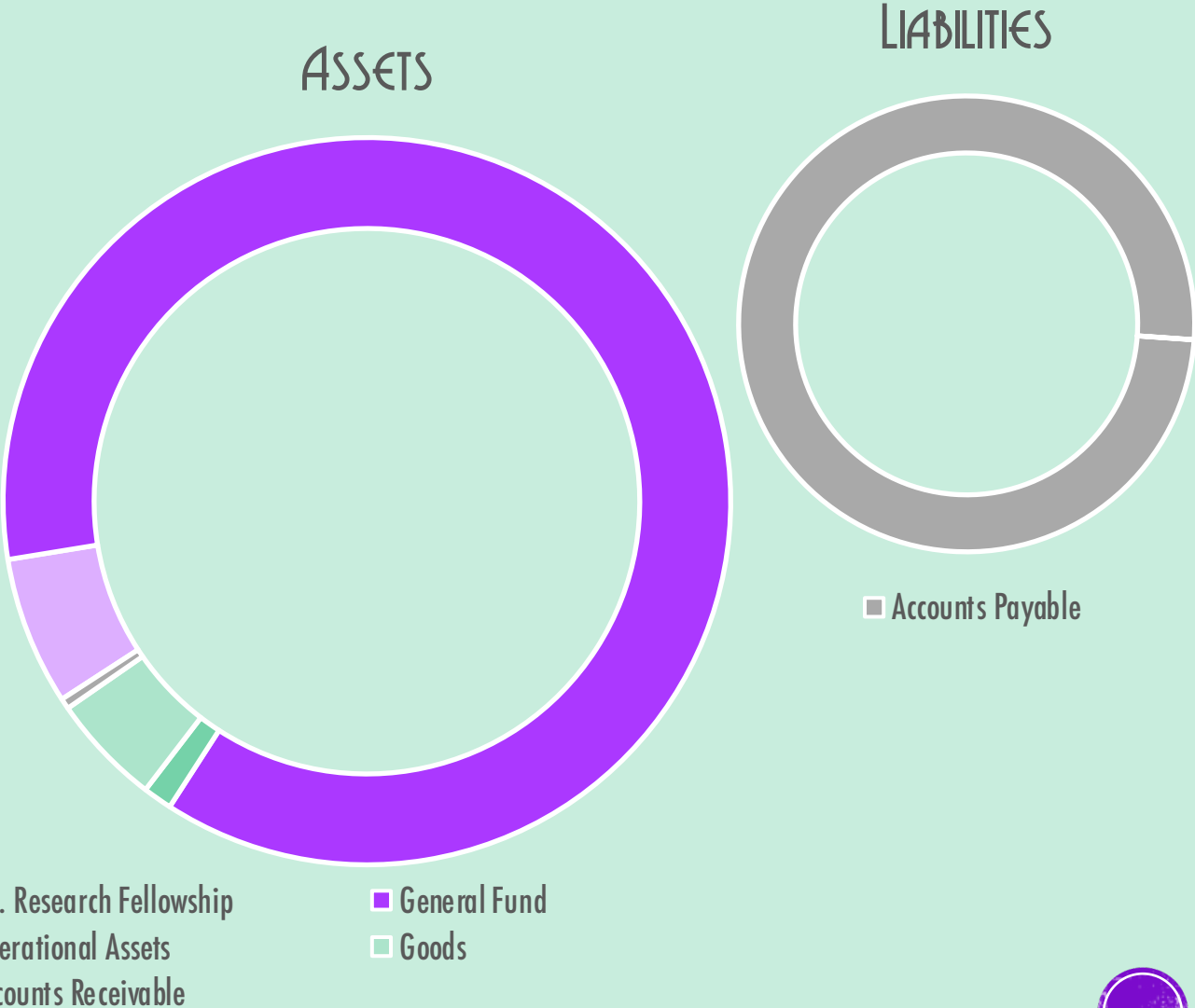


CURRENT FINANCIAL HEALTH

ASSETS	
Savings	\$8,337.66
J.S. Research Fund (\$590.00)	
General Fund (\$7,747.66)	
Physical Assets	\$557.88
Operational Assets (\$115.85)	
Goods (\$442.03)	
Accounts Receivable	\$42.22
Total Assets	\$8,937.76
LIABILITIES	
Accounts Payable	(\$500.00)
Total Liabilities	(\$500.00)

