

When Lynette stepped in as the new executive director, she had a lot of unanswered questions for the bookkeeper.

The Orange Show Center For Visionary Art

GrowthForce Provides
Timely, Accurate Financial
Intelligence For Houston-
Based Non-Profit, Including
Restricted Funding and
P&L By Class.

GrowthForce
800 Rockmead, Suite 200
Kingwood, TX 77339
877-735-7693
info@growthforce.com
www.growthforce.com

Case Study

Nonprofit

GrowthForceTM
put your numbers to work

When Lynette stepped in as the new executive director, she had a lot of unanswered questions for the bookkeeper.



GrowthForce Provides Timely, Accurate Financial Intelligence For Houston-Based Non-Profit, The Orange Show For Visionary Art, Including Restricted Funding and P&L By Class



“It was February 2009, and I started asking the bookkeeper of nine years a lot of questions,” said Lynette Wallace, executive director for The Orange Show Center for Visionary Art (The Orange Show). Lynette explained, “I had QuickBooks knowledge, so the bookkeeper didn’t like my questioning. It was easy for me to see why – things were just not looking right, she was self-taught and had built a confusing maze within QuickBooks through the years as the organization expanded and increased its programs and reach.”

In addition to three salaried employees and twelve contracted positions, including the role of executive director, The Orange Show relies heavily on unpaid volunteer support. Funding is provided in part by grants, as well as private contributions, in-kind support, and volunteer assistance.

“One of our board members, Frederica Brecht, knew Stephen King of GrowthForce, and on her recommendation, we contacted GrowthForce for help,” stated Lynette. “At first, we hoped to keep as much as possible in-house, but it was quickly evident that we really needed a clean slate because our coding was all over the place.”

Lynette explained, “It’s hard to pay salary and get the level of talent that GrowthForce can deliver. For the salary amount a nonprofit can pay, the hiring pool is weak and consists of self-taught bookkeepers without an education in accounting and financial reporting, and I just believe that outsourced bookkeeping is a better solution than that.”

Getting Started

**>> GrowthForce System Design & Optimization;
Cloud-Based Bookkeeping & Controller Services**

“For the salary amount a nonprofit can pay, the hiring pool is weak and consists of self-taught bookkeepers without an education in accounting and financial reporting, and I just believe that outsourced bookkeeping is a better solution than that.”

- Lynette Wallace
OSCVA Executive Director

During the on-boarding process, the GrowthForce team met with Lynette to discuss her current concerns, expectations and reporting requirements. The team, highly trained in best practices and technology integrations, then reviewed The Orange Show’s QuickBooks file and determined the coding errors and

corruption warranted a fresh start. A new QuickBooks file was created, set up, and optimized to integrate with other financial systems, such as payroll, merchant services, and bank and credit card accounts. Additionally, the on-boarding team converted the historical accounting data to import into the new file. They analyzed past accounting trends in order to create customized forms and automated business processes inside of QuickBooks, such as memorized transactions, to increase operational efficiencies and reduce the risk of human error or oversight.

The newly optimized QuickBooks file was no longer tied to a desktop, but was moved to GrowthForce's hosted and secure environment. By switching to a hosted environment, Lynette and her team were able to overcome their previous experiences with software/hardware issues, while gaining accessibility to their live QuickBooks file from any location. This also allowed GrowthForce to provide services remotely, offering additional time and cost savings to the organization. For added security and peace of mind, the QuickBooks file was scheduled for automatic back ups on the Cloud.

"I know that our reports are set up properly inside of QuickBooks and I can pull them whenever we need them for grant reports, and meetings. I also rely on my team to make sure we are audit-ready and I can get the right reports to the board as needed," stated Lynette.

Efficiencies & Intelligence

>> Financial Systems Optimization; Increased Operational Efficiencies

Once The Orange Show's QuickBooks file and financial systems were set up and optimized, GrowthForce developed a scheduled work flow plan and wrote detailed operational procedures for completing the daily, weekly and monthly tasks. Disciplined month-end closing procedures include a thorough review of the financial information and ensure timely delivery of monthly financial statements and meaningful customized reports for both the executive and finance committee meetings. Monthly review calls are scheduled with Executive Director Lynette Wallace to discuss the results.

Instead of relying on one in-house bookkeeper, Lynette can now rest assured that The Orange Show has access to wide range of expertise, whenever they need it, from a highly trained team inside GrowthForce's U.S. Based Service Center. The Orange Show no longer has to worry about staff turnover, leave, training or equipment upgrades.

"We needed a clean slate because after years of adding to the books new account lines and classes, it was very confusing following the financials, expressed Lynette. "Having the books in order, at all times, is extremely important for grant-based nonprofits because our Board of Directors and grantors want to know how we spent the money."

Budget vs. Actual Reports GrowthForce captures detailed annotations in this deep dive report to explain any variances, such overages in computer expenses due to an unexpected computer failure.

P&L by Month and P&L by Class These reports are critical for the organization to easily understand

“ Having the books in order, at all times, is extremely important for grant-based nonprofits because our Board of Directors and grantors want to know how we spent the money.”
- Lynette Wallace

profit for each of the organization's various programs/events as well as make future decisions about spending and fundraising needs. GrowthForce verifies data is entered into the correct accounting period and notates any items that need to be classed or need further review.

