

THE NAJIM FAMILY FOUNDATION

FUNDING APPLICATION REQUIRED DOCUMENTS

***LINE ITEM BUDGET FOR PROJECT***

|  |  |  |
| --- | --- | --- |
| The Little Heroes Prom Program Budget | | |
| **Little Heroes Prom** | **Projected Total Budget Funds (LLS)** | **Najim Requested Funds Allocation** |
| a. DVD | $400 |  |
| b. Prom Venue/Catering | $24,000 | $20,000 |
| c.  Printing and Postage | $1,200 |  |
| d.  Cakes & More (partial  donation/$2000) | $1275 ($725) |  |
| e.  Prom Décor, Supplies, Door Prizes | $3,000 |  |
| f.  Rentals/flip Books | $600 |  |
| g. Prom Entertainment (e.g. DJ-4  hours donated) | ($500) |  |
| h. Prom Photography-Time donated-  LLS pays for prints (4 hours) | $1,500 ($480) |  |
| i. Limos | $1,600 |  |
| j. Gifts for patients ($1,500 donated) | $1,500 |  |
| k. Event planning, coordination with  hospitals, securing vendor  donations, volunteer coordination,  setup (40 hours) | Donated |  |
| l. Videographer (4 hours donated) | ($800) |  |
| ***Total ($2605 donated)*** | **$35,075($2,505)** | **$20,000** |

\*\* The Little Heroes Prom is outside of the organization revenue and expenses. This is one of our programs that is locally funded only. The dollars put toward this program are not part of the budget. This program only happens if the committee, along with the Patient Access Manager, are able to raise the funds. The South Central Texas Chapter budget includes all other expenses related to local Patient Services and direct mission expenses are included in the Chapter’s expenses.

***PROJECT TIMELINE***

Little Heroes Prom is scheduled for May 4, 2018. Planning and fundraising began in August 2017.

***PROJECT EVALUATION PLAN***

It is difficult to quantify the happiness this event brings to so many children. We always ask and encourage donors and foundation staff to attend a portion of the event to see for themselves the joyful event that is the Little Heroes Prom. At the conclusion of the fiscal year, the local Patient Access Manager submits a program report containing a summary of activities and successes of the Patient Services Programs to the Region Mission Director (Nicole Bell), Chapter’s Board of Trustees and the LLS National Patient Services Committee. The Patient Services staff will administer evaluations after events. Additionally, we ask patients, caregivers, social workers, community volunteers, hospital staff and medical staff for constant feedback so we can keep this event fun and meaningful for the patients.

***LIST OF BOARD MEMBERS WITH CORPORATE AFFILIATIONS***

Abeyta, John B. FY14 Morgan Stanley

Behnke, William (Bill) FY06 (Nat’l BOD) Behnke Management Group

Bonacci, Donald FY13 Allscripts

Caplinger, TJ FY16 Child’s Play Therapeutic Homecare

Cooper, Mary Kay FY14 (Chair) Texas A&M University at San Antonio

Cunningham, Kelly FY18 CLM Mortgage

Edelen, Joan FY14 (Treasurer) Community Volunteer

Grant, Meg FY18 Digital Defense, Inc.

Griffith, Brittan FY18 USAA

Halliday, Phillip FY18 CBRE

Lozano, Angie FY18 Kim Tindall & Associates

Mannix, Francesca FY13 Community Volunteer

McHugh, Steve FY15 Cured

Nack, Jennifer FY15 Kuper Sotheby’s International Realty

Ralston-Lint, Brandy FY13 Security Service Federal Credit Union

Rios, Bobby FY14 Bartlett Cocke General Contractors

Rouse, Tony FY16 Valero Energy Corporation

Saunders, Laurie FY17 Laurie Saunders, Ltd.

Seki, Bryce FY16 Pioneer Energy Services Corp.

