SLEEPY HOLLOW NEIGHBORHOOD ASSOCIATION (SHNA)
FINANCIAL REPORT - FY24 Budget v Actual & FY25 Budget
Last Updated: 11/14/24

SECTION 1

	LAST YEAR - Budget v. Actual			NEW YEAR	
Neighbor Participation	**Budget for Year Ended 8/31/24**	**Actuals for Year Ended 8/31/24**	**Variance**	**Budget for Year Ended 8/31/25**	**Actuals for Year Ended 8/31/23**
Total Households	478	478	0	478	478
# Donated	239	208	-31	239	178
% Donated	50%	44%	-6%	50%	37%
% Donated $50		69%			67%
% Donated >$50		31%			33%
Total Donations	$ 15,535	$ 14,065	$ (1,470)	$ 15,535	$ 12,775
Average Donation/HH	$ 65	$ 68	$ 3	$ 65	$ 72

Congratulations to the following block captains who had over 50% participation in their neighborhoods

Rob Schroeder (SH Ln 73-86/Ichabod/Berrybrook)	Jen Haro (Tarry Lane 2-34)
John Cinderey (Washington Lane)	Amy Morosini (Crane Ct/Terrace)
Brian & Anita Waters (Snowberry Ct)	Mary Ranzal (Van Ripper Ln 73-100)
Troy Dunham (Snowberry Lane)	Brovelli/Estrada (Upper Van Ripper/St James Ct)
Joan Kiekhaefer (Sleepy Hollow Ln 89-134/SH Ct)	Julie Tobin (Irving Ln 1-22/Irving Ct)
Lucy Hooper Sleepy Hollow Ln (1-20)	Kim Wirtz Straub (Van Tassel Lane 34-81/Katrina Ct)
Sugar Filice (Tappan Lane 1-24)	Cat Watters (Van Tassel Ln 1-29)

SECTION 2

	LAST YEAR - Budget v. Actual			
	Budget for Year Ended 8/31/24	**Actuals for Year Ended 8/31/24**	**$ Variance**	**% of Total Actuals**
Donations				
PayPal	$ 3,884	$ 2,425	$ (1,459)	17%
PayPal-Recurring	$ 3,884	$ 4,675	$ 791	33%
Checks	$ 2,330	$ 2,315	$ (15)	16%
Venmo	$ 5,437	$ 4,650	$ (787)	33%
Cash	$ -	$ -	$ -	0%
Total Donations	$ 15,535	$ 14,065	$ (1,470)	100%
Expenses				
Ongoing/Recurring				
Community Building	$ (4,000)	$ (1,758)	$ 2,242	19%
Gate Maintenance	$ (2,800)	$ (1,200)	$ 1,600	13%
Utilities	$ (4,200)	$ (1,756)	$ 2,444	19%
Admin	$ (700)	$ (738)	$ (38)	8%
Street Signs	$ (500)	$ -	$ 500	0%
Subtotal	$ (12,200)	$ (5,452)	$ 6,748	60%
Special Projects				
Gate Beautification	$ (6,500)	$ (3,607)	$ 2,893	40%
Neighborhood Safety	$ -	$ -	$ -	
Fire Safety	$ -	$ -	$ -	
Subtotal	$ (6,500)	$ (3,607)	$ 2,893	40%
Total Expenses	$ (18,700)	$ (9,059)	$ 9,641	100%
Income/(Loss)	$ (3,165)	$ 5,006	$ 8,171	

SECTION 3

	NEW YEAR - Budget		
	Budget for Year Ended 8/31/25	**% of Total Budget**	**Comments/Assumptions**
Donations			
PayPal	$ 2,330	15%	Takes 3.5% of every transacation
PayPal-Recurring	$ 5,437	35%	
Checks	$ 2,330	15%	Encourage other payment forms
Venmo	$ 5,437	35%	No charge per transaction
Cash	$ -	0%	
Total Donations	$ 15,535	100%	
Expenses			
Ongoing/Recurring			
Community Building	$ (3,500)	18%	$2k social, $250 mtg; $1k signs, $250 Gifts
Gate Maintenance	$ (2,200)	11%	$100/month + as needed; $1k lights refresh
Utilities	$ (2,500)	13%	
Admin	$ (750)	4%	Site ($250), PO ($250), Mailchimp ($15/mo = 180) + other
Street Signs	$ (500)	3%	Refurbishing as needed
Subtotal	$ (9,450)	49%	
Special Projects			
Gate Beautification	$ (10,000)	51%	Special projects TBD
Neighborhood Safety	$ -	0%	
Fire Safety	$ -	0%	
Subtotal	$ (10,000)	51%	
Total Expenses	$ (19,450)	100%	
Income/(Loss)	$ (3,915)		Pull from cash reserves

COMMENTS

Look Back on FY24:

Good engagement (44% donated v 50% goal) and only $1500 lower than goal.
65 households signed up for recurring payments - up from 56 last year & 32 in '23
Special projects included new mulch, decorations, lighting repairs
No large-scale special projects this year, resulting in $5k surplus which was spent in Oct/Nov '24

Look Ahead to FY25:

Expect households contributing to reach 50% with more comms to raise $15k
Set aside $10k for special projects, funded by cash reserves ($6k spent to date)
- improvements to path at Lombardy and SHL
- solar lights at same corner
- rocks with SHNA sponsor
- redo of tree lights along Lombardy
- yard signs
- reflective vests
- other ideas from neighbors?

Cash Position

Current Cash on Hand	$ 16,145	
Budgeted 2025 (loss)/gain	$ (3,915)	
Remaining Cash at EOY	$ 12,230	
Recurring Annual Costs		$ 9,450
Desired Reserve (50%)	$ 4,725	
Remaining Cash v Desired	$ 7,505	