

ASALH 2025 Budget

As of 12/6/24

DRAFT

	<i>(Projected)</i>					
	12/31/24	2025 Budget	\$ Change	2024 Budget	2025 Budget	\$ Change
REVENUE						
Membership Dues	\$ 193,570	\$ 240,000 (A)	\$ 46,430	\$ 215,000	\$ 240,000	\$ 25,000
Contributions	61,843	105,000	43,157	105,000	105,000	-
BHM Luncheon	191,775	228,000	36,225	203,800	228,000	24,200
Publications	209,197	201,500	(7,697)	206,500	201,500	(5,000)
Annual Conference	547,296	689,500	142,204	609,200	689,500	80,300
ASALH Store	20,500	21,000	500	12,000	21,000	9,000
Other Income	11,730	12,000	270	7,000	12,000	5,000
Total Revenue	1,235,911	1,497,000	261,089	1,358,500	1,497,000	138,500
EXPENSES						
Program Expenses						
Member Services	158,969	207,193	48,224	170,350	207,193	36,843
BHM Luncheon	185,169	144,663	(40,506)	171,700	144,663	(27,037)
Publications	173,855	167,276	(6,579)	171,000	167,276	(3,724)
Annual Conference	477,000	540,954	63,954	478,490	540,954	62,464
ASALH Store	15,518	18,000	2,482	5,500	18,000	12,500
Other Expenses	14,000	10,000	(4,000)	2,000	10,000	8,000
Total Program Expenses	1,024,511	1,088,086	63,575	999,040	1,088,086	89,046
Management & General						
Salary & Wages (Staff)	537,961	564,000	26,039	596,000	564,000	(32,000)
Salary & Wages (NPS)	164,385	181,000	16,615	85,000	181,000	96,000
Fringe Benefits	66,373	70,000	3,627	80,000	70,000	(10,000)
Payroll Taxes	49,060	65,000	15,940	60,000	65,000	5,000
Office Lease	36,000	36,000	-	36,000	36,000	-
Travel	7,913	7,000	(913)	7,000	7,000	-
Insurance	7,195	7,500	305	7,000	7,500	500
Telephone	12,643	13,000	357	10,000	13,000	3,000
Computer & Internet Services	22,399	27,150	4,751	20,000	27,150	7,150
Dues and Subscriptions	15,063	26,000	10,937	20,000	26,000	6,000
Website	70,737	70,000	(737)	50,000	70,000	20,000
Database Maintenance	10,484	17,224	6,740	19,500	17,224	(2,276)
Public Relations & Marketing	2,667	3,000	333	3,500	3,000	(500)
Postage	3,542	4,000	458	7,500	4,000	(3,500)
Bank Fees	1,510	760	(750)	760	760	-
Credit Card Processing Fees	27,000	27,000	-	25,000	27,000	2,000
Payroll Processing Fees	5,102	5,500	398	5,500	5,500	-
Accounting	86,400	86,400	-	86,400	86,400	-
Audit	12,500	14,000	1,500	12,000	14,000	2,000
Legal / Governance	24,035	24,000	(35)	30,000	24,000	(6,000)
Executive Council Meetings	4,918	5,000	82	1,500	5,000	3,500
Office Supplies	4,962	4,000	(962)	9,000	4,000	(5,000)
Equipment Lease	4,630	4,700	70	6,500	4,700	(1,800)
Equipment Repairs & Maintenance	7,328	7,300	(28)	2,500	7,300	4,800
Gifts & Courtesies	500	500	-	1,500	500	(1,000)
Storage and Archives	13,479	13,000	(479)	5,400	13,000	7,600
Licenses & Fees	1,411	1,400	(11)	500	1,400	900
Miscellaneous/Contingencies	2,016	2,000	(16)	3,300	2,000	(1,300)
Salary Allocation (To Programs)	(570,900)	(647,700)	(76,800)	(570,900)	(647,700)	(76,800)
Indirect Allocation	(312,000)	(336,468)	(24,468)	(312,000)	(336,468)	(24,468)
Total Management & General	319,313	302,266	(17,047)	308,460	302,266	(6,194)
Development	163,483	232,648	69,165	172,000	232,648	60,648
Total Expenses	\$ 1,507,307	\$ 1,623,000	\$ 115,693	\$ 1,479,500	\$ 1,623,000	\$ 143,500

