

Horse SenseAbility

Statement of Activity

January - December 2022

	TOTAL
Revenue	
4100 Donations	255.00
4110 Corporate Contributions	3,135.73
4120 Individual Contributions	53,277.13
Total 4100 Donations	56,667.86
4200 Program Income	
4210 TRH Lessons	75,286.31
4211 TRH Lessons Refunds	-4,050.68
Total 4210 TRH Lessons	71,235.63
4230 City to Saddle	210.00
4235 Horse Tales	1,400.00
4240 Physical/Occupational Therapy	4,896.59
4270 Stable Moments	-53.50
4290 Special Programs	1,998.00
Total 4200 Program Income	79,686.72
4300 Fundraising Events	
4350 Fall 2022 Soiree	16,921.31
Total 4300 Fundraising Events	16,921.31
4400 Grants	29,400.00
4410 Operating Expenses Grants	5,000.00
4420 Reading, Writing & Riding	430.00
4430 SBA Scholarships & Hugo Visits	-350.00
Total 4400 Grants	34,480.00
4500 Merchandise Sales	
4510 Taxable Merchandise Sales	20.00
4520 Nontaxable Merchandise Sales	1,214.87
Total 4500 Merchandise Sales	1,234.87
4600 PayPal Sales - don't use starting in 2021	6,471.00
4800 Reimbursements/Refunds Issued by HS	-488.28
4900 Reimbursements/Refunds Issued to HS	531.55
Uncategorized Income	164.00
Total Revenue	\$195,669.03
GROSS PROFIT	\$195,669.03

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	TOTAL
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Expenditures	
5000 Program Expenses	
5100 Instructor Fees	
5110 Instructor Fees for City to Saddle	2,344.89
5120 Instructor Fees for Physical/Occupational Therapy	1,652.84
5140 Instructor Fees for Stable Moments	600.00
5150 Instructor Fees for TRH Lessons	34,391.72
5190 Instructor Fees for Horse Tales	7,477.32
Total 5100 Instructor Fees	46,466.77
5200 Horses	
5210 Boarding Fees	61,200.00
5220 Farrier	4,075.53
5230 Feed and Supplements	5,100.55
5240 Horse Equipment	1,237.69
5260 Vet and Medical Care	18,048.27
Total 5200 Horses	89,662.04
5300 Supplies	1,162.24
5310 Supplies for City to Saddle	153.91
5320 Supplies for Community Visits	132.99
5330 Supplies for Physical Therapy	10.95
5350 Supplies for Small Animals	739.64
5360 Supplies for Stable Moments	108.99
5370 Supplies for TRH Lessons	56.88
5395 Supplies for Horse Tales	495.31
Total 5300 Supplies	2,860.91
5500 Merchandise Purchased for Resale	2,019.73
Total 5000 Program Expenses	141,009.45
6000 Fundraising	1,782.00
6200 Events	-77.40
6210 Expenses for Auction	2,250.00
6240 Expenses for Fall Benefit Dinner 2022	1,208.45
6245 Food & Beverage	7,427.20
Total 6240 Expenses for Fall Benefit Dinner 2022	8,635.65
Total 6200 Events	10,808.25
Total 6000 Fundraising	12,590.25
7000 Administrative Expenses	
62800 Repairs and Maintenance	179.00
65010 Books, Subscriptions, Reference	1,345.68
65050 Telephone, Telecommunications	333.43

