



Association for the Study of African American Life & History



Quarterly Report Summary (Q1'22)

COMPARATIVE REVENUE

| | Q1'2021 | Q1'2022 | \$ Change |
|----------------------|------------------|------------------|----------------|
| Contributions | \$41,932 | \$15,248 | \$(26,684) |
| Member Dues | \$124,850 | \$127,370 | \$2,520 |
| Publications | \$69,229 | \$51,523 | \$(17,706) |
| BHM Festival | \$247,168 | \$147,375 | \$(99,793) |
| Grant Revenue | \$8,685 | \$169,522 | \$160,837 |
| Other Programs | \$10,400 | \$450 | \$(9,950) |
| Other Revenue | \$2,790 | \$2,710 | \$(80) |
| Total Revenue | \$505,054 | \$514,198 | \$9,144 |

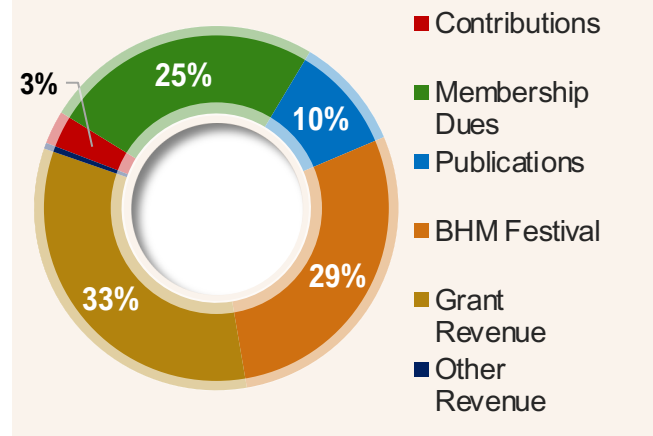
BUDGET VS ACTUAL

| | 2022 Budget | Q1'2022 | \$ Change |
|----------------------|--------------------|------------------|----------------------|
| Contributions | \$130,000 | \$15,248 | \$(114,752) |
| Member Dues | \$225,000 | \$127,370 | \$(97,630) |
| Publications | \$185,000 | \$51,523 | \$(133,477) |
| BHM Festival | \$164,000 | \$147,375 | \$(16,625) |
| Grant Revenue | \$500,000 | \$169,522 | \$(330,478) |
| Other Programs | \$527,500 | \$450 | \$(527,050) |
| Other Revenue | \$53,000 | \$2,710 | \$(50,290) |
| Total Revenue | \$1,784,500 | \$514,198 | \$(1,270,302) |

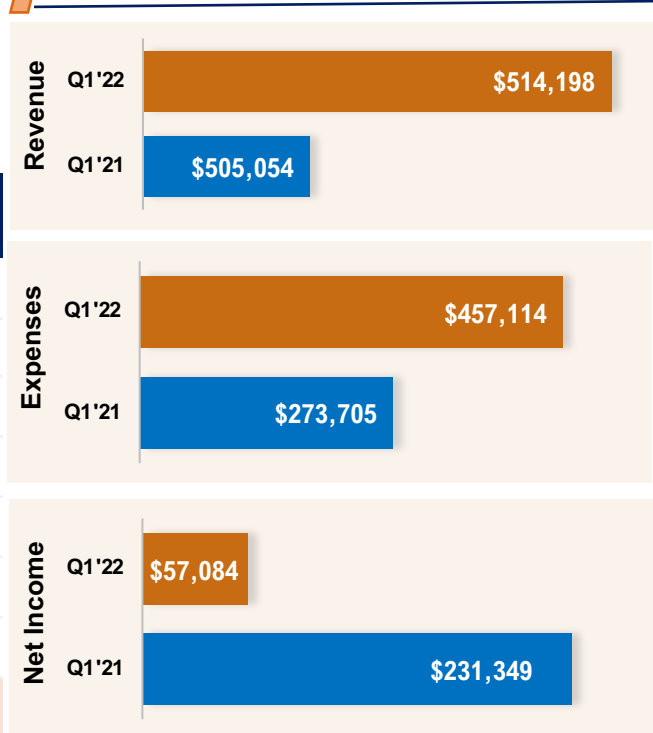
KEY TAKEAWAYS

- Membership dues revenue was comparable to Q1'21. As of 3/31/22, ASALH is ~ \$98K below the budgeted revenue target for the year.
- Contributions revenue was significantly lower than Q1'21. As of 3/31/22, ASALH is ~ \$114,752 below the budgeted revenue target for the year.

REVENUE BREAKDOWN (Q1'22)



FINANCIAL OVERVIEW (Q1'22)



GROWTH STRATEGIES (Q2 – Q4)

- Generate additional contributions revenue by creating and launching focused campaigns (ask often).
- Work with branches to encourage an urgent push to grow membership leading up to the Conference.
- Focus on raising sponsorship dollars for the Annual Conference (all hands on deck).