

GEORGETOWN INTERNATIONAL RELATIONS ASSOCIATION

[GIRA INC]

## **Fall 2007 Corporate Report**





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*The Georgetown International Relations Association is an entirely student-run organization, operating under a Board of Directors drawn from the student body at Georgetown University. GIRA mobilizes an additional two hundred dedicated and talented students from Georgetown University to assist in executing its operations.*

## CHAIRMAN'S LETTER

Dear GIRA Stakeholders,

2007 has been a momentous year of change for GIRA. We faced financial and managerial challenges that presented new and exciting opportunities to innovate. Through a great deal of hard work and sacrifices by our Board of Directors, volunteer staff, and others, we have been able to set GIRA on a new and stronger path towards a bright and sustainable future. I hope that GIRA's coming years will be marked by a continued effort to realize the laudable goals of broader participation and expanded scope that has been set in 2007.

This corporate report serves as an important vehicle to communicate the changes in mission and activity that GIRA is experiencing. You will find, not only a detailed breakdown of the annual GIRA budget, but also the current projects and initiatives within GIRA that are being developed for the future. It is my hope that this report will initiate a deeper, better informed dialogue about the activities, investments, and decisions of the GIRA Board of Directors with our volunteer staff, the general membership, the Georgetown community, our clients, and the greater non-profit world.

GIRA has a great deal planned for 2008. We are radically revamping one of our core programs, the National Collegiate Security Conference, and pursuing a significant expansion in attendance of the North American Invitational Model United Nations. Growth will be accompanied by stress on our corporate structure and new pressures to adapt and shift our organization. By building on a solid foundation of good business practices, an investment fund, a reputation for excellence, and a committed and engaged staff, GIRA will be able to grow alongside its partner institution, the Georgetown International Relations Club.



Jason Hwang  
Chairman & CEO  
GIRA, Inc.



## MISSION

“To spread education in international affairs through interactive learning”

## **CORE COMMITMENTS**

### **International Relations Education**

Giving high school and university students from diverse backgrounds the opportunity to discuss and debate pertinent international relations issues through interactive education

### **Leadership Development**

Offering students a challenging and competitive environment to practice and improve debate, public speaking, and negotiation

### **Communication and Teamwork**

Demonstrating to students the power of collaboration among individuals with competing goals and views

### **Integrity, Quality, Realism**

Designing simulations of international phenomena through meticulous and objective analysis of past and current events, inspiring students to design and adopt creative and innovative approaches to understanding major international crises

## GIRA INC

### North American Invitational Model United Nations

	2003 - 2007	2007	2008
Participants	2,225	2,300	2,900
Revenue	\$166,132.00	\$206,892.00	\$250,450.00
Costs	\$124,411.00	\$147,073.00	\$156,287.00
<b>Profits</b>	<b>\$37,700.00</b>	<b>\$59,819.00</b>	<b>\$94,163.00</b>

### National Collegiate Security Conference

	2003 - 2007	2007	2008
Participants	480	360	400
Revenue	\$36,780.00	\$39,990.00	\$44,985.00
Costs	\$41,124.00	\$35,693.00	\$34,512.00
<b>Profits</b>	<b>\$4,344.00</b>	<b>\$4,297.00</b>	<b>\$10,473.00</b>

### Georgetown International Relations Club Conferences Program

	2003 - 2007	2006 - 2007	2007 - 2008
Participants	107	114	136
Contribution	\$5,000.00	\$8,000.00	\$10,000.00
Conferences	4	5	6
<b>Awards</b>	<b>18</b>	<b>23</b>	<b>52 +</b>

## OVERVIEW

The Georgetown International Relations Association, Inc. (GIRA) is a 501(c)(3) non-profit organization and located in Washington, D.C. Founded in 1969, GIRA's mission is to educate global leaders in international affairs through interactive learning. GIRA engages in three primary activities – hosting a collegiate level Model United Nations simulation, organizing North America's largest high school Model United Nations conference, and funding the Georgetown University International Relations Club.

GIRA promotes youth education in global affairs through the Model United Nations (Model UN) format where students, as delegates, represent people, groups, political parties, countries, and regions in simulations of international political forums. Delegates participate in weekend long Model UN conferences where they act as their assigned persona, defending their positions against their peers from other educational institutions.

GIRA believes Model UN serves as a dynamic and innovative platform for helping secondary school and university students develop the analytic and leadership skills necessary for success in their future endeavors. Model UN is designed to allow students the opportunity to apply knowledge they have acquired in the classroom and in their personal studies to a realistic debate of key international issues.

