2020 Budgeting

REVENUE	January	Feburary	March	April	May	June	July	August	September	October	November	December	TOTAL 2021	TOTAL 2020	TOTAL 2019
Chapter Books	19,466	33,442	12,285	2,047	1,228	0	0	16,218	69,196	14,055	5,622	2,811	176,370	122,384	97,920
Ecommerce	9137	6,041	2,909	7,336	3,743	28,929	708	11,571	14,018	3,555	10,690	6,013	104,650	80,545	46,698
Point of purchase	5,096	12,740	9,555	4,459	0	0	0	20,215	26,457	16,536	5,512	0	100,570	80,443	77,393
Leadership Conference	0	2,821	7,055	5,996	12,346	4,233	6,638	11,875	0	0	0	0	50,964	14,543	26,846
Program Fee	0	0	0	0	0	0	0	31,500	0	0	0	0	31,500	23,528	21,000
Shipping Revenue	1,342	3,355	2,013	2,013	671	6,710	2,349	8,052	10,065	1,678	1,342	2,684	42,273		
EARNED REVENUE	**35,041**	**58,399**	**33,817**	**21,851**	**17,988**	**39,872**	**9,695**	**99,431**	**119,736**	**35,824**	**23,166**	**11,508**	**506,327**	**321,443**	**269,857**
Donations	2,100	2,100	4,100	23,930	69,130	29,530	30,622	3,822	3,822	5,733	35,733	35,733	246,355	208,391	181,917
TOTAL REVENUE	**37,141**	**60,499**	**37,917**	**45,781**	**87,118**	**69,402**	**40,317**	**103,253**	**123,558**	**41,557**	**58,899**	**47,241**	**752,682**	**529,834**	**451,774**

OPERATING EXPENSES	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	YTD 2020	TOTAL 2019
Accounting and Legal	1,450	1,450	1,450	1,450	7,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	23,400	19,090	21,502
Marketing/Awareness	3,200	2,500	3,000	250	250	250	250	2,000	3,500	250	250	250	15,950	13,358	31,428
Creative	2,050	0	0	0	550	0	1,350	550	0	350	550	350	5,750	6,124	9451.1
Annual Events	0	0	0	1,500	1,500	5,000	4,750	36,950	0	0	0	0	49,700	45,372	47,247
Cell Services	600	600	620	620	620	620	620	620	620	620	620	620	7,400	4,910	3,671
Content Development	0	0	0	0	2,000	1,500	0	0	0	2,000	1,500	0	7,000	1,505	15,323
Depreciation	150	150	150	150	150	150	150	150	150	150	150	150	1,800	339	1,357
Fees: Credit Card Processing (not merch)	100	100	100	100	100	100	200	200	100	100	100	300	1,600	936.2	734
Meals & Entertainment	270	270	315	315	315	315	415	415	315	315	315	315	3,890	2,473	3,781
Furniture, Equipment and Software	2,250	0	2,000	0	0	2,000	0	0	0	0	0	0	6,250	10,322	1,914
Gifts Given	50	50	50	400	50	50	150	50	50	50	80	1,350	2,380	786	1,763
Insurance	315	315	315	315	315	315	315	315	315	315	800	315	4,265	4,455	3,420
Office Supplies	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,072	1,325
Payroll Expenses	1,882	1,721	1,721	2,099	1,938	1,938	1,938	2,099	1,938	1,938	1,938	1,938	23,087	15,745	14,197
Salaries and Wages	24,599	22,499	22,499	27,432	25,332	25,332	25,332	27,432	25,332	25,332	25,332	25,332	301,785	200,342	187,084
401k Match & Management	670	670	765	765	765	765	765	765	765	765	765	765	8,990	5,675	8,443
Benefits	1,260	1,260	1,580	1,880	1,880	1,880	1,880	1,880	2,200	2,200	2,200	2,200	22,300	0	0
Rent	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	38,400	30,300	25,850
Shipping Expense	3,073	2,000	1,200	1,200	400	4,350	3,150	5,350	6,000	1,000	800	1,600	30,123	39,997	30,512
Subscriptions	1,350	1,350	1,350	1,350	1,350	1,350	1,350	1,350	1,350	1,350	1,350	1,350	16,200	11,607	12115
Staff Development	2,100	1,400	2,000	2,250	800	4,500	1,835	1,000	1,235	7,860	400	1,500	26,880	14,536	0
Chapter Development		840	840	0	0	0	0	840	840	0	0	0	3,360	2,784	9958
Fundraising	300	1,100	500	3,300	300	0	0	0	300	0	0	0	5,800	2,003	2463
Other Operating Expense	0	0	0	0	0	0	0	0	0		0	0	0	277.1	0
TOTAL OPERATING EXPENSES	**48,969**	**41,575**	**43,755**	**48,676**	**49,365**	**55,165**	**67,343**	**86,716**	**49,760**	**49,345**	**41,900**	**43,085**	**607,510**	**434,009**	**433,538**

COST OF GOODS SOLD	January	Feburary	March	April	May	June	July	August	September	October	November	December	TOTAL	
Chapter Book						12,398					11,325		23,723	
Spring tshirt												3,132	3,132	
Spring sweatshirt												8,203	8,203	
Fall tshirt						4,325							4,325	
Fall sweatshirt						10,593							10,593	
Hat													0	
Mugs													0	
Car Decals + others	1,150												1,150	
Coupon Discount						1,500			1,000			1,500	4,000	
Point-of-Sale Fees (Square & Stripe)	964	1,606	930	601	495	1,096	267	2,734	3,293	985	637	316	13,924	average of 2.75%
													0	
TOTAL COST OF GOODS SOLD	**2,114**	**1,606**	**930**	**601**	**495**	**29,912**	**267**	**2,734**	**4,293**	**985**	**11,962**	**13,151**	**69,050**	
TOTAL EXPENSE	**51,082**	**43,181**	**44,685**	**49,276**	**49,860**	**85,077**	**67,610**	**89,450**	**54,053**	**50,330**	**53,862**	**56,236**	**676,559**	
Unrelated Business Income Tax (21%)	2,545	3,607	2,422	2,351	682	2,397	93	6,101	7,598	4,012	3,269	(1,499)	33,578	
NET INCOME	**(16,487)**	**13,711**	**(9,190)**	**(5,846)**	**36,576**	**(18,072)**	**(27,386)**	**7,702**	**61,907**	**(12,786)**	**1,768**	**(7,496)**	**24,402**	
UNRESTRICTED CASH FLOW														
Cash Balance BOM	135,039	118,553	132,264	123,074	117,227	153,804	135,731	108,346	116,048	177,955	165,169	166,938		
Cash Balance EOM	**118,553**	**132,264**	**123,074**	**117,227**	**153,804**	**135,731**	**108,346**	**116,048**	**177,955**	**165,169**	**166,938**	**159,441**		