

The Literacy Alliance

2010 – 2013

Revenue and Expense Report

REVENUE	2010	2011	2012	2013	TOTAL
Earned Revenue					
Programs	0.00	0.00	0.00	350.00	350.00
Amazon Associates Program	0.00	0.00	0.00	58.35	58.35
Subtotal	0.00	0.00	0.00	408.35	408.35
Contributed Revenue					
Corporations					
Matching Funds	0.00	0.00	196.70	250.00	446.70
Target	0.00	2,000.00	0.00	2,000.00	4,000.00
Fundraising	0.00	0.00	133.00	0.00	133.00
Individual Donations	200.00	2,765.00	1,646.50	823.40	5,434.90
Nonprofit Organizations					
Oviedo Women's Club GFWC	0.00	1,250.00	0.00	0.00	1,250.00
Friends of the SCPL	0.00	1,775.00	450.00	650.00	2,875.00
Subtotal	200.00	7,790.00	2,426.20	3,723.40	14,139.60
TOTAL REVENUE	200.00	7,790.00	2,426.20	4,131.75	14,547.95
In-Kind Support					
Books	275.00	260.00	515.00	995.00	2,045.00
Fundraising Events	0.00	0.00	253.86	217.00	470.86
TOTAL REVENUE (with In-kind)	475.00	8,050.00	3,195.06	5,343.75	17,063.81
EXPENSES					
Program Expenses					
Audio/Visual Equipment	0.00	(402.33)	(799.70)	(1203.49)	(2405.52)
Books	(65.43)	(88.15)	(739.00)	(728.60)	(1621.18)
General	0.00	0.00	(1512.19)	(435.59)	(1947.78)
Props/Stages	0.00	(761.99)	(131.35)	(1019.72)	(1913.06)
Puppets/Costumes	0.00	(603.30)	(1338.74)	(843.79)	(2785.83)
Transportation	0.00	0.00	0.00	(474.91)	(474.91)
Subtotal	(65.43)	(1855.77)	(4520.98)	(4706.10)	(11148.28)
Administrative Expenses					
Office	(26.10)	(132.38)	(420.47)	(516.26)	(1095.21)
Bank Fees	(49.40)	(20.68)	0.00	(87.12)	(157.20)
Subtotal	(75.50)	(153.06)	(420.47)	(603.38)	(1252.41)
TOTAL EXPENSES	(140.93)	(2008.83)	(4941.45)	(5309.48)	(12400.69)
TOTAL NET INCOME/LOSS	59.07	5,781.17	-2,515.25	-1,177.73	2,147.26

** In-Kind Support not included in Net Income/Loss totals

2010 – 2015

Net Income/Loss Report

Year	Revenue	Expense	Net Income/Loss**
2010	\$200.00	(\$140.93)	\$59.07
2011	\$7,790.00	(\$2,008.83)	\$5,781.17
2012	\$2,426.20	(\$4,941.45)	-\$2,515.25
2013	\$4,131.75	(\$5,309.48)	-\$1,177.73
2014*	\$6,000.00	(\$6,000.00)	\$0,000.00
2015*	\$50,000.00	(\$49,000.00)	\$1,000.00

