



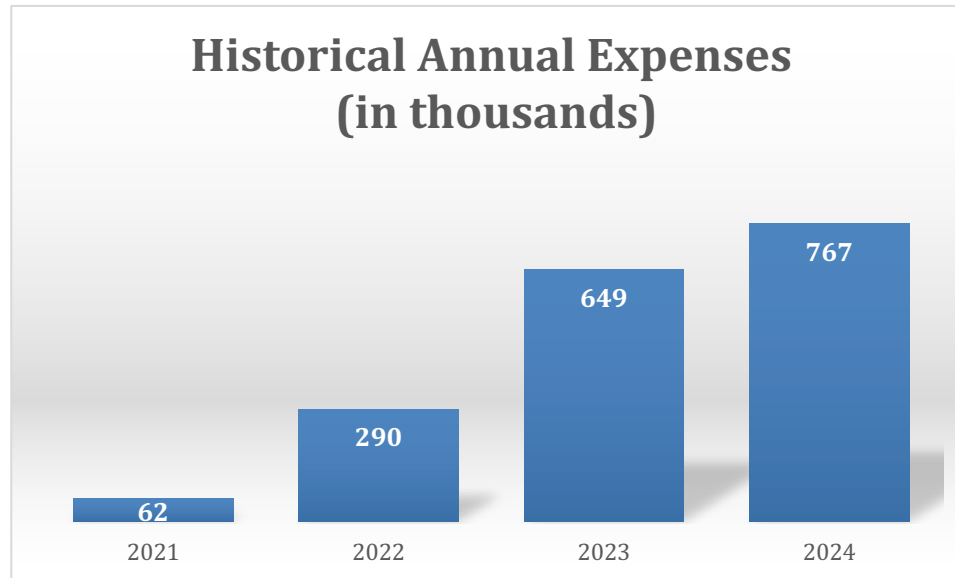
FINANCIALS

Executive Summary – February 2025

- Attached are the 2024 year-end WIFM financials for the Board's review and approval.
 - Revenue came in 45% better than budget at \$913K and better than 2023 by \$197K. It is by far the highest annual revenue recorded for the organization.

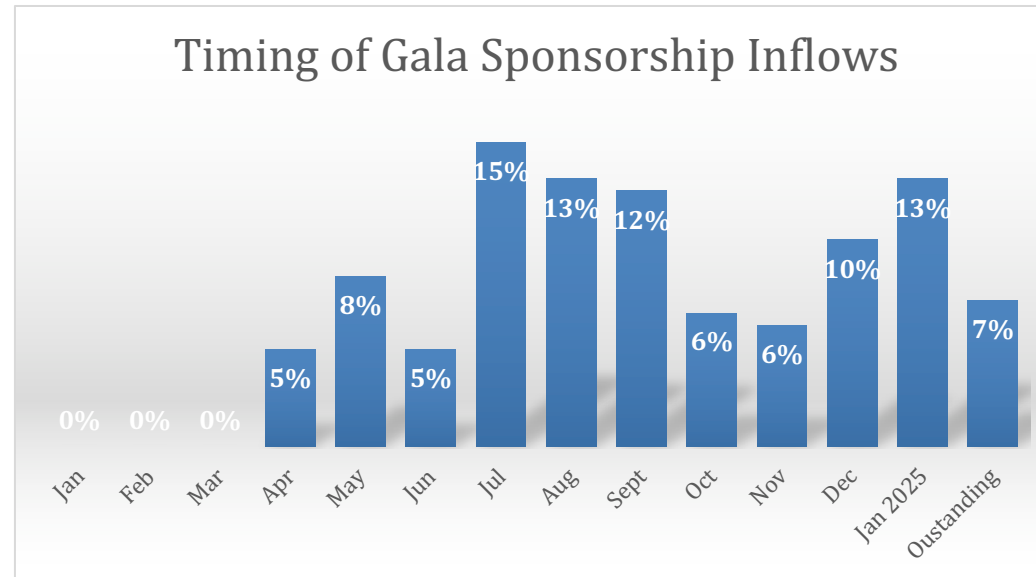


- Expenses came in 15% under budget at \$767K and 18% higher than 2023 FY expenses.



- At year-end there were eight Gala sponsorship pledges outstanding totaling \$170K. By the end of January, we received \$110K of it leaving \$60K from three sponsors still outstanding (The Options Group, Barclays & Goldman).

- The chart below shows the cadence at which we received of 2024 Gala sponsorship--18% through June, an additional 40% by September, another 22% by December, and 20% outstanding at year-end.



- Higher than anticipated sponsorship revenues and lower than planned expenses resulted in a net income gain for the year vs a budgeted loss of (\$298K).
- As of December 31, 2024:
 - Revenue = 913K
 - Expenses = \$767K
 - Net Income = \$146K
 - Cash on hand = \$840K
 - Receivables = \$170K
 - Payables = \$44K

- Included in the last page of the material for reference is the \$1.1mn 2025 Expense Budget that the Board approved at the December Board meeting. While we conservatively budgeted revenue at \$644K, our fundraising stretch target is \$825K.
- If we end up meeting our 2025 revenue and expense budget targets as planned, we will end the year with \$124K in excess funds net of our \$350K reserves.