ASALH 2025 Budget

As of 12/6/24

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	<i>(Projected)</i>					
	12/31/24	2025 Budget	\$ Change	2024 Budget	2025 Budget	\$ Change
Grants						
Grant Income						
NPS Grants	\$ 1,029,124	\$ 1,045,000	\$ 15,876	\$ 946,000	\$ 1,045,000	\$ 99,000
HU Mellon Grant	161,229	40,000	(121,229)	-	40,000	40,000
NPF Grant (IPPH)	100,000	-	(100,000)	-	-	-
Freedom Schools Grant (Albertsons)	-	25,000	25,000	35,000	25,000	(10,000)
ASALH Mellon Grant (Freedom Schools)	-	150,000	150,000	-	150,000	150,000
Total Grant Income	1,290,353	1,260,000	(30,353)	981,000	1,260,000	279,000
Grant Expenses						
NPS Grants	935,910	950,000	14,090	860,000	950,000	90,000
HU Mellon Grant	146,229	36,000	(110,229)	-	36,000	36,000
NPF Grant (IPPH)	83,000	-	(83,000)	-	-	-
Freedom Schools Grant (Albertsons)	-	23,000	23,000	-	23,000	23,000
ASALH Mellon Grant (Freedom Schools)	-	125,000	125,000	-	125,000	125,000
Total Grant Expenses	1,165,139	1,134,000	(31,139)	860,000	1,134,000	274,000
Grants Income (Loss)	125,214	126,000	786	121,000	126,000	5,000
Total Revenue	2,526,264	2,757,000	230,736	2,339,500	2,757,000	417,500
Total Expenses	2,672,446	2,757,000	84,554	2,339,500	2,757,000	417,500
Change in Net Assets	\$ (146,182)	\$ -	\$ 146,182	\$ -	\$ -	\$ -

(A) ASALH will launch a 2025 campaign to recruit lifetime members.

ASALH 2025 Budget

BHM Luncheon

As of 12/6/24

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REVENUE	(Projected)			2024 Budget	2025 Budget	\$ Change
	12/31/24	2025 Budget	\$ Change			
Luncheon						
Ticket Sales	\$ 42,300	\$ 52,000	\$ 9,700	\$ 79,000	\$ 52,000	\$ (27,000)
Sponsorship Revenue	135,200	160,000	24,800	109,500	160,000	50,500
Ad Revenue	3,500	3,500	-	2,000	3,500	1,500
Authors Book Signing	825	850	25	-	850	850
General Festival Donations	3,250	3,250	-	1,000	3,250	2,250
EC Festival Donations	6,700	8,400	1,700	6,300	8,400	2,100
Total Luncheon Revenue	191,775	228,000	36,225	197,800	228,000	30,200
Virtual Festival						
Virtual Festival Ticket Sales	-	-	-	6,000	-	(6,000)
Total Virtual Festival Revenue	-	-	-	401,600	-	54,400
Total Revenue	191,775	228,000	36,225	203,800	228,000	24,200
EXPENSES						
Luncheon						
Consultants/Administrative Support	18,158	12,000	(6,158)	19,000	12,000	(7,000)
Audio Visual	9,056	12,300	3,244	9,000	12,300	3,300
Meals	50,947	57,000	6,053	50,000	57,000	7,000
Website	2,383	5,000	2,617	1,500	5,000	3,500
Printing/Supplies/Materials	3,259	3,300	41	1,000	3,300	2,300
Ornaments/Gifts	-	-	-	1,000	-	(1,000)
Photography / Videography	400	500	100	500	-	(500)
Miscellaneous	1,422	2,000	578	4,000	2,000	(2,000)
BHM Festival Salary & Wages	43,743	27,900	(15,843)	45,700	27,900	(17,800)
BHM Festival Indirect Allocation	43,691	19,663	(24,028)	34,000	19,663	(14,337)
Total Luncheon Expenses	173,059	139,663	(33,396)	165,700	139,663	(26,537)
Virtual Festival						
Virtual Platform/Support	1,803	-	(1,803)	1,000	-	(1,000)
Website	2,295	2,000	(295)	1,000	2,000	1,000
Videos/Editing	1,430	-	(1,430)	1,000	-	(1,000)
Virtual Festival Salary & Wages	3,293	1,500	(1,793)	1,500	1,500	-
Virtual Festival Indirect Allocation	3,289	1,500	(1,789)	1,500	1,500	-
Total Virtual Festival Expenses	12,110	5,000	(7,110)	6,000	5,000	(1,000.00)
Total Expenses	185,169	144,663	(40,506)	171,700	144,663	(27,037)
Net Income (Loss)	\$ 6,606	\$ 83,337	\$ 76,731	\$ 32,100	\$ 83,337	\$ 51,237