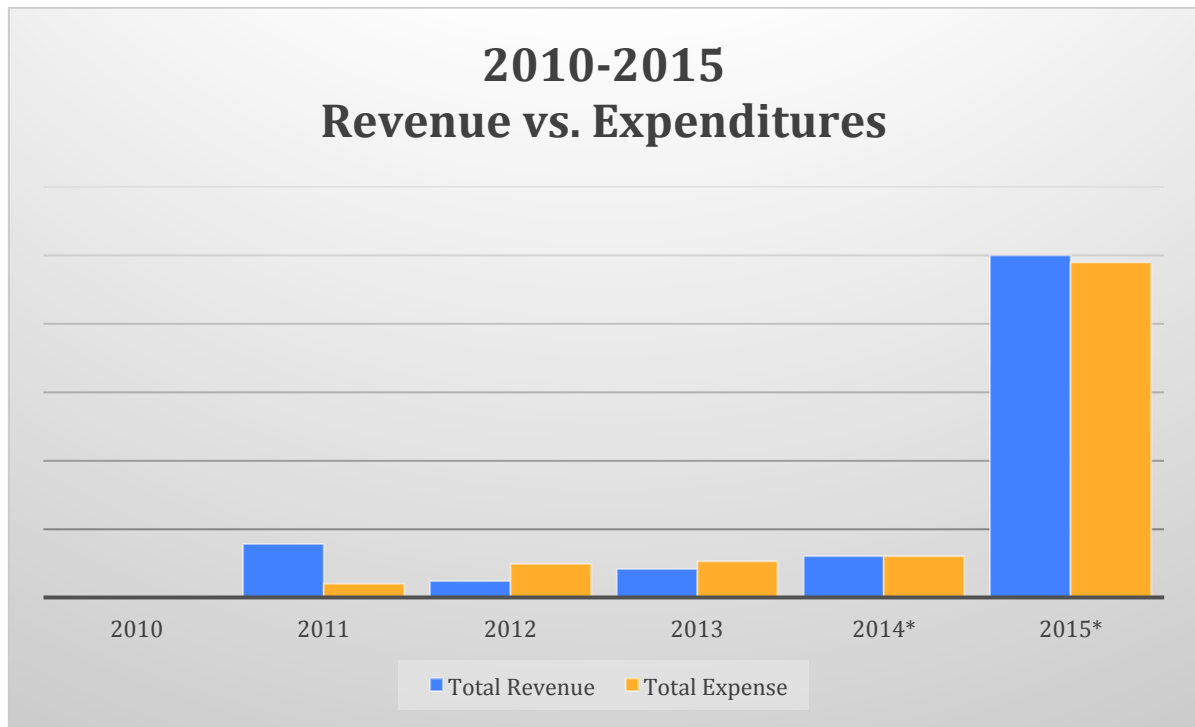
** In-Kind Support not included in Net Income/Loss totals

*Forecast

Financial needs for The Literacy Alliance were minimal in their first year because there were no building or personnel costs. In 2011, expenses grew as programs were added. Expenses were incurred from program needs such as puppets, stages, costumes, props, gas, etc.

In 2011, with the passing of Margie Johnson (a founding board member), there was a large increase in revenue due to memorial donations in Margie’s name for The Literacy Alliance. Since then, some have continued to support The Literacy Alliance because of their awareness of our programs and our impact upon the Central Florida community. But with increased funds came increased responsibility. Therefore with the 2011 increase of funds, The Literacy Alliance committed to grow and serve the community through more programs and resources. Towards this end, fundraising activities began in earnest. Our first fundraiser was in 2012 with Barnes

