

Public Affairs Research Council of Alabama: 2025 Budget Summary

The proposed 2025 Budget is \$1,785,650, a 48% increase over the 2024 budget.

	<u>2024 Budget</u>	<u>2025 Budget</u>	<u>\$ Variance</u>	<u>% Variance</u>
Revenue				
Direct Public Support	\$ 585,000.00	\$ 729,475.00	\$ 144,475.00	24.7%
Investments	\$ 123.00	\$ 123.00	\$ -	0.0%
Program Income	\$ 647,942.00	\$ 1,081,052.00	\$ 433,110.00	66.8%
Total Revenue	\$ 1,233,065.00	\$ 1,810,650.00	\$ 577,585.00	46.8%
Expenditures				
Facilities and Equipment	\$ 76,149.00	\$ 76,174.00	25.00	0.0%
Program Expenses	\$ 274,528.00	\$ 361,182.00	\$ 86,654.00	31.6%
Payroll Expenses	\$ 856,638.00	\$ 1,347,544.00	\$ 490,906.00	57.3%
Total Expenditures	\$ 1,208,065.00	\$ 1,785,650.00	\$ 577,585.00	47.8%
Net Operating Revenue	\$ 25,000.00	\$ 25,000.00		

Material Increases in Expenses

- 3 new staff members: development (fundraising) employee, economic analyst, and data analyst (conversion of contractor to employee funded by ALSDE contract)
- economic analysis software
- increased investment in fundraising
- full website rebuild
- increased speaker fees
- 5.6% increase in benefit costs, plus three new staff members
- 3.7 raise pool

Total = \$520,807, 90% of the budget increase

Material Increases in Revenue

- increased development revenue
- increased Speaker Series revenue
- annual Forum sponsorships & sales
- economic analysis revenue
- renewed ALSDE contract