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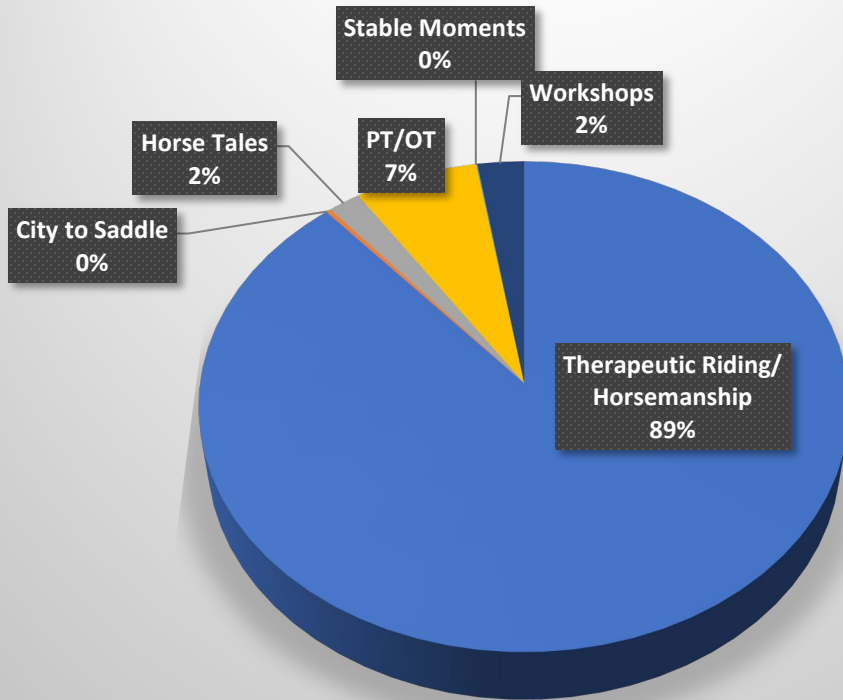
January - December 2022

	TOTAL
7010 Auto	4,737.25
7017 Repairs & Fuel	253.88
Total 7010 Auto	4,991.13
7020 Trailer Expense	1,395.00
7200 Accounting Fees	1,170.00
7400 Postage, Mailing Service	233.83
7500 Printing and Copying	517.28
7600 Office Supplies	1,331.08
7700 Insurance	
7710 Insurance - Auto	179.00
7720 Insurance - Liability, D and O	1,540.00
7730 Insurance - Workers Compensation	3,257.00
Total 7700 Insurance	4,976.00
7900 Professional Development	410.75
8000 Meals and Entertainment	598.12
8100 Travel	104.00
8200 Government and Licensing Fees	1,327.78
8300 PayPal Fees	1,978.97
8600 Middlesex Bank Fees	66.30
Total 7000 Administrative Expenses	20,958.35
Uncategorized Expense	-44.55
Total Expenditures	\$174,513.50
NET OPERATING REVENUE	\$21,155.53
NET REVENUE	\$21,155.53