WOMEN IN FINANCIAL MARKETS
FINANCIALS AS OF 12/31/24

	Revised 2024 Budget	NOV	DEC	FY 2024	FY 2023	B/(W)	NOV-DEC Activity Comments
INCOME							
EVENTS							
Non-Gala Sponsorships	10,000			10,000	10,000	-	
Annual Gala	592,000	50,000	255,000	854,551	682,835	171,716	
WIFM Conference	10,000			13,825	-	13,825	
TOTAL EVENTS	612,000	50,000	255,000	878,376	597,585	280,791	
OTHER DONATIONS							
Board Membership Donations	4,000		1,500	4,125	8,266	(4,141)	
Matching Contributions	-			3,704	-	3,704	
Individual Donations	-			-	-	-	
PAYPAL -Other	-			25	820	(795)	
TOTAL OTHER DONATIONS	4,000	-	1,500	7,854	9,086	(1,232)	
OTHER INCOME							
MMKT Income	12,000	1,835	1,844	24,158	14,174	9,983	Vanguard MMKT income
Misc. Income	-	382		2,243	-	2,243	Chase Credit Card Rewards
TOTAL OTHER INCOME	12,000	2,218	1,844	26,401	14,174	12,227	
TOTAL INCOME	628,000	52,218	258,344	912,631	716,095	291,785	
EXPENSES							
EVENTS							
Leadership Events/Programs	209,350	3,779	41,497	160,992	171,158	10,167	See 2024 Budget Tracker commentary
Annual U.S Gala	125,000			91,207	129,531	38,324	See 2024 Budget Tracker commentary; 2023 expense includes return of FTX \$20K sponsorship
WIFM Conference	24,231			24,231	-		See 2024 Budget Tracker
EU/UK Events	47,700	53	314	36,232	11,546	(24,687)	See 2024 Budget Tracker
Non-Gala Events	150,000	12,376	550	72,768	64,479	(8,289)	See 2024 Budget Tracker

WOMEN IN FINANCIAL MARKETS
FINANCIALS AS OF 12/31/24

	Revised 2024 Budget	NOV	DEC	FY 2024	FY 2023	B/(W)	NOV-DEC Activity Comments
TOTAL EVENTS	556,281	16,209	42,361	385,431	376,715	(8,716)	
OPERATING EXPENSES							
Administrative Costs	260,650	21,303	57,459	293,514	223,117	(70,397)	Includes personnel costs, PayChex fees, and other misc admin costs
Marketing	99,800	19,061	17,564	78,517	31,288.78	(47,228)	See 2024 Budget Tracker commentary
Tax Services	5,700		7,100	7,136	16,127	8,992	OJ Flanagan Tax Prep & Filing Fees
Insurance	2,500			1,381	1,399	18	See 2024 Budget Tracker commentarv
Bank Charges & Other Fees	300			749	136	(613)	
PayPal & Venmo Charges	250			234	225	(8)	
Other Charges	-	125		125	275	150	
TOTAL OPERATING EXPENSES	369,200	40,489	82,123	381,656	272,569	(109,087)	
TOTAL EXPENSES	925,481	56,698	124,484	767,087	649,284	(117,803)	
NET INCOME	(297,481)	(4,480)	133,860	145,544	66,811	78,733	

WOMEN IN FINANCIAL MARKETS
FINANCIALS AS OF 12/31/24

CASH BALANCE ON HAND :	11/30/24	12/31/24
CHASE (Net of Credit Card Charges)	345,685.04	355,481.94
Vanguard	483,168.20	485,012.21
PAYPAL	-	-
VENMO	(340)	-
TOTAL CASH BALANCES	828,513	840,494.15

OUTSTANDING RECEIVABLES as of 12/31/24:

2024 Gala Commitments Outstanding:

Bloomberg	30,000	(Received Jan 29)
RBC	20,000	(Received Jan 13)
LSEG	30,000	(Received Jan 6)
FIA Tech	10,000	(Received Jan 27)
JPMorgan	20,000	(Received Jan 13)
Barclays	20,000	
Goldman	10,000	
Options Group	30,000	
Total	170,000	

OUTSTANDING PAYABLES AS 12/31/24:

2024 Scholarship Awards	37,500
OJ Flanagan 2024 Tax Services Accrual	6,500
Wolfpack 35 Exp Reimbursement (YE accrual)	294
Total	44,293.88

Prepaid Sponsorship(Unearned Revenue):

Cleary Gottlieb - 2025 SIFMA/FIA Luncheon	10,000.00	(Received Dec 16)
---	-----------	-------------------

