

TREASURER'S REPORT TO THE GNC for September 2021

From Hillary Kane, Treasurer

The monthly Treasurer's Report to the GNC is a record of financial activity that uses cash-basis accounting in which revenue is recognized when the money is received and expenses are recognized when money is spent. In addition, the Treasurer's Report to the GNC lists any Accounts Payable that were due during the month but not paid.

SUMMARY

Total income is slightly up from the prior month (August) though that is more about the payment processor issue reported on last month finally getting resolved rather than a real rebound in fundraising. Income from fundraising only (excluding ANM or merchandise sales), was the second lowest amount all year, the worst being in August when we lost ~\$2600 from the aforementioned payment processor issue.

That said, a direct mail appeal to existing GPUS donors as well as H20 donors from their list was sent in late October and returns are starting to come in (as of this writing in mid-November). The Fundraising Committee has also embarked on a new Saturday Sustainer campaign with the intention of highlighting and thanking existing sustainers (and therefore indirectly encouraging others to become sustainers).

Expenses declined with the Annual National Meeting well behind us. The only major non-recurring monthly expenses were the \$3,300 in grants to candidates awarded by the Coordinated Campaign Committee.

INCOME

September 2021

| | Sept Budget | Sept. Actual | +/- | % budget | # donations | Average donation |
|----------------------|-----------------|-----------------|------------------|---------------|-------------|------------------|
| Sustainers | \$13,333 | \$7,775 | -\$5,558 | 58.31% | 641 | \$12 |
| One-time \$1-\$99 | \$3,333 | \$1,539 | -\$1,794 | 46.17% | 63 | \$24 |
| One-time \$100-\$500 | \$2,500 | \$1,470 | -\$1,030 | 58.80% | 10 | \$147 |
| Over \$501 | \$1,666 | | -\$1,666 | 0.00% | | |
| Fundraising | \$20,832 | \$10,784 | -\$10,048 | 51.77% | 714 | \$15 |
| Merchandise | \$750 | \$665 | -\$85 | 88.67% | 21 | \$32 |
| ANM | \$1,667 | \$0 | -\$1,667 | 0.00% | 0 | \$0 |
| Planned Giving | | | | | | |

| | | | | | | |
|-------------------|-----------------|-----------------|------------------|---------------|------------|-------------|
| Other Income | \$2,417 | \$665 | -\$1,752 | 27.51% | 21 | \$32 |
| All income | \$23,249 | \$11,449 | -\$11,800 | 49.25% | 735 | \$16 |

Year-to-date

| | Total Budget | YTD Budget | YTD Actual | +/- | % YTD budget | % Total Budget | # donations | Average donation |
|---------------------|------------------|------------------|------------------|------------------|----------------|----------------|--------------|------------------|
| Sustain | \$160,000 | \$119,997 | \$73,345 | -\$46,652 | 61.12% | 45.84% | 6126 | \$11.97 |
| One-time \$1-\$99 | \$40,000 | \$29,997 | \$19,135 | -\$10,862 | 63.79% | 47.84% | 721 | \$26.54 |
| One-time \$100-500 | \$30,000 | \$22,500 | \$19,687 | -\$2,813 | 87.50% | 65.62% | 145 | \$135.77 |
| Over \$501 | \$20,000 | \$14,994 | \$4,250 | -\$10,744 | 28.34% | 21.25% | 4 | \$1,062.50 |
| Fund Income | \$250,000 | \$187,488 | \$116,417 | -\$71,071 | 62.09% | 46.57% | 6,996 | \$16.64 |
| Merch | \$9,000 | \$6,750 | \$5,338 | -\$1,413 | 79.07% | 59.31% | 141 | \$37.85 |
| ANM | \$20,000 | \$15,000 | \$17,681 | \$2,681 | 117.87% | 88.41% | 238 | \$74.29 |
| Planned Giving | | | | | | | | |
| Other Income | \$29,000 | \$21,750 | \$23,019 | \$1,268 | 105.83% | 79.37% | 379 | \$60.73 |
| All Income | \$279,000 | \$209,238 | \$139,435 | -\$69,803 | 66.64% | 49.98% | 7,375 | \$18.91 |

SEPTEMBER

EXPENDITURES = \$18,144.73

Staff: \$9,228.39

Payroll Taxes, Fees & Insurance: \$2,978.97

Healthcare administration: \$730.00

Internet services/technology: \$423.86

Internet services/technology (ANM): \$30.00

Internet services/technology (Youth Caucus): \$24.99

Transaction fees: \$369.14
Merchandise Fulfillment: \$549.37
Mail forwarding/postage: \$48.60
SC/NC Committee Co-Chair Stipends: \$160.00
Candidate Support (CCC grants): \$3,300.00
Media: \$60.41
Global Greens/FPVA dues: \$236.00
Chargeback: \$5.00

ASSETS AT THE END OF THE MONTH = \$122,627.09

Bank balances = \$106,126.86

Checking = \$8,060.47
Reserve Funds (Caucuses, ANM, IT, IC) + \$78K in operational reserves =
\$98,066.39

Paypal = \$16,500.23

RESERVE FUNDS

Fiscal policy requires that we keep three months' worth of core operating expenses on hand in "reserves." Currently, this is roughly equivalent to \$60,000. In 2017, the Steering Committee also voted to put a one-time payment from the Jill Stein campaign, to pay for meeting space at the 2016 Presidential Nominating Convention, in reserve (\$18K). In November 2020, the SC voted to create a legal reserve fund with \$12,000 of the \$18K from the Stein campaign.

Funds donated directly to caucuses and committees are also held in reserves, minus a 10% overhead fee.

Annual National Meeting registrations are also held in reserves during the registration period, to ensure that funds are available by the time bills come due for the actual meeting. As of this report, with the meeting having already taken place, all revenues minus expenses have been placed back into general operations.

CAUCUS COMMITTEE/FUNDS

Black Caucus: \$451.46
Lavender Caucus: \$136.80
National Women's Caucus: \$312.00
Young Eco-Socialist Caucus: \$5,745.88
Latinx Caucus: \$10.80

Ballot Access Committee: \$283.50
Media Committee: \$45.72
International Committee: \$0
Coordinated Campaign Committee: \$232.30
ANM Diversity: \$8,121.22
Merchandise Committee: \$0
GPAX: \$151.00

Total Operating Reserve (General + ANM + Legal): \$78,378.87
Total Restricted Funds (Caucus & Committee): \$16,846.18
Total Reserve Funds Required @ 9/30/21: \$95,225.05
Total Assets (from above): \$122,627.09