2022 INCOME AND EXPENSES

2022 Income by Program

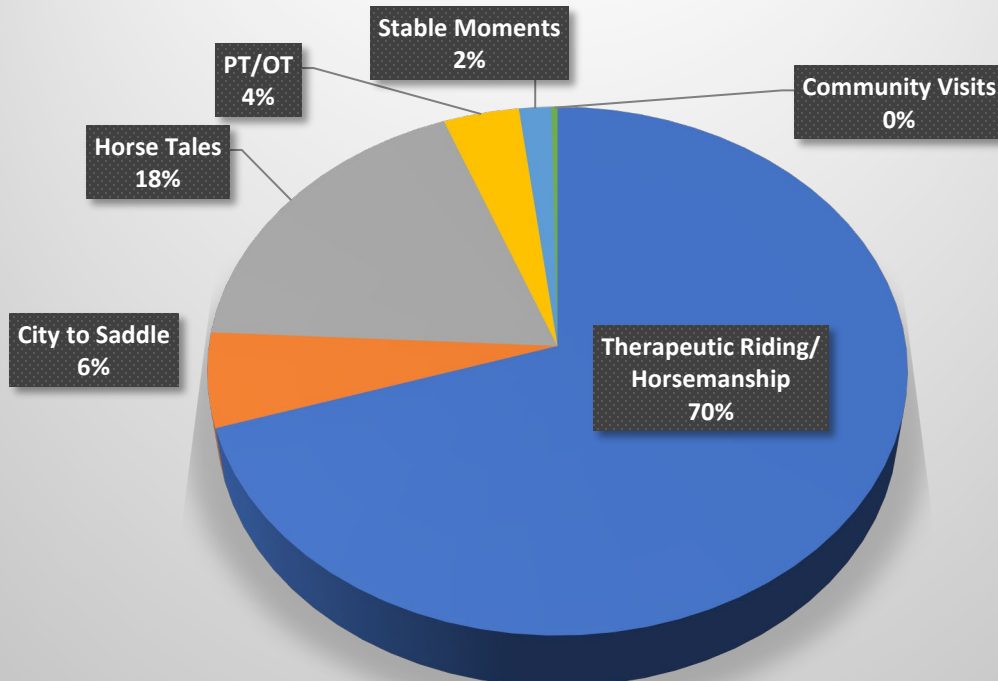
Total = \$78,927



2022 Expenses by Program

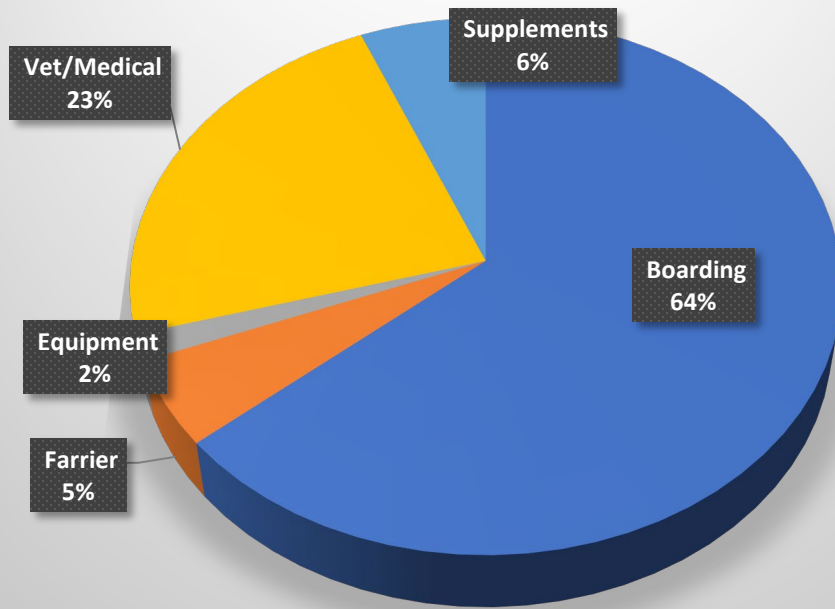
Instructors and Supplies

Total = \$43,366



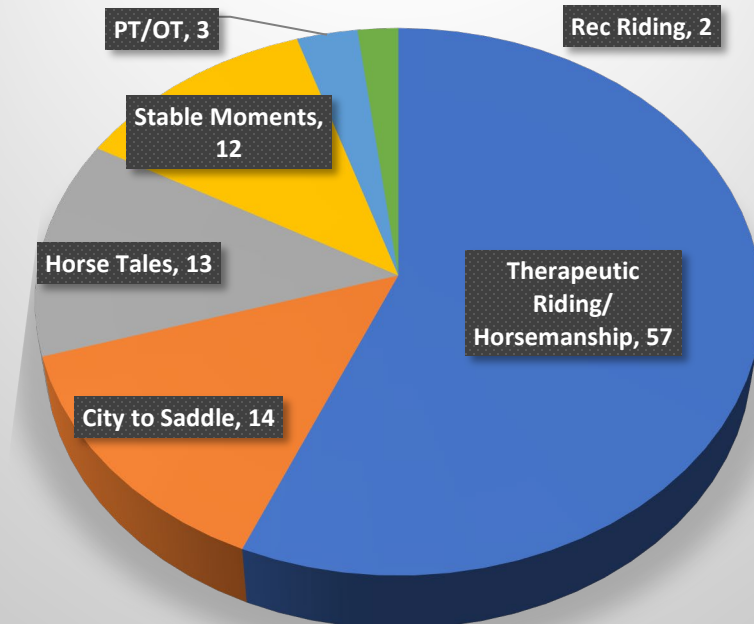
Horse Care Expenses by Category

