|  |  |
| --- | --- |
| **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** |