

eGullet Society for Culinary Arts & Letters Annual Report

(fiscal year beginning 1 October 2005 and ending 30 September 2006)

Dear eGullet Society Members, Volunteers and Fellow Travelers,

It's a great pleasure to deliver the second annual report of the eGullet Society for Culinary Arts & Letters.

Last year, we continued to see dramatic growth in the quality, reach, range and relevance of our online services. We're also proud that we were able again to offer several culinary arts scholarships in the form of \$5,000 (USD) cash grants to students, chefs and writers. We continue to work every day to demonstrate the Society's dedication not only to the knowledge of its members and readers, but also to the enrichment of the community at large and to the advancement of the culinary arts.

This past year we saw a 45.4 percent increase in membership dues revenue, as well as a 38.8 percent increase in gross receipts over the year before. And, as we recently announced, our discussions with the Viking Range Corporation have resulted in a sponsorship arrangement that will allow us to upgrade our online technology.

We made great strides in our second year, as the attached summary indicates. But we need to do more. As a 501(c)(3) not-for-profit public charity, we depend on public support. While we have seen dramatic growth in relative terms, the absolute amounts at issue are still small. If we are to continue to grow, we will need to pursue all our current development initiatives as well as many new ones.

Thank you for your support last year, this year and beyond.

With relish,



Steven A. Shaw, Executive Director



2005-2006 HIGHLIGHTS

- Realized a 45.4 percent increase in membership dues, as well as a 38.8 percent increase in gross receipts over the year before.
- Expanded the eG Scholarships program, offering five culinary scholarships, each a \$5,000 (USD) cash grant: two for culinary students, two for culinary writers and one for a professional chef.
- Pursued our ambitious program of online services including eG Forums culinary discussion, eG Spotlight special appearances, eGullet Culinary Institute (eGCI) online learning, the *Daily Gullet* literary journal and more.
- Expanded our online services to include audio and video (eG Radio and eG TV).
- Hired two paid staff (Executive Director and Assistant Secretary).

GOALS FOR 2006-2007

- Expand the eG Scholarships program to repeat the previous year's scholarship offerings and to add an additional scholarship for a total of six recurring scholarships.
- Implement a comprehensive technology upgrade, including enhanced capabilities, a redesigned eG Forums website and a new eG Features area.
- Expand our fundraising and development initiatives to achieve 20+ percent growth over 2005-2006.
- Continue our already-in-progress volunteer staff reassessment and realignment, including recruitment of eG Forums, eG Features and Society Development personnel, establishment of a formal staff training-communication-evaluation program and realignment of the eG Forums specialists program.
- Establish an advisory board composed of members of the culinary, business and technology communities.



MISSION, PURPOSE AND BELIEFS

The purpose of the eGullet Society for Culinary Arts & Letters is to increase awareness and knowledge of the arts of cooking, eating and drinking, as well as the literature of food and drink. We carry out this purpose in many places and in many ways, but primarily through internet food media. We seek to appeal to a diverse group covering professional and amateur cooks, producers, writers and consumers. The arts and crafts connected with food and drink take place in a wide variety of settings. We believe that:

- Good food doesn't have to be expensive or esoteric – just good. Good food and drink aren't exclusive to the rich and well-traveled;
- People throughout the world and in all economic circumstances can be healthier, wealthier and happier by learning to eat well and cook well, and by thinking and speaking more clearly about their food and drink;
- Professional cooks and passionate amateur cooks, professional producers and hobbyists of food and drink, professional food and beverage writers and passionate amateur writers each have something special to bring to the table. The conversation is richer and more interesting when the worlds of the professional and the amateur are brought together;
- Food can both satisfy physical needs and engage the highest functions of intellect. It can be a commodity, a craft, an art. Though a source of bodily pleasure, food and drink are also worthy subjects for discussion, at practical, aesthetic and philosophical levels;
- The media do much to shape our perceptions about food and drink. We are better off when the media covering food and drink are informed, honest and passionate about their subject. Like all arts, food writing is worth doing well.



The Society's activities are determined by its Board, which is authorized to pursue any program of activity that is aligned with the Society's purpose. Our geographic scope is global. Activities of the Society include:

- Encouraging the development of talented writers on food and drink, through competitions, awards, fellowships and internships;
- Encouraging the development of quality food and beverage media, particularly internet media, through direct publication and broadcast, printed new media collections, journalistic coverage of food media, competitions and awards;
- Encouraging the development of talented chefs and producers of food and drink, through competitions, awards, scholarships and internships;
- Developing and offering educational programs, including the eGullet Culinary Institute, an online learning program; and outreach programs about food and cooking to schools and underprivileged adults;
- Operating the eG Forums, which we aim to make the internet's most compelling, exciting and technologically advanced interactive conversation about food, drink, and everything related to them.



2005-2006 FINANCIAL SUMMARY (All amounts in USD)

REVENUE

Direct contributions: \$16,763

Membership dues: \$31,478

Investment income: \$112

Gross revenue from events: \$960 (not including \$800 of contributions)

Gross receipts: \$49,313

EXPENSES

Grants paid: \$5,000

Printing, postage and shipping: \$2,251

Wages and benefits: \$15,087

Other expenses (web hosting, equipment, fees, other): \$24,890

Direct event expenses: \$960

Total expenses: \$47,228

BALANCE

Net assets/balance at beginning of year: \$8,782

Excess at end of year: \$1,125

Net assets/balance at end of year: \$9,907

FORM 990

The eGullet Society is making its 2005 IRS Form 990 and New York State Form CHAR500 available for public inspection online at www.eGullet.org and also at www.GuideStar.org.



DIRECTORS AND OFFICERS

Steven A. Shaw, Director and Executive Director

Paula Wolfert, Director

Dave Scantland, Director

Jonathan Day, Director

Janet Zimmerman, Treasurer

Dean M. McCord, Secretary and General Counsel