

	Jan-19	Feb-19	Mar-19
Revenue			
Outreach Revenue:			
Donation - General	\$20,000	\$2,000	\$2,000
Karma/Community Classes	\$83	\$83	\$83
Partnerships (NPL/MNPS)	\$500	\$500	\$500
Restricted Grants - Other			
Special Event			
Int'l Day of Yoga			
Music City Exchange			
Music City Yoga Fest			
Studio Revenue:			
Class Dues	\$5,066	\$5,218	\$5,375
Workshops & Special Events	\$983	\$983	\$983
Retail	\$1,075	\$1,075	\$1,075
Total Revenue	\$27,708	\$9,860	\$10,016
Expenses			
Outreach Expenses:			
Marketing Expenses	\$100	\$100	\$100
Payroll Expense	\$2,917	\$2,917	\$2,917
Outreach - Independent Contractor Expense	\$1,819	\$1,819	\$1,819
Professional Services			
Baptiste Partnership	\$3,000		
Devlopment Consultant	\$3,333	\$3,333	\$3,333
Accounting	\$500		
Legal			
Tax & Licenses Expense			
Payroll Taxes	\$438	\$438	\$438
Licenses		\$70	
Teacher Appreciation/Development Expenses			
Outreach Teacher Socials & Workshops	\$167	\$167	\$167
Teacher Appreciation Committee	\$50	\$50	\$50
Teacher Professional Development			
Web/Software			
Webhosting	\$50	\$50	\$50
QB Software		\$50	
Google Mail	\$23	\$23	\$23
Dropbox	\$10	\$10	\$10
Studio Expenses			
Merchandise Expense (Cost of Goods Sold)	\$645	\$645	\$645
Studio - Independent Contractor's Expense	\$5,867	\$5,867	\$5,867
Maintenance	\$100	\$100	\$100
Marketing & PR	\$150	\$150	\$150
Office Supplies	\$85	\$85	\$85
Studio & Liability Insurance	\$100	\$100	\$100
Rent	\$1,500	\$1,500	\$1,500
Utilities	\$150	\$150	\$150
Credit Card Transaction Fees	\$157	\$160	\$164
Mind Body Monthly Fee	\$100	\$100	\$100
Total Expenses	\$21,260	\$17,883	\$17,767

Net Revenue

	\$6,448	(\$8,024)	(\$7,750)

Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000
\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83
\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
		\$2,500						
\$2,500								
							\$20,000	
\$5,536	\$5,702	\$5,873	\$6,049	\$6,231	\$6,418	\$6,610	\$6,808	\$7,013
\$983	\$983	\$983	\$983	\$983	\$983	\$983	\$983	\$983
\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075
\$12,678	\$10,344	\$13,015	\$10,691	\$10,872	\$11,059	\$11,252	\$31,450	\$19,654

\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917
\$1,819	\$1,819	\$1,819	\$1,819	\$1,819	\$1,819	\$1,819	\$1,819	\$1,819

\$438	\$438	\$438	\$438	\$438	\$438	\$438	\$438	\$438
\$90			\$80	\$65				

\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167
\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
\$1,200				\$1,200			\$1,200	

\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
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\$23	\$23	\$23	\$23	\$23	\$23	\$23	\$23	\$23
\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10

\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645
\$5,867	\$5,867	\$5,867	\$5,867	\$5,867	\$5,867	\$5,867	\$5,867	\$5,867
\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85
\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
\$167	\$171	\$174	\$178	\$182	\$186	\$191	\$195	\$200
\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$15,727	\$14,441	\$14,444	\$14,528	\$15,717	\$14,456	\$14,461	\$15,665	\$14,469

(\$3,049)	(\$4,097)	(\$1,430)	(\$3,837)	(\$4,845)	(\$3,397)	(\$3,209)	\$15,785	\$5,185
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Total 2019

