

FeelGood Financial Summary

**Fiscal year ending:
December 31, 2005**

Results of operation for the 9 months ending on December 31, 2005, began April 1, 2005. Fiscal 2005 was a productive year both financially speaking and in terms of building competencies in several important areas including: 1) recruiting new student leaders to head up campus activities, 2) conducting a variety of fundraising activities 3) corresponding with new donors via the FeelGood quarterly newsletter 3) developing and maintaining the FeelGoodWorld website, 4) recruiting and development of new board members, and 5) establishing our non-profit status; to name a few. This executive summary attempts to highlight some of these activities in light of their financial impact on the organization.

Sources of Revenue:

Total sources of funds for the 9 month period were just over \$60,000. Feel Good has identified three important sources of revenue that reflect the priorities of the organization. These include; concession sales, general contributions, and events.

Concession Sales represented 12% (\$7,550) of all funds raised and are derived from student-run kiosks, both at the University and Community levels. Although less than originally forecasted; these results are impressive given the many challenges associated with recruiting motivated students and orienting them to the ongoing responsibilities of running a successful deli. Much has been learned so far on how to stream line procedures in this area and one very important outcome of this activity was the creation of a formal and comprehensive *University Start-Up* manual created by Kristin and Talis. We believe that this manual will be very helpful in supporting students in all aspects of running a University Chapter.

To date, we have secured 4 universities and one community Chapter, with the University of Texas raising 43% of total concession sales, Bryn Athyn community at 30%, the University of Vermont at 21%, Penn at 7% and Columbia at zero as they have yet to start their concession activities.

General Contributions for the period totaled \$47,000 or 78% of total funds raised, with 92% being comprised of major gifts of \$5,000 and above and 8% from a broader base of support. Given that our list of major donors is small (2 individuals), we will be focusing on broadening our base of support in this area in the coming year. We look forward to 2006 where we hope to develop a strong annual giving program and explore the potential for an endowment drive in the future. Some recent accomplishments for this year have been the establishment of banking relationships that will allow for gifts of stock in addition to establishing the ability to make donations online.

Activities that contributed to raising general contributions included distribution of the FeelGood quarterly newsletter, enhancing the website to accommodate gift giving on line, hosting cookie exchanges and wine tasting events at Christmas time and hosting one major fund raising event at Cairnwood during the beginning of the year. Although the number of major donors at this point is small, we believe that over time as FeelGood further demonstrates a strong track record, gifts



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in this category will be easier to procure. We are quite pleased with the level of support we are seeing in the smaller gift range, and look forward to the future where we hope to obtain needed CRM type software to assist in effectively tracking and corresponding with our constituents.

Event Contributions totaled \$5,995 and represented 10% of total funds raised. This resulted primarily from our participation in the Live 8 concert at \$4,000; \$500 from the Cairnwood event; \$790 from the Chicago cookie exchange hosted by Sarah Speers and the remaining \$1,200 from several wine tasting events hosted by Kristin and Jordan Walter. We are pleased with these numbers as they also represent much in the way of raising awareness for the organization and were net cash flow positive of \$4,600.

Expenses:

Our two largest expenses included a \$10,000 contribution to The Hunger Project and \$19,000 in payroll expense. (-With salary at \$11,700 and \$7,300 in payroll taxes).

Payroll

At the May Board meeting, members voted to hire Kristin Walter as executive director of Feel Good and agreed that she be paid an annual salary of \$30,000 with no benefits. Due to this year's cash flow and funding short falls, Kristin graciously offered to contribute 2 months pay (\$5,000) back to the organization. We appreciate the continued leadership and commitment that Kristin demonstrates to FeelGood and its mission.

THP Contributions

We are pleased to have been able to contribute \$10,000 to The Hunger Project in our first year of operations. Although our major focus is to grow the student side of operations in terms of education, awareness and dollars, we are committed to supporting THP in their important work to end world hunger. Our goal is to give up to 75% of concession sales to the Hunger Project (or other board designated charity) on an annual basis, which for this year would have represented approx \$5,700. During this start up phase, contributions to our designated charities will be smaller than in future years when we will have more horse power behind our university activities.

All Other Administration Expenses totaled approximately \$6,300 with Supplies at 38% (or \$2,400) and Marketing at 29% (or \$1,800). These being the largest categories, followed by Apparel at 13% (or \$800), Filing Fees at 8% (or \$500) and Travel at 7% (or \$400). Banking fees were minimal at \$150 and the cost of Kiosks was only \$200! We expect both Kiosks and Travel expense to increase significantly in the coming year but believe that supplies and marketing will taper off some what. All in all, these administration expenses demonstrate considerable restraint on the part of the organization and as a result, we are positioned well to continue operations into the new year.

Respectfully submitted,
Wendy Walter
Fundraising Chair