

APPROVED - USAWE 2023 Annual Budget

Revised Approved Budget per BOD Meeting on 7.19.23. Additional revisions as noted below.

Actual Income and Expenses are based on Treasurer Reports (posted to G-Drive) and QuickBooks Reconciled thru June 30, 2023

Operating Reserves

An operating reserve is an unrestricted fund balance set aside to stabilize a nonprofit's finances by providing a "rainy day savings account" for unexpected cash flow shortages, expense or losses caused by delayed payments, unexpected expenses or economic conditions. Reserves should not be used to make up for income shortfalls unless the organization has a plan to replace the income or reduce expenses in the near-term future. In short, reserves should be used to solve problems, not deficit problems. A commonly used reserve goal is 12 months' expenses. At the high end, reserves should not exceed the amount of two years' budget. Each nonprofit should set its own reserve goal based on its cash flow and expenses. To be a viable operating reserve, there should be a board agreement and policy about how reserve funds can be used: When they can be used, who is authorized to use them, and how this is reported to the board.

| Income | 2020 | 2021 | 2022 | 2023 | Revision Dates | 2023 |
|---------------------------------------|--------------------|---------------------|--------------------|--------------------|----------------|--------------------|
| | Jan-Dec | Jan-Dec | Jan-Dec | Actual Jan - June | | Estimated Budget |
| Membership Dues: | | | | | | |
| AOs | | | | \$0.00 | | \$2,100.00 |
| Adult | \$13,290.00 | \$33,930.00 | \$43,025.00 | \$25,929.00 | as of 8.03.23 | \$43,000.00 |
| Junior | \$0.00 | \$0.00 | \$0.00 | \$0.00 | as of 7.19.23 | \$4,500.00 |
| Competition Income (show fees) | | | | \$0.00 | | \$3,500.00 |
| Non-Member Show Fee | \$0.00 | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| Horse Recording | \$0.00 | \$7,090.00 | \$8,075.00 | \$5,660.00 | as of 7.15.23 | \$4,000.00 |
| Breed Awards | | | | \$0.00 | | \$660.00 |
| LO Fees | | | | \$0.00 | | \$875.00 |
| WE Coaches Fees | | | | \$0.00 | | \$525.00 |
| Contributions - Individuals/Corp Busi | \$8,000.00 | \$68,044.94 | \$14,549.02 | \$42.19 | as of 8.03.23 | \$4.58 |
| Advertising and Marketing | \$0.00 | \$0.00 | \$258.00 | \$159.52 | no change | \$2,500.00 |
| Program Income | \$0.00 | \$7,030.00 | \$7,450.00 | \$3,854.00 | as of 7.15.23 | \$7,000.00 |
| Interest | \$0.00 | \$0.74 | \$10.70 | \$13.66 | no change | \$135.00 |
| Education (Clinics/Seminars) Income | \$0.00 | \$3,400.00 | \$8,670.00 | \$9,203.00 | no change | \$9,800.00 |
| Product Income | \$0.00 | \$892.93 | \$0.00 | \$0.00 | | \$0.00 |
| Ethics Appeals | \$0.00 | \$200.00 | \$0.00 | \$0.00 | | \$0.00 |
| LOC Judge Advancement | | | | \$0.00 | | \$200.00 |
| Other | \$0.50 | \$106.73 | \$0.00 | \$0.00 | as of 7.15.23 | \$0.00 |
| Total Income | \$21,290.50 | \$120,695.34 | \$82,037.72 | \$44,861.37 | | \$78,799.58 |

42 AOx x \$50. Where have these dues been applied in QB?
 955 Adult Members x \$45. 2022 = 973 Adults: & 98 Juniors; 2001= 961 Adults & 101 Juniors.
 *** Chair to ask BOD to approve Youth Memberships **not to exceed** \$45.00 each.
 1750 rider-horse pairs x \$2 in 2022

200 Horses x \$20
 Per 2023 High Point Breed Award Sponsorship tracking form
 \$875 to date (per 2023 LOC Fee Processing Request Form) Note: Starting 2024 LO licensing fee is \$25.00 and LO insurance is \$25.00 per LO x 51
 How are fees invoiced? 2023 Renewals - 7 x \$75.00 = \$525.00
 Where is 2020-2022 Contributions from? WEU and CWE merger?
 *** Possible income project?
 This # includes Admin @ \$1,834.00, LO's @ 870.00, YE Awards \$660.00 but can include Show Licensing Fees, LO and Coaches Network Fees and Year End Awards.
 Budget estimate based on more funds in savings account.
 June EOH income is 22 x \$400 + 8 x \$50 + 3 x \$100 + 1 x \$300