WOMEN IN FINANCIAL MARKETS
2024 BUDGET TRACKER
As of 12/31/24

Financial Stmt Category	Expense Line Item	Revised Budget	FY Spend	Unused Budget	Spend Detail Commentary	Budget Allocation	FY Spend Allocation
Leadership	Cohorts/Curriculum	114,350	90,488	23,862	C Sachs \$2.9K (Trailblazers); R Mayer Consulting (Emerge) \$5.3K; Cajetan \$15.6K (Emerge) & \$30.7K (Trailblazers); ExecutiveBound \$34.6K (Rising Stars); Emerge, Rising Star & Trailblazers 2023 grad gifts \$1.2K; Rising Stars gathering \$0.1K	12.36%	11.80%
Leadership	Wolfpacks	40,000	20,412	19,588	ExecutiveBound \$7K; Own Your Own Voice \$1.8K; Wolfpack gatherings \$5K	4.32%	2.66%
Leadership	Ally Program	7,500	2,592	4,908	Conference sponsorship -Next Pivot Point \$2.5K; Lunch \$0.1K	0.81%	0.34%
Leadership	Mentoring	10,000	10,000	-	ExecutiveBound	1.08%	1.30%
Leadership	Scholarship Program	37,500	37,500	-	Scholarships awarded but payments to be sent out in 2025	4.05%	4.89%
Gala	U.S. Gala	125,000	91,207	33,793		13.51%	11.89%
WIFM Conference	WIFM Conference	24,231	24,231	(0)		2.62%	3.16%
EU/UK Events	UK Gala and Other EU/UK Events	47,700	36,232	11,468	London Flagship event \$3.3K; Milan event \$0.4K; Branding \$0.4K; London Gala \$30.6K; Roundtable events \$1.5K	5.15%	4.72%
Non-Gala Events	FIA/SIFMA event	10,000	10,961	(961)	Cost mostly offset by the Clearly Gottlieb \$10K sponsorship	1.08%	1.43%
Non-Gala Events	Membership & Ambassadors	32,000	4,500	27,500	Mandy Lehto event	3.46%	0.59%
Non-Gala Events	Other Non-Gala Events	108,000	57,307	50,693	Feb 6 Event \$10K; NYSE event \$9.3K; LSEG Marquee Event \$8K; DTCC Marquee event \$7.1K; Options Group Marquee event \$10K; Nomura Marquee event \$12.5K; Supuma/Bergdorf event \$0.1K	11.67%	7.47%
Marketing	CRM & Subscriptions	11,800	11,705	95	Subscription costs \$6.8K; CRM \$4.9K	1.28%	1.53%
Marketing	Website Design & AWS Migration	68,000	63,360	4,640	Big Idea Advertising \$34.6K;email migration \$1K; Iron Group \$27.8K	7.35%	8.26%
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%	0.45%
Administration Cost	Labor & Adminstration Costs	260,650	293,514	(32,864)	Includes Board Meeting & Offiste Costs of \$9K; Name change legal costs \$4K	28.16%	38.26%
Other Charges	Tax Svcs/ Bank Chgs/ Insurance/ PayPal & Venmo Fees	8,750	9,625	(875)	OJ Flanagan \$6.3K; Shelterpoint disability insurance \$0.5K; O&D insurance \$0.9K; banking/Venmo/PayPal fees \$0.6K; NYS Charities Bureau \$0.1K	0.95%	1.25%
Total		925,481	767,087	158,394		100.00%	100.00%

WIFM FINANCIAL PLANNING
APPROVED 2025 EXPENSE BUDGET

ESTIMATED AVAILABLE FUNDS:	Cash (2024 year-end cash balance \$840K plus net accounts receivables/payables	1,599,950
	\$116K and 2025 estimated revenue Base Case \$644K)	
	Less Reserves	(350,000)
	Estimated Cash Available for Use	1,249,950

USE OF FUNDS:

Financial Stmt Category	Expense Type	Description	2025 Proposal	
			Budget	% of Total
Leadership	Leadership	Emerge \$33K; Rising Stars \$40K; Trailblazers \$44K; Wolfpack \$40K; Ally \$25K; Mentoring \$5K; Scholarships \$20K; Contingency \$3K	210,000	18.7%
Gala	U.S. Gala		150,000	13.3%
WIFM Conference	WIFM Conference		50,000	4.4%
EU/UK Events	UK Gala and Other EU/UK Events		65,000	5.8%
Non-Gala Events	FIA/SIFMA Event	Cost of Luncheon	12,000	1.1%
Non-Gala Events	All Membership & Leadership Events	All member - leadership based (non-cohort & global coverage)	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	135,000	12.0%
Non-Gala Events	Other Non- Gala Events		30,000	2.7%
Marketing	CRM & Subscriptions	Centralized mailing list & website subscriptions (e.g., Zoom)	12,600	1.1%
Marketing	Website Design	Website maintenance & hosting services	5,000	0.4%
Marketing	WIFM Merchandise		-	0.0%
Marketing	Sponsor Engagement	Costs associated with maximizing sponsor engagement	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	346,000	30.7%
Total			1,125,600	100.0%
Remaining unused cash in addition to \$350K reserves			124,350	