Total = \$78,579

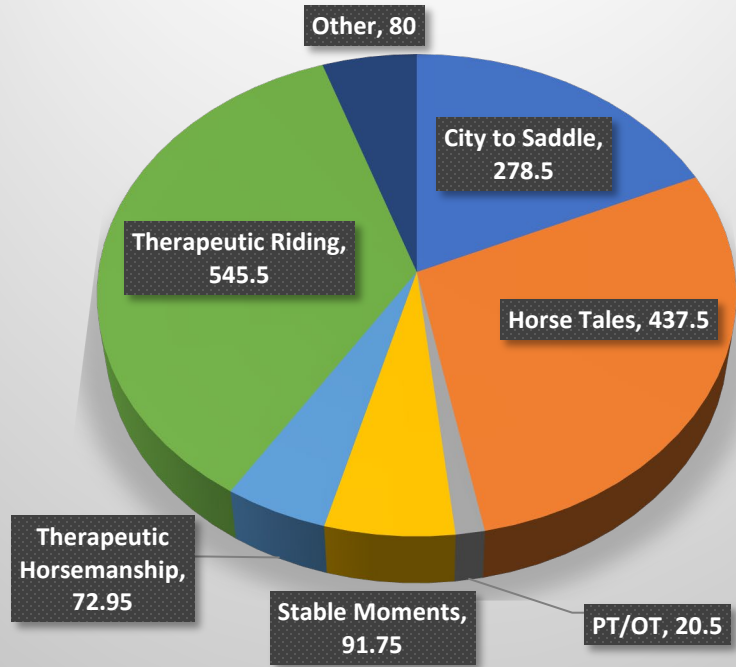


PROGRAM AND PARTICIPANT DATA

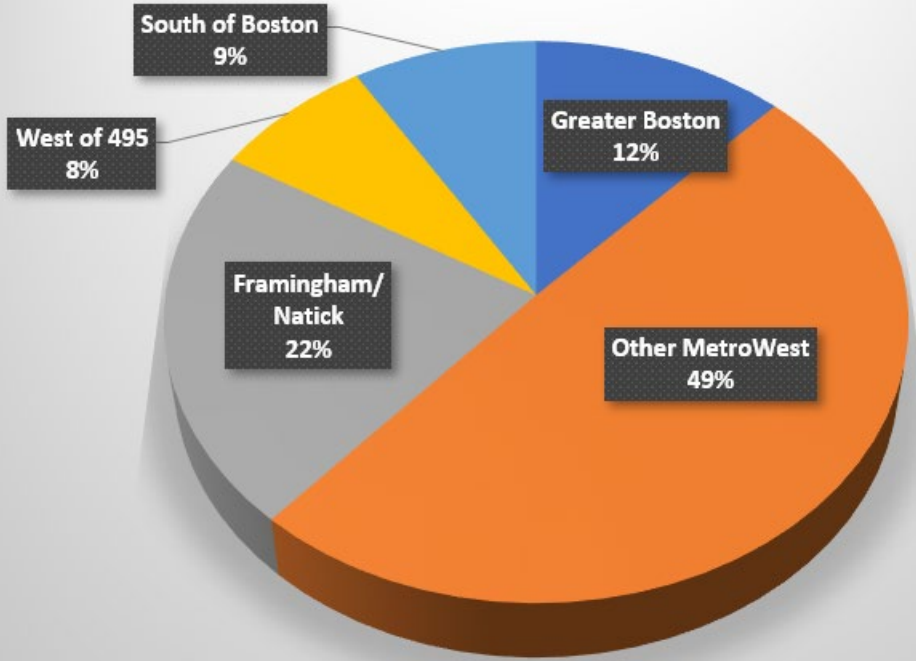
How Many Participants Are in Each Program?



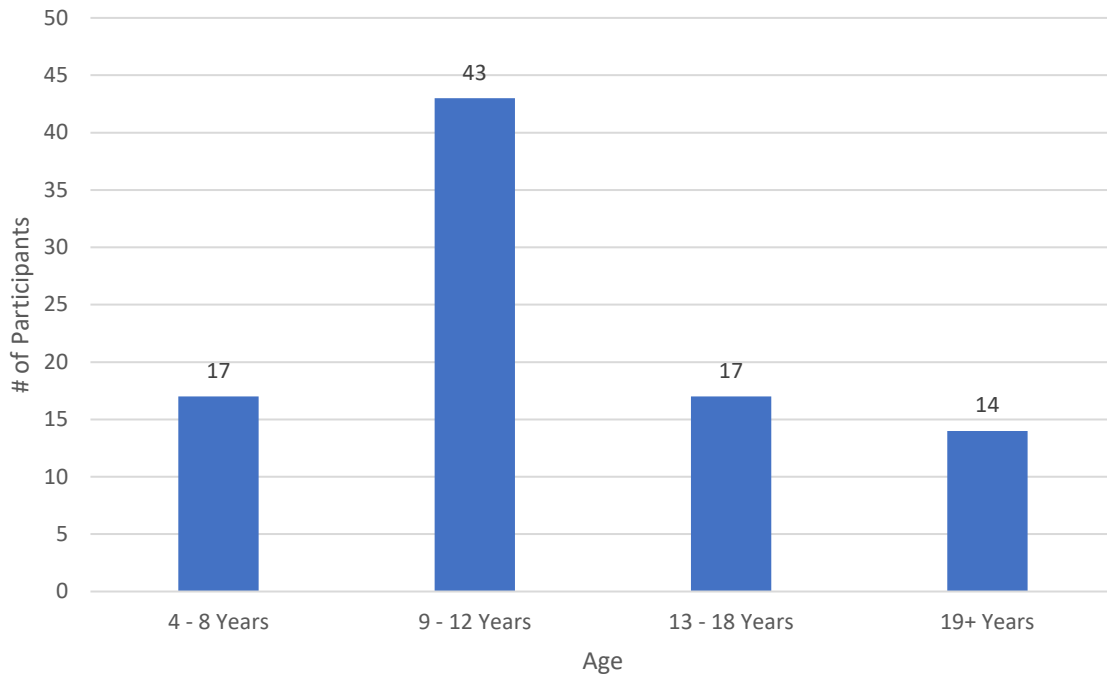
How Many Hours of Services Did We Deliver by Program?