*** Possible LOC income for Judge Advancements?
 Budget estimate based on current actual.

Expenses: Corporate Operating

| | | | | | | |
|---|-----------------|--------------------|--------------------|--------------------|---------------|--------------------|
| Advertising and Marketing | \$0.00 | \$2,963.84 | \$6,249.00 | \$3,612.16 | no change | \$0.00 |
| AO Banners | | | | \$0.00 | | \$0.00 |
| Ethics Appeals | \$0.00 | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| Awards | \$0.00 | \$2,936.50 | \$5,124.37 | \$5,383.44 | as of 7.15.23 | \$300.00 |
| Bank Fees | \$0.00 | \$174.00 | \$75.00 | \$155.00 | no change | \$200.00 |
| Dues & Subscriptions | \$12.46 | \$3,729.20 | \$9,599.62 | \$8,846.17 | no change | \$9,200.00 |
| Education (Clinics/Seminars) | | | | \$8,800.15 | as of 7.19.23 | \$9,170.15 |
| Elections | | | | \$0.00 | as of 8.01.23 | \$750.00 |
| Facility Rental | \$0.00 | \$0.00 | \$250.00 | \$0.00 | | \$250.00 |
| Insurance (Director and Officer) | \$0.00 | \$2,882.57 | \$2,514.77 | \$3,071.85 | no change | \$3,071.85 |
| Insurance (LOs & TDs) | | | | \$3,900.00 | as of 8.03.23 | \$3,900.00 |
| Contract Services>Show Expense | | | | \$1,050.00 | no change | \$1,050.00 |
| Legal & Professional | \$0.00 | \$870.00 | \$1,429.00 | \$1,575.00 | no change | \$1,575.00 |
| Licenses & Permits | \$0.00 | \$655.98 | \$86.00 | \$0.00 | | \$100.00 |
| LO Nametags | | | | \$0.00 | | \$0.00 |
| Membership Designations | \$0.00 | \$470.40 | \$472.97 | \$0.00 | | \$500.00 |
| Office | \$0.00 | \$665.24 | \$759.41 | \$149.54 | as of 7.15.23 | \$800.00 |
| PayPal Fees | \$756.91 | \$2,312.93 | \$3,117.85 | \$1,732.28 | as of 8.03.23 | \$3,200.00 |
| Product - Show Expense | \$0.00 | \$569.49 | \$524.86 | \$875.00 | as of 7.15.23 | \$0.00 |
| Taxes | \$0.00 | \$0.00 | \$5.76 | \$1.68 | no change | \$10.00 |
| Postage | \$0.00 | \$52.70 | \$940.98 | \$27.30 | no change | \$1,000.00 |
| Supplies and Events | \$0.00 | \$0.00 | \$1,282.82 | \$0.00 | | \$0.00 |
| Travel | \$0.00 | \$0.00 | \$492.85 | \$2,474.77 | as of 7.15.23 | \$2,124.77 |
| WAW Membership | | | | \$0.00 | | \$0.00 |
| Website/Internet | \$99.00 | \$203.88 | \$287.88 | \$1,087.25 | no change | \$0.00 |
| Other | | | | \$60.00 | no change | \$0.00 |
| International Youth Scholarship | | | | \$367.50 | as of 7.19.23 | \$881.28 |
| Contributions to NP Entities | \$0.00 | \$0.00 | \$0.00 | \$1,000.00 | no change | \$0.00 |
| Contributions/Grants to Entities | \$0.00 | \$0.00 | \$0.00 | \$6,547.00 | no change | \$0.00 |
| Corp. Operating Expenses Sub-Total | \$868.37 | \$18,486.73 | \$33,213.14 | \$50,716.09 | | \$38,083.05 |

Need to double check and separate operating expenses from committee budgets to avoid duplicate expenses:

(7) This Actual is mostly for banners with a couple other misc. entries. The LO Name tags where entered and classified under Office below
 AO's receive one free banner. Is May expense of \$1,017.39 in Advertising and Marketing above?

*** Admin \$660.00 & YE \$4,512.58. \$300.00 estimated for remainder of 2023 per Awards Comm.
 Budget estimate based on Actual plus rest of year.

