

2010 TO WRITE LOVE ON HER ARMS

# REVENUE BREAKDOWN

## REVENUE SOURCE:

- **DONATIONS: \$544,382**
  - UNRESTRICTED: \$347,534
  - TEMPORARILY RESTRICTED: \$196,848
    - IMALIVE: \$141,425
    - INTERN PROGRAM: \$12,041
    - MOVE CONFERENCES: \$16,559
    - OPERATIONS: \$25,000
    - PICK UP THE PHONE: \$1,823
- **SPEAKING ENGAGEMENTS: \$250,948**
- **INVESTMENT INCOME: \$1,397**
- **ROYALTIES: \$201**
- **MERCHANDISE SALES:**
  - GROSS SALES: \$1,798,644
  - LESS COST OF GOODS: \$960,154
  - NET MERCH SALES: **\$838,490**

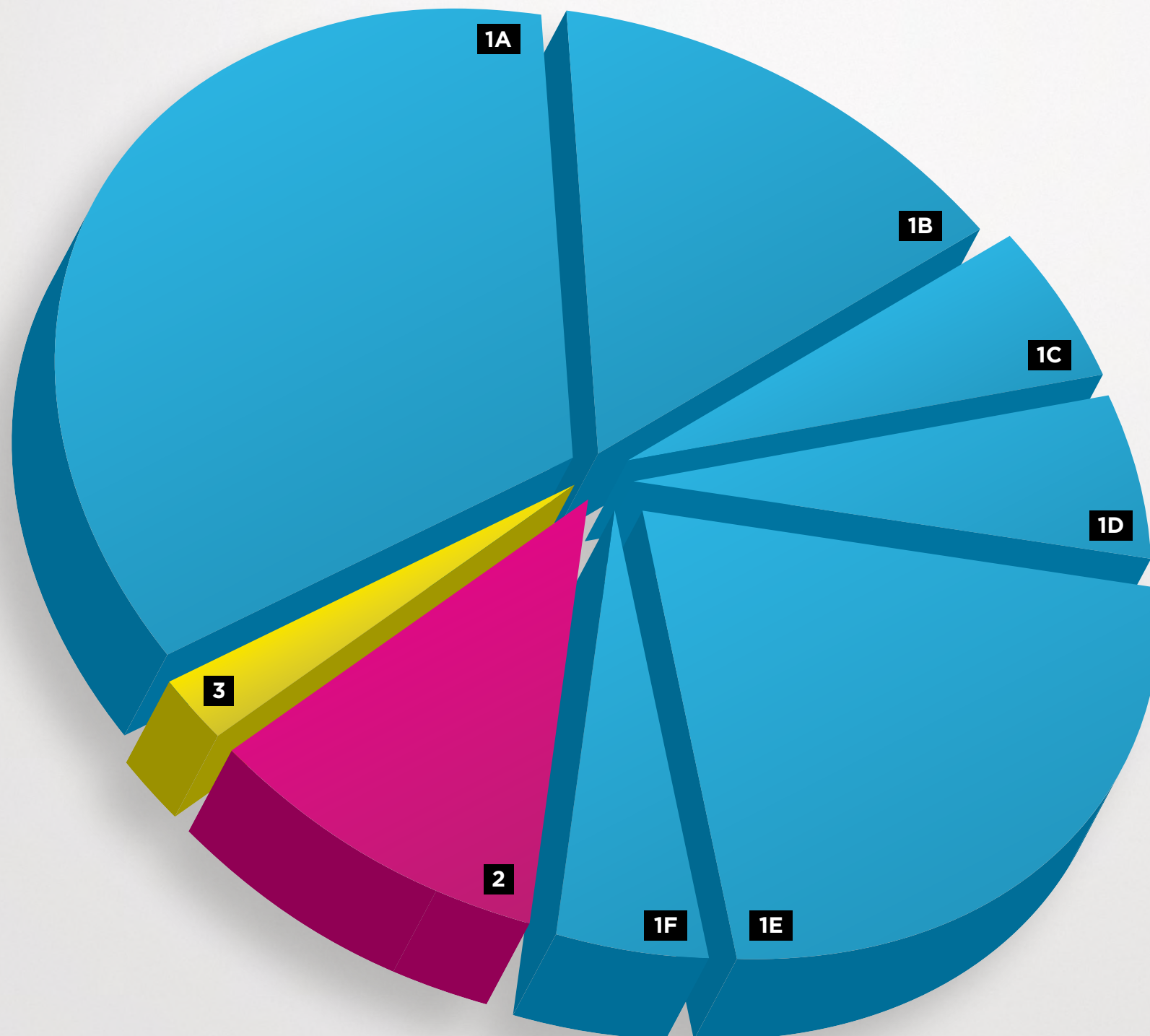
**REVENUE: \$1,635,418**

**EXPENSES: \$1,568,561**

**NET INCOME: \$66,857**

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# EXPENSES BREAKDOWN



## 1 PROGRAM EXPENSES: \$1,372,414

### 1A EVENTS / TOURS / SPEAKING: \$546,611

BENEFITS / MEMORIALS  
CONFERENCES / SPEAKING EVENTS  
MUSIC FESTIVALS / TOURS  
OTHER EVENTS

### 1B AWARENESS AND EDUCATION: \$222,175

PRINT / PHOTO / DESIGN  
STREET TEAM  
VIDEO / DOCUMENTARY  
WEBSITES

### 1C INTERN PROGRAM: \$84,927

### 1D MOVE CONFERENCES: \$87,970

ORLANDO FL // COCOA BEACH FL  
BOSTON MA // OMAHA NE // PORTLAND OR,  
LOS ANGELES CA // DALLAS TX

### 1E TREATMENT AND RECOVERY: \$358,069

### 1F UCHAPTERS: \$72,662

## 2 ADMINISTRATIVE EXPENSES: \$165,488

## 3 FUNDRAISING EXPENSES: \$30,659

## TOTAL EXPENSES: \$1,568,561

# STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

FOR THE YEAR ENDED DECEMBER 31, 2010

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
<b>SUPPORT &amp; REVENUE</b>			
General Donations	\$ 347,534		\$ 347,534
IMAlive		\$ 141,425	\$ 141,425
Intern Program		\$ 12,041	\$ 12,041
Investment Income	\$ 1,397		\$ 1,397
Merch Sales	\$ 838,490		\$ 838,490
MOVE Conferences		\$ 16,559	\$ 16,559
Operations		\$ 25,000	\$ 25,000
Pick Up The Phone		\$ 1,823	\$ 1,823
Royalties	\$ 201		\$ 201
Speaking Events	\$ 250,948		\$ 250,948
Funds Released from Restriction	\$ 196,848	\$ (196,848)	\$ -
	\$ 1,635,418	\$ -	\$ 1,635,418
<b>FUNCTIONAL ALLOCATION OF EXPENSES</b>			
Program (87%)	\$ 1,372,414		\$ 1,372,414
Administrative (11%)	\$ 165,488		\$ 165,488
Fundraising (2%)	\$ 30,659		\$ 30,659
	\$ 1,568,561	\$ -	\$ 1,568,561
<b>CHANGE IN NET ASSETS</b>			
	\$ 66,857	\$ -	\$ 66,857
<b>NET ASSETS-BEGINNING OF YEAR</b>			
	\$ 568,915	\$ -	\$ 568,915
<b>NET ASSETS-END OF YEAR</b>			
	\$ 635,772	\$ 0	\$ 635,772