ASALH 2025 Budget

Publications

As of 12/6/24

DRAFT

	<i>(Projected)</i>					
	<u>12/31/24</u>	<u>2025 Budget</u>	<u>\$ Change</u>	<u>2024 Budget</u>	<u>2025 Budget</u>	<u>\$ Change</u>
REVENUE						
Book Revenue	\$ 7,422	\$ 10,000	\$ 2,578	\$ 10,000	\$ 10,000	\$ -
JAAH	455	500	45	500	500	-
Black History Bulletin	33,287	34,000	713	30,000	34,000	4,000
Posters/Kits/Other	29,463	15,000	(14,463)	26,000	15,000	(11,000)
Royalties Revenue	138,570	142,000	3,430	140,000	142,000	2,000
Total Revenue	209,197	201,500	(7,697)	206,500	201,500	(5,000)
EXPENSES						
Consultants - JAAH	35,000	25,000	(10,000)	25,000	25,000	-
Consultants - BHB	12,000	12,000	-	12,000	12,000	-
Consultants - Editorial Assistant	327	500	173	1,000	500	(500)
Postage	4,236	4,500	264	3,000	4,500	1,500
Printing & Reproduction	24,292	25,000	708	32,000	25,000	(7,000)
Publications Salary & Wages	56,000	58,300	2,300	56,000	58,300	2,300
Publications Indirect Allocation	42,000	41,976	(24)	42,000	41,976	(24)
Total Expenses	173,855	167,276	(6,579)	171,000	167,276	(3,724)
Net Income (Loss)	\$ 35,342	\$ 34,224	\$ (1,118)	\$ 35,500	\$ 34,224	\$ (1,276)

ASALH 2025 Budget
Annual Conference
As of 12/6/24
DRAFT

(Projected)

REVENUE	12/31/24	2025 Budget	\$ Change	2024 Budget	2025 Budget	\$ Change
Conference Registrations + Tours	\$ 295,471	\$ 365,000	\$ 69,529	\$ 360,000	\$ 365,000	\$ 5,000
Sponsorship Revenue	216,000	284,000	68,000	205,000	284,000	79,000
Souvenir Journal Revenue	15,150	17,000	1,850	15,000	17,000	2,000
Author's Book Signing	2,175	3,000	825	3,200	3,000	(200)
Exhibitor Revenue	18,300	20,000	1,700	16,000	20,000	4,000
Conference Donations / Other	200	500	300	5,000	500	(4,500)
Total Revenue	547,296	689,500	142,204	609,200	689,500	80,300
EXPENSES						
Management & Planning	18,000	18,000	-	18,000	18,000	-
Consultants/Administrative Support	12,000	12,000	-	7,000	12,000	5,000
Staff Travel	10,386	25,000	14,614	25,500	25,000	(500)
Wednesday Reception	10,427	10,000	(427)	9,000	10,000	1,000
Thursday Luncheon	9,220	10,000	780	9,000	10,000	1,000
Thursday Reception (JAAH)	12,389	13,000	611	9,000	13,000	4,000
Friday Luncheon (CGW)	11,214	11,500	286	9,000	11,500	2,500
Friday Night Event	14,751	15,000	249	15,000	15,000	-
Saturday Luncheon	10,209	11,000	791	9,000	11,000	2,000
Saturday Banquet	16,620	17,000	380	13,000	17,000	4,000
Academic Program	10,000	10,000	-	10,000	10,000	-
Black History Tour Expenses	6,237	7,000	763	7,000	7,000	-
Exhibits	12,371	8,000	(4,371)	8,000	8,000	-
Author's Book Signing	-	-	-	1,000	-	(1,000)
Cvent	21,758	22,000	242	17,000	22,000	5,000
Audio Visual	61,485	95,000	33,515	65,000	95,000	30,000
Website	11,980	15,000	3,020	10,000	15,000	5,000
Photography/Videography	3,073	3,100	27	1,000	3,100	2,100
Postage/Shipping	1,022	1,200	178	1,900	1,200	(700)
Printing/Supplies/Materials	10,671	11,000	329	12,500	11,000	(1,500)
Miscellaneous Expenses	2,412	3,500	1,088	6,740	3,500	(3,240)
Conference Salary & Wages	122,295	129,400	7,105	122,850	129,400	6,550
Conference Indirect Allocation	88,480	93,254	4,774	92,000	93,254	1,254
Total Expenses	477,000	540,954	63,954	478,490	540,954	62,464
Net Income (Loss)	\$ 70,296	\$ 148,546	\$ 78,250	\$ 130,710	\$ 148,546	\$ 17,836