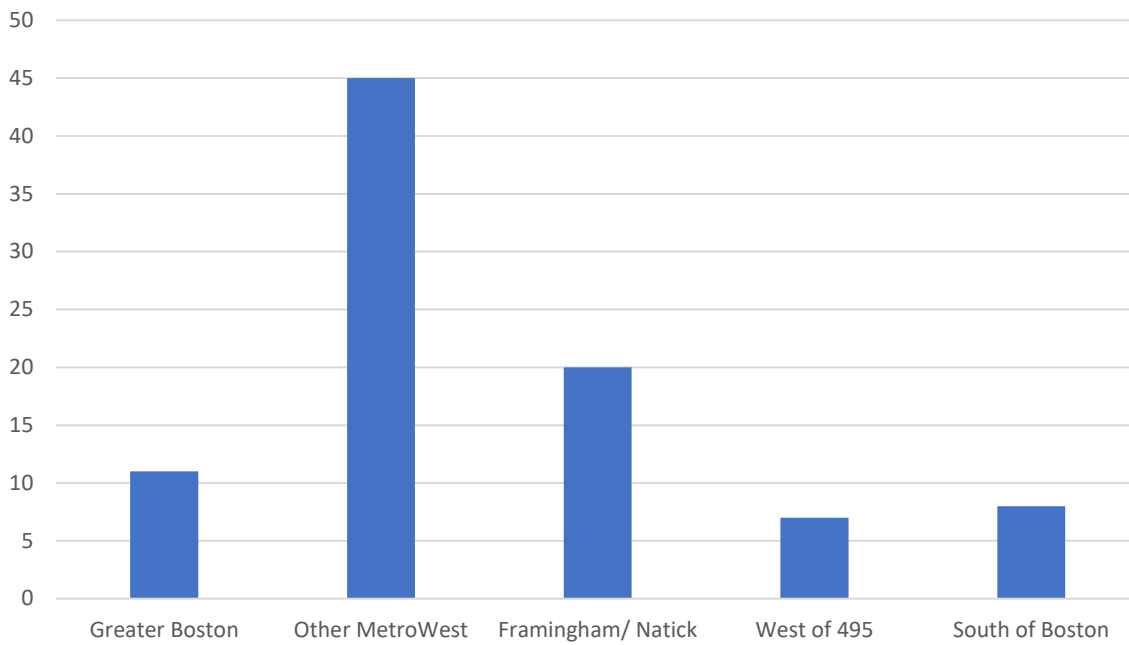
Where Do Our Participants Come From?