GIRA executes its commitment to developing youth leadership through international relations education through financing, hosting, and organizing Model UN programs. Every February, GIRA organizes the North American Invitational Model United Nations (NAIMUN) conference drawing 2500-3000 high school students from the Americas. To cater to college students, GIRA hosts the National Collegiate Security Conference in October, specializing in simulations of international crises. GIRA's principle source of revenue is registration fees for conference participation. GIRA additionally provides funding to the Georgetown International Relations Club's Conferences Program, sending dozens of students to compete in conferences hosted by other universities.

## NAIMUN

This year's NAIMUN will expand to our largest size ever, while maintaining the high quality, unique committees that define the conference each year.

- Rebecca Heide, Executive Director, NAIMUN  
XLV

# North American Invitational



Since 1963, NAIMUN has been a forum in which students come from around the world to seek, through discussion, negotiation and debate, solutions to the various problems of the world. Convening for four days at the Hilton Washington, over 2,500 participants adopt roles as representatives to the United Nations and serve as advocates of a particular nation's policies. NAIMUN runs over 30 mini-simulations, including subcommittees of the UN General Assembly, the Economic and Social Council, and the Security Council, as well as crisis simulations of various regional organizations, national cabinets and other political organizations. Special guests have previously included high-ranking diplomats and notable academics from Georgetown University.

## **NAIMUN XLIV**

In February 2007, NAIMUN XLIV organized simulations of contemporary global political conflicts. Accusations of prisoner abuse at Abu Ghraib and Guantanamo Bay provided the backdrop for the Ad-hoc Committee on Torture. The socialist, pan-American rhetoric of Hugo Chavez in recent years inspired the first-ever bilingual simulation, the Venezuelan Cabinet, conducted in English and Spanish. And continuing attempts at post-genocide community reconciliation in Sub-Saharan Africa motivated the International Criminal Tribunal on Rwanda.

NAIMUN XLIV cut operational costs in order to avoid raising attendance fees while continuing to maintain profit potential. To this end, we drastically cut the expenditures associated with our contract with the Hilton Hotel. By switching from a contract mandated luncheon to a breakfast banquet, we saved nearly \$9,000. NAIMUN XLIV improved the staff experience by providing more meals for staff.

## **NAIMUN XLV**

NAIMUN XLV promises to continue its commitment to excellence on President's Day weekend, February 14-18, 2008. The contract with the Hilton Washington was extended until 2014, guaranteeing the role of NAIMUN as the premier conference of the high school Model UN circuit until well into the next decade. The new contract strengthened our relationship with the Hilton Washington. By increasing reserved hotel rooms and meeting space, NAIMUN has secured a firm foundation for future growth.

NAIMUN XLV is pioneering two innovations in pursuit of social responsibility. We have allocated \$1,500 to fund a pilot scholarship program targeting low-income high school students who cannot afford the costs of attendance. Each participating high school has the opportunity to nominate two students for consideration. Pending the outcome of this year's experience, an expansion of the scholarship program is likely to be commended to future GIRA executives.

We are designating Kiva, a micro-finance organization providing loans to entrepreneurs in the developing world directly from first-world donors through the web, as the first annual NAIMUN charity. NAIMUN participants will have the opportunity to donate to Kiva throughout the conference and directly affect the world they are simulating.

NCSC

I would like...to ensure that future [conferences] solidify Georgetown as the hallmark of what a crisis conference should be.

- Drew Peterson, Secretary-General, NCSC

XXXVI

# National Collegiate Security

Convened annually since 1972, NCSC is attended by undergraduates from dozens of North American colleges and universities. Attendees participate in simulations of the United Nations, national cabinets, war games, and historical events that address pressing international issues. Drawing roughly 400-500 participants, NCSC provides college students an unprecedented opportunity to generate insight into the views of the foreign nations, peoples, and leaders that participants are asked to represent. Students learn to appreciate the inherent difficulties and intricacies of crafting viable solutions to international security issues. NCSC supplements the delegate experience with briefings by U.S. Government officials, foreign diplomats, politicians and scholars. Participants gain a firm grasp of international political challenges and become better, more responsible global citizens.

## **NCSC XXXV**

NCSC XXXV was a tremendous success. We developed our historic strengths while cutting costs and raising revenue.

We sought to improve the NCSC brand by focusing on our reputation for excellent simulations and access to the unique resources of Washington, DC. Staff was selected for creative thinking and substantive expertise. Senior staff was expanded to increase oversight and coordination. A Special Events coordinator managed out-of-hotel activities, including tours of foreign embassies and the Pentagon.

We launched a strategic marketing campaign targeting other colleges and universities. NCSC promoters emphasized the innovative and realistic nature of our crisis simulations. We achieved a 50% increase from 2006 with 360 attendees.

The financial framework was substantially revised to make NCSC sustainable and profitable. Exercising considerable spending discipline and working with senior staff to generate cost savings, NCSC XXXV turned a profit of \$4,000, the highest profit of any NCSC ever.