FUND BALANCE	\$8,437.76
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CURRENT FINANCIAL HEALTH AS OF SEPT. 20, 2024

CURRENT FINANCIAL HEALTH - ASSETS

* Accounts and Funds (Savings)

• Current Checking Balance	\$8,337.66
• John Schiewe Memorial Research Fellowship Restricted Fund	\$590.00
• General Fund	\$7,747.66

* Physical Assets

• Operational Assets (Replacement Value)	\$115.85
○ PayPal Zettle POS Terminal	\$86.90
○ Tape Recorder	\$23.95
○ Time Limit Signs for Conference, Laminated	\$5.00

NB: POS terminal
purchased @ one-time-
only cost of \$30.

• Goods	\$442.03
○ Fiction book (donated at last conference) - 1	\$14.00
○ HippoCampus Fanny Packs - 17	\$207.06
○ 10 oz. Ink Logo Tumbler - 19	\$220.97

NB: merchandise
inventory is derived
from initial cost per
unit and not the retail
value of these items.

• **Physical assets valued at \$557.88**

* Accounts Receivable

- Pending Bonfire payout from merchandise currently in production
- **\$42.22 in Accounts Receivable**

TOTAL ASSETS: \$8,937.76

CURRENT FINANCIAL HEALTH - LIABILITIES

* Accounts Payable

- Keynote Honoraria: 2 x \$250.00
- **\$500.00**

TOTAL LIABILITIES : \$500.00

FUND BALANCE: \$8,437.76

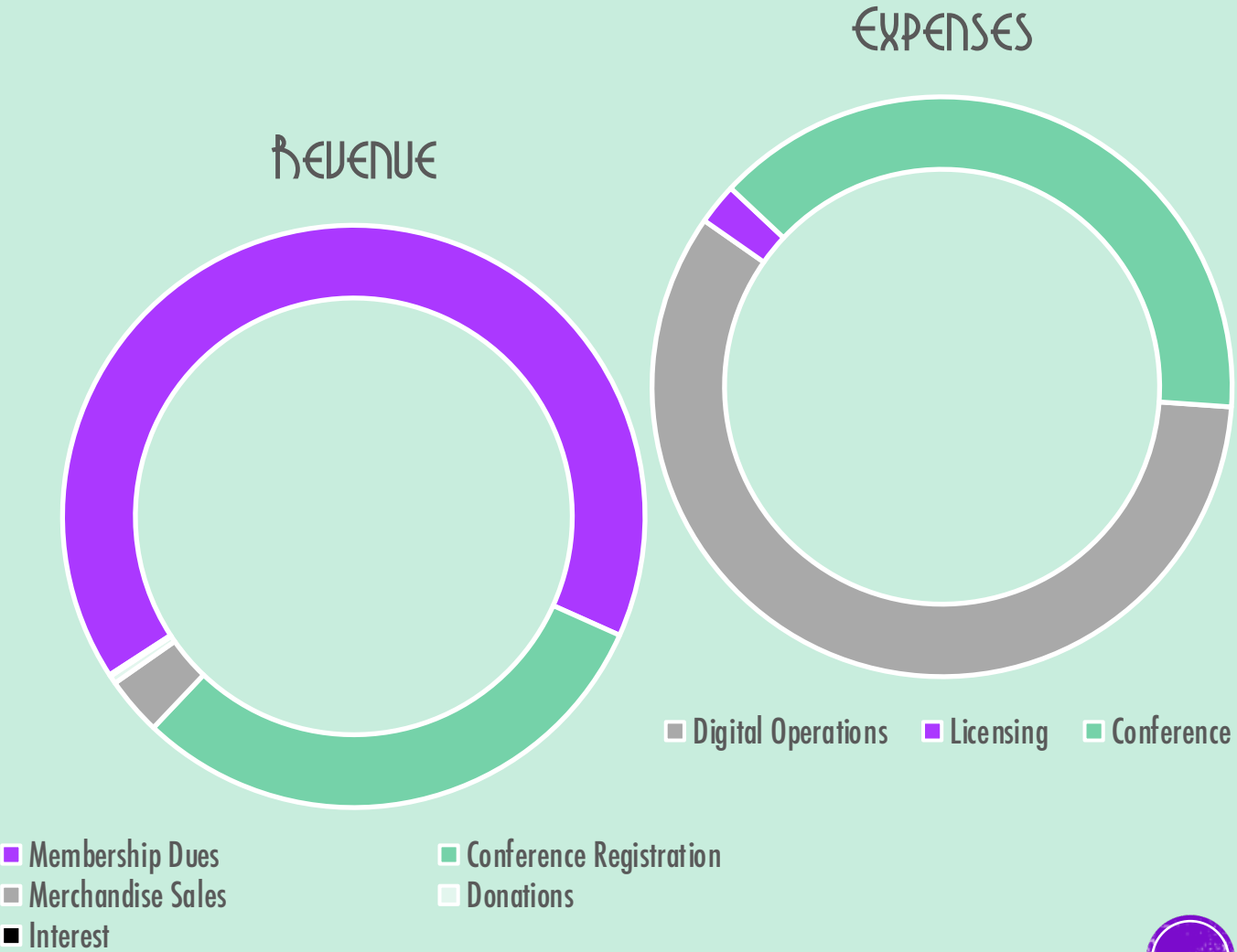
REVENUE	
Membership Dues	\$2,840.00
Conference Registration	\$1,313.98
Merchandise Sales	\$139.60
Donations	
Coffee Chats	\$19.39
Interest	\$3.78
Total Revenue	\$4,316.75
EXPENSES	
Digital Operations	(\$867.72)
Licensing	(\$34.00)
Conference (EHC 2024)	(\$579.00)
Total Expenses	(\$1,480.72)

