

<u>PfH Banking Assets 12/31/2023</u>	
<b>Republic Bank</b>	\$198,607.27
<b>PNC Money Market</b>	\$176,593.00
<b>TD- Credit Card</b>	\$34,450.18
<b>TD Gift Card</b>	\$9,628.39
<b>Total:</b>	<b>\$410,612.84</b>

<b>Financial Report as of 12/31/2023</b>		<b>2023</b>	<b>2023</b>
		Budget	Actuals
	PfH Assessment	\$250,000.00	\$250,000.00
	Sponsorship	\$0.00	\$0.00
	Craft & Fine Arts Festival	\$20,000.00	\$20,000.00
	Appropriated Surplus	\$17,000.00	\$17,000.00
	<b>Total Income</b>	<b>\$287,000.00</b>	<b>\$287,000.00</b>
<u>Expenses</u>		<b><u>BUDGET</u></b>	<b><u>2023 Spent</u></b>
<b>Retail Recruitment &amp; Retention</b>			
	Recruiting Expenses	\$1000.00	\$659.96
	Recruitment & Retention Grants	\$17,500.00	\$11,174.87
	COVID-19 grant	\$0.00	
	<b>Total Retail Recruitment &amp; Retention</b>	<b>\$18,550.00</b>	<b>\$11,834.83</b>
<b>Marketing &amp; Public Relations</b>			
	Public Relations	\$18,500.00	\$4,413.72
	Website	\$10,500.00	\$3,418.00
	Ad Development	\$800.00	\$800.00
	Social Media Ads	\$10,000.00	\$9,030.76
	Advertising	\$17,500.00	\$24,455.11
	Yiftee BOGO	\$10,000.00	\$10,000
	<b>Total Marketing &amp; Public Relations</b>	<b>\$67,300.00</b>	<b>\$52,175.59</b>
<b>PfH Administration</b>			
	Executive Dir - Compensation & Health Benefits	\$88,166.00	\$89,319.02
	Ambassador	\$7,700	0.00
	ED Phone/ Mifi	\$900.00	\$139.20
	Treasurer - Compensation	\$10,000.00	\$8,719.97
	Filing for Taxes	\$0.00	0.00
	Dropbox	\$650.00	\$657.64
	Constant Contact	\$1,500.00	\$1,620.00
	Legal Fees	\$0.00	\$0.00
	Misc. Expenses	\$0.00	0.00
	Insurance	\$1,300.00	\$1,300.0
	Professional Fees/Audit	\$6,500.00	0.00

	Membership & Seminar Fees	\$3,000.00	\$2,734.66
	Credit Card & Bank Fees	\$2,000.00	\$1,905.18
<b>Total PfH Administration</b>		<b>\$127,716.00</b>	<b>\$106,395.67</b>
<b>Networking Committee</b>			
	Advertising/ Production	\$1,200.00	0.00
	Special Events & Advertising	\$7,000.00	\$2,932.17
<b>Total Networking Committee</b>		<b>\$8,200.00</b>	<b>\$2,932.17</b>
<b>Visual Enhancements</b>			
	Haddy Lane	\$7,500.00	0.00
	Beautification Project	\$8,500.00	\$12,736.31
	OE/OL 100% Grant	\$10,500.00	\$9,315.00
	Christmas Lights	\$17,500.00	17,400
<b>Total Visual Enhancements</b>		<b>\$44,000.00</b>	<b>\$39,451.31</b>
<b>Events Committee</b>			
	Major Events	\$22,000.00	\$14,683.71
	Decorations	\$1,500.00	\$1,538.70
	Activation	\$850.00	\$0.00
	Analytics	\$384.00	\$468.00
	Entertainment	\$10,000.00	\$6,209.01
<b>Total Events Committee</b>		<b>\$34,734.00</b>	<b>\$22,899.42</b>
<b>Grand Total for Expenses</b>		<b>\$287,000.00</b>	<b>\$235,688.99</b>
<b>Revenue</b>		<b>\$287,000.00</b>	<b>\$287,000.00</b>
<b>Difference</b>		<b>\$0.00</b>	<b>-\$51,311.01</b>

<b><u>Yiftee Report (Jan 17, 2023)</u></b>	
<b>Yiftee Gift Certificates Sold</b>	\$79,230.00
<b>Total Redeemed:</b>	\$35,057.71
<b>Left to be Redeemed:</b>	\$44,172.29

<b><u>Interest Gained</u></b>	
<b>Money Market Nov/Dec</b>	\$1,116.50
<b><u>Paper Gift Card Report (10/31/23)</u></b>	
<b>Left to Be Redeemed</b>	\$53,630.65

<b><u>Checks Written Report</u></b> <b><u>(10/31/23)</u></b>	<b>Amount</b>	<b>Note</b>
#1599, 11/2/23	\$274.00	Haddonfield Groomer/ Retention Grant
#1600, 11/2/23	\$10,000	Yiftee (BOGO)
#1601/ 11/2/23	\$700	Pinnacle Irrigation
#1602/ 11/2/23	\$14,200	Neil Parker/ Xmas Lights
#1603/ 11/2/23	\$2,200	Direct Development/ Graphics
#1604/ 11/8/2023	\$295.00	DiMeglio Septic
#1605,11/8/2023	\$990.00	Borough of Haddonfield/ DPW
#1606/ 11/8/2023	\$750	Charles Hughes/ Santa 2/2
#1607/ 11/8/2023	\$1,517.75	2/2 Pinnacle, Irrigation 2/2
#1608/ 11/8/2023	\$10,518.59	4 Seasons Landscaping/ Haddy Lane
#1609/ 11/10/2023	\$2,105.00	Keasbey & Mattison, Videography Deposit
#1610/ 12/1/2023	\$800	Michael Dotterer/ Brass Band
#1611/ 12/1/2023	\$1,223.00	ED Benefits Fund (Dec)
#1612/ 12/1/23	\$3,200	Neil Parker/ Xmas Lights
#1613/ 12/8/2023	\$2,500	Paper Trail/ Retention Grant
#1614/ 12/8/2023	\$2,210	Keasbey & Mattison
#1615/12/8/2023	\$2,140.37	Philadelphia Inq./ Ads
#1616/ 12/12/2023	\$939.68	Rick D. Bean/ D + O insurance
#1617 12/12/2023	\$2,000	Keasbey & Mattison
#1618/ 12/20/2023	\$1,552.50	Newspaper Media Group/ Ads
#1619/ 12/20/2023	\$150.00	Sam E King/ Trolley Ent.
#1620/ 12/27/2023	\$3,000.00	JRS Strategies/ Website
#1621/ 12/28/2023	\$600	Shades of Harmony Caroling
#1622/ 12/28/2023	\$600	Dorothy Cardella/ Caroling
#1623/ 12/28/2023	\$600	Christine Foley/ Up & Away Caroling
#1624/ 12/28/2023	\$600	Greater Phila Choral Society/ Caroling
#1625/ 12/28/2023	\$500	The Jersey Sound/ Caroling
#1626/ 12/28/2023	\$600	Balancing Act/ Caroling