ASALH 2022 + 2023

Profit & Loss

	12/31/22	12/31/23	\$ Change	2022 Budget	2023 Budget	\$ Change
REVENUE						
Membership Dues	\$ 195,305	\$ 209,620	\$ 14,315	\$ 225,000	\$ 215,000	\$ (10,000)
Contributions	76,245	90,726	14,481	130,000	100,000	(30,000)
BHM Festival	147,375	125,753	(21,622)	164,000	156,850	(7,150)
Publications	217,489	239,632	22,143	185,000	213,000	28,000
Annual Conference	541,357	648,727	107,370	480,500	575,000	94,500
ASALH Store	12,240	28,029	15,789	-	-	-
ASALH TV	-	-	-	2,000	-	(2,000)
Other Income	7,950	15,457	7,507	1,000	8,500	7,500
Total Revenue	1,197,961	1,357,944	159,983	1,187,500	1,268,350	80,850
EXPENSES						
Program Expenses						
Member Services	158,272	185,351	27,079	163,900	177,000	13,100
BHM Festival	123,387	156,849	33,462	126,000	149,600	23,600
Publications	160,745	181,869	21,124	162,000	170,500	8,500
Annual Conference	410,524	505,519	94,995	449,005	507,150	58,145
ASALH Store	-	6,184	6,184	-	-	-
ASALH TV	-	-	-	2,000	-	(2,000)
Other Expenses	6,828	9,092	2,264	-	2,000	2,000
Total Program Expenses	859,756	1,044,864	185,108	902,905	1,006,250	103,345
Management & General						
Salary & Wages	458,201	713,369	255,168	442,400	502,500	60,100
Fringe Benefits	36,011	63,342	27,331	45,000	45,000	-
Payroll Taxes	26,848	41,424	14,576	45,000	40,000	(5,000)
Office Lease	36,000	36,000	-	36,000	36,000	-
Travel	925	3,680	2,755	1,000	1,000	-
Insurance	6,406	6,949	543	8,500	7,000	(1,500)
Telephone	9,050	10,934	1,884	10,000	10,000	-
Computer & Internet Services	5,488	19,798	14,310	5,000	5,500	500
Dues and Subscriptions	10,467	18,934	8,467	5,500	11,000	5,500
Website	22,800	58,120	35,320	20,000	25,000	5,000
Database Maintenance	15,475	16,017	542	16,000	19,500	3,500
Public Relations & Marketing	3,841	6,298	2,457	3,000	4,000	1,000
Postage	9,422	8,021	(1,401)	8,000	7,500	(500)
Bank Fees	907	798	(109)	2,000	1,300	(700)
Credit Card Processing Fees	21,257	26,387	5,130	20,000	22,000	2,000
Payroll Processing Fees	4,601	5,254	653	5,000	5,000	-
Accounting	82,200	86,400	4,200	82,200	86,400	4,200
Audit	11,000	11,600	600	12,000	12,000	-
Legal	-	31,875	31,875	1,000	1,000	-
Executive Council Meetings	1,496	1,880	384	500	1,500	1,000
EC Training	-	5,162	5,162	-	-	-
Office Supplies	9,075	9,827	752	9,500	9,000	(500)
Equipment Lease	6,113	4,752	(1,361)	6,500	6,500	-
Equipment Repairs & Maintenance	2,386	2,718	332	3,000	2,500	(500)
Gifts & Courtesies	1,154	1,100	(54)	1,000	1,500	500
Awards	-	3,540	3,540	-	-	-
Storage and Archives	5,400	6,300	900	5,400	5,400	-
Licenses & Fees	290	316	26	1,000	1,000	-
Miscellaneous/Contingencies	5,190	5,581	391	5,000	5,000	-
Salary Allocation (To Programs)	(356,433)	(537,755)	(181,322)	(356,400)	(399,000)	(42,600)
Indirect Allocation	(271,166)	(305,272)	(34,106)	(276,400)	(294,600)	(18,200)
Total Management & General	164,404	363,349	198,945	166,700	180,500	13,800
Development	172,292	191,758	19,466	181,200	176,600	(4,600)
Total Expenses	1,196,452	1,599,971	403,519	1,250,805	1,363,350	112,545
Grants						
Grant Revenue	961,059	1,249,079	288,020	550,000	870,000	320,000
Grant Expenses	909,443	1,139,755	230,312	500,000	775,000	275,000
Grants Income (Loss)	51,616	109,324	57,708	50,000	95,000	45,000
Total Revenue	-	100,000	100,000	1,737,500	2,138,350	400,850
Total Expenses	2,105,895	2,739,726	633,831	1,750,805	2,138,350	387,545
Change in Net Assets	\$ (2,105,895)	\$ (2,639,726)	\$ 533,831	\$ (13,305)	\$ -	\$ (13,305)