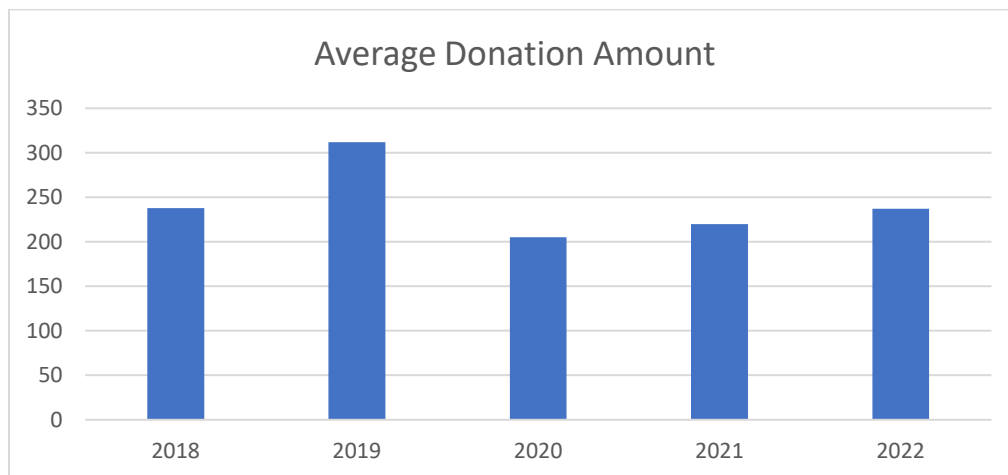
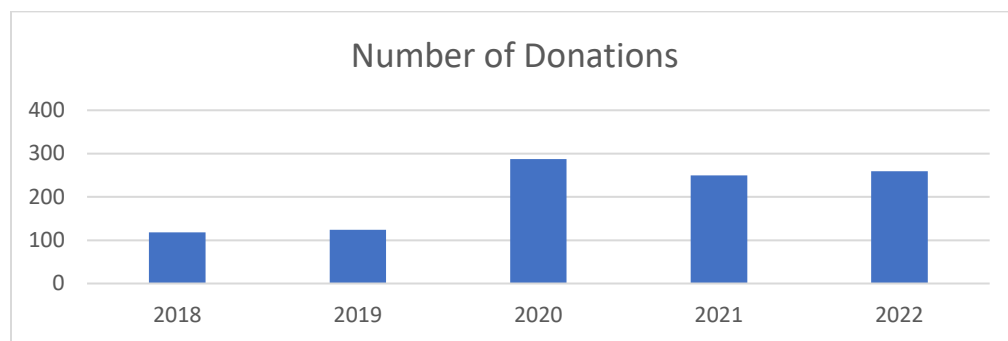
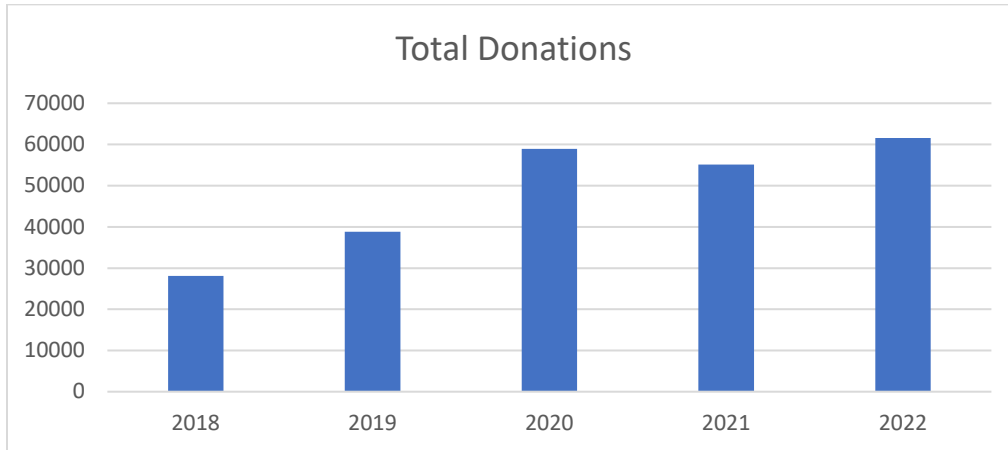
2022 Participants by Age



Participants by City



DONOR STATS



2022 EOY Appeal	11/26/2022	1/31/2023	\$8,816
2021 EOY Appeal	9/14/2021	1/15/2022	\$35,675
2020 EOY Appeal	12/1/2020	1/18/2021	\$11,786
2019 EOY Appeal	11/15/2019	1/15/2020	\$13,056
2018 EOY Appeal	11/18/2018	1/31/2019	\$18,553

Insights:

- 83% number of donors in 2022 vs. 2021
- 60% donors in 2022 were new donors
- 30% donor retention rate vs. industry standard of 40-45%
- Soiree did cannibalize the EOY donations but added together > \$44k