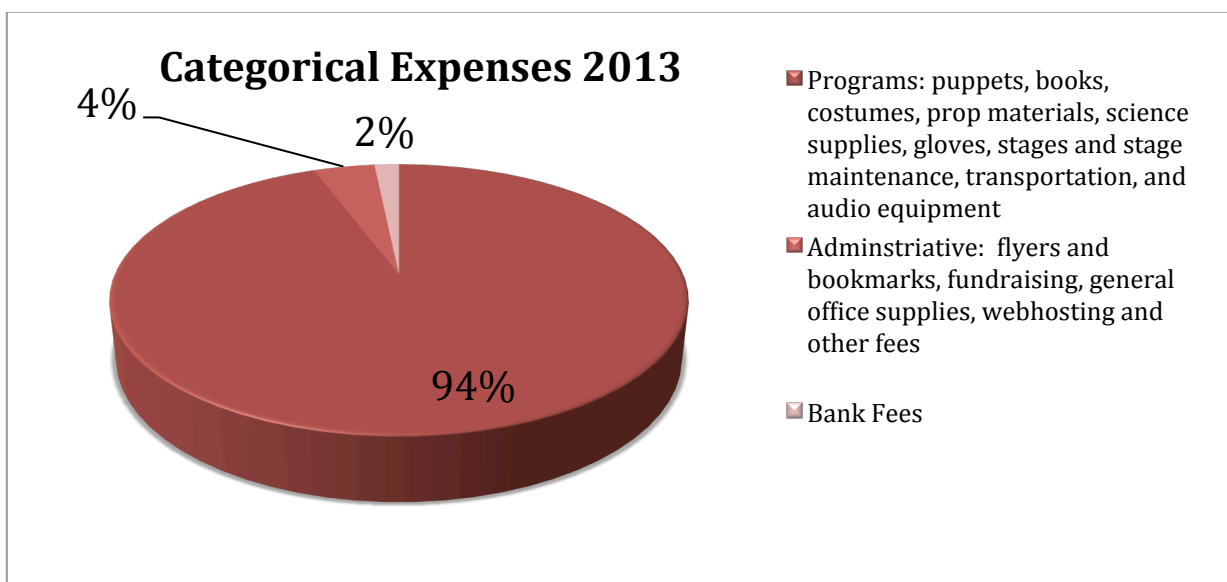
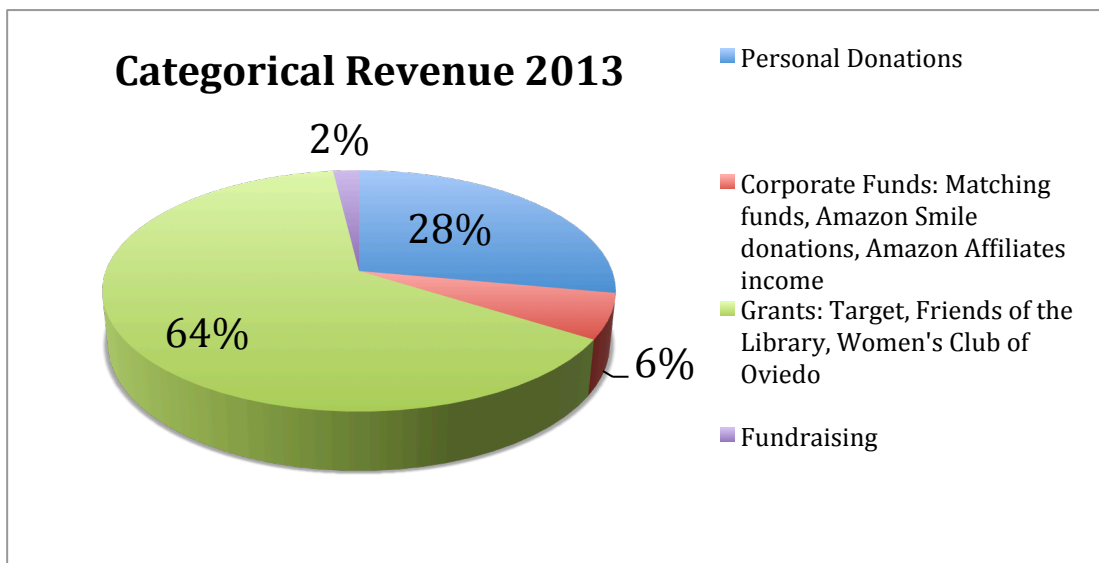
& Noble. We applied and received grants from organizations such as the Women’s Club of Oviedo, Friends of the Library and Target. Working with local businesses, fundraisers were held with Burger 21, Ethos Kitchens and Stella & Dot. A garage sale to benefit The Literacy Alliance was also organized.



Projections for our 2014 revenue take into account that we have executed and planned four independent fundraising events, excluding our annual letter drive. That is four times the fundraisers we held in either 2012 or 2013! We have already received a few corporate grants for 2014, including both financial and in-kind donations. We have also increased our social media presence as well as our presence at general events and conventions, spreading awareness of our program throughout our community.

Our predicted expenditure total for 2014 includes the amount spent in order to receive the training that allows us to start writing grants and to find foundations that have similar goals. These numbers also assume that, with the purchase of a second major puppet stage in 2013, we will not be purchasing a new puppet stage for 2014—which is a major cost totaling about \$700. We have also assumed that

audio and performance equipment purchased in the 2012 performance season will need replacement, ranging from \$100-\$300. We expect the need for more t-shirts that our performers wear during story times and puppet shows, estimated to be around \$300. General costs of advertising and printing costs have been included. We have also put aside money to pay for accidental damage of electronic equipment, stage equipment, and performance property including costumes, props, and books. Although we will maintain our volunteer base to continue to keep costs low, we realize that to grow we must add personnel. The addition of personnel will increase our ability to assist the community and greatly further the cause of literacy.



The forecast for our 2015 revenue factors in possible money received from our new grant writing endeavors, which we have begun in 2014. We also expect to maintain or exceed the number of previous years' fundraising events and are working on methods of creating repeat donations by individuals, organizations, and corporations. More fundraising generally increases upfront expenses while returning a net gain.

Expenses for 2015 are expected to remain steady. Although we do not expect to renew our Foundation Search membership, we do expect to begin putting together the materials and personnel required for our new program, which will include partnering with Pre-K and Kindergarten classrooms in order to deliver scheduled programs throughout the school year, books covered during programs, and follow-up assessment to quantify achievement. This may or may not include another puppet stage and further audio-visual equipment. We have also put aside money to pay for accidental damage of electronic equipment, stage equipment, and performance property including costumes, props, and books. Anticipated for the 2015 performance season will be the need to replace signage and update our pamphlets and literature. We also expect to increase the funding put towards sustaining professional endeavors, including our inclusion in the *Bright Future's* program and general advertising.