

SUMMARY

We are doing well financially, but not growing as fast as we would like. In 2018, we grew 14% in NorCal, primarily due to the addition of our first-ever double session, but in SoCal we simply held steady. We also saved money on staff - it's good to have extra money, but we would rather have more staff. Surveys indicate customers are happy with camp, which means we are having a marketing problem, rather than a camp problem. In 2019, we intend to invest in more in-person tabling events and continue our online outreach. We are raising the price of camp by \$6 in 2019, primarily because SoCal contractual costs will be going up for the next few years.

EXPENSES

	2018 Budgeted	2018 Actual	2019 Budgeted	Comment
Administration:				
ACA Membership and Certification	2,000	1,787	1,787	
Bank Service Fees Interest	50			
CPA Services	600	425	500	
Credit Card Processing Fees	5,200	5,075	5582.5	Expect 10% growth
Government Filings	200	49	50	
Insurance General Liability	5,860	6,260	6556	Includes D&O - everything except workers comp
Office Supplies	400	400	400	
PO BOX Rental	180	90	90	
Storage	770	770	800	
Travel(reimbursement and Direct) College Counselor ?	500		500	
Facilities:				
Norcal Facility	26,884	25,960	30210	
Norcal Food	40,951	39,790	42585	
SoCal Facility and Food	55,208	54,158	59760	Now \$350 per person
Special Food Needs		138	150	
Fundraising:				
Reporting and Recognition?	100		100	Mostly for thank you notes and mailings
Health and Safety:				
Emergency Communications	135			Now using Textedly - \$35 in admin costs
Hired Lifeguards	1,660	830	1660	Having trouble finding local lifeguards
Medical and General Supplies	500	1,588	1500	Better tracking of supply split
Marketing:				
Tabling	500	300	1800	
Online Advertising	1,000	1,141	1000	
Holiday Mailing	500	624	600	
Homeschooling Advert	-			
Website and Domain Registrations	50		50	
House Parties	500	398	900	
Mailing - Brochures to Staff & Parents	-		100	
Program:				
Supplies	6,000	6,897	6000	We plan to regularize arts and crafts supplies
T-shirts	3,000	2,332	2500	
Van	1,000	593	600	Maintenance
Van/Trailer Rental and Gas	1,100	1,130	1200	
Mini-van rental for airport pickups	600		600	In case we need it
Registration:				
E-signature Services	500	468	500	
Fax Services				
Homesickness Videos	500	99	99	New streaming service available
Nocal Pre-camp Park (bus pickup)	1,400	1,356	1400	
NocCal Pre-camp Park (for bus meetup)	100	90	100	
San Jose Bus	800	732	0	We decided to do fewer buses and focus on helping
Matching Funds for Las Vegas Bus	1,000	1,990	0	families connect and carpool. We can help more
Las Vegas Carpooling Reimbursement Stipend			800	regions this way.
Staff Development:				
ACA Training	100		100	
Archery Training	600	496	500	
CPR/First Aid	1,000	1,628	1600	
Food Handler Training	100		100	
Expert Online Training	1,700	1,659	1659	
Lifeguard training	700		500	More realistic - try to train 2 staff lifeguards
Livescan and Other Background Checks	500	762	700	
National Summit ?	-			
Training & Post Camp Meals	1,700	1,875	2000	

Licensing

National Fees	2,000	2,000	4350
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Employee Labor Costs

Virtual Office Admin Salary	17,300	17,630	17,630
Processing cost	1,250	1,840	1,840
Worker Comp Insurance	1,700	1,612	2,112

TOTAL EXPENSES **188,398** **184,971** **203,570**

INCOME

Registration Income	153,072	167,589	173180 290 bunk-weeks at Tier 1 price
General Donations	32,000	29,974	30000
Amazon Smile Contributions	600	590	600 \$13k for financial aid - the rest supports tiered pricing
Credit Card Cashback			
Vendor Refunds			
Tshirts		345	400

TOTAL INCOME **185,672** **198,498** **204,180**

NET **-** **2,726** **13,527** **610**

BANK BALANCE

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

Ending Bank Balance	49,369
Ending Paypal Balance	1,099
Total Ending Assets	50,468

NET **13,527**