

# GVHS 2023 Income Statement

	TOTAL	
	JAN - DEC 2023	JAN - DEC 2022 (PY YTD)
Income		
Advertising sales		
Advertising sales The Vanner	25,580	26,475
Advertising Vanner Banner	275	
<b>Total Advertising sales</b>	<b>25,855</b>	<b>26,475</b>
Memberships	88,570	81,477
Other Fees	38,902	33,805
Other Income		
Affiliation Fees	1,000	1,000
Breeders/Trainers List	1,950	2,150
Logo Merchandise	619	1,193
Magazine	690	589
<b>Total Other Income</b>	<b>4,259</b>	<b>4,932</b>
Prefix purchase	10,600	3,800
Registrations	162,555	154,185
Hardship Registration Fee	5,500	6,750
<b>Total Registrations</b>	<b>168,055</b>	<b>160,935</b>
Seminars and Programs		
Annual Meeting	7,317	4,785
Evaluation Program	14,857	13,775
Seminars and Training Programs		355
<b>Total Seminars and Programs</b>	<b>22,174</b>	<b>18,915</b>
Sponsorships & Donations	411	
Transfers of Ownership	38,525	39,843
<b>Total Income</b>	<b>\$397,350</b>	<b>\$370,182</b>
Cost of Goods Sold		
Paypal and Credit Card fees	10,749	11,402
<b>Total Cost of Goods Sold</b>	<b>\$10,749</b>	<b>\$11,402</b>
<b>GROSS PROFIT</b>	<b>\$386,602</b>	<b>\$358,780</b>
Expenses		
Administrative Expenses		
Admin Wages		
Admin Wages	7,650	
Executive Director wages	31,500	24,000
Registrar wages	39,300	36,000
<b>Total Admin Wages</b>	<b>78,450</b>	<b>60,000</b>
Bank fees	26	82
Office Supplies & Exp	4,576	3,237
Postage and shipping	8,771	8,753

	TOTAL	
	JAN - DEC 2023	JAN - DEC 2022 (PY YTD)
Printing	403	
Software and Hardware	9,114	7,886
Teleconference	1,736	767
Telephone	743	1,204
<b>Total Administrative Expenses</b>	<b>103,818</b>	<b>81,929</b>
Affiliations, dues, subscriptions		
USDF / USEF / Other	790	240
<b>Total Affiliations, dues, subscriptions</b>	<b>790</b>	<b>240</b>
DNA testing	78,711	65,925
Insurance		
D&O Insurance	1,517	1,534
General Liability	2,155	1,703
Professional Liability	2,578	2,508
<b>Total Insurance</b>	<b>6,249</b>	<b>5,745</b>
Legal & Professional Expense		
Accounting CPA Fees	1,015	5,715
Attorney fees	605	
Organizational fees	495	272
<b>Total Legal &amp; Professional Expense</b>	<b>2,115</b>	<b>5,987</b>
Marketing & Promotion		
Advertising	3,295	1,664
Shows, Expos and Events		
Breed Expos	8,550	6,656
Show Sponsorship	24,195	14,407
<b>Total Shows, Expos and Events</b>	<b>32,745</b>	<b>21,063</b>
Vanner magazine	41,886	32,446
Vanner Magazine Postage Shipping	18,443	15,599
<b>Total Vanner magazine</b>	<b>60,329</b>	<b>48,044</b>
Website	2,620	571
<b>Total Marketing &amp; Promotion</b>	<b>98,989</b>	<b>71,343</b>
Meetings and Programs Expense		
Annual Meeting	50,625	49,805
Annual Meeting Seminars	5,701	5,851
Evaluation Program	23,330	26,077
Member Awards	19,782	27,051
Seminars and Training Programs	2,669	4,427
<b>Total Meetings and Programs Expense</b>	<b>102,106</b>	<b>113,211</b>
<b>Total Expenses</b>	<b>\$392,780</b>	<b>\$344,379</b>
<b>NET OPERATING INCOME</b>	<b>\$ -6,178</b>	<b>\$14,401</b>

	TOTAL	
	JAN - DEC 2023	JAN - DEC 2022 (PY YTD)
Other Income		
Interest Income	10	10
<b>Total Other Income</b>	<b>\$10</b>	<b>\$10</b>
NET OTHER INCOME	<b>\$10</b>	<b>\$10</b>
NET INCOME	<b>\$ -6,168</b>	<b>\$14,410</b>

Gypsy Vanner Horse Society

Balance Sheet

As of December 31, 2023

	TOTAL	
	AS OF DEC 31, 2023	AS OF DEC 31, 2022 (PY)
ASSETS		
Current Assets		

Bank Accounts		
Credit Card Payments	3,114	1,128
General Funds Checking Acct	86,160	101,409
Interest Earning Cash Account	100,031	100,021
PayPal	1,572	929
<b>Total Bank Accounts</b>	<b>\$190,878</b>	<b>\$203,488</b>
Other Current Assets		
Receivable from Foundation	1,666	0
<b>Total Other Current Assets</b>	<b>\$1,666</b>	<b>\$0</b>
<b>Total Current Assets</b>	<b>\$192,544</b>	<b>\$203,488</b>
<b>TOTAL ASSETS</b>	<b>\$192,544</b>	<b>\$203,488</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Current Liabilities		
Other Current Liabilities		
Admin wages	0	0
Deposits	0	200
Member Awards Liability	0	0
Other Current Liability	-0	-0
<b>Total Other Current Liabilities</b>	<b>\$ -0</b>	<b>\$200</b>
<b>Total Current Liabilities</b>	<b>\$ -0</b>	<b>\$200</b>
Long-Term Liabilities		
Futurity Program	0	0
Gypsy Golden Geldings	0	0
Youth Programs	2,572	7,148
<b>Total Long-Term Liabilities</b>	<b>\$2,572</b>	<b>\$7,148</b>
<b>Total Liabilities</b>	<b>\$2,571</b>	<b>\$7,348</b>
Equity		
Opening Bal Equity	5,292	5,292
Retained Earnings	190,848	176,438
Net Income	-6,168	14,410
<b>Total Equity</b>	<b>\$189,972</b>	<b>\$196,140</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$192,544</b>	<b>\$203,488</b>



