

SOAR 2024

REMEMBERING DIANA

With heavy hearts we mourn the passing of Diana Reyes on December 21st.

Diana worked as the Secretary's Assistant in the Aerie front office for the last 16 years. She was also always willing to lend a hand wherever needed, including handling Ace of Spades and BINGO.

Diana was a 4-time Past Madam President. She was also a Chairman for various State Committees, and loved to share her baked goodies with everyone. She will be greatly missed.



Thank you to all our members who donated to the yearly Christmas Baskets giveaway and Toy Drive to serve families in our community.

WELL DONE 204!

MEETING REMINDER!

We're forming a **Membership Committee** to strengthen our current membership and welcome new club members. We need you!

Commit to meeting once a month to propose and plan quarterly membership drives, recruit volunteers for membership initiatives, serve as ambassadors for the Aerie, conduct initiation interviews with prospective members, and educate new members on the benefits of Eagle membership.

Info meeting with Nathan Townsend on Thurs, Jan 15th at 5:30pm in the banquet room.

COMING UP IN JANUARY

Past Presidents' Steak Dinner
Tues, Jan 6th, 5:30

Dessert / Soups Auction
Sat, Jan 10th

Membership Committee Info Meeting
Thurs, Jan 15th, 5:30

Prime Rib Night and Live Music w/Seth Malone
Sat, Jan 17th

Camp Night at Karaoke
Fundraiser for Eagle Valley Campground
Sat, Jan 24, 7 pm





WHERE DOES YOUR MONEY GO?

A Transparent Look at How Our Aerie Operates

Many members ask how Eagles membership dues are used—and what actually keeps the club running day to day. It's a great question, and we're happy to share a clear picture of how our Aerie functions.

Aerie and Auxiliary: Two Separate Entities

First, it's important to understand that the Aerie and the Auxiliary are two separate legal and financial organizations.

While we work closely together and support one another, **no Auxiliary funds are used to support the day-to-day operations of the Club.**

Auxiliary dues and donations are distributed strictly according to the Auxiliary By-Laws. For questions about Auxiliary finances, please contact **Auxiliary Secretary Windy Farley**.



Aerie Membership Dues: Supporting the Bigger Picture

Annual membership dues of **\$50 per member** represent **less than 5% of our total annual revenue**. Those dues are divided into two main categories:

\$26 – National & State Eagles Organization

These funds support the Fraternal Order of Eagles as a whole, including:

- National and state-level operations
- Charitable programs and community initiatives
- Administrative and regulatory support
- Fraternal benefits and shared resources for all Aeries

\$24 – Returned to Our Local Aerie

- \$14 → Building Fund
- \$10 → General Fund

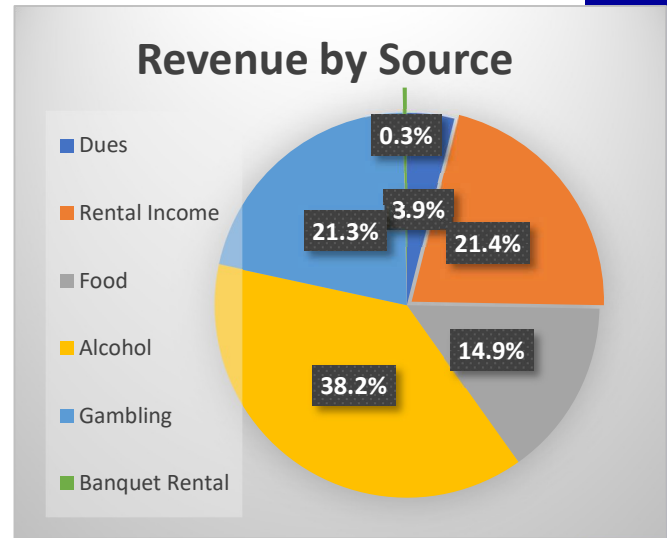
In total, membership dues provide the Aerie less than \$15,000 per year.



What Kind of Revenue Actually Funds Daily Operations:

The **day-to-day operations of the club are not funded by membership dues**. Instead, operating costs are covered by revenue generated inside the club which include:

- Food and beverage sales
- Events, entertainment, and special functions
- Gaming, raffles, and approved fundraising activities
- Hall rentals and miscellaneous club income



What That Revenue Pays For:

- Utilities and building maintenance
- Staffing and payroll
- Supplies and inventory
- Entertainment and member events
- Insurance, licenses, and routine expenses

Daily Sales & Profit (Before Overhead)

Our Aerie benefits from **PASSIVE INCOME** by renting unused space. This accounts for **about 25% of total revenue** and has very little associated cost—but it also offers **no opportunity for growth**.