Tindall, Kim FY17 Kim Tindall & Associates LLC

Trainer, Ken FY18 Chesmar Homes

Vasquez, Christen, CTA FY14 Get Christened

Wright, John Edward FY18 RSM US LLP

Wynd, Jasmin FY14 USAA

Zertuche, Tony FY13 Booz Allen Hamilton

***CURRENT BALANCE SHEET—FY18 Began July 1***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  |  | **FY2018** | **Cash on Hand** | |  |  | FY2018 | **Cash on** | **YOY%** | | **Budget 2018** | **9/15/17** | **YOY $** |  |  | **Budget** | **Hand** |  | | **TNT** | **4000 - Revenue** | 400,000 | 92,907 | (19%) | **Direct** | **4000 - Revenue** | 0 | 300 | 0% | |  | **5000 - DDB Expenses** | 0 | 0 | ##### | **Response** | **Gross Income** | **0** | **300** | **0%** | |  | **Gross Income** | **400,000** | **92,907** | **-18%** |  | **Gross Margin %** | **0%** | **100%** | **0%** | |  | **Gross Margin %** | **100%** | **100%** | **0%** | **Total Campaign** | **4000 - Revenue** | **7,683,100** | **716,531** | **(59%)** | | **LTN** | **4000 - Revenue** | 2,749,524 | 450,705 | (65%) | **Segments** | **5000 - DDB Expenses** | **(907,471)** | **(83,960)** | **37%** | |  | **5000 - DDB Expenses** | (408,683) | (56,678) | 17% |  | **Gross Income** | **6,775,629** | **632,571** | **-62%** | |  | **Gross Income** | **2,340,841** | **394,028** | **-69%** |  | **Gross Margin %** | **88%** | **88%** | **-8%** | |  | **Gross Margin %** | **85%** | **87%** | **-9%** | **Non-Campaign** | **4000 - Revenue** | 0 | 0 | 0% | | **MWOY** | **4000 - Revenue** | 2,535,000 | 17,586 | (56%) | **Segments** | **5000 - DDB Expenses** | 0 | (55) | 0% | |  | **5000 - DDB Expenses** | (375,775) | (21,289) | 152% |  | **Gross Income** | **0** | **-55** | **0%** | |  | **Gross Income** | **2,159,225** | **-3,703** | **-112%** |  | **Gross Margin %** | **0%** | **0%** | **0%** | |  | **Gross Margin %** | **85%** | **-21%** | **-127%** | **Total Product** | **4000 - Revenue** | **7,683,100** | **716,531** | **(59%)** | | **Student Series** |  |  |  |  | **Segments** | **5000 - DDB Expenses** | **(907,471)** | **(84,015)** | **37%** | | **Pennies** | **4000 - Revenue** | 1,300,000 | 3,118 | (65%) |  | **Gross Income** | **6,775,629** | **632,516** | **-62%** | |  | **5000 - DDB Expenses** | (76,513) | (516) | (86%) |  | **Gross Margin %** | **88%** | **88%** | **-8%** | |  | **Gross Income** | **1,223,487** | **2,602** | **-52%** | **Enterprise** | **4000 - Revenue** | 0 | 4,196 | 40% | |  | **Gross Margin %** | **94%** | **83%** | **39%** |  | **5000 - DDB Expenses** | 0 | (70) | 0% | | **Total Student** | **4000 - Revenue** | **1,300,000** | **3,118** | **(65%)** |  | **Gross Income** | **0** | **4,126** | **38%** | |  | **5000 - DDB Expenses** | **(76,513)** | **(516)** | **(86%)** |  | **Gross Margin %** | **0%** | **98%** | **-2%** | |  | **Gross Income** | **1,223,487** | **2,602** | **-52%** | **Total Prdct Line** | **4000 - Revenue** | **7,683,100** | **720,727** | **(58%)** | |  | **Gross Margin %** | **94%** | **83%** | **39%** |  | **5000 - DDB Expenses** | **(907,471)** | **(84,084)** | **37%** | | **Regatta** | **4000 - Revenue** | 40,000 | 43,171 | (4%) |  | **Gross Income** | **6,775,629** | **636,643** | **-62%** | |  | **5000 - DDB Expenses** | (500) | (477) | 99% |  | **Gross Margin %** | **88%** | **88%** | **-8%** | |  | **Gross Income** | **39,500** | **42,694** | **-4%** |  | Accounts |  |  |  | |  | **Gross Margin %** | **99%** | **99%** | **-1%** |  | **Expense** |  |  |  | | **All Other** |  |  |  |  |  | **6500 - Payroll** |  |  |  | | **Federated** | **4000 - Revenue** | 70,000 | 815 | (95%) |  | **6501 - Salaries** | (1,314,244) | (187,888) | (37%) | |  | **Gross Income** | **70,000** | **815** | **-95%** |  | **6503 - Temporary Staffing (Agency)** | (162,920) | (30,092) | (38%) | |  | **Gross Margin %** | **100%** | **100%** | **0%** |  | **Total 6500 - Payroll** | **(1,477,164)** | **(217,980)** | **(37%)** | | **Other Relationship** | **4000 - Revenue** | 143,500 | 81,350 | 50% |  | **6100 - Benefits** | (314,281) | (45,127) | (33%) | |  | **5000 - DDB Expenses** | (46,000) | (5,000) | 0% |  | **6750 - Payroll Taxes** | (109,758) | (13,803) | (41%) | |  | **Gross Income** | **97,500** | **76,350** | **41%** |  | **6800 - Travel & Meetings** | (146,670) | (28,791) | (12%) | |  | **Gross Margin %** | **68%** | **94%** | **-6%** |  | **6650 - Professional Fees** | (15,911) | (1,109) | (94%) | | **Mission** | **4000 - Revenue** | 0 | 0 | 0% |  | **6550 - Postage & Shipping** | (87,042) | (8,364) | 5% | |  | **Gross Income** | **0** | **0** | **0%** |  | **6600 - Printing** | (38,803) | (5,554) | 105% | |  | **Gross Margin %** | **0%** | **0%** | **0%** |  | **6700 - Stationery & Supplies** | (75,496) | (3,702) | (57%) | | **Total All Other** | **4000 - Revenue** | **213,500** | **82,165** | **18%** |  | **6050 - Advertising** | (11,200) | (45) | 0% | |  | **5000 - DDB Expenses** | **(46,000)** | **(5,000)** | **0%** |  | **6250 - Equipment** | (38,500) | (1,955) | (61%) | |  | **Gross Income** | **167,500** | **77,165** | **11%** |  | **6400 - Occupancy** | (245,245) | (47,240) | (8%) | |  | **Gross Margin %** | **78%** | **94%** | **-6%** |  | **6900 - Telephony** | (7,100) | (148) | (67%) | | **Donor Develop** | **4000 - Revenue** | 445,076 | 26,579 | (83%) |  | **6350 - Memberships** | (5,900) | (303) | 324% | |  | **5000 - DDB Expenses** | 0 | 0 | 0% |  | **6200 - Depreciation** | (7,513) | (1,252) | (33%) | |  | **Gross Income** | **445,076** | **26,579** | **-83%** |  | **6450 - Other** | (55,151) | (10,932) | (22%) | |  | **Gross Margin %** | **100%** | **100%** | **0%** |  | **6950 - Research** | 0 | 0 | 0% | |  |  |  |  |  |  | **Total Expense** | **(2,635,733)** | **(386,306)** | **(34%)** | |  |  |  |  |  |  | **Net Income** | **4,139,896** | **250,337** | **-77%** | |  |  |  |  |  |  | **Net Margin %** | **54%** | **35%** | **-45%** | |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

