



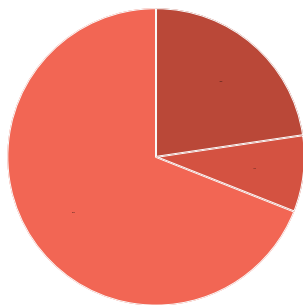
Greenville Zoo Foundation Operational Budget July 1, 2022-June 30, 2023

INCOME

Direct Public Support	
Corporate Contributions	\$20,000.00
Individual Contributions	
Capital	\$250,000.00
Annual	\$125,000.00
Total Direct Public Support	\$395,000.00
Fundraising Income	
Sippin' Safari	\$50,000.00
Zoom Through the Zoo	\$20,000.00
Gala	\$75,000.00
Total Fundraising Income	\$145,000.00
Investments	
Interest-Savings, Short-term CD	\$190.00
Total Investments	\$190.00
Other Types of Income	
Foundation Gifts/Grants	\$1,050,000.00
Membership Sales	\$150,000.00
Miscellaneous Revenue	\$2,500.00
Total Other Types of Income	\$1,202,500.00
Other Income	
PPP Loan	\$0.00
Total Income	\$1,742,690.00
Gross Profit	\$1,742,690.00

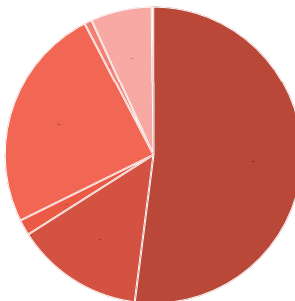
EXPENSE

Direct Zoo Support	
Capital Support	250,000.00
Marketing/Design	1,500.00
Grant Expenses	50,000.00
Miscellaneous	5,000.00
Holidays at the Zoo	5,000.00
Boo in the Zoo	5,000.00
Total Direct Zoo Support	\$316,500.00
Fundraising Expenses	
Sippin' Safari	\$20,000.00
Zoom Through The Zoo	\$10,000.00
Gala	\$55,000.00
Total Fundraising Expenses	\$85,000.00
Operations	
Meals & Entertainment	\$2,000.00
Membership Expenses	\$1,000.00
Phones and Internet	\$1,600.00
Postage	\$250.00
Software/Computer	\$1,000.00
Supplies	\$1,000.00
Total Operations	\$10,450.00
Payroll and related expenses	
Employee Benefits	
Gross Wages	\$133,000.00
Payroll Fee	\$6,000.00
Payroll Taxes	\$11,000.00
Total Payroll and related expenses	\$150,000.00
Professional Fees	
Accounting Fees	\$4,500.00
Other	\$500.00
Total Professional Fees	\$5,000.00
Sales & Marketing	
Advertising/Design	\$12,000.00
Direct Mail	\$10,000.00
Donor Database	\$8,000.00
Membership Expenses	\$9,000.00
Website Development/Maintenance	\$1,500.00
Total Sales & Marketing	\$40,500.00
Training/Development	
Director/Board Training/Development	\$1,000.00
Campaign Development	0.00
Total Training/Development	\$1,000.00
Total Expenses	\$608,450.00
Net Income	\$1,134,240.00



INCOME

- Public Support (Donations)
- Fundraising Income
- Other
- Gifts, Grants, Membership



EXPENSES

- Direct Zoo Support
- Operations
- Professional Fees
- Training/Development
- Fundraising Expenses
- Payroll & Related Expenses
- Sales & Marketing