## **NCSC XXXVI**

GIRA concluded negotiations with the Georgetown University Conference Center to host NCSC XXXVI on campus in November 2007. Net revenue is anticipated to increase by 150% and we forecast a 12% increase in attendance due to the strong performance of NCSC XXXV.

Hosting the conference at Georgetown University presents an exciting opportunity to chart a new course for NCSC. A venue closer to the heart of Washington, DC, and our friends and faculty on campus provides better access to the educational, political, and cultural resources of our nation's capital. The need to house staff will be eliminated, dramatically reducing overall conference costs and removing a logistical barrier to increasing the participant-staff ratio.

To further reduce costs, GIRA retained Georgetown University's student-run consultancy, Hilltop Consultants to perform a cost analysis. Hilltop Consultants presented constructive recommendations for lowering outlays on equipment rental and reducing annual overhead costs, as well as performing valuable data collection of customer feedback and on peer competitors.

**BUILDING BONDS**

**Forming Partnerships with  
the School of Foreign  
Service and the Mortara  
Center**



## **PARTNERSHIP**

Through November 2007, GIRA executives met with members of the Georgetown University community to build strategic partnerships with key faculty. GIRA intends to leverage these relationships to reach out to internationally-renowned policymakers to speak at NAIMUN or NCSC. Extending GIRA's network will also present prospects for financial and general support for upcoming activities.

Meetings with key members of the Georgetown University faculty reflect a willingness to provide substantive support to GIRA's programs. In meetings with Dr. Robert Galucci, the Dean of the School of Foreign Service, the use of classroom space to host NCSC XXXVI committees was discussed. Dean Galucci was receptive to the proposal, expressing surprise that NCSC was not already hosted on campus. Strengthening GIRA's relationship with Georgetown University promises to bolster the appeal and size of upcoming activities.

GIRA also met with the Director of the Mortara Center for International Studies, Dr. Carol Lancaster to explore options for forming a long-term relationship between NCSC and the Mortara Center, a University department focusing on practitioners of diplomacy. Dr. Lancaster was supportive of GIRA's mission, activities, and future plans, and GIRA and the Mortara Center will be discussing the specifics of a GIRA-Mortara Center partnership in the coming months.

**GIVING BACK**

# Recognizing Social Responsibility

## **PHILANTHROPY**

For nearly a decade, GIRA has reinvested revenue generated by hosting NAIMUN and NCSC in financial support for the Georgetown International Relations Club. GIRA strongly believes in offering Georgetown University students a venue to strengthen their knowledge of international relations while developing skills of compromise, debate, and negotiation. The Georgetown International Relations Club assists GIRA by encouraging Georgetown University students to volunteer as staff for NAIMUN and NCSC.

GIRA has allocated \$10,000 for the 2007-2008 academic year to support six trips to conferences held at Columbia University, Yale University, University of Pennsylvania, McGill University, Princeton University, and University of Virginia. GIRA contributions will support over one hundred Georgetown University students on the Georgetown International Relations Club Conferences Program. Absent the financial support from GIRA, the individual cost of attendance for each student would significantly increase and need-based scholarships would not be available. Many dedicated GIRA staff and executives have benefited from the experience of attending collegiate Model UN conferences made possible through this support.

GIRA's commitment to this program not only complements the international relations education students receive at Georgetown University, but also broadens the appeal and scope of GIRA activities on campus. GIRA provides \$3,000 annual funding for the Georgetown International Relations Club to host various academic and social events to expand international relations education on campus.

# Georgetown International Relations Association

Budget for Fiscal Year 2007-08 (May 1, 2007 – April 30, 2008)

## **GIRA Model UN Conferences**

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### **NCSC XXXV**

<i>Revenue</i>	\$	39,990.00	
<i>Expenses</i>			\$ (35,692.94)

### **NAIMUN XLV**

<i>Revenue</i>	\$	253,225.00	
<i>Expenses</i>			\$ (156,287.26)

## **Contributions to the Georgetown International Relations Club**

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GIRC Social Fund			\$ (3,000.00)
GIRC Conferences Program			\$ (8,000.00)

## **GIRA Operational Expenses**

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Rent			\$ (7,800.00)
GIRA Website			\$ (1,840.38)
Communications			\$ (626.86)
Corporate Fees and Consulting			\$ (1777.87)

## **Summary**

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<b>TOTAL REVENUES</b>	\$	<b>293,215.00</b>	
Conference Expenses			\$ (191,980.20)
GIRC Expenses			\$ (11,000.00)
Operational Expenses			\$ (12,045.11)
<b>TOTAL EXPENSES</b>			\$ <b>(215,025.31)</b>
<b>NET INCOME</b>	\$	<b>78,189.69</b>	