



FINANCIALS

Executive Summary – December 2024

- The focus at the December Board meeting will be on the 2025 WIFM Budget.
- We presented the initial cut of the budget at the last Board meeting for the Board's review and consideration.
- The 2nd iteration of the budget on pages 3-5 incorporates the feedback received.
- At the Finance Committee's recommendation, we now seek Board approval of the updated 2025 budget proposal.
 - Pages 3-4 of the material show the proforma revenue budget with Base, Best, and Worse case scenarios. The Finance Committee recommends that we go with the base case of \$644K
 - Estimated cash available for use is estimated to be \$1.3mn after reserves of \$350K; the proposal is to use \$1.1mn of it as follows:
 - 33% for Leadership programming, non-gala events, and the WIFM conference
 - 6% for EU/UK events and London Gala
 - 13%% for the U.S. Gala
 - 6%% for website support, CRM platform, advertising, and sponsor engagement
 - The remainder for administration costs
 - Page 5 provides further detail on the proposed use of funds
- Like the previous two years, the proposed budget aims to use some of the funds that we have accumulated life-to-date. For this reason, we are budgeting a Net Income loss of \$482K.

- Included in pages 6-9 are the October YTD financials for the Board's review and approval.
 - To date, we have received Gala sponsorship monies from all but 11 of our 48 sponsors.
 - Based on the latest full-year forecast
 - We are slated to exceed budgeted revenue by 45%, primarily due to the huge success of the Gala.
 - Expenses are expected to come in around 16% under budget.
 - As such, Net Income is expected to come in at a gain rather than the budgeted loss.
 - As of October 31:

– Revenue = 602K	– Expenses = \$586K	– Net Income = \$17K
– Cash on hand = \$832K	– Receivables = \$305K	– Payables = \$6K

WOMEN IN FINANCIAL MARKETS
2025 Budget Proposal -2nd Iteration
(Revenue Side Only)

	2024 Budget	2024 FY FCST	2025 BUDGET Worse Case	2025 BUDGET Base Case	2025 BUDGET Best Case	COMMENTS
INCOME						
EVENTS						
Non-Gala Sponsorships	10,000	10,000	-	10,000	20,000	Base case = 2024 Sponsorship; Worse and Best case is +/- \$10K
Gala	592,000	854,551	480,000	600,000	850,000	Base case = 2024 Gala sponsorship ; Worse Case is 80% of Base Case and Best Case is the stretch goal
WIFM Conference	10,000	13,825	10,000	12,000	13,000	Base case= 120 attendees ; Worse case= 100 attendees ; Best case=130 attendees ; all calculated at \$100pp
TOTAL EVENTS	612,000	878,376	490,000	622,000	883,000	
FUNDRAISERS						
Wellness Events	-	-	-	-	-	
TOTAL FUNDRAISERS	-	-	-	-	-	
OTHER DONATIONS						
Board Membership Dues	4,000	3,750	3,000	3,750	4,500	Base case assumes \$250 per Board Member; Best & Worse case +/- 20%
Matching Contributions	-	3,704	-	-	-	
Individual Donations	-	-	-	-	-	
PAYPAL -Other	-	25	-	-	-	

WOMEN IN FINANCIAL MARKETS
2025 Budget Proposal -2nd Iteration
(Revenue Side Only)

	2024 Budget	2024 FY FCST	2025 BUDGET Worse Case	2025 BUDGET Base Case	2025 BUDGET Best Case	COMMENTS
TOTAL OTHER DONATIONS	4,000	7,479	3,000	3,750	4,500	
OTHER INCOME						
MMKT Income	12,000	24,574	12,800	16,000	19,200	
Misc. Income	-	2,261	1,600	2,000	2,400	Cash back rewards from credit card usage
TOTAL OTHER INCOME	12,000	26,835	14,400	18,000	21,600	
TOTAL INCOME	628,000	912,690	507,400	643,750	909,100	

WIFM FINANCIAL PLANNING
2025 Budget
Recommendation for Use of Funds - 2nd Iteration

ESTIMATED AVAILABLE FUNDS:	Cash (2024 year-end cash balance \$953K plus 2024 estimated revenue Base Case	1,596,842
	\$644K)	
	Less Reserves	(350,000)
	Estimated Cash Available for Use	1,246,842

USE OF FUNDS:

