

An illustration on a blue background. A large heart-shaped plant with a green stem and two leaves grows out of a black pot. The heart is split vertically: the left half is bright pink and has a white curved line and a small white dot; the right half is a darker magenta. A person in a light blue shirt and dark pants stands on a blue platform to the right, placing a small yellow heart on the top of the magenta half. In the background, there are stylized white clouds and a dark blue horizon line.

# Your Not-for-Profit

SAMPLE REPORT February 2022

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## Marketing

Assignee: Randal

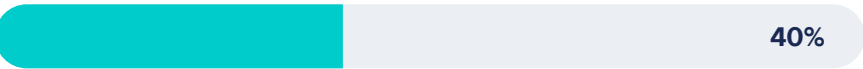


Due: Mar 22

- Draft new digital adoption strategy (Phase 1).
- Marketing agency strategic review.
- Implement digital trend algorithm.

## Budgets

Assignee: William



Due: Mar 22

- Adjust Q4 budget for new targets.
- Draft next year's forecast for board - conservative approach.
- Review allocation procedure.

## Human Resources

Assignee: Mark



Due: Mar 22

- Review current provider strategy.
- Meet with new agency for prelim discussions.
- Implement payroll system.

## Strategy

Assignee: Chris



Due: Mar 22

- Finalise new campaign strategy with the board.

Highlights

1. General Overview

Great performance overall, tracking well to targets and short-term goals!

2. Particular Highlight

Initiatives to improve donor retention and growth rate have been a huge success with phase two set to improve these even further.

3. Revenue

The Revenue for the year to date is \$1,039,622, compared to \$1,623,877 in the Budget. This represents a decrease of \$584,255, or 35.98%.

4. Surplus/Deficit

The Surplus for the year to date is \$87,952, compared to \$142,199 for the same period last year. This represents a decrease of \$54,247, or 38.15%.

5. Bank

The Bank for Jan 2022 was \$561,280, compared to \$327,583 for the same period last year. This represents an increase of \$233,697, or 71.34%.

Huge improvement upon prior years!

Observations

1. Market Conditions

Increases in disposable income due to recent changes in government policy has been reflected in the increase in our donor retention rates and improved growth rate.

This should not be taken for granted with an expected market correction in Q1 and Q2 next year.

2. Projections

Current results have exceeded expectations based on prior-year trends.

3. People

Headcount has remained steady and is set to grow over the next quarter in preparation for the new campaign in Q1.

Recommendations for Action

1. Revenue

Review Q4 budget to ensure a prudent outlook for expected contraction.

2. Surplus/Deficit

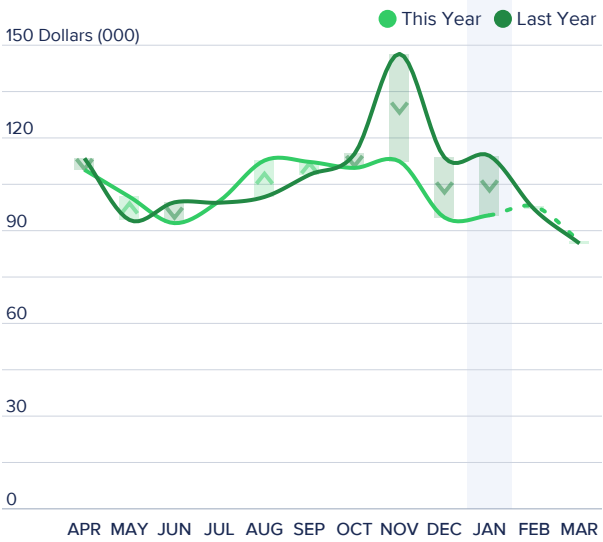
Priority investment in headcount to ensure smooth transition into Q1 campaign.

3. Expenditure

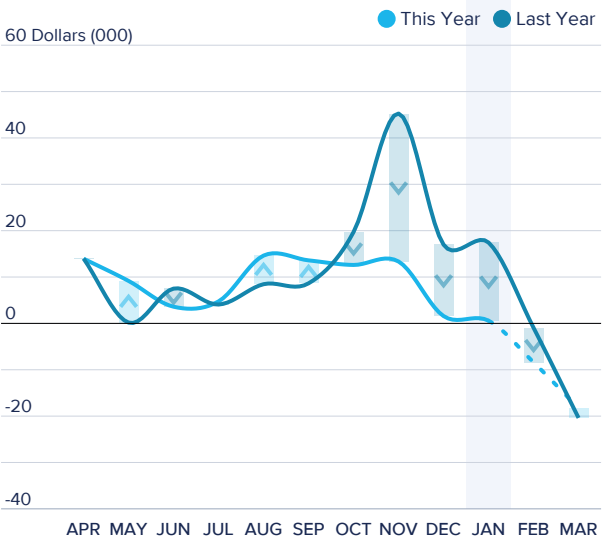
Solidify cost reduction strategies for continued improvement.