***Last 12 Month Consolidated Income Statement—FY17 Ended June 30, 2017***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| **Full YR Actuals** | **Total Campaign Segments** | **4000 - Revenue** | **7,522,746** |
| Product Line | Accounts | FY2017 |  | **5000 - DDB Expenses** | **(810,162)** |
| **TNT** | **4000 - Revenue** | 413,650 |  | **Gross Income** | **6,712,584** |
|  | **5000 - DDB Expenses** | (402) |  | **Gross Margin %** | **89%** |
|  | **Gross Income** | **413,248** | **Non-Campaign Segments** | **4000 - Revenue** | 2,500 |
|  | **Gross Margin %** | **100%** |  | **5000 - DDB Expenses** | (227) |
| **Light The Night** | **4000 - Revenue** | 2,493,301 |  | **Gross Income** | **2,273** |
|  | **5000 - DDB Expenses** | (325,708) |  | **Gross Margin %** | **91%** |
|  | **Gross Income** | **2,167,593** | **Total Product Segments** | **4000 - Revenue** | **7,525,246** |
|  | **Gross Margin %** | **87%** |  | **5000 - DDB Expenses** | **(810,389)** |
| **Man Woman of the Year** | **4000 - Revenue** | 2,875,265 |  | **Gross Income** | **6,714,857** |
|  | **5000 - DDB Expenses** | (432,806) |  | **Gross Margin %** | **89%** |
|  | **Gross Income** | **2,442,459** | **Enterprise** | **4000 - Revenue** | 46,239 |
|  | **Gross Margin %** | **85%** |  | **5000 - DDB Expenses** | (451) |
| **Student Series** |  |  |  | **Gross Income** | **45,788** |
| **Pennies** | **4000 - Revenue** | 1,155,332 |  | **Gross Margin %** | **99%** |
|  | **5000 - DDB Expenses** | (46,546) | **Total Product Line** | **4000 - Revenue** | **7,571,485** |
|  | **Gross Income** | **1,108,786** |  | **5000 - DDB Expenses** | **(810,840)** |
|  | **Gross Margin %** | **96%** |  | **Gross Income** | **6,760,645** |
| **Total Student Series** | **4000 - Revenue** | **1,155,332** |  | **Gross Margin %** | **89%** |
|  | **5000 - DDB Expenses** | **(46,546)** |  | Accounts |  |
|  | **Gross Income** | **1,108,786** |  | **Expense** |  |
|  | **Gross Margin %** | **96%** |  | **6500 - Payroll** |  |
| **Regatta** | **4000 - Revenue** | 47,279 |  | **6501 - Salaries** | (1,168,859) |
|  | **5000 - DDB Expenses** | (1,632) |  | **6503 - Temporary Staffing (Agency)** | (171,955) |
|  | **Gross Income** | **45,646** |  | **Total 6500 - Payroll** | **(1,340,814)** |
|  | **Gross Margin %** | **97%** |  | **6100 - Benefits** | (275,141) |
| **All Other Campaigns** |  |  |  | **6750 - Payroll Taxes** | (94,221) |
| **Federated** | **4000 - Revenue** | 81,486 |  | **6800 - Travel & Meetings** | (162,662) |
|  | **Gross Income** | **81,486** |  | **6650 - Professional Fees** | (28,757) |
|  | **Gross Margin %** | **100%** |  | **6550 - Postage & Shipping** | (85,878) |
| **Other Relationship** | **4000 - Revenue** | 79,881 |  | **6600 - Printing** | (51,210) |
|  | **5000 - DDB Expenses** | (3,024) |  | **6700 - Stationery & Supplies** | (42,035) |
|  | **Gross Income** | **76,857** |  | **6050 - Advertising** | (4,827) |
|  | **Gross Margin %** | **96%** |  | **6250 - Equipment** | (30,841) |
| **Mission** | **4000 - Revenue** | 13,000 |  | **6400 - Occupancy** | (206,593) |
|  | **Gross Income** | **13,000** |  | **6900 - Telephony** | (4,964) |
|  | **Gross Margin %** | **100%** |  | **6350 - Memberships** | (7,659) |
| **Total All Other Campaigns** | **4000 - Revenue** | **174,366** |  | **6200 - Depreciation** | (8,139) |
|  | **5000 - DDB Expenses** | **(3,024)** |  | **6450 - Other** | (60,678) |
|  | **Gross Income** | **171,343** |  | **6950 - Research** | (6,500) |
|  | **Gross Margin %** | **98%** |  | **Total Expense** | **(2,410,918)** |
| **Donor Development** | **4000 - Revenue** | 363,552 |  | **Net Income** | **4,349,727** |
|  | **5000 - DDB Expenses** | (44) |  | **Net Margin %** | **57%** |
|  | **Gross Income** | **363,508** |  |  |  |
|  | **Gross Margin %** | **100%** |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**FY 2018 Budget**

