

SLEEPY HOLLOW NEIGHBORHOOD ASSOCIATION (SHNA)
 FINANCIAL REPORT - FY23 Budget v Actual & FY24 Budget
 Last Updated: 11/20/23

SECTION 1				
	LAST YEAR - Budget v. Actual			NEW YEAR
	Budget for Year Ended	Actuals for Year Ended	Variance	Budget for Year Ended
	8/31/23	8/31/23		8/31/24
Neighbor Participation				
Total Households	470	478	8	478
# Donated	235	178	-57	239
% Donated	50%	37%	-13%	50%
% Donated \$50		67%		
% Donated >\$50		33%		
Total Donations	\$ 14,100	\$ 12,775	\$ (1,325)	\$ 15,535
Average Donation/HH	\$ 60	\$ 72	\$ 12	\$ 65

+Miner/Sandhill

SECTION 2					SECTION 3		
	LAST YEAR - Budget v. Actual				NEW YEAR - Budget		
	Budget for Year Ended	Actuals for Year Ended	% of Total		Budget for Year Ended	% of Total	
	8/31/23	8/31/23	\$ Variance	Actuals	8/31/24	Budget	Comments/Assumptions
Donations							
PayPal	\$ 4,230	\$ 3,025	\$ (1,205)	24%	\$ 3,884	25%	Takes 3.5% of every transaction
PayPal-Recurring	\$ 2,115	\$ 3,300	\$ 1,185	26%	\$ 3,884	25%	
Checks	\$ 2,820	\$ 1,765	\$ (1,055)	14%	\$ 2,330	15%	Encourage other payment forms
Venmo	\$ 4,935	\$ 4,685	\$ (250)	37%	\$ 5,437	35%	No charge per transaction
Cash	\$ -	\$ -	\$ -	0%	\$ -	0%	
Total Donations	\$ 14,100	\$ 12,775	\$ (1,325)	100%	\$ 15,535	100%	
Expenses							
Ongoing/Recurring							
Community Building	\$ (2,000)	\$ -	\$ 2,000	0%	\$ (4,000)	21%	\$2k social, \$250 mtg; \$650 flashlights, \$1k signs, \$100 Gifts
Gate Maintenance	\$ (1,800)	\$ (1,300)	\$ 500	14%	\$ (2,800)	15%	\$100/month + as needed; \$1k lights refresh
Utilities	\$ (4,380)	\$ (2,089)	\$ 2,291	22%	\$ (4,200)	22%	\$350/month
Admin	\$ (500)	\$ (763)	\$ (263)	8%	\$ (700)	4%	Wix (\$200), Domain (\$28), PO (\$220), Mailchimp (\$15/mo)
Street Signs	\$ (200)	\$ -	\$ 200	0%	\$ (500)	3%	Refurbishing as needed
Subtotal	\$ (8,880)	\$ (4,152)	\$ 4,728	44%	\$ (12,200)	65%	
Special Projects							
Gate Beautification	\$ (3,000)	\$ (5,227)	\$ (2,227)	56%	\$ (6,500)	35%	Special projects TBD
Neighborhood Safety	\$ -	\$ -	\$ -		\$ -	0%	
Fire Safety	\$ -	\$ -	\$ -		\$ -	0%	
Subtotal	\$ (3,000)	\$ (5,227)	\$ (2,227)	56%	\$ (6,500)	35%	
Total Expenses	\$ (11,880)	\$ (9,379)	\$ 2,501	100%	\$ (18,700)	100%	
Income/(Loss)	\$ 2,220	\$ 3,396	\$ 1,176		\$ (3,165)		Pull from cash reserves

COMMENTS

Look Back on FY23:

Donations lower than expected due to fewer directed comms; only 37% of households contribute
 56 households signed up for recurring payments - up from 32 last year!
 Completed Lombardy landscaping project

Look Ahead to FY24:

Expect households contributing to return to 50% with more comms to raise \$15k
 Encourage more recurring payments
 Plan for increase in recurring expenses due to community building efforts
 Maintain \$5.6k as reserve (50% of recurring costs)
 Set aside \$6.5k for special projects, partially funded by cash reserves:
 improvements across from bus stop
 solar lights for Lombardy path
 other ideas from neighbors

Cash Position

	2022.23
Current Cash on Hand	\$ 10,844
Budgeted 2023 Loss	\$ (3,165)
Remaining Cash at EOY	\$ 7,679
Recurring Annual Costs	\$ 12,200
Desired Reserve (50%)	\$ 6,100
Remaining Cash v Desired	\$ 1,579