	YTD	Actual vs Last Year		Jan 22 Plus Last 3 Months				Forward Projection Full Year		
	Actual	Last Year	Variance %	Jan 22	Dec 21	Nov 21	Oct 21	YTD	Budget	Total 21/22
Revenue										
Product Revenue	109,221	152,296	-28.3%	10,813	10,959	10,474	10,755	109,221	19,691	128,912
Project Revenue	892,638	906,884	-1.6%	80,657	80,203	98,144	95,602	892,638	158,503	1,051,141
Support Revenue	37,763	44,877	-15.9%	3,519	3,093	3,795	3,945	37,763	6,314	44,077
Total Revenue	1,039,622	1,104,057	-5.8%	94,989	94,255	112,413	110,302	1,039,622	184,508	1,224,130
Expenditure										
Expenditure	951,842	961,858	-1.0%	94,407	92,676	99,069	97,698	951,842	211,190	1,163,032
Surplus/Deficit	87,952	142,199	-38.1%	754	1,579	13,344	12,604	87,952	-26,682	61,270

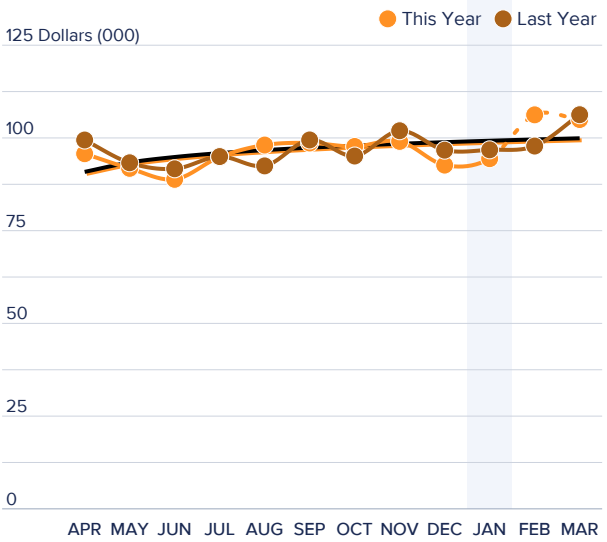
REVENUE - This Year vs. Last Year



NET OPERATING PROFIT - This Year vs. Last Year



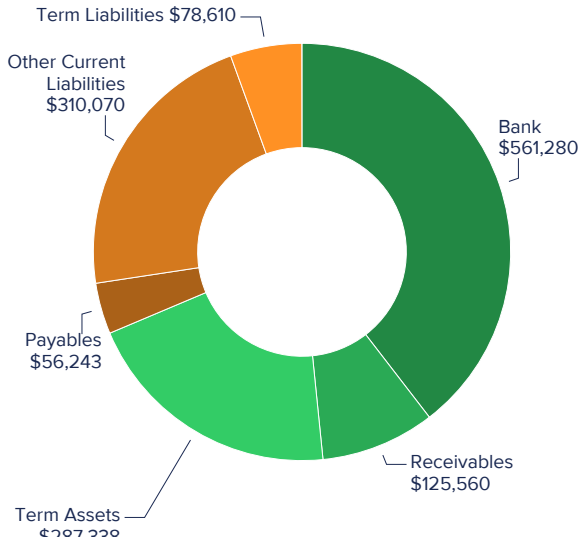
OPEX - This Year vs. Last Year



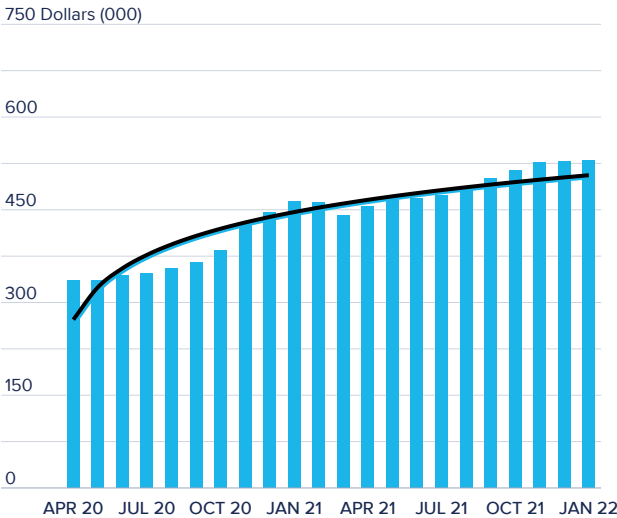
	YTD	Actual vs Orig Budget			Actual vs Last Year		Jan 22 Plus Last 3 Months			
	Actual	Budget	Variance	Variance %	Last Year	Variance %	Jan 22	Dec 21	Nov 21	Oct 21
<b>Revenue</b>										
Donations	892,638	1,422,406	-529,768	-37.2%	906,884	-1.6%	80,657	80,203	98,144	95,602
Government Grants	109,221	155,663	-46,442	-29.8%	152,296	-28.3%	10,813	10,959	10,474	10,755
Sponsorship	37,763	45,808	-8,045	-17.6%	44,877	-15.9%	3,519	3,093	3,795	3,945
<b>Total Revenue</b>	<b>1,039,622</b>	<b>1,623,877</b>	<b>-584,255</b>	<b>-36.0%</b>	<b>1,104,057</b>	<b>-5.8%</b>	<b>94,989</b>	<b>94,255</b>	<b>112,413</b>	<b>110,302</b>
<b>Expenditure</b>										
Accountancy & Audit	6,311	6,396	-85	-1.3%	6,110	3.3%	611	611	611	611
Depreciation	10,370	10,846	-476	-4.4%	10,370	0.0%	1,037	1,037	1,037	1,037
<b>Event Costs</b>										
Campaign costs	23,644	24,632	-988	-4.0%	24,354	-2.9%	2,385	2,717	2,501	2,816
Fundraising Costs	16,149	15,299	850	5.6%	15,129	6.7%	1,568	1,676	1,590	1,453
Project Costs	329,110	331,784	-2,674	-0.8%	327,884	0.4%	34,448	31,554	34,077	32,816
