

# Gypsy Vanner Horse Society

## Profit and Loss

January - December 2024

	TOTAL	
	JAN - DEC 2024	JAN - DEC 2023 (PY YTD)
<b>Income</b>		
Advertising sales		
Advertising sales The Vanner	25,750	25,580
Advertising Vanner Banner		275
<b>Total Advertising sales</b>	<b>25,750</b>	<b>25,855</b>
Discounts/Refunds Given	-100	
Memberships	70,945	88,570
Other Fees	38,835	38,902
<b>Other Income</b>		
Affiliation Fees	1,000	1,000
Breeders/Trainers List	1,700	1,950
Logo Merchandise	543	619
Magazine	405	690
<b>Total Other Income</b>	<b>3,648</b>	<b>4,259</b>
Prefix purchase	10,900	10,600
Registrations	161,390	162,555
Hardship Registration Fee	5,825	5,500
<b>Total Registrations</b>	<b>167,215</b>	<b>168,055</b>
<b>Seminars and Programs</b>		
Annual Meeting	7,200	7,317
Evaluation Program	14,225	14,857
<b>Total Seminars and Programs</b>	<b>21,425</b>	<b>22,174</b>
Sponsorships & Donations	5,000	411
Transfers of Ownership	38,669	38,525
<b>Total Income</b>	<b>\$382,288</b>	<b>\$397,350</b>
<b>Cost of Goods Sold</b>		
Paypal and Credit Card fees	10,669	10,749
<b>Total Cost of Goods Sold</b>	<b>\$10,669</b>	<b>\$10,749</b>
<b>GROSS PROFIT</b>	<b>\$371,618</b>	<b>\$386,602</b>
<b>Expenses</b>		
<b>Administrative Expenses</b>		
<b>Admin Non Employee Compensation</b>		
Admin Compensation	48,115	7,650
Executive Director Compensation		31,500
Registrar Compensation	41,000	39,300
<b>Total Admin Non Employee Compensation</b>	<b>89,115</b>	<b>78,450</b>
Bank fees	33	26
Office Supplies & Exp	4,804	4,622
Postage and shipping	7,691	8,771

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Printing		403
Software and Hardware	12,048	9,114
Teleconference	1,369	1,736
Telephone	1,705	743
<b>Total Administrative Expenses</b>	<b>116,764</b>	<b>103,865</b>
Affiliations, dues, subscriptions		
USDF / USEF / Other	465	790
<b>Total Affiliations, dues, subscriptions</b>	<b>465</b>	<b>790</b>
DNA testing	70,830	78,711
Insurance		
D&O Insurance	1,506	1,517
General Liability	3,301	2,155
Professional Liability	2,548	2,578
<b>Total Insurance</b>	<b>7,355</b>	<b>6,249</b>
Legal & Professional Expense		
Accounting CPA Fees	1,065	1,015
Attorney fees		605
Organizational fees	284	495
<b>Total Legal &amp; Professional Expense</b>	<b>1,349</b>	<b>2,115</b>
Marketing & Promotion		
Advertising		3,295
Shows, Expos and Events		
Breed Expos	5,624	8,550
Show Sponsorship	23,279	24,195
<b>Total Shows, Expos and Events</b>	<b>28,903</b>	<b>32,745</b>
Vanner magazine	37,239	41,886
Vanner Magazine Postage Shipping	14,017	18,443
<b>Total Vanner magazine</b>	<b>51,257</b>	<b>60,329</b>
Website	1,449	2,620
<b>Total Marketing &amp; Promotion</b>	<b>81,609</b>	<b>98,989</b>
Meetings and Programs Expense		
Annual Meeting	50,843	50,625
Annual Meeting Seminars		5,701
Evaluation Program	31,418	23,330
Member Awards	6,894	19,782
Seminars and Training Programs		2,669
<b>Total Meetings and Programs Expense</b>	<b>89,155</b>	<b>102,106</b>
<b>Total Expenses</b>	<b>\$367,527</b>	<b>\$392,826</b>
NET OPERATING INCOME	<b>\$4,091</b>	<b>\$ -6,224</b>

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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>\$4,101</b>	<b>\$ -6,214</b>