The remaining **ACTIVE REVENUE** comes from daily operations and falls into **FOUR MAIN CATEGORIES**:

1. Food Sales – 20% of active revenue

- Very thin margins
- For every \$1 in food sales, the club loses \$0.01

2. Alcohol Sales – Nearly 50% of active revenue

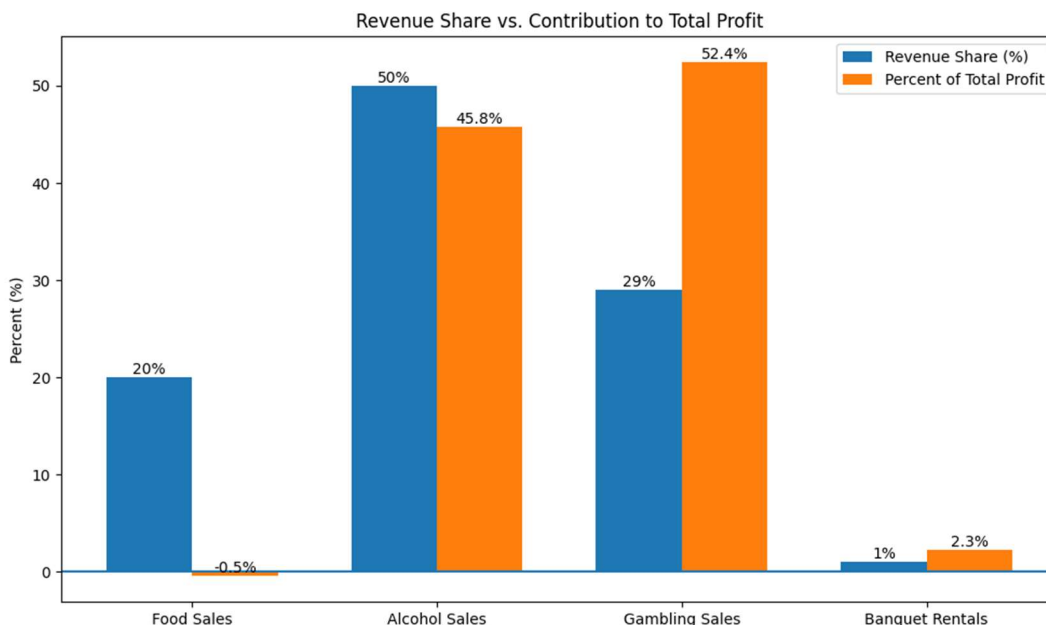
- Strongest profit driver
- Generates **\$0.40 of profit per \$1 sold**

3. Gambling Sales – 29% of revenue

- Very low cost
- Generates **\$0.79 of profit per \$1 spent**

4. Banquet Room Rentals – 1% of revenue

- Minimal cost
- Generates **\$0.99 of profit per \$1 earned**



Revenue share does not equal financial impact. This chart shows why alcohol and gaming are critical to keeping the Aerie financially stable.

Bottom line: Most of our active revenue and profit comes from **alcohol and gambling sales**.

WENATCHEE AERIE OPENS DAILY AT 1 PM

1208 N. Wenatchee
Ave., Wenatchee,
WA 98801

Between Buzz Inn
& Sumo's

PHONE NUMBERS:

Aerie Office
509-662-6700

Auxiliary Office
509-662-3162

Lounge
509-888-1929

EMAILS:

Aerie email:
eagle204secretary
@gmail.com

Auxiliary email:
foeaux204
@gmail.com

eagles204.org

MEETINGS

AERIE

1st and 3rd Wed. of the
month at 7pm.
(Initiation 3rd Wed.)

AUXILIARY

2nd and 4th Wed. of
the month at 6pm.
(Initiation 4th Wed.)

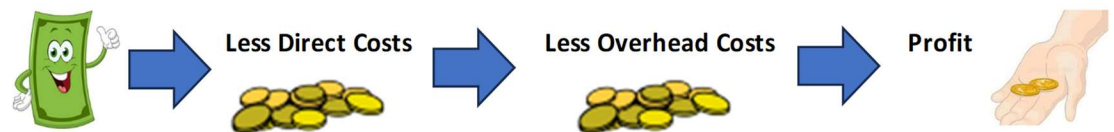
The Other Half of the Story - Overhead Costs

Before overhead, the Aerie generates about **\$0.58 of gross profit for every \$1 earned**. However, simply owning and operating the club comes with significant fixed costs.

Overhead Costs Per Dollar Earned

- Utilities – 35% → **\$0.20**
- Lease/Rents – 22% → **\$0.12**
- Taxes & Licensing – 19% → **\$0.11**
- Office Support – 17% → **\$0.10**
- Entertainment – 7% → **\$0.04**

That means for every **\$1 spent in the club, about \$0.02 is saved** for future needs—such as major repairs, upgrades, and new services.



Why All This Matters:

Our goal is to **keep membership dues affordable** while operating the Aerie as a **self-sustaining business**. Supporting the club through dining, events, and social activities directly strengthens our financial health and helps ensure a vibrant future.

Thank you for being part of the Eagles—and for supporting both our local Aerie and the broader mission of the Fraternal Order of Eagles.



VOLUNTEER!

Our Club exists because of the efforts of those who volunteer their time and talents to support our club.

Let us know if you have a special talent, useful skill, or just a desire to volunteer your time and effort.

WENATCHEE AERIE / AUXILIARY OFFICERS & TRUSTEES

AERIE: President Bill Walton, Jr. Past President Gary Moog, Vice President Robert Farley, Chaplain Clancy Frey, Conductor Ray Moog, Secretary Nathan Townsend, Treasurer Tina Graham, Guard Chasity McCrum. **Trustees** - Chad Hollibough, Dan Quinones, James Coker, Jeff Hampton, JJ Sharpe. **AUXILIARY:** President Karen Whitman, Conductor Chris Farley, Secretary Windy Farley, Treasurer Marlane Gurnard, Guard Zoe Tyrrell. **Trustees** - Jill Emerson and Cheree Stephens.