<b>Total Event Costs</b>	<b>368,903</b>	<b>371,715</b>	<b>-2,812</b>	<b>-0.8%</b>	<b>367,367</b>	<b>0.4%</b>	<b>38,401</b>	<b>35,947</b>	<b>38,168</b>	<b>37,085</b>
General Expenses	25,618	49,200	-23,582	-47.9%	37,371	-31.4%	294	1,017	5,189	4,901
Interest Expense	990	1,036	-46	-4.4%	990	0.0%	99	99	99	99
<b>Occupancy Costs</b>										
Rent Expense	95,650	100,074	-4,424	-4.4%	95,650	0.0%	9,565	9,565	9,565	9,565
<b>Total Occupancy Costs</b>	<b>95,650</b>	<b>100,074</b>	<b>-4,424</b>	<b>-4.4%</b>	<b>95,650</b>	<b>0.0%</b>	<b>9,565</b>	<b>9,565</b>	<b>9,565</b>	<b>9,565</b>
Staff Training	1,080	1,126	-46	-4.1%	1,080	0.0%	108	108	108	108
Travel Expenses	6,510	6,809	-299	-4.4%	6,510	0.0%	651	651	651	651
Wages	436,410	456,594	-20,184	-4.4%	436,410	0.0%	43,641	43,641	43,641	43,641
<b>Total Expenditure</b>	<b>951,842</b>	<b>1,003,796</b>	<b>-51,954</b>	<b>-5.2%</b>	<b>961,858</b>	<b>-1.0%</b>	<b>94,407</b>	<b>92,676</b>	<b>99,069</b>	<b>97,698</b>
<b>Surplus/Deficit</b>	<b>87,952</b>	<b>620,081</b>	<b>-532,129</b>	<b>-85.8%</b>	<b>142,199</b>	<b>-38.1%</b>	<b>754</b>	<b>1,579</b>	<b>13,344</b>	<b>12,604</b>

	Now	Actual vs Last Year to Date			Last 3 Months			Monitors	
	As at Jan 22	Last Year	Variance	Variance %	Dec 21	Nov 21	Oct 21	CAPEX Monitor	YTD
Current Assets	686,844	475,067	211,777	44.6%	677,935	672,621	645,180	Motor Vehicle	-100
Non-Current Assets	287,338	299,882	-12,544	-4.2%	288,375	289,412	290,449	Total CAPEX	-100
Total Assets	974,182	774,949	199,233	25.7%	966,310	962,033	935,629	Debt Monitor	
Current Liabilities	366,313	233,484	132,829	56.9%	356,295	350,697	334,737	As at Jan 22	
Non-Current Liabilities	78,610	78,410	200	0.3%	81,510	84,410	87,310	Taxes	210,231
Total Liabilities	444,923	311,894	133,029	42.7%	437,805	435,107	422,047	Term Loans	78,610
Net Assets	529,259	463,055	66,204	14.3%	528,505	526,926	513,582	Accounts Payable	56,243
Equity	529,259	463,055	66,204	14.3%	528,505	526,926	513,582	Other	99,839
								Total Debt	444,923