Total = \$599,485, 104% of the budget increase

Public Affairs Research Council of Alabama

2025 Budget

	<u>2024 Budget</u>	<u>2025 Budget</u>	<u>\$ Variance</u>	<u>% Variance</u>	<u>Notes</u>
Revenue					
43400 Direct Public Support					
43410 Contributions					
43411 Corporations	115,000.00	150,000.00	35,000.00	30.4%	
43412 Corporate Foundations	110,000.00	145,000.00	35,000.00	31.8%	
43413 Charitable Foundations	120,000.00	150,000.00	30,000.00	25.0%	
43414 Individuals	55,000.00	80,000.00	25,000.00	45.5%	
43415 Professional Associations/NPOs	35,000.00	10,000.00	-25,000.00	-71.4%	
Total 43410 Contributions	\$ 435,000.00	\$ 535,000.00	\$ 100,000.00	23.0%	
43440 Gifts in Kind					1
43441 Donated Facilities and Services	75,000.00	75,000.00	0.00	0.0%	
43442 Other Gifts in Kind	5,000.00	5,000.00	0.00	0.0%	
Total 43440 Gifts in Kind	\$ 80,000.00	\$ 80,000.00	\$ -	0.0%	
43450 Sponsorships					
4345* Annual Forum Sponsorships	0.00	25,000.00	25,000.00		
43452 Speaker Series Sponsorships	70,000.00	90,000.00	20,000.00	28.6%	
Total 43450 Sponsorships	\$ 70,000.00	\$ 114,475.00	\$ 44,475.00	63.5%	
Total 43400 Direct Public Support	\$ 585,000.00	\$ 729,475.00	\$ 144,475.00	24.7%	2
45000 Investments					
45030 Interest-Savings, Short-term CD	123.00	123.00	0.00	0.0%	
Total 45000 Investments	\$ 123.00	\$ 123.00	\$ -	0.0%	
47200 Program Income					
47220 Public Agency Dues	17,000.00	20,000.00	3,000.00	17.6%	
47230 Roundtable Dues	2,250.00	1,500.00	-750.00	-33.3%	
47240 Registration Fees					
47241 Annual Forum	35,000.00	25,000.00	-10,000.00	-28.6%	
47242 Speaker Series	35,000.00	25,000.00	-10,000.00	-28.6%	
Total 47240 Registration Fees	\$ 70,000.00	\$ 50,000.00	\$ (20,000.00)	-28.6%	
47250 Contract Revenue	558,692.00	1,009,552.00	450,860.00	80.7%	3
Total 47200 Program Income	\$ 647,942.00	\$ 1,081,052.00	\$ 433,110.00	66.8%	
Total Revenue	\$ 1,233,065.00	\$ 1,810,650.00	\$ 577,585.00	46.8%	
Expenditures	628,692.00				
62800 Facilities and Equipment			0.00		
62830 Donated Facilities	45,000.00	45,000.00	0.00	0.0%	
62840 Equip Rental and Maintenance	8.00	0.00	-8.00	-100.0%	
62850 IT Services	30,000.00	30,000.00	0.00	0.0%	
62870 Property Insurance	1,141.00	1,174.00	33.00	2.9%	
Total 62800 Facilities and Equipment	\$ 76,149.00	\$ 76,174.00	\$ 25.00	0.0%	
65000 Program Expenses					
60900 Business Expenses					
60910 Board Expenses	2,000.00	3,050.00	1,050.00	52.5%	4
60930 Business Meals	800.00	800.00	0.00	0.0%	5
60940 Licenses and Permits	189.00	189.00	0.00	0.0%	6
60950 D&O Insurance	904.00	904.00	0.00	0.0%	
Total 60900 Business Expenses	\$ 3,893.00	\$ 4,943.00	\$ 1,050.00	27.0%	
62100 Contract Services					
62110 Accounting Fees	10,000.00	10,000.00	0.00	0.0%	
62120 Contract Research	50,100.00	20,000.00	-30,100.00	-60.1%	
62130 Design Services	8,000.00	4,000.00	-4,000.00	-50.0%	

62140 Editing Services	500.00	500.00	0.00	0.0%	
62170 Contract Services	34,300.00	60,000.00	25,700.00	74.9%	7
62175 Communications	2,500.00	2,500.00	0.00	0.0%	
62200 Development		7,500.00	7,500.00		8
Total 62100 Contract Services	\$ 105,400.00	\$ 104,500.00	\$ (900.00)	-0.9%	
62300 Conferences and Meetings					
60320 Catering	44,000.00	29,500.00	-14,500.00	-33.0%	9
60330 Facility	20,000.00	18,000.00	-2,000.00	-10.0%	
60340 Speaker Expenses	2,500.00	7,500.00	5,000.00	200.0%	
60350 Speaker Fees	22,000.00	75,000.00	53,000.00	240.9%	
Total 62300 Conferences and Meetings	\$ 88,500.00	\$ 130,000.00	\$ 41,500.00	46.9%	
62400 Research Materials					
62410 Books	500.00	500.00	0.00	0.0%	
62430 Other Research Materials	50.00	4,000.00	3,950.00	7900.0%	10
Total 62400 Research Materials	\$ 550.00	\$ 4,500.00	\$ 3,950.00	718.2%	
65005 Bank fees	1,800.00	1,800.00	0.00	0.0%	
65010 Dues, Subscriptions	2,050.00	2,000.00	-50.00	-2.4%	
65020 Postage, Mailing Service	2,300.00	4,600.00	2,300.00	100.0%	11
65030 Printing and Copying	5,000.00	6,100.00	1,100.00	22.0%	
65040 Supplies	1,000.00	1,000.00	0.00	0.0%	
65045 Software	32,500.00	62,229.00	29,729.00	91.5%	12
65050 Telephone, Telecommunications	3,700.00	3,700.00	0.00	0.0%	
65070 Marketing Expense	11,300.00	14,000.00	2,700.00	23.9%	
65080 Memorials and Gifts	135.00	135.00	0.00	0.0%	
65095 Staff Development	13,200.00	17,825.00	4,625.00	35.0%	13
68300 Travel and Meetings					
68310 Food	200.00	300.00	100.00	50.0%	
68320 Lodging	250.00	300.00	50.00	20.0%	
68330 Transportation	2,500.00	3,000.00	500.00	20.0%	
68340 Meeting Fees	250.00	250.00	0.00	0.0%	
Total 68300 Travel and Meetings	\$ 3,200.00	\$ 3,850.00	\$ 650.00	20.3%	
Total 65000 Program Expenses	\$ 274,528.00	\$ 361,182.00	\$ 86,654.00	31.6%	
66000 Payroll Expenses					
66010 Salaries and Wages	658,320.00	1,002,925.00	344,605.00	52.3%	14
66100 Benefits	135,630.00	262,893.00	127,263.00	93.8%	15
66150 Payroll Taxes	59,448.00	76,461.00	17,013.00	28.6%	
66200 Payroll Service Fee	3,240.00	5,265.00	2,025.00	62.5%	
Total 66000 Payroll Expenses	\$ 856,638.00	\$ 1,347,544.00	\$ 490,906.00	57.3%	
QuickBooks Payments Fees	750.00	750.00	-	0.0%	
Total Expenditures	\$ 1,208,065.00	\$ 1,785,650.00	\$ 577,585.00	47.8%	
Net Operating Revenue		\$ 25,000.00			
Net Revenue					

