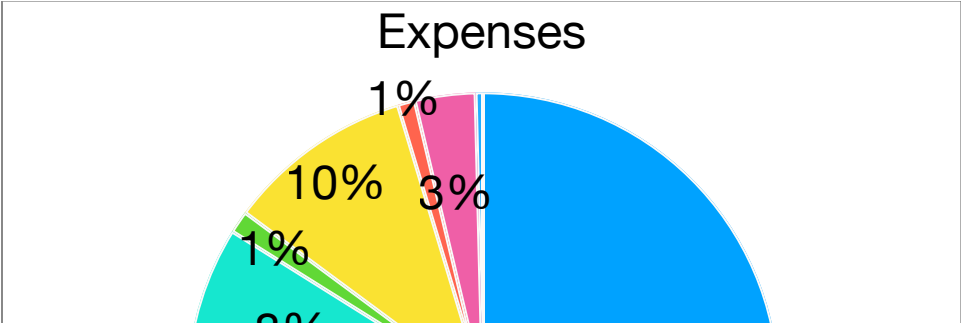
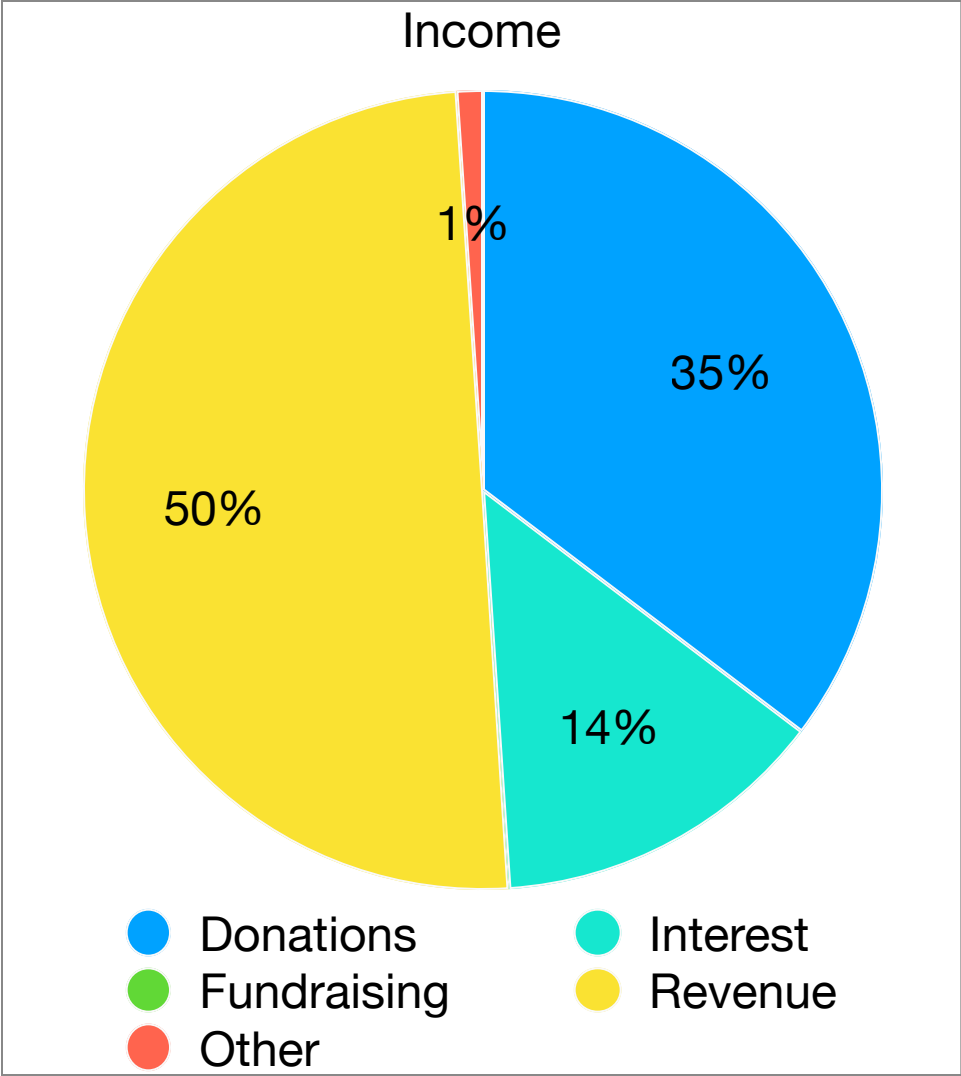


GREENVILLE ZOO FOUNDATION BUDGET	2023-2024 BUDGET
Income	
Direct Community Support	
Corporate Contributions	
Capital	\$75,000.00
Annual	\$0.00
Individual Contributions	
Capital	\$500,000.00
Annual	\$125,000.00
Total Direct Public Support	\$700,000.00
Fundraising Income	
Zoo Fest	\$60,000.00
Sippin Safari	\$70,000.00
Zoom Through the Zoo	\$25,000.00
Gala	\$115,000.00
Total Fundraising Income	\$270,000.00
Investments	
Interest-Savings, Short-term CD	\$800.00
Total Investments	\$800.00
Other Types of Income	
Foundation Gifts/Grants	\$850,000.00
Membership Sales	\$135,000.00
Miscellaneous Revenue	\$0.00
Adopt-an-Animal	\$5,000.00
Total Other Types of Income	\$990,000.00
Other Income	
PPP Loan, Employee Retention Credit	\$21,000.00
Total Income	\$1,981,800.00
Gross Profit	\$1,960,800.00
Expenses	
Direct Zoo Support	
Capital Support	
Giraffe Deck	20,000.00
Africa Plaza	100,000.00
Farmyard	1,000,000.00
Marketing/Design	500.00
Grant Expenses	0.00
Miscellaneous	1,000.00
Holidays at the Zoo	5,000.00
Boo in the Zoo	5,000.00
Total Direct Zoo Support	\$1,131,500.00



Fundraising Expenses	
Zoo Fest	\$20,000.00
Sippin' Safari	\$25,000.00
Zoom Through The Zoo	\$13,000.00
Gala	\$65,000.00
Total Fundraising Expenses	\$123,000.00
Operations	
Business Fees	\$1,500.00
Insurance	\$6,000.00
Meeting Expenses	\$6,000.00
Membership Expenses	\$1,000.00
Phones and Internet	\$1,600.00
Postage	\$250.00
Software	\$1,000.00
Supplies	\$1,000.00
Total Operations	\$18,350.00
Payroll and related expenses	
Employee Benefits	
Gross Wages	\$138,775.00
Payroll Fee	\$2,150.00
Payroll Taxes	\$12,000.00
Total Payroll and related expenses	\$152,925.00
Professional Fees	
Accounting Fees	\$14,000.00
Other	\$0.00
Total Professional Fees	\$14,000.00
Sales & Marketing	
Adopt-an-Animal	\$1,000.00
Advertising/Design	\$15,000.00
Direct Mail	\$15,000.00
Donor Database	\$12,000.00
Donor Expenses	\$5,000.00
Website Development/Maintenance	\$1,500.00
Total Sales & Marketing	\$49,500.00
Training/Development	
Director/Board Training/Development	\$6,000.00
Campaign Development	0.00
Total Training/Development	\$6,000.00
Total Expenses	\$1,495,275.00
Net Income	\$465,525.00