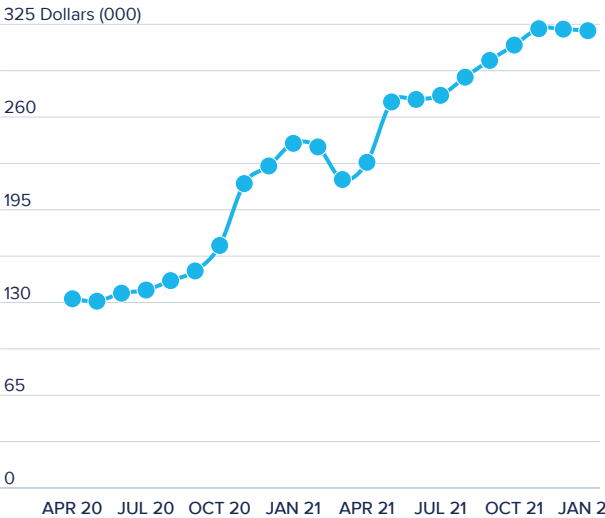
BALANCE SHEET COMPONENTS



EQUITY TREND

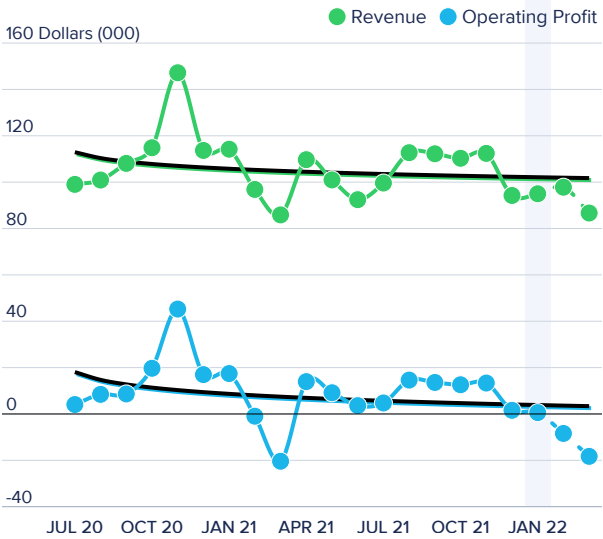


LIQUIDITY MONITOR

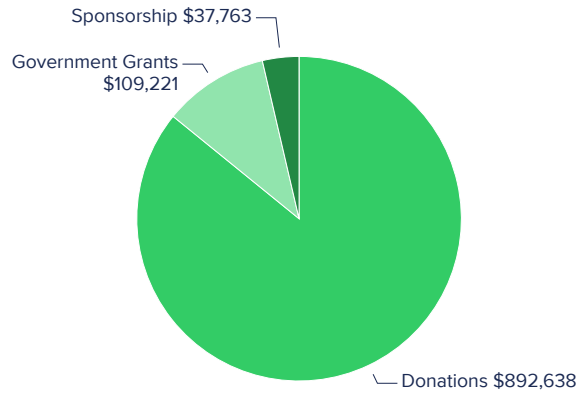


	Now	Actual vs Last Year to Date			Last 3 Months		
	As at Jan 22	Last Year	Variance	Variance %	Dec 21	Nov 21	Oct 21
<b>Cash on hand</b>							
Business Current Account	488,597	207,183	281,414	135.8%	480,729	454,534	429,521
Business Savings Account	61,583	110,000	-48,417	-44.0%	61,583	61,583	61,583
Paypal Account	10,000	10,000	0	0.0%	10,000	10,000	10,000
<b>Total Cash on hand</b>	<b>560,180</b>	<b>327,183</b>	<b>232,997</b>	<b>71.2%</b>	<b>552,312</b>	<b>526,117</b>	<b>501,104</b>
Accounts Receivable	124,560	146,480	-21,920	-15.0%	123,517	144,399	141,971
Prepayments	1,000	1,000	0	0.0%	1,000	1,000	1,000
Provision for doubtful debt	1,100	400	700	175.0%	1,100	1,100	1,100
<b>Total Current Assets</b>	<b>686,844</b>	<b>475,067</b>	<b>211,777</b>	<b>44.6%</b>	<b>677,935</b>	<b>672,621</b>	<b>645,180</b>
<b>Fixed Assets</b>							
Computer Equipment	76,016	76,016	0	0.0%	76,016	76,016	76,016
Furniture & Fittings	26,979	26,979	0	0.0%	26,979	26,979	26,979
Motor Vehicle	242,678	242,778	-100	0.0%	242,678	242,678	242,678
Office Equipment	79,231	79,231	0	0.0%	79,231	79,231	79,231
<b>Total Fixed Assets</b>	<b>424,904</b>	<b>425,004</b>	<b>-100</b>	<b>0.0%</b>	<b>424,904</b>	<b>424,904</b>	<b>424,904</b>
Accumulated Depreciation	-188,743	-176,299	-12,444	-7.1%	-187,706	-186,669	-185,632
Leasehold Improvements	51,177	51,177	0	0.0%	51,177	51,177	51,177
<b>Total Non-Current Assets</b>	<b>287,338</b>	<b>299,882</b>	<b>-12,544</b>	<b>-4.2%</b>	<b>288,375</b>	<b>289,412</b>	<b>290,449</b>
<b>Total Assets</b>	<b>974,182</b>	<b>774,949</b>	<b>199,233</b>	<b>25.7%</b>	<b>966,310</b>	<b>962,033</b>	<b>935,629</b>
Accounts Payable	56,243	54,400	1,843	3.4%	53,421	55,975	54,730
Sundry Creditors	310,070	179,084	130,986	73.1%	302,874	294,722	280,007
<b>Total Current Liabilities</b>	<b>366,313</b>	<b>233,484</b>	<b>132,829</b>	<b>56.9%</b>	<b>356,295</b>	<b>350,697</b>	<b>334,737</b>
Bank Loan	4,860	4,660	200	4.3%	7,760	10,660	13,560
Term Loan	73,750	73,750	0	0.0%	73,750	73,750	73,750
<b>Total Liabilities</b>	<b>444,923</b>	<b>311,894</b>	<b>133,029</b>	<b>42.7%</b>	<b>437,805</b>	<b>435,107</b>	<b>422,047</b>
<b>Net Assets</b>	<b>529,259</b>	<b>463,055</b>	<b>66,204</b>	<b>14.3%</b>	<b>528,505</b>	<b>526,926</b>	<b>513,582</b>