\$50,000

\$1,000

\$6,000

\$0

\$0

\$2,500

\$2,500

\$20,000

\$0

\$71,898

\$11,800

\$12,900

\$178,598

\$1,200

\$35,000

\$21,823

\$3,000

\$10,000

\$500

\$0

\$0

\$5,250

\$305

\$0

\$2,000

\$600

\$3,600

\$0

\$600

\$50

\$280

\$120

\$7,740

\$70,406

\$1,200

\$1,800

\$1,020

\$1,200

\$18,000

\$1,800

\$2,125

\$1,200

\$190,819

(\$12,221)

Financial Assumptions and Projections	
Included in this Workbook:	
Key Assumptions Revenue Assumptions Expense Assumptions	
Key Assumptions	
Revenue Assumptions:	
Revenue will be generated from daily single classes, workshops and retreats.	
Class revenue is based on a 20 class/week schedule with an average of 4 students per class with a 2% monthly growth rate.	
Drop-in class classes are \$20/class.	
Assume one (1) quarterly workshop for students, \$20 per attendee, 15 attendees, 70% studio/teacher split.	
Assume one (1) quarterly teachers training workshop with revenue goal of \$200.	
Expense Assumptions:	
Credit card fees are based on assumption that 80% of all sales will be via credit card at 2.75% fee.	
Cost of Goods Sold are assumed to be 40% of gross retail sales.	
Monthly Payroll Expense consists of salary for the Outreach Relationship Manager of \$5,000.	
Monthly wages for Outreach Coordinators calculated at a rate of \$12.00/hr, 15 hours weekly.	
Quarterly Independent Contractor Expense consists of wages for Outreach Coordinator* and Outreach Teachers.	
Monthly teacher's wages are calculated assuming an average rate of \$1 per hour taught, 24 classes taught per week a multiplier of 4.33.	
Monthly wages for Studio Manager are based on 30 hours per week at \$14 per hour using multiplier of 4.33 calculate monthly.	
Payroll Bookkeeper wages are calculated at a \$12/hour rate of 8 hours per month.	
Studio manager, studio teacher and Payroll Bookkeeper are 100% workers. These wages collectively are included in Studio Income Statement in Studio - Independent Contractor's Expense.	
Three professional development programs will be held throughout the year at a cost of \$3,000 per each program (\$3,000 in total).	
Development Consultant** will be used at \$5,000 (\$15,000)* through for 3 months to provide mentoring for board and coordinated fundraising/development guidelines.	
Executive Director *** will be added in a salaried position at \$40,000/year.	
* These are expansion budget/fundation goals.	

Studio Revenue and Expense Assumptions				
Revenue				
Studio Class Assumptions				
Studio Class Revenue				
Number of Studio Classes				\$2,066.10
Average Attendance per Class			4	
Cost per Class				\$10
Weekly Multiplier			4.33	
Class Monthly Growth Rate				
			3%	
Retail Sales - FY 1				
Category	Avg. Price/Unit	% of Total	Avg. # Sold	Revenue/ Month
Clothing	\$30	50%	20	\$600
Shoes	\$30	30%	7	\$210
Water Bottle	\$21	14%	5	\$105
				\$2,215
Studio - Workshops, Training & Events				
Student Workshop Revenue				
Cost per workshop attendance	\$30			\$450
Quarterly Teacher Training Workshop				\$800
TS Studio Revenue	\$2,000			
TS Revenue from Workshops, Training & Events				\$800
Annual Workshops, Training & Events Revenue				
				\$11,800
Expenses				
Wage Expense - FY 1				
Monthly Teachers Wages				
Classes per Week			20	
Hours per Class			\$20	
Weekly Multiplier			4.33	
Monthly Wages for Studio Manager				
Hours per Week			30	
Hourly Rate			\$15	
Weekly Multiplier			4.33	
Monthly Wages for Payroll Bookkeeper				
Hours per Week			8	
Hourly Rate			\$12	
Weekly Multiplier			4.33	
Expense Assumptions (per month)				
Maintenance				\$100
Marketing & PR				\$100
Studio Maintenance				\$50
Studio & Liability Insurance				\$1,000
Rent				\$100
Utilities				\$50
Website				\$50
Mail & Postage monthly fee				\$100

