



2023 Revenue

Category	Amount
CORPORATE	
Program	
General Corporate Support	\$ 840,000.00
Hospital Partners	\$ 200,000.00
Events	
MOC Events	\$ 175,000.00
Third Party Events	
Third Party Events & Promotions	\$ 90,000.00
Conferences	\$ 250,000.00
GRANTS	
Grants	\$ 175,000.00
INDIVIDUAL	
Individual Gifts	\$ 250,000.00
Individual Major Gifts	\$ 860,000.00
Auctions	\$ 320,000.00
Merch	\$ 10,000.00
MOC Events	\$ 120,000.00
TOTAL CASH REVENUE	\$ 3,290,000.00
TOTAL EXPENSES	\$ 3,290,000.00
NET	\$ -
<i>Unbilled Pledge Receiveables Due as of 12/31/2022</i>	<i>\$ 561,250.00</i>
<i>Budgeted Multi-Year Pledges Due in Future Years</i>	<i>\$ (50,000.00)</i>



2023 Expenses

Category	Amount
Programs	
Program Staff Travel & Entertainment	\$ 14,000.00
Executive Travel (Pete - All travel)	\$ 21,060.00
Volunteer Background Checks	\$ 40,000.00
Music Pharmacy Expenses	
Shipping	\$ 600.00
Supplies	\$ 1,250.00
Volunteer Appreciation Night	\$ 500.00
In-Person Special Program Expenses	\$ 25,000.00
Hospital Launch Event	\$ 18,000.00
Training video creation/production	\$ 20,000.00
Marketing	
Marketing	
General	\$ 10,000.00
Travel	\$ 10,000.00
Corporate/Third Party Partnerships	\$ 7,500.00
Merchandise	
Online Store	\$ 6,000.00
Content Creation	\$ 6,000.00
Recruitment	\$ 25,000.00
Operations	
Operations Travel	\$ 1,200.00
Rent	\$ 113,905.00
Utilities	\$ 9,000.00
Payroll	\$ 1,760,271.00
HR Expenses & Taxes	\$ 466,126.00
Retirement Plan Management	\$ 1,066.00
Insurance	
D&O	\$ 1,600.00
General Liability and Umbrella	\$ 8,000.00
Travel and accident	\$ 2,850.00
Postage and Shipping	
Program	\$ 500.00
Administrative	\$ 1,500.00
Fundraising	\$ 5,000.00
Professional Fees	
Auditor	\$ 16,200.00

Accountant	\$	30,000.00
Legal	\$	15,000.00
Office Supplies		
Office Supplies and Other Expenses	\$	9,600.00
Office Furniture	\$	1,500.00
State Registrations	\$	12,000.00
Staff and Management Expenses		
Team Meetings / Staff Outings	\$	12,000.00
Remote Worker Expenses	\$	2,000.00
Professional Development	\$	18,002.00
Retreat	\$	15,000.00
Admin Gifts	\$	3,500.00

Fundraising

Credit Card Processing Fees	\$	15,000.00
Auctions		
Auction Expenses	\$	1,000.00
Auction Fees	\$	40,000.00
Special Events		
Nashville Event	\$	65,000.00
New York event	\$	40,000.00
Fundraiser Events & Campaigns	\$	10,000.00
Board Expenses	\$	1,000.00
Gifts & Materials		
Donor Gifts	\$	15,000.00
Printed Materials	\$	10,000.00
Corporate Gifts	\$	2,000.00
Partnerships Consultant	\$	10,000.00
T&E		
Fundraising T&E	\$	8,000.00
Partnerships T&E	\$	5,000.00

Technology

Website	\$	28,000.00
Marketing Technology	\$	50,000.00
Program Technology		
Developer	\$	191,840.00
Platform Apps/Tech	\$	11,760.00
Virtual Program (Zoom)	\$	8,275.00
Fundraising Technology	\$	13,000.00
Computer Expenses & Equipment	\$	4,561.00
Operations Technology (Apps)	\$	32,049.00
Telephone and Internet	\$	17,785.00

TOTAL EXPENSES	\$ 3,290,000.00
TOTAL REVENUE	\$ 3,290,000.00
NET	\$ -
<i>Unbilled Pledge Receiveables Due as of 12/31/2022</i>	<i>\$ 561,250.00</i>
<i>Budgeted Multi-Year Pledges Due in Future Years</i>	<i>\$ (50,000.00)</i>