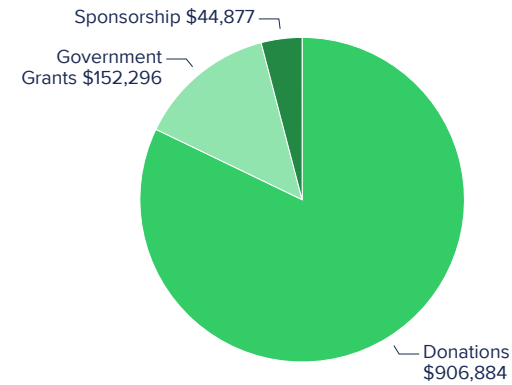
REVENUE AND OPERATING PROFIT TRENDS - Last 18 Months



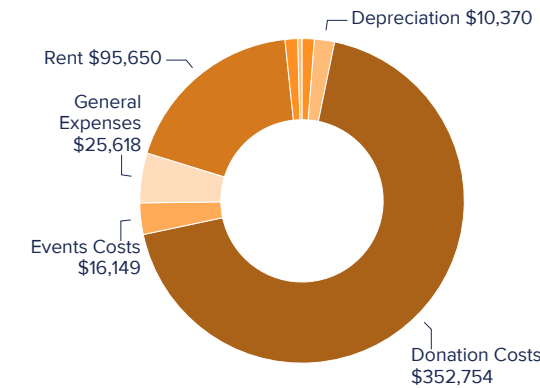
TOP REVENUE CONTRIBUTORS



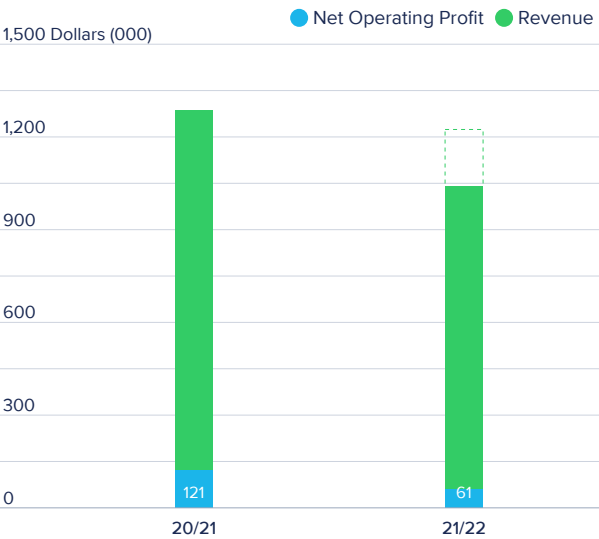
TOP REVENUE CONTRIBUTORS - Last Year



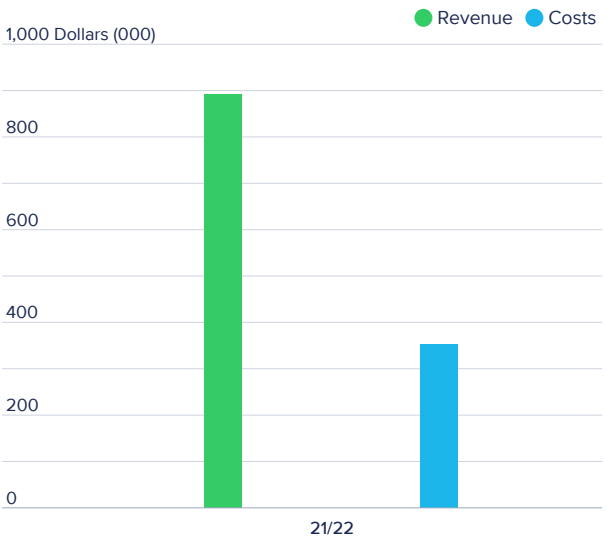
TOP 10 Expenses - Excluding Wages, This Year