Financial Stmt Category	Expense Type	Description	2024 FYF	2024 Budget	B(W) 2024 Budget	2025 Proposal	
						Budget	% of Total
Leadership	Leadership	Cohort /Curriculum , Ally Program, Wolfpack, Mentoring, & Scholarships	170,850	209,350	38,500	210,000	18.7%
Gala	U.S. Gala		91,207	125,000	33,793	150,000	13.3%
WIFM Conference	WIFM Conference		24,231	24,231	(0)	50,000	4.4%
EU/UK Events	UK Gala and Other EU/UK Events		36,700	47,700	11,000	65,000	5.8%
Non-Gala Events	FIA/SIFMA event	Cost of Luncheon	10,961	10,000	(961)	12,000	1.1%
Non-Gala Events	All Membership & Leadership Events	All member - leadership based (non-cohort & global coverage)	9,500	32,000	22,500	50,000	4.4%
Non-Gala Events	Senior Women Roundtables	New program for senior women	-	-	-	15,000	1.3%
Non-Gala Events	Sponsor Marquee Events	Marquee events for 2024 Diamond & Platinum sponsors	48,080	75,000	26,920	135,000	12.0%
Non-Gala Events	Other Non- Gala Events		9,301	33,000	23,699	30,000	2.7%
Marketing	CRM & Subscriptions	Centralized mailing list & website subscriptions (e.g., Zoom)	10,872	11,800	928	12,600	1.1%
Marketing	Website Design	Website maintenance & hosting services	63,360	68,000	4,640	5,000	0.4%
Marketing	WIFM Merchandise		-	5,000	5,000	-	0.0%
Marketing	Sponsor Engagement	Costs associated with maximizing sponsor engagement	3,452	15,000	11,548	15,000	1.3%
Marketing	Advertising	6 month's worth of advertizing	-	-	-	30,000	2.7%
Administration Costs	Labor & Adminstration Costs	Existing labor & run costs, storage space, Tax Svcs, Bank Charges, Insurance, PayPal Fees, Branding & Board Retreat	297,440	269,400	(28,040)	346,000	30.7%
Total			775,954	925,481	149,527	1,125,600	100.0%
Remaining unused cash in addition to \$350K reserves						121,242	

WOMEN IN FINANCIAL MARKETS
FINANCIALS AS OF 10/31/24

	Revised 2024 Budget	OCT	YTD 2024	YTD 2023	B/(W)	OCT Activity Comments
INCOME						
EVENTS						
Non-Gala Sponsorships	10,000		10,000	10,000	-	
Annual Gala	592,000	55,140	549,551	587,585	(38,034)	
WIFM Conference	10,000		13,825	-	13,825	
TOTAL EVENTS	612,000	55,140	573,376	597,585	(24,209)	
OTHER DONATIONS						
Board Membership Donations	4,000	2,500	2,625	4,016	(1,391)	
Matching Contributions	-		3,704	-	3,704	
Individual Donations	-		-	-	-	
PAYPAL -Other	-		25	820	(795)	
TOTAL OTHER DONATIONS	4,000	2,500	6,354	4,836	1,518	
OTHER INCOME						
MMKT Income	12,000	1,956	20,478	10,947	9,531	Vanguard MMKT income
Misc. Income	-		1,861	-	1,861	Chase Credit Card Rewards
TOTAL OTHER INCOME	12,000	1,956	22,339	10,947	11,392	
TOTAL INCOME	628,000	59,596	602,069	613,368	(11,299)	
EXPENSES						
EVENTS						
Leadership Events/Programs	209,350	20,116	115,305	105,190	(10,115)	See 2024 Budget Tracker commentary
Annual U.S Gala	125,000	7,271	91,207	129,114	37,907	See 2024 Budget Tracker commentary
WIFM Conference	24,231		24,231	-		See 2024 Budget Tracker commentary

WOMEN IN FINANCIAL MARKETS
FINANCIALS AS OF 10/31/24

	Revised 2024 Budget	OCT	YTD 2024	YTD 2023	B/(W)	OCT Activity Comments
EU/UK Events	47,700	2,746	35,866	10,210	(25,655)	See 2024 Budget Tracker commentary
Non-Gala Events	150,000		59,842	31,749	(28,093)	See 2024 Budget Tracker commentary
TOTAL EVENTS	556,281	30,133.84	326,451	276,264	(50,187)	
OPERATING EXPENSES						
Administrative Costs	260,650	25,868	214,752	158,303	(56,449)	Includes personnel costs, PayChex fees, and other misc admin costs
Marketing	99,800	584	41,892	7,631	(34,261)	See 2024 Budget Tracker commentary
Tax Services	5,700		36	5,027	4,992	
Insurance	2,500		1,381	1,399	18	See 2024 Budget Tracker commentary
Bank Charges & Other Fees	300	50	749	119	(630)	
PayPal & Venmo Charges	250		234	225	(8)	
Other Charges	-		-	150	150	
TOTAL OPERATING EXPENSES	369,200	26,502	259,044	172,855	(86,189)	
TOTAL EXPENSES	925,481	56,636	585,495	449,118	(136,377)	
NET INCOME	(297,481)	2,960	16,574	164,250	(147,676)	