(3) Gira 5k here? Google Suite \$286 x 12 = \$3432; MailChimp \$41 x 12 = \$492; QuickBooks Online \$42 x 12 = \$504
 June EOH Expenses. \$3,225.15 for Jose Diaz, \$5,150.00 for Holiday Inn Meals, **\$370.00 BOD approved 7.19.23.**
 Per Email vote to BOD on 07.31.23. See note below for estimated breakdown.
 Budget estimate based on 2022 Actual. Building rental for some purpose in 2022
 Total Actual in QB for all insurance = \$6,971.85. See approved expenditures below
 Total Actual in QB for all insurance = \$6,971.85. See approved expenditures below
 Class = Advertising & Promotional but includes 1 Seminar Instruction in CA & 2 Shadow Judging in description
 \$900.00 for CPA 2022 Tax Return. FOC Budget \$1500.00. \$250.00 for Trademark & \$425.00 for Attorney?
 Budget estimate rounded up from 2022 Actual.
 Actual Expense in Office below. \$93.58 is based on PayPal Debit Card; (\$25 per LO) - Ask Leslie Martien tracking spreadsheet
 End of yr member designation \$5 perAO or \$5 to USAWE (estimating 100 x 5)
 \$142.15 includes LM purchased 50 Classmarker Test, LO Name Badges & payment to InMotion Hosting.
 PayPal charges 3% transaction fee per Membership Dues plus fees on outgoing payments/transfer.

Budget estimate based on 2022 Actual and doubled for rest of year.
 Budget estimate based on 2022 expenses.

\$1,697.62 = Clinic/Seminars & \$427.15 = LO's. Jose Benito & LM for EOH in WI, Polly Limond? & Jody Fonanetta Grant

(2) See approved expenditures below
 Expense included below. See approved expenditures below

Clothes & FedEx shipping to Portugal; revised per BOD motion 7.19.23
 Expenses included in Advertising & Marketing ? See approved expenditures below
 What falls under Grants? Admin = \$4,047.00 & Zone Show = \$2,500.00.

Loss as of 8.03.23 actuals before proposed expenses below.

Expenses: 2023 Corporate Budget - New

Based on 2023 Board Approved Motions and Expenditure/Reimbursement Requests

| | | | | | | |
|--|--|--|--|--------------------|-----------------|----------------------|
| | | | | -\$5,854.72 | | |
| | | | | | Approved | Left to spend |