|  |  |  |
| --- | --- | --- |
|  |  | **FY2018** |
| **Budget 2018** |
| Product Line | Accounts |  |
| **TNT** | **4000 - Revenue** | 400,000 |
|  | **5000 - DDB Expenses** | 0 |
|  | **Gross Income** | **400,000** |
|  | **Gross Margin %** | **100%** |
| **LTN** | **4000 - Revenue** | 2,749,524 |
|  | **5000 - DDB Expenses** | (408,683) |
|  | **Gross Income** | **2,340,841** |
|  | **Gross Margin %** | **85%** |
| **MWOY** | **4000 - Revenue** | 2,535,000 |
|  | **5000 - DDB Expenses** | (375,775) |
|  | **Gross Income** | **2,159,225** |
|  | **Gross Margin %** | **85%** |
| **Student Series** |  |  |
| **Pennies** | **4000 - Revenue** | 1,300,000 |
|  | **5000 - DDB Expenses** | (76,513) |
|  | **Gross Income** | **1,223,487** |
|  | **Gross Margin %** | **94%** |
| **Total Student** | **4000 - Revenue** | **1,300,000** |
|  | **5000 - DDB Expenses** | **(76,513)** |
|  | **Gross Income** | **1,223,487** |
|  | **Gross Margin %** | **94%** |
| **Regatta** | **4000 - Revenue** | 40,000 |
|  | **5000 - DDB Expenses** | (500) |
|  | **Gross Income** | **39,500** |
|  | **Gross Margin %** | **99%** |
| **Other Campaigns** |  |  |
| **Federated** | **4000 - Revenue** | 70,000 |
|  | **Gross Income** | **70,000** |
|  | **Gross Margin %** | **100%** |
| **Other** | **4000 - Revenue** | 143,500 |
|  | **5000 - DDB Expenses** | (46,000) |
|  | **Gross Income** | **97,500** |
|  | **Gross Margin %** | **68%** |
| **Mission** | **4000 - Revenue** | 0 |
|  | **Gross Income** | **0** |
|  | **Gross Margin %** | **0%** |
| **Total Other** | **4000 - Revenue** | **213,500** |
|  | **5000 - DDB Expenses** | **(46,000)** |
|  | **Gross Income** | **167,500** |
|  | **Gross Margin %** | **78%** |
| **Donor Develop.** | **4000 - Revenue** | 445,076 |
|  | **5000 - DDB Expenses** | 0 |
|  | **Gross Income** | **445,076** |
|  | **Gross Margin %** | **100%** |
| **Direct Response** | **4000 - Revenue** | 0 |
|  | **Gross Income** | **0** |
|  | **Gross Margin %** | **0%** |
| **Total All** | **4000 - Revenue** | **7,683,100** |
|  | **5000 - DDB Expenses** | **(907,471)** |
|  | **Gross Income** | **6,775,629** |
|  | **Gross Margin %** | **88%** |
| **Non-Campaign** | **4000 - Revenue** | 0 |
|  | **5000 - DDB Expenses** | 0 |
|  | **Gross Income** | **0** |
|  | **Gross Margin %** | **0%** |
| **Total All** | **4000 - Revenue** | **7,683,100** |
|  | **5000 - DDB Expenses** | **(907,471)** |
|  | **Gross Income** | **6,775,629** |
|  | **Gross Margin %** | **88%** |
| **Enterprise** | **4000 - Revenue** | 0 |
|  | **5000 - DDB Expenses** | 0 |
|  | **Gross Income** | **0** |
|  | **Gross Margin %** | **0%** |
| **Total All** | **4000 - Revenue** | **7,683,100** |
|  | **5000 - DDB Expenses** | **(907,471)** |
|  | **Gross Income** | **6,775,629** |
|  | **Gross Margin %** | **88%** |
|  | Accounts |  |
|  | **Expense** |  |
|  | **6500 - Payroll** |  |
|  | **6501 - Salaries** | (1,314,244) |
|  | **6503 - Temps** | (162,920) |
|  | **Total 6500 - Payroll** | **(1,477,164)** |
|  | **6100 - Benefits** | (314,281) |
|  | **6750 - Payroll Taxes** | (109,758) |
|  | **6800 - Travel/Meets** | (146,670) |
|  | **6650 - Prof. Fees** | (15,911) |
|  | **6550 - Postage/Ship** | (87,042) |
|  | **6600 - Printing** | (38,803) |
|  | **6700 - Stationery/Supplies** | (75,496) |
|  | **6050 - Advertising** | (11,200) |
|  | **6250 - Equipment** | (38,500) |
|  | **6400 - Occupancy** | (245,245) |
|  | **6900 - Telephony** | (7,100) |
|  | **6350 - Memberships** | (5,900) |
|  | **6200 - Depreciation** | (7,513) |
|  | **6450 - Other** | (55,151) |
|  | **6950 - Research** | 0 |
|  | **Total Expense** | **(2,635,733)** |
|  | **Net Income** | **4,139,896** |
|  | **Net Margin %** | **54%** |