Notes

1. Income projections by type are estimates. I looked at the proportion of each revenue line to total contributions and applied that to the cost of the new development staff.
2. 160% of new development staff expenses
3. 75% committed, 15% economic analysis, 10% TBD. See the 2024 to 2025 Comparison on the last page.
4. Huntsville Reception and 3 board lunches
5. General business meeting meals
6. All business licenses and AGO registration
7. Includes \$40K for a new website
8. New fundraising projects
9. We were able to negotiate better rates. The budget reflects actual expenses. We had lower attendance for the Speaker Series--and the per person bar tab was lower.
10. New survey expenses
11. New development expenses
12. Includes \$37,000 in economic development expenses
13. Includes annual conference expenses
14. Ten staff positions, 3.7% raise pool
15. 5.6% increase in costs, plus three new staff positions from 2024

2024 to 2025 Contract Comparison

		2024	2025
ALSDE	Literacy Evaluation	\$ 85,000	\$ 275,000
Aspen	Criminal Justice	\$ 116,250	\$ 155,000
UAH - Dial	Program Eval	\$ 33,750	\$ 35,000
Bham City Schools	Data Analysis	\$ 150,000	\$ 150,000
PACA	Data Analysis	\$ 3,000	\$ 3,000
Voices	24 Data book	\$ 15,000	\$ 15,000
Voices	25 Data book	\$ 15,000	\$ 15,000
BEA	Report	\$ -	\$ 35,000
ACCMA	Report	\$ -	\$ 10,000
Nonprofit Association	Study	\$ -	\$ 5,000
AASB	Survey	\$ 6,000	\$ 6,000
Auburn	Data Analysis	\$ -	\$ 12,500
A+ Plus	Data Analysis	\$ -	\$ 7,500
Children's Report		\$ -	\$ 25,000
Montgomery Chamber		\$ -	\$ 5,000
Vestavia Schools	Data Analysis	\$ 2,500	\$ -
Quanthub	Program Eval	\$ 12,000	\$ -
Misc.	Data Analysis	\$ 109,479	\$ 110,552
		<u>\$ 547,979</u>	<u>\$ 864,552</u>
Economic Analysis*		\$ -	\$ 145,000
Total**		<u>\$ 547,979</u>	<u>\$ 1,009,552</u>

*Actual contracts in development, not speculation

**Actual 2024 YTD Total