WOMEN IN FINANCIAL MARKETS
FINANCIALS AS OF 10/31/24

CASH BALANCE ON HAND :	10/31/24
CHASE (Net of Credit Card Charges)	351,598
Vanguard	481,333
PAYPAL	-
VENMO	-
TOTAL CASH BALANCES	832,931

OUTSTANDING RECEIVABLES as of 10/31/24:

2024 Gala Commitments Outstanding:

BofA	50,000	
Bloomberg	30,000	
RBC	20,000	
LSEG	30,000	
FIA Tech	10,000	
DTCC	30,000	(Received 11.26.24)
JPMorgan	20,000	
Barclays	20,000	
Goldman	10,000	
Options Group	30,000	
MUFG	20,000	(Received 11.26.24)
Capital Group	30,000	
FIA	5,000	
Total	305,000	

OUTSTANDING PAYABLES AS 10/31/24:

OJ Flanagan 2023 Tax Services	5,700
Total	5,700

WOMEN IN FINANCIAL MARKETS
2024 BUDGET TRACKER
As of 10/31/24

Financial Stmt Category	Expense Line Item	Revised Budget	YTD Spend	Unused Budget	Spend Detail Commentary	Budget Allocation	YTD Spend Allocation
Leadership	Cohorts/Curriculum	114,350	88,905	25,445	C Sachs \$2.9K (Trailblazers); R Mayer Consulting (Emerge) \$5.3K; Cajetan \$14.7K (Emerge) & \$30K (Trailblazers); ExceutiveBound \$35K (Rising Stars); Emerge, Rising Star & Trailblazers grad gifts \$1.2K; Rising Stars gathering \$0.1K	12.36%	15.18%
Leadership	Wolfpacks + Board-hosted Get-Togethers	40,000	13,808	26,192	ExecutiveBound \$7K; Own Your Own Voice \$1.8K; Wolfpack gatherings \$5K	4.32%	2.36%
Leadership	Ally Program	7,500	2,592	4,908	Conference sponsorship -Next Pivot Point \$2.5K; Lunch \$0.1K	0.81%	0.44%
Leadership	Mentoring	10,000	10,000	-	ExecutiveBound	1.08%	1.71%
Leadership	Scholarship Program	37,500	-	37,500		4.05%	0.00%
Gala	U.S. Gala	125,000	91,207	33,793		13.51%	15.58%
WIFM Conference	WIFM Conference	24,231	24,231	(0)		2.62%	4.14%
EU/UK Events	UK Gala and Other EU/UK Events	47,700	35,866	11,834	London Flagship event \$3.3K; Milan event \$0.4K; Branding \$0.1K; London Gala venue \$24.9K; Roundtable events \$1.5K	5.15%	6.13%
Non-Gala Events	FIA/SIFMA event	10,000	10,961	(961)	Cost mostly offset by the Clearly Gottlieb \$10K sponsorship	1.08%	1.87%
Non-Gala Events	Membership & Ambassadors	32,000	4,500	27,500	Mandy Lehto event	3.46%	0.77%
Non-Gala Events	Sponsor Marquee Events						
Non-Gala Events	Other Non-Gala Events	108,000	44,381	63,619	Feb 6 Event \$10K; NYSE event \$9.3K; LSEG Marquee Event \$8K; Subscription costs	11.67%	7.58%
Marketing	CRM & Subscriptions	11,800	6,260	5,540		1.28%	1.07%
Marketing	Website Design & AWS Migration	68,000	32,180	35,820	Big Idea Advertising \$17.3K;email migration \$1K; Iron Group \$13.9K	7.35%	5.50%
Marketing	WIFM Merchandise	5,000	-	5,000		0.54%	0.00%
Marketing	Sponsor Engagement	15,000	3,452	11,548	Sponsor Engagement Dinner \$3K; Lunches \$0.4K	1.62%	0.59%
Marketing	Advertising	-	-	-		0.00%	0.00%
Administration Cost	Labor & Adminstration Costs	260,650	214,752	45,898	Includes Board Meeting Costs of \$2K	28.16%	36.68%
Other Charges	Tax Svcs/ Bank Chgs/ Insurance/ PayPal & Venmo Fees	8,750	2,400	6,350	Shelterpoint disability insurance \$0.5K; O&D insurance \$0.9K; banking/Venmo/PayPal fees \$0.6K	0.95%	0.41%
Total		925,481	585,495	339,986		100.00%	100.00%