SWY Organization & Revenue Assumptions	
Revenue	
Donation - Unrestricted	
Don	\$10,000
Don	\$10,000
175 hrs x \$200/hr	\$35,000
Net Income	
\$55,000	
Expenses	
Marketing Expenses	
Printed Expenses	\$1,000
SWY Relationship Mgr - Salary	\$20,000
Independent Contractor Expense	\$21,800
Outreach Coordinator* (expansion budget)	\$5,000
Outreach Teachers	\$51,800
Professional Services	
Business Plan/Strategy	\$5,000
Development Consultant (\$10,000 x 3 months)	\$30,000
Accounting	\$500
Legal	\$5,000
Taxes & Licenses Expense	\$5,000
Travel Payroll (15% of wages)	\$5,000
Teacher Appreciation/Development Expenses	\$2,000
Outreach Teacher Salary & Benefits	\$1,000
Teacher Appreciation Committee	\$1,000
Teacher Professional Development	\$1,000
Miscellaneous	
Webhosting	\$500
Phone per class	\$50
Google Mail	\$200
Outreach	\$100

	Jan-19	Feb-19	Mar-19	Apr-19
Revenue				
Class Dues	\$5,066.10	\$5,218	\$5,375	\$5,536
Workshops & Special Events	\$983	\$983	\$983	\$983
Retail	\$1,075	\$1,075	\$1,075	\$1,075
Total Revenue	<u>\$7,124</u>	<u>\$7,276</u>	<u>\$7,433</u>	<u>\$7,594</u>
Expenses				
Merchandise Expense (Cost of Goods Sold)	\$645	\$645	\$645	\$645
Studio - Independent Contractor's Expense	\$5,867	\$5,867	\$5,867	\$5,867
Maintenance	\$100	\$100	\$100	\$100
Marketing & PR	\$150	\$150	\$150	\$150
Office Supplies	\$85	\$85	\$85	\$85
Studio & Liability Insurance	\$100	\$100	\$100	\$100
Rent	\$1,500	\$1,500	\$1,500	\$1,500
Utilities	\$150	\$150	\$150	\$150
Credit Card Transaction Fees	\$157	\$160	\$164	\$167
Mind body monthly fee	\$100	\$100	\$100	\$100
Total Expenses	<u>\$8,854</u>	<u>\$8,857</u>	<u>\$8,861</u>	<u>\$8,864</u>
Net Revenue	<u><u>(\$1,729)</u></u>	<u><u>(\$1,581)</u></u>	<u><u>(\$1,428)</u></u>	<u><u>(\$1,270)</u></u>

May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
\$5,702	\$5,873	\$6,049	\$6,231	\$6,418	\$6,610	\$6,808	\$7,013
\$983	\$983	\$983	\$983	\$983	\$983	\$983	\$983
\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075
\$7,760	\$7,931	\$8,108	\$8,289	\$8,476	\$8,668	\$8,867	\$9,071
\$645	\$645	\$645	\$645	\$645	\$645	\$645	\$645
\$5,867	\$5,867	\$5,867	\$5,867	\$5,867	\$5,867	\$5,867	\$5,867
\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85
\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
\$171	\$174	\$178	\$182	\$186	\$191	\$195	\$200
\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$8,868	\$8,872	\$8,876	\$8,880	\$8,884	\$8,888	\$8,892	\$8,897
(\$1,108)	(\$940)	(\$768)	(\$591)	(\$408)	(\$219)	(\$25)	\$174

Year End Total

\$66,832

\$10,817

\$11,825

\$89,474

\$7,095

\$64,539

\$1,100

\$1,650

\$935

\$1,100

\$16,500

\$1,650

\$1,968

\$1,100

\$97,637

(\$8,163)
