast to change significantly, we are forecasting most other expenses to be largely in line with 2020 for the remainder of 2021.

The outlook for the coming year is hopeful, to be sure. There are a number of external factors working in our favor as the economy turns a corner and people have more discretionary income to spend. But also, for our part, the IFSG has used the fallow time of 2020 to develop new products and ideas that are sure to yield dividends to the IFSG's financial position and valued members alike.

*Thank you,
Charmaine*



Charmaine Buskas,
Treasurer

WHAT YOU CAN EXPECT in 2021

An ongoing focus and commitment to member retention and growth



Resources for your business, marketing strategies and online presence



Vibrant global connections through our online community and spotlight speaker series



OUR BOARD

As uncompensated volunteers – IFSG board members give their time and energy for the good of the Guild, our members, and Feng Shui.



Laura Morris
Board Chair



Deb DermeyerLamb
CEO



Charmaine Buskas
Treasurer



Amanda Finch
Secretary



Lisa Alban
Marketing Lead



Áine Atara
Marketing



Floss Barber
Community Engagement



Nora Ben
Member Acquisition



Linda Bischoff
Member Acquisition Lead



Kim Julen
Community Engagement Lead



Wendy Yawching
Member Retention and
Welcome Lead



MISSION

The IFSG was founded in the mid-1990s with the absolute tenet to respect and honor of all perspectives and traditions of Feng Shui – traditions that are paramount in all that we do and are supported by the IFSG Mission, IFSG Bylaws, and the IFSG Code of Ethics.

Our Mission is to:

- **Advance** the practice, teaching and use of Feng Shui worldwide
- **Promote and serve** our membership with resources, networking opportunities, publications and a content-rich website
- **Unify** the Feng Shui community by establishing and upholding universal standards in professional practice and education
- **Inspire** public confidence in the professionalism of our members as demonstrated in our by-laws, Code of Ethics and the Feng Shui Universal Topics.



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