

Financial Picture: In 2017, we raised the price of camp to bring our income into line with our expenses and stop hemorrhaging from our reserve. We did well financially, but we did not hit our registration targets (you see this reflected in savings on food and rental costs). Our survey of parents indicated happy customers but not many new customers. Our plan for 2018 is to beef up our marketing efforts to get back on growth track. Prices for 2018 have been increased by \$1

EXPENSES

	2017 Budget	2017 Actual	2018 Budget	Notes
Consulting Services				
Slalom Consulting Services	6500	6,500		
Administration:				
ACA Membership and Certification	1,750	2,119	2,000	
Bank Service Fees Interest	50		50	
CPA Services	600	500	600	
Credit Card Processing Fees	3,707	4,405	5,200	
Government Filings	200	10	200	Volunteer donated filing fees in 2017. Filings were completed
Insurance General Liability	5,500	6,786	5,860	\$1000 paid in 2017 was holdover from a prior year
Office Supplies	300	400	400	
PO BOX Rental	180	0	180	
Storage	800	770	770	
Travel Reimbursements for Staff	1,000	342	500	
Facilities:				
Norcal Facility	33,114	28,560	34,000	
Norcal Food	39,562	36,798	41,000	
SoCal Facility and Food	67,993	52,074	68,000	
Fundraising:				
Reporting and Recognition?	100		100	
Health and Safety:				
Emergency Communications	135	405	135	
Hired Lifeguards	3,200	1,560	1,660	
Medical and General Supplies	500	500	500	
Marketing:				
Tabling	300		500	
Facebook Ads	200	200	500	
Holiday Mailing	0		500	
Homeschooling Advert	300		500	
Website and Domain Registrations	50		50	
House Parties			500	
Early Registration Incentives	350	570	-	
Program:				
Supplies	6,500	5,525	6,000	
T-shirts	3,500	3,155	3,000	
Van	1,000	549	1,000	
Van/Trailer Rental and Gas	1,100	1,038	1,100	
Mini-van rental for airport pickups	600	25	600	
San Jose Bus			800	
Matching Funds for Las Vegas Bus			1,000	
Registration:				
E-signature Services	500	468	500	
Homesickness Videos	434		500	
Nocal Pre-camp Park (bus pickup)	1,400	1,306	1,400	
NocCal Pre-camp Park (for bus meetup)	160	85	100	
Staff Development:				
ACA Training	200		100	
Archery Training	600		600	
CPR/First Aid	2,000	409	1,000	
Food Handler Training	100		100	
Expert Online Training	1660	1,658	1,700	
Lifeguard training	700	489	700	
Livescan and Other Background Checks	800	325	500	
National Summit ?	1,200		-	
Training & Post Camp Meals	1700	1,371	1,700	
Volunteer Recruitment and appreciation*	500		-	Moved money to house parties to service staff and families
Licensing				
National Fees	0		2,000	

Employee Labor Costs

Employee Labor Costs	13,000	19,374	17,300
Processing cost	1,000	1,339	1,250
Worker Comp Insurance	2,000	1,647	1,700

Rainy Day

Unexpected Expenses	1,600		
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TOTAL EXPENSES	202,145	181,262	208,355
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INCOME

Registration Income	172690	145,981	176,800	Assumes 300 campers paying Tier 1 price, \$14k financial aid
General Donations	29500	42,904	32,000	
Special Grant (for consulting service)		6,500		
Amazon Smile Contributions		497	600	
Credit Card Cashback		633	600	
Vendor Refunds		130		
Tshirts		360		

TOTAL INCOME	202190	197,005	210,000
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NET		15,743	1,645
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BANK BALANCE

Starting Bank Balance	19,446	36,530
Starting Paypal Balance	1,752	411
Total Starting Assets	21,198	36,941

Ending Bank Balance	36,530	
Ending Paypal Balance	411	
Total Ending Assets	36,941	

NET	15,743	
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