| | | | | | | | |
|--|---------------|---------------------------|----------------------------|---------------------------|--------------------------------|--------------------|---|
| WAVE Membership Fee | | | | \$0.00 | \$500.00 | \$500.00 | (2) BOD approval 4/12/23 |
| Insurance (LOs & TDs) | as of 7.15.23 | | | \$0.00 | \$7,125.00 | \$153.15 | (2) BOD approval \$3,000 3/8/23; \$3750 (\$75 per LO x 50) 4/12/23 + 1 TD \$75 May; \$300 4/12/23: Total \$7,125.00 |
| Trademark | | | | \$0.00 | \$250.00 | \$0.00 | (8) \$250.00 Trademark paid and in Legal & Professional above. BOD approval 7/13/22 paid in January 2023. |
| Expenses: 2023 Committee Budgets - New | | | | | | | |
| Based on 2023 Board Approved Motions and Expenditure/Reimbursement Requests | | | | | | | |
| Affiliate Organizations | | | | \$0.00 | \$1,700.00 | \$1,700.00 | (4) \$1685 (42 AOs) in 2022; \$1685 (32 AOs) in 2021 per Kristine Strasburger |
| Awards | | | | \$0.00 | \$6,500.00 | \$1,327.42 | BOD approved 2/8/23; 2022 show licensing fee generated \$3623 income; show fees should generate... |
| Coaches Network | | | | \$0.00 | \$0.00 | \$0.00 | Awards comment above continued here: .. enough income to offset GIRA & YEA |
| Competitions | | | | \$0.00 | \$11,000.00 | \$6,000.00 | BOD approved 4/12/23 \$5k Gira + \$2K x 3 Zone Championship. Why isn't show licensing fees offsetting Awards and GIRA? |
| Elections | | | | \$0.00 | \$0.00 | \$0.00 | \$.51 per adult member; BOD approved \$750 in 2021; no BOD approval for 2022; need BOD approval for 2023 electior |
| Ethics | | | | \$0.00 | \$0.00 | \$0.00 | |
| Financial Oversight | | | | \$0.00 | \$1,500.00 | \$0.00 | Accounted for in Legal & Professional Expenses above as already payout. BOD approved 4/12/23 |
| Horse Recording | | | | \$0.00 | \$0.00 | \$0.00 | |
| International | as of 7.19.23 | | | \$0.00 | \$3,650.00 | \$2,768.72 | \$881.28 spent applied above under International Youth Scholarship. BOD approved \$5500 4/12/23; \$550 5/10/23; \$400 5/19/23 |
| Licensed Officials | | | | \$2,124.77 | \$25,084.00 | \$3,800.00 | *** Is the \$2,124.77 already in an expense account above? BOD approved \$21,954 2/8/23; \$630 5/2/23; \$2500 5/10/23 |
| Advertising and Marketing | as of 7.15.23 | | | \$0.00 | \$9,282.00 | \$5,669.84 | *** Takes into account \$3,612.16 in expense account above. BOD approved \$1,000 donation 1/11/23 ; \$9750 2/8/23 = \$10,750.00 |
| Membership | | | | \$0.00 | \$0.00 | \$0.00 | |
| Rules | | | | \$0.00 | \$0.00 | \$0.00 | Motion passed BOD meeting 7.19.23. Also see below. |
| Youth Development | | | | \$0.00 | as of 7.19.23 | \$1,000.00 | |
| Website | | | | \$0.00 | \$5,000.00 | \$3,912.75 | \$774 & \$1,128 included w/in budget but now will need BOD approval on 8/9/23. \$1087.35 in Website above. BOD approved 2/24/23; BOD approved \$100 per month to Adrien |
| Corp. & Comm. Budgets Sub-Total | | \$0.00 | \$0.00 | \$0.00 | \$2,124.77 | \$71,591.00 | \$26,831.88 |
| Profit/Loss | | \$20,422.13 Profit | \$102,208.61 Profit | \$48,824.58 Profit | -\$7,979.49 Profit/Loss | \$13,884.65 | (-) INDICATES OVER BUDGET AT THIS TIME. Where do funds to cover come from if stay on this path? |

| | | | | | | | |
|--|----------------|--|--|--|-------------|--------------------|---|
| Expenses: 2023 Proposed Expenditures - NOT YET BOD APPROVED | | | | | | | |
| FOC Outside Bookkeeping Services | | | | | \$18,000.00 | | |
| FOC Traveling Mail Service | | | | | | 0.00 | (1) Table this potential expense for 2024 Budget? Motion failed BOD meeting 7.19.23 |
| Advertising and Marketing | | | | | | 0.00 | *** See adjustments above. |
| Website Talent LMS Plan | Revised 8.1.23 | | | | | 0.00 | *** \$774.00 for LMS Plan now included in Wesite expense budget listed above. Per Website proposed new plan for rest of 2023. |
| WebsiteVLCM IT Security & MicroAge | | | | | | 5,660.00 | To be proposed in Nov 2023 to spend in Dec 2023 if income allows this expense. |
| Youth Educational Grant | | | | | | 5,000.00 | *** Motion tabled during BOD meeting 7.19.23 |
| | | | | | | \$10,660.00 | *** Estimated 2023 Income & Expenses revised per July 12th Budget Meeting results. |
| | | | | | | \$3,224.65 | |

| | | | | |
|-----------------------|---|--|---------------------|---|
| Budget Total | | | | \$3,224.65 |
| Current Funds: | U.S. Bank Checking #1 | | \$1,311.08 | |
| | U.S. Bank Checking #2 | | \$665.00 | |
| | U.S. Bank Savings Restricted Funds | | \$6,705.65 | \$5.65 interest earned since moving Restricted Funds to Savings account in last couple weeks. |
| | U.S. Bank Money Market | | \$146,066.54 | \$118.99 interest earned since Money Market account creation in last couple of weeks. |
| | PayPal Bank | | \$7,391.12 | |
| | Total Funds | | \$162,139.39 | As of August 3, 2023 |

(1) This is an estimate based on an outside bookkeeping service charging \$75.00 per hour x 10 hours a week for half of the 2023 year. Hopefully can be less. Table till 2024?
(2) This is the new WAVE 2023 membership fee.
(3) The Budget Numbers listed are based on, in some cases, double what was spent in 2022 since we are less than half way thru the year. This should be tweaked depending on if these expenses will not take palce during the rest of 2023
(4) Need to account for member designated funds to AO's.