2023 – 24 NET INCOME

\$2,836.03

FINANCIAL OVERVIEW

OCT. 2023 – SEPT. 2024





FINANCIAL OVERVIEW

OCT. 2023 – SEPT. 2024

REVENUE BETWEEN OCTOBER 1, 2023 AND SEPTEMBER 20, 2024

Note that this time period corresponds to the time between Annual Business Meetings, not Fiscal Year 2023 (FY2023).

* Membership dues

- Reduced: 30 x \$25.00 = \$750.00
- Individual: 34 x \$50.00 = \$1,700.00
- Individual Sponsoring: 4 x \$75.00 = \$300.00
- Institutional: 1 x \$90.00 = \$90.00
- **69 Members** **\$2,840.00**

NB: Difference between these figures and those from the current membership slide is due to the fees collected between September 21, 2023 and September 30, 2023 (2023 and 2024 Annual Business Meetings not held on exact same day both years).

* Conference Registration (EHC 2024)

- **56 Registrants**
- **\$1,313.98 in revenue**

NB: Difference between these figures and those from 2024_Financial-Summary_Conference is due to two individuals registering after the date of the Annual Business Meeting (September 20, 2024)

* Merchandise Sales

- Bonfire Sales: **\$139.60** (profit)
- Since Bonfire is print-on-demand, there are no overhead costs for the EHC

* Event (Coffee Chat) Donations: **\$19.39**

- Members have free access to Coffee Chats
- Request for non-member to make a modest donation (\$5) – new this year
- \$6.00 from the January No Coal: No Thoroughbred chat, and \$13.99 from the April KHS Archives chat

* Interest: **\$3.78**

TOTAL REVENUE: \$4,316.75

EXPENSES BETWEEN OCTOBER 1, 2023 AND SEPTEMBER 20, 2024

Note that this time period corresponds to the time between Annual Business Meetings, not Fiscal Year 2023 (FY2023).

* Fees – Digital Operations

- Little Green Light: \$450.90
- TechSoup Discount Code (Zoom): \$18.00
- Zoom One Pro Annual: \$79.82 (with above discount applied)
- WordPress: \$319.00
 - Creator (formerly WordPress Business): \$300.00
 - Domain Renewal: \$19.00
- **\$867.72 in Digital Operating fees**

* Licensing

- State of California Registry of Charitable Trusts RFF-1: \$25.00
- California Department of Tax and Fee Administration: \$9.00
- **\$34.00 in Licensing expenses**

* Conference

- Zoom Webinar 500 Monthly (2024-09-09 to 2024-09-12 proration): \$10.85
(will total \$79.00 at completion of billing cycle)
- Keynote Speaker: $\$250 \times 2 = \500.00
- **\$579.00 in Conference expenses**

TOTAL EXPENSES: \$1,480.72

NET INCOME: \$2,836.03

(Between October 1, 2023 and September 20, 2024)

