

2008 TO WRITE LOVE ON HER ARMS

# REVENUE BREAKDOWN

## REVENUE SOURCE:

- DONATIONS: **\$188,679**
- INTERN PROGRAM: **\$21,522**
- SPEAKING ENGAGEMENTS: **\$16,280**
- INVESTMENT INCOME: **\$1,682**
- GROSS MERCHANDISE SALES: **\$2,917,005**  
LESS COST OF GOODS SOLD: **\$1,733,522**  
MERCHANDISE NET TOTAL: **\$1,183,483**

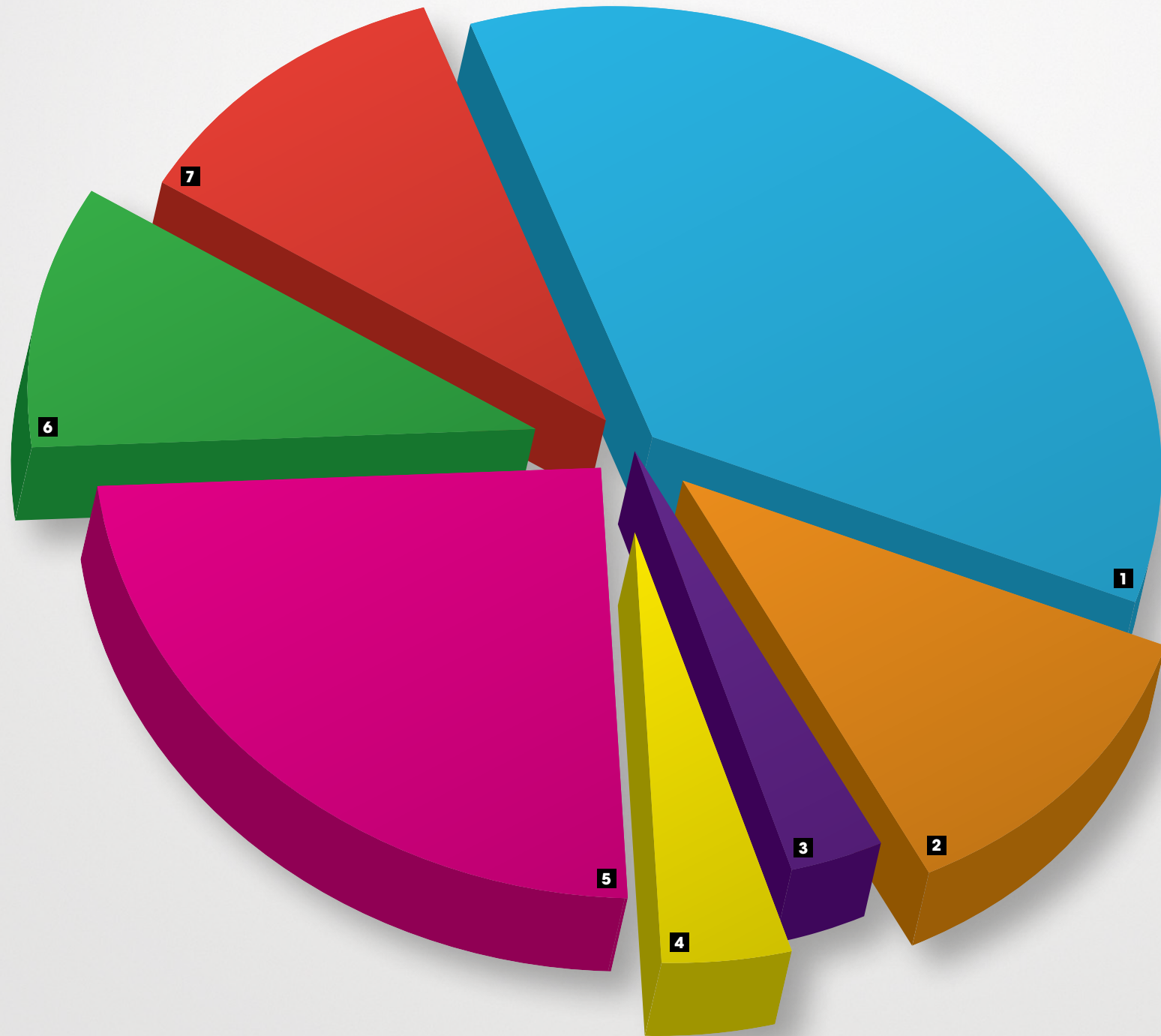
REVENUE: **\$1,411,646**

EXPENSES: **\$969,103**

NET INCOME: **\$442,543**

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# EXPENSES BREAKDOWN



## 1 TREATMENT AND RECOVERY: \$337,806

INDIVIDUAL ASSISTANCE & SCHOLARSHIPS \$57,646  
ORGANIZATIONS \$270,160  
IM ALIVE! \$10,000

## 2 AWARENESS AND OUTREACH: \$109,160

EVENT EXPENSES \$92,860  
COUNSELORS ON SITE \$16,300

## 3 PROMOTIONAL TOOLS: \$31,635

STREET TEAM \$6,550  
VIDEO \$5,470  
PRINT MEDIA \$12,033  
WEBSITE EXPENSES \$7,582

## 4 INTERN PROGRAM \$61,336

## 5 PROGRAM MANAGEMENT: \$239,178

OFFICERS & STAFF \$232,824  
CONTRACTORS \$6,354

## 6 FUNDRAISING \$90,172

## 7 ADMINISTRATIVE COSTS \$99,816

## TOTAL EXPENSES: \$969,103