Cash Flow Reporting During the quarterly finance committee meetings, bigger decisions are made for the future actions of the organization based on cash flow reports provided by GrowthForce. For example, the committee determines whether it's time to aggressively seek additional funding sources, extend a line of credit or identify a new revenue stream for future or ongoing programs.

Balance Sheet Comparative This report allows the executive committee to monitor any changes in the overall value of the organization's assets, liabilities and equity.

Year-end Budget Planning Each year, GrowthForce reviews the previous year's numbers and develops a new annual budget based on the previous year's actuals. The GrowthForce team consults with Lynette to adjust the projected budget based on her expectations before presenting the budget for review and approval by the finance committee.

Detailed Month-end Closing Process In addition to reviewing the financial information, reconciling the bank and investment accounts and making payroll allocations, GrowthForce prepares and delivers The Orange Show's month-end reports. Lynette receives her reports by email and a monthly follow up call is scheduled to review the results. After the month-end checklist is complete, GrowthForce closes the period in QuickBooks to prevent any changes to the prior period.

Restricted Funding GrowthForce tracks the spending of restricted funds for the Smither Park program and delivers a report on how the money was spent in relation to the ongoing development of this new program.

Quarterly Finance Committee Reports The Orange Show's dedicated GrowthForce controller attends the quarterly Finance Committee meetings by teleconference to review and explain report details and prepare the treasurer for the upcoming Board of Directors' meeting.

Update Depreciation Schedule GrowthForce updates the depreciation schedule each month with new asset additions and dispositions.

“ I always think about the level of expertise we receive from our GrowthForce controller, and it gives me peace of mind to know our books are accurate and we're well taken care of.”
- Lynette Wallace

Beyond Bookkeeping

>>Peace Of Mind With GrowthForce Team & Technology

“I always think about the level of expertise we receive from our GrowthForce controller, and it gives me peace of mind to know our books are accurate and we're well taken care of. It makes a world of difference to know you have the right people keeping your financial information,” expressed Lynette.

Since GrowthForce invests significant resources into researching and adapting new technologies to integrate with QuickBooks, The Orange Show also has peace of mind knowing they have access to the best that technology has to offer, without diverting any in-house time or resources to achieve that level of sophistication.

Advantages of Dedicated GrowthForce Team & Technology:

Internal Controls GrowthForce establishes internal controls and separation of duties to improve quality control and reduce risk of fraud.

Written Policies & Procedures GrowthForce develops a detailed policies and procedures manual with checks and balances, so everyone knows how and when every task is to be performed, leaving no surprises or overlooked items.

Ongoing Training Support GrowthForce provides ongoing training support and best practices for The Orange Show's in-house staff.

Run Backup GrowthForce runs a back up each month to verify data integrity of the file.

For Lynette, the decision to choose GrowthForce for cloud-based bookkeeping and controller services was easy. "I've seen a trend in nonprofits outsourcing various departments, and I have used an outsourced bookkeeper before, so I've been comfortable with the concept for some time. In addition to GrowthForce, we also outsource to Sara Kellner Consulting to manage all of our grants and applications, Barrelhouse Media for Public Relations and use ADP for payroll. This has brought down our administrative expenses over \$125,000 annually and we have experienced professionals we could otherwise not afford as full-time staff. I especially appreciate that GrowthForce has standard knowledge of IRS, 990s and grants. Overall, we save money and get a level of expertise from GrowthForce that we wouldn't be able to afford otherwise."

“ We save money and get a level of expertise from GrowthForce that we wouldn't be able to afford otherwise.”

Lynette Wallace

The Orange Show Center for Visionary Art is a 501(c)3 arts organization based in Houston, Texas whose mission is to document, preserve and promote visionary art environments, create opportunities for the expression of personal artistic vision, and provide a community where that expression is valued. The Orange Show owns and operates two exquisite examples of American visionary art - the Orange Show Monument and the Beer Can House, produces the world-famous Houston Art Car Parade - the largest free public event in Houston featuring nearly 300 rolling masterpieces; provides artistic educational outreach opportunities within inner-city schools whose arts funding has been drastically cut; partners with local artists and performing arts organizations to present a spring and fall lineup of live music, film and performance art inside the Orange Show Monument; and is building the region's first visionary art park on Houston's historically underserved east side, constructed by hand with the help of over 50 different local artists. In addition, the Orange Show maintains an extensive library of books and films documenting visionary art environments and artists across the globe, and plans regular excursions for arts lovers to visit those and other public and private art collections and influential artists.

GrowthForce Delivers The Financial Intelligence

- QuickBooks® Accounting System Setup, Design & Optimization
- Dedicated Team Of Experts
- Internal Controls
- Automated Paperless Bill Payment
- Nonprofit Financial Reporting
- Filing Of 1099s
- Year-Round Audit Ready Books
- CPA, CFO & Investor Friendly

GrowthForce™

800 Rockmead Drive, Suite 200
Kingwood, TX 77339
(281) 358-2007
www.growthforce.com