REVENUE AND NET OPERATING PROFIT - Last Year and Current Year

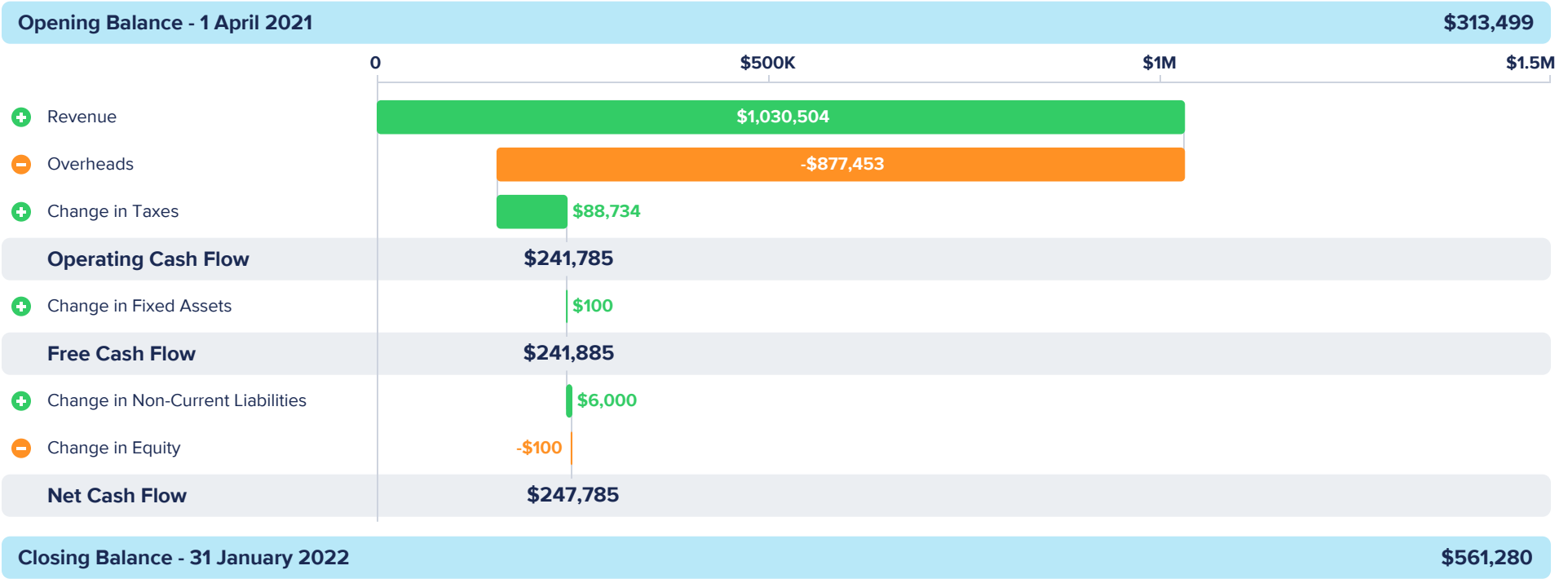


Donations - Margin Analysis

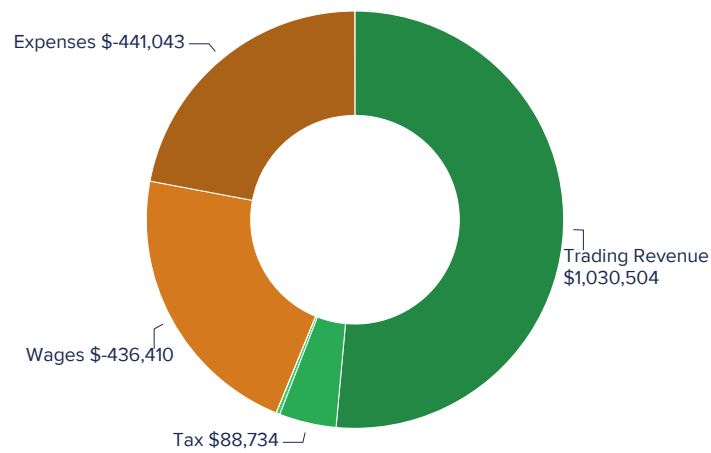