2024 - 2025 PROJECTED REVENUE AND ALLOCATION

PROJECTED REVENUE	
Membership Dues	\$4,035.00
Conference Registration	\$5,100.00
Merchandise Sales	\$300.00
Donations	\$10,700.00
J.S. Research Fund - Restricted (\$500.00)	
Coffee Chats (\$200.00)	
Other (\$10,000)	
Total Projected Revenue	\$20,135.00

PROJECTED EXPENSES	
General Operations	\$960.00
Conference	\$13,000.00
Johnson & Wales (\$12,000.00)	
Keynote (\$1,000)	
J.S. Research Fund - Restricted	\$1,000.00
Reserve Fund	\$300.00
Member Perks	\$300.00
Total Projected Expenses	\$ 14,560.00

2024 - 2025 PROJECTED NET INCOME

\$5,575.00





PROJECTED REVENUE & ALLOCATION

SEPT. 2024 – SEPT. 2025

PROJECTED REVENUE

Note that this time period corresponds to the time between Annual Business Meetings, not Fiscal Year 2024 (FY2024).

* Membership dues

- Reduced: $70 \times \$25.00 = \$1,760.00$
- Individual: $39 \times \$50.00 = \$1,960.00$
- Individual Sponsoring: $3 \times \$75.00 = \225.00
- Institutional: $1 \times \$90.00 = \90.00
- **113 Members \$4,035.00**

NB: Membership rates have not increased since its launch in 2021.

NB: 80 members currently → **29.2% growth**
(28.75% growth this year)

* Conference Registration (EHC 2025)

- For reference
 - EHC 2019 (the last all in-person conference) had 29 attendees
 - EHC 2023 had 64 attendees (24 in-person)
 - 19 of those in-person attendees purchased admission for all 3 days
 - 5 of those in-person attendees purchased day passes
 - EHC 2024 (virtual) had 42 paying attendees
- Assuming 70 attendees
- Assuming 2023 in-person rates and same distribution ratio across registration levels
- **\$5,100 in Conference fees**

* Merchandise Sales

- Bonfire constantly introduces new products, making new designs and launches possible
- Would include both Bonfire and in-person sales, as EHC 2025 will be in-person
- **\$300.00 in Merchandise profit**

NB: Bonfire sales have no overhead, and wholesale merch was accounted for in 2022-2023 expenses. Therefore, all 2025 income from merch is profit.

* Donations

- John Schiewe Memorial Research Fund – Restricted: \$500.00
- Event (Coffee Chat) Donations: \$200.00
 - Assuming 4 Coffee Chats in 2025
 - Assuming 10 non-members per chat
 - Assuming \$5 donation from non-members (can make this mandatory during event registration)
- Other : \$10,000.00
- **\$10,700.00 in Donations**

NB: We are courting some potential donation sources and hope to secure significant funding to offset conference expenses.

TOTAL PROJECTED REVENUE: \$20,135.00

PROJECTED EXPENSES

Note that this time period corresponds to the time between Annual Business Meetings, not Fiscal Year 2024 (FY2024).

* General Operating Expenses

- Digital fees: \$900.00
- Licensing: \$60.00
- **\$960.00 in total Operating expenses**

* Conference

- In-person at Johnson & Wales: \$12,000.00 (extrapolated from quote from June 5, 2024)
 - Quote based on 50 people in attendance
 - Quote includes
 - Room rental
 - Staff fees (quote did not include final costs, just rates)
 - * AV technician is \$60/hr.
 - * Catering staff is \$30/hr.
 - Catering (quote included figures for some but not all)
- Keynote: \$1,000
 - Honoraria: \$500.00
 - Travel Expenses: \$500.00
- **\$13,000.00 in total Conference expenses**

* John Schiwe Memorial Research Fund (Restricted)

- **\$1,000.00**
- would have \$1,090.00 in fund, assuming \$500.00 in projected donations (currently have \$590.00)

* Reserve Fund

- Do not currently have this fund earmarked, but we should contribute to this every year.
- **\$300.00**

* Member Perks

- Dependent on what the membership wants
- Possible uses
 - Small stipend for HippoCampus editor if members view this magazine as a worthwhile benefit of membership (**\$300.00?**)

TOTAL PROJECTED EXPENSES: \$14,560.00

PROJECTED NET INCOME: \$5,575.00