

ASALH 2021 Budget
Working Draft - As of 2/5/21

	2020 Budget	2021 Budget	\$ Change		2021 Budget	Adjustment	Revised 2021 Budget
REVENUE							
Membership Dues	\$ 188,415	\$ 178,000	\$ 10,415	(A)	\$ 178,000	\$ -	\$ 178,000
Contributions	55,720	112,000	(56,280)	(B)	112,000	-	112,000
BHM Festival Revenue	216,585	100,000	116,585	(C)	100,000	-	100,000
Publications Revenue	173,000	182,500	(9,500)	(D)	182,500	-	182,500
Virtual Conference Revenue	35,000	126,000	(91,000)	(E)	126,000	-	126,000
ASALH TV Contributions	2,000	2,000	-		2,000	-	2,000
ASALH Store	1,500	2,000	(500)		2,000	-	2,000
PPP Revenue	62,300	62,300	-		62,300	-	62,300
SBA Grant	5,000	-	5,000	(F)	-	-	-
Grants Income	25,000	60,000	(35,000)	(G)	60,000	25,000	85,000 (1)
Other Income	1,500	1,150	350		1,150	-	1,150
Total Revenue	\$ 766,020	\$ 825,950	\$ (59,930)		\$ 825,950	\$ 25,000	\$ 850,950
EXPENSES							
Program Expenses							
Member Services	113,820	177,000	(63,180)		177,000	-	177,000
Annual Conference Expenses	26,500	-	26,500		-	-	-
BHM Festival Expenses	178,000	93,000	85,000		93,000	-	93,000
Publications Expenses	163,800	177,500	(13,700)		177,500	-	177,500
Virtual Conference Expenses	59,100	105,500	(46,400)		105,500	-	105,500
ASALH TV	2,000	2,000	-		2,000	-	2,000
Total Program Expenses	543,220	555,000	(11,780)		555,000	-	555,000
Management & General							
Salary & Wages	305,000	420,000	(115,000)	(H)	420,000	-	420,000
Fringe Benefits	32,000	50,000	(18,000)		50,000	7,000	57,000 (2)
Payroll Taxes	22,000	38,000	(16,000)		38,000	16,000	54,000
Office Lease	36,000	36,000	-		36,000	-	36,000
Travel	1,000	1,000	-		1,000	-	1,000
General Liability Insurance	2,500	2,500	-		2,500	-	2,500
Workers Compensation Insurance	2,500	2,500	-		2,500	-	2,500
Director & Officer Insurance	2,500	2,500	-		2,500	-	2,500
Telephone	7,500	10,000	(2,500)		10,000	-	10,000
Computer & Internet Services	2,500	2,500	-		2,500	-	2,500
Dues and Subscriptions	2,000	3,000	(1,000)		3,000	-	3,000
Website	20,000	20,000	-		20,000	-	20,000
Database Maintenance	8,400	12,000	(3,600)		12,000	-	12,000
Public Relations & Marketing	3,000	3,000	-		3,000	-	3,000
Postage	8,000	8,000	-		8,000	-	8,000
Bank Fees	1,250	1,250	-		1,250	-	1,250
Credit Card Processing Fees	20,000	17,000	3,000		17,000	-	17,000
Payroll Processing Fees	3,500	3,000	500		3,000	-	3,000
Accounting	75,000	78,000	(3,000)		78,000	-	78,000
Audit	10,300	11,000	(700)		11,000	-	11,000
Legal	1,000	1,000	-		1,000	-	1,000
Executive Council Meetings	920	500	420		500	-	500
Office Supplies	9,000	7,500	1,500		7,500	2,000	9,500 (3)
Equipment Lease	6,000	6,000	-		6,000	-	6,000
Equipment Repairs & Maintenance	4,000	4,000	-		4,000	-	4,000
Gifts & Courtesies	500	1,000	(500)		1,000	-	1,000
Awards	500	-	500		-	-	-
Storage and Archives	5,400	5,400	-		5,400	-	5,400
Licenses & Fees	750	1,000	(250)		1,000	-	1,000
Miscellaneous/Contingencies	5,000	5,000	-		5,000	-	5,000
Salary Allocation (To Programs)	(190,100)	(288,000)	97,900		(288,000)	-	(288,000)
Indirect Allocation	(293,020)	(332,650)	39,630		(332,650)	-	(332,650)
Total Management & General	114,900	132,000	(17,100)		132,000	25,000	157,000
Development	107,900	138,950	(31,050)	(I)	138,950	-	138,950
Total Expenses	766,020	825,950	(59,930)	(J)	825,950	25,000	850,950
Change in Net Assets	-	-	-		-	-	-
Grants							
Grant Revenue	250,000	600,000	(350,000)		600,000	270,000	870,000 (4)
Grant Expenses	250,000	600,000	(350,000)		600,000	270,000	870,000
Grants Income (Loss)	-	-	-		-	-	-
Total Revenue	1,016,020	1,425,950	(409,930)		1,425,950	295,000	1,720,950
Total Expenses	1,016,020	1,425,950	(409,930)		1,425,950	295,000	1,720,950
Change in Net Assets	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -

ASALH 2021 Budget

- (A) The \$10,415 decrease in membership dues revenue is due to ASALH anticipating a decline in new memberships because of the planned virtual (instead of in-person) conference in 2021. The membership dues budget of \$178,000 also aligns with the actual revenue for 2020 of \$177,620.
 - (B) The \$56,280 increase in contributions revenue is due to ASALH anticipating maintaining a comparable level of general donations in 2021 as received in 2020.
 - (C) The \$116,585 decrease in BHM Festival revenue is due to ASALH anticipating an overall reduction in participation (ticket sales and sponsorships) in 2021 as the event will pivot to a virtual format.
 - (D) The \$9,500 increase in publications revenue is due to ASALH anticipating maintaining a comparable level of publications-related income in 2021 as received in 2020.
 - (E) The \$91,000 increase in virtual conference revenue is due to ASALH anticipating maintaining the same level of virtual conference participation in 2021, and securing additional virtual conference sponsorships.
 - (F) The \$5,000 decrease in the SBA grant revenue is due to this grant applying to FY 2020 only.
 - (G) The \$35,000 increase in grant revenue is the amount ASALH anticipates receiving from overhead costs (i.e., indirect costs) associated with servicing the NPS grants, NPF grant, and NYL grant.
 - (H) The \$149,000 combined increase in salary & wages, fringe benefits, and payroll taxes is due to ASALH anticipating hiring two (2) additional FTEs in 2021. The increase also reflects the staff's anticipated 2021 merit increases.
 - (I) The \$31,050 increase in development expenses is due primarily to increased salary & wage and indirect costs allocation percentages assigned to development.
 - (J) The \$59,930 increase in total expenses is due primarily to the adjustments made to salary & wages, fringe benefits, payroll taxes, and development as described above.
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The 2021 budget has been adjusted to account for the revenue and expenses related to the Mellon Grant awarded by Howard University and revised estimates made to other ASALH grants. ASALH, as sub-grantee, has been awarded a total of \$1.2M over three years (\$400,000 per year) to partner with Howard University in their Social Justice Consortium.

- (1) Grant income has been increased by \$25,000 to account for the total anticipated increase in revenue ASALH will receive from all ten (10) active ASALH grants, including the Mellon Grant.
- (2) Fringe Benefits and Payroll Taxes have been increased by \$23,000 to account for the anticipated increase in expenses ASALH will incur due to hiring a full-time Program Coordinator and Program Assistant to manage the Mellon Grant.
- (3) Office Expenses has been increased by \$2,000 to account for an increase in anticipated expenses related to the new hires for the Mellon Grant.
- (4) Grants Revenue and Grants Expenses have been increased by \$270,000 to account for the addition of the Mellon Grant and adjustments made to other ASALH grants based on revised estimates.