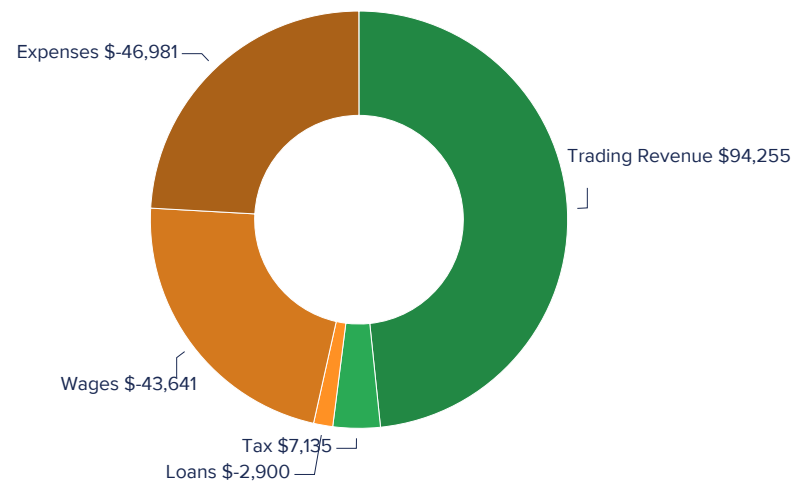
CASH MOVEMENTS SUMMARY



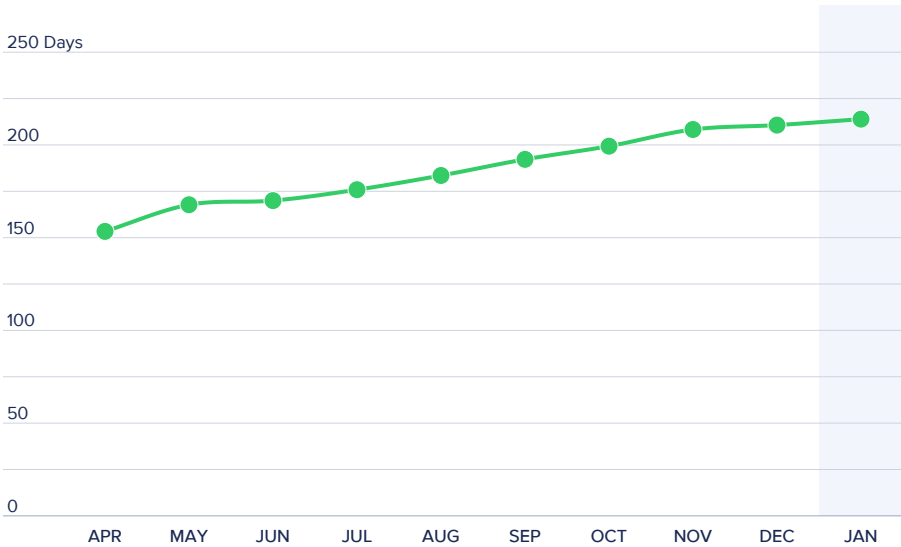
YTD CASH - excluding GST



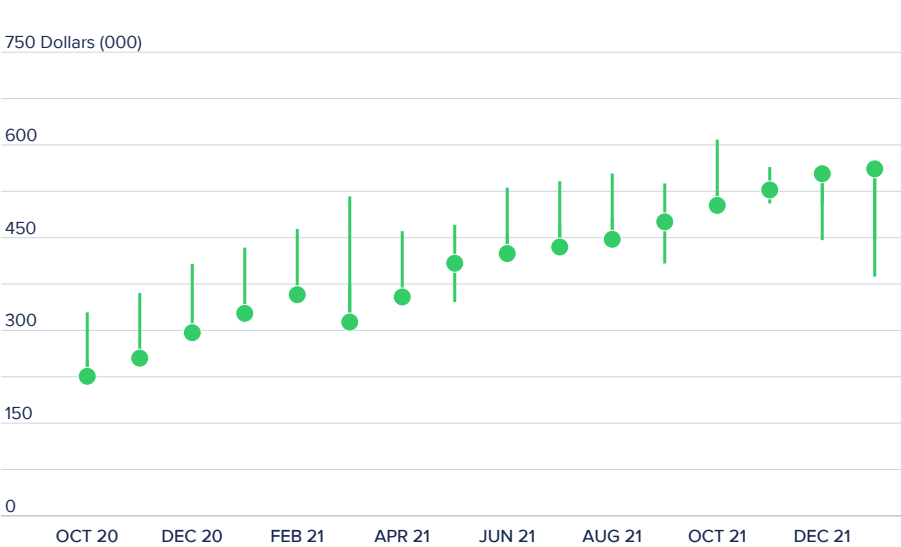
CASH - January 22 (excluding GST)



