

FINANCIAL STATEMENTS IN REVIEW: KANSANS FOR LIFE INC
State of Financial Position Prior 3-year Period 1/1/22 – 12/31/24

	2022	2023	2024
ASSETS			
Current Assets			
Cash and Equivalent	\$376,266.99	\$264,010.10	\$347,711.64
TOTAL CURRENT	\$376,266.99	\$264,010.10	\$347,711.64
Other Assets	\$0.00	\$0.00	\$0.00
TOTAL OTHER ASSETS	\$0.00	\$0.00	\$0.00
TOTAL ASSETS	\$376,266.99	\$264,010.10	\$347,711.64
LIABILITIES & EQUITY			
CURRENT LIABILITIES			
Accounts Payable	\$7,244.13	\$9,331.17	\$10,852.27
Payroll Liabilities	\$7,234.86	\$3,764.73	\$6,120.78
Current Liabilities	\$2.95	\$1.40	\$31.85
TOTAL CURRENT LIABILITIES	\$14,481.94	\$13,097.30	\$17,004.90
EQUITY			
Unrestricted Net Assets	\$1,445.17	\$1,445.17	\$1,445.17
Prior Period Adjustments	\$853,579.86	\$360,339.88	\$249,467.63
Net Revenue	-\$493,239.98	-\$110,872.25	\$79,793.94
TOTAL EQUITY	\$361,785.05	\$250,912.80	\$330,706.74
TOTAL LIABILITIES AND EQUITY	\$376,266.99	\$264,010.10	\$347,711.64

Observation:

Overall, it is very consistent except for 2023 cash decrease, appears mainly due to Wichita banquet income reduction.

	2022	2023	2024
REVENUE			
Amendment Contributions	\$1,891,900.64	\$0.00	\$0.00
TOTAL AMENDMENT CONTRI	\$1,891,900.64	\$0.00	\$0.00
Contributions	\$694,319.92	\$142,372.13	\$198,065.03
Fundraisers/ Special Events	\$861,101.34	\$559,334.19	\$674,360.02
Reimbursements	\$822,265.28	\$940,180.00	\$1,004,894.30
Other Revenue	\$194.04	\$2,376.91	\$663.50
TOTAL OTHER REVENUE	\$2,377,880.58	\$1,644,263.23	\$1,877,982.85
TOTAL ALL REVENUE	\$4,269,781.22	\$1,644,263.23	\$1,877,982.85
EXPENDITURES			
Advertising	\$1,813.14	\$42,341.55	\$45,197.16
Appreciation	\$1,420.86	\$1,725.76	\$8,132.82
Building R&M, Ph/Inter, Utilities	\$43,972.78	\$28,889.93	\$29,431.63
Campaigns	\$0.00	\$176,205.28	\$69,734.66
Constitutional Amend Exp	\$1,139,047.34	\$0.00	\$0.00
Contract Services	\$43,465.12	\$26,368.40	\$31,287.35
Educational Events	\$335,319.14	\$37,895.90	\$176,685.67
Fees	\$13,389.26	\$9,553.77	\$8,967.14
Fundraisers/ Special Events	\$322,788.33	\$430,393.94	\$322,619.29
Insurance	\$4,998.62	\$4,309.29	\$4,140.63
Lobbying	\$1,060.49	\$814.25	\$7,679.81

Merchandise	\$0.00	\$5,151.39	\$0.00
Office Expense	\$80,480.77	\$107,555.26	\$101,503.45
Company Contributions	\$4,872.84	\$42,406.35	\$31,655.43
Payroll Taxes	\$42,496.22	\$48,545.80	\$61,066.84
Postage	\$16,245.40	\$22,461.63	\$36,815.89
Printing	\$29,597.21	\$46,988.85	\$9,974.24
Rallies & Meetings	\$2,753.40	\$1,657.17	\$0.00
Rent Expense	\$16,500.00	\$56,906.30	\$62,148.81
Salaries & Wages	\$535,109.52	\$641,479.53	\$769,329.70
Taxes & Licenses	\$91.39	\$111.48	\$53.78
Travel	\$17,566.74	\$23,373.65	\$21,764.61
Value Them Both	\$2,110,032.63	\$0.00	\$0.00
TOTAL EXPENDITURES	\$4,763,021.20	\$1,755,135.48	\$1,798,188.91
NET OPERATING REVENUE	-\$493,239.98	-\$110,872.25	\$79,793.94

Overall Observations:

General donations in 2022 went up \$350k from 2021, 2023 up \$195k from 2022 and 2023 down \$557k

Budget comparison expenditures 2023 exceeded budget by \$462k or 136%. With a decrease in revenue of \$733k or 30%

General donations in 2024 went up \$233k over 2023.

Budget comparison expenditures 2024 under budget by \$484k. Revenue reflected under budget by \$983k. Actual reflects a \$189k increase net operating revenue over 2023.

Budgeting merely reflects what you predict income and expenditure will reflect based on any given period. Predictions become increasingly accurate based on prior years data with results clearly understood. How do we understand, by measuring factors directly in collimation with predictable outcomes. Potential example Wichita fund raising banquet:

2023	\$209,430 raised (no budget avail)	2024	\$251,781 raised (\$498k under budget)
	\$167,978 spent (\$33k over budget)		\$100,728 spent (\$49k under budget)
NET	\$ 41,452		\$151,053

Points of measurement:

- Number of guest invitations sent
- Attendance rate against invitations sent
- Amount raised, against guest count
- Amount spent, against guest count

When the return rate is known of invitations sent, multiplied by the net guest cost, this type of event becomes more predictable to budget and plan.

Variable factors will be advertising, direct mail, etc. that all go to the overall cost of the event.

Phrased differently; If the event did not take place what expense would the organization not have spent.

Ron G. Lee

