|  |  |
| --- | --- |
| **Revenue**  |  |
|  Start! Heart Walk  |  $ 18,800,000  |
|  Heart Ball  |  11,500,000  |
|  Go Red Campaign  |  5,700,000  |
|  Youth Market  |  8,400,000  |
|  Other Special Events  |  265,000  |
|  Corporate Donations  |  160,000  |
|  Workplace Giving  |  1,000,000  |
|  United Way & CFC/CHC  |  1,000,000  |
|  Memorials/Tributes  |  920,000  |
|  Internet General Donations  |  240,000  |
|  Direct Response  |  5,203,344  |
|  Outright Gifts - Foundations  |  1,000,000  |
|  Outright Gifts - Individuals  |  2,450,000  |
|  Estate Settlement  |  8,500,000  |
|  Corporate Relations sponsorships  |  1,800,000  |
|  **Total Public Support**  |  **$ 66,938,344**  |
|  |  |
|  **Other Revenue**  |  |
|  Grants from National Center  |  $ 137,000  |
|  Sales of educational materials  |  1,800,803  |
|  Investment income, net  |  813,700  |
|  Unrealized investment gains/(losses)  |  502,000  |
|  Perpetual trust revenue  |  723,398  |
|  Changes in value of split-interest agreements  |  383,229  |
|  Rental revenue  |  7,000  |
|  Miscellaneous revenue  |  44,775  |
|  Loss on uncollectible accounts  |  (100,000) |
|  **Total Other Revenue**  |  **4,311,905**  |
|  **TOTAL PUBLIC SUPPORT & OTHER REVENUE**  |  **$ 71,250,249**  |

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| **Expenses**  |  |
| Salaries |  $ 19,241,875  |
| Payroll taxes |  1,617,182  |
| Employee benefits |  3,852,100  |
| Occupancy |  967,396  |
| Telephone |  709,489  |
| Supplies |  328,649  |
| Rental and maintenance of equipment |  513,816  |
| Printing and publication |  2,569,258  |
| Postage and shipping |  1,273,429  |
| Assn wide initiatives |  4,204,031  |
| Conferences and meetings |  831,089  |
| Other travel |  1,791,754  |
| Professional fees |  3,190,085  |
| Awards and grants |  8,200,000  |
| Program Awards  |  274,022  |
| Other expenses  |  1,396,853  |
| Depreciation and amortization |  663,814  |
|  **Total Expenses** |  **51,624,842**  |
| Allocation to National Center |  15,228,473  |
|  **TOTAL EXPENSES & ALLOCATION** |  **$ 66,853,315**  |
|  |  |
| **Net Surplus** |  **$ 4,396,934**  |