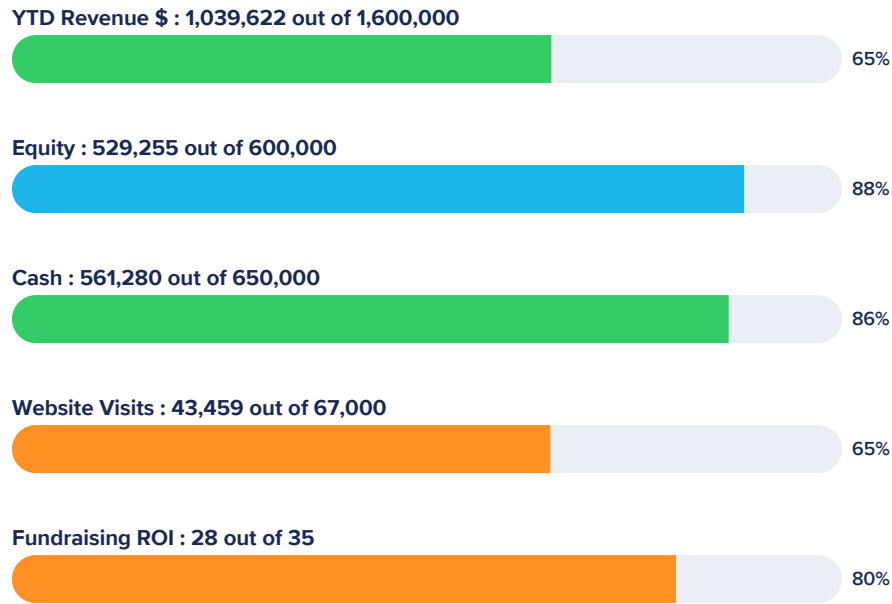
EXPENSE COVER TREND



CASH ON HAND - With High and Low Balances

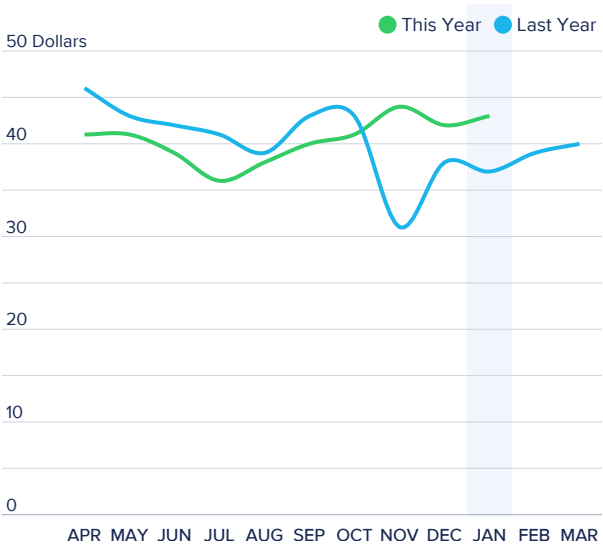


TARGET SCORECARD



Actual vs Target		
	Actual	Target
Revenue	1,039,622	1,600,000
Equity	529,255	600,000
Cash	561,280	650,000
Website Visits	43,459	67,000
Fundraising ROI	28	35

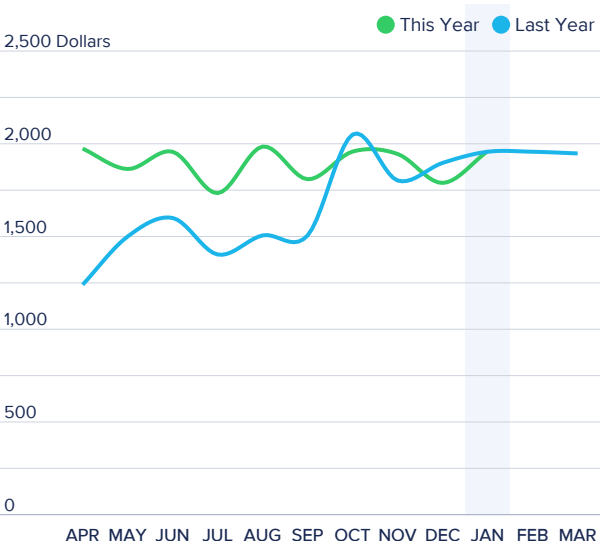
Donor Retention Rate - TY vs LY



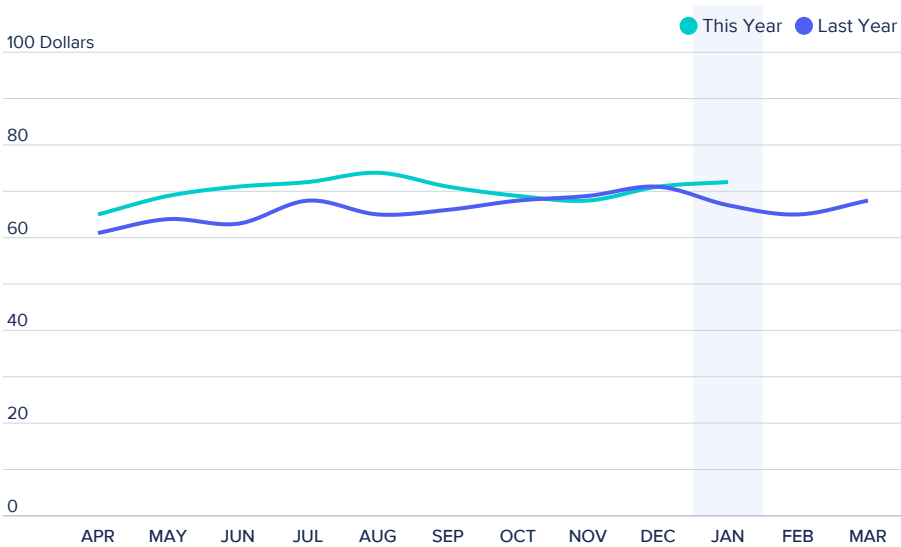
Donor Growth Rate - TY vs LY



Donor Lifetime Value - TY vs LY



Recurring Gift % - TY vs LY



Average Gift Size - TY vs LY

