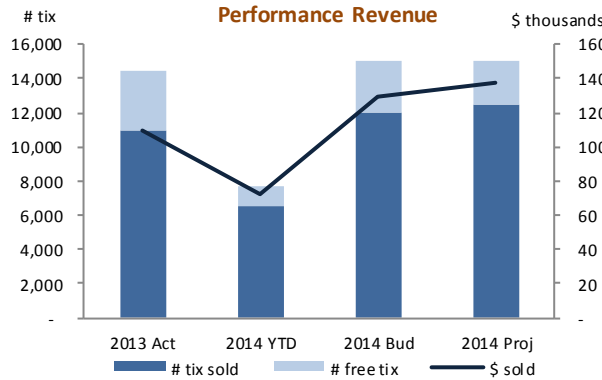
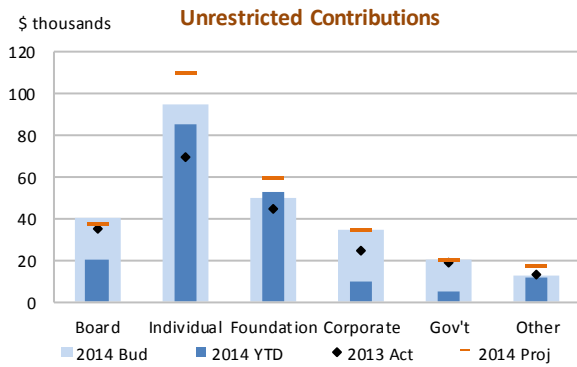
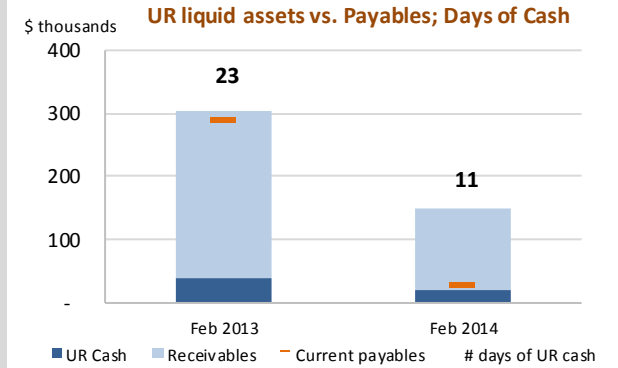


Performance Organization Dashboard – 6/30/13 – 1/31/14

UR Revenue & Expense \$000s	2013 Act	2014 YTD	2014 Bud	2014 Proj	Proj/ Bud Δ	YTD/ Proj Δ
Earned	425	290	435	440	5	(150)
Contributed	207	185	253	280	27	(95)
Total UR revenue	632	475	688	720	32	(245)
Total expense	635	475	675	695	20	(220)
Net UR income	(3)	-	13	25	12	(25)
Earned %	67%	61%	63%	61%		
Contributed %	33%	39%	37%	39%		

Subscriptions	2013 Act	2014 YTD	2014 Bud	2014 Proj	Proj/ Bud Δ
# renew	650	685	675	695	3%
# new	125	110	150	150	0%
Total #	775	795	825	845	2%
Total \$000s	150	160	170	172	1%
Ave \$/ person	194	201	206	204	-1%
Renewal rate	75%	88%	87%	90%	
Mktg exp \$000s	28.0	30.0	35.0	35.0	
ROI \$	5.36	5.33	4.86	4.91	



Annual Filings	Due	Progress
IRS Form 990	15-Oct-13	C
Audit	30-Sep-13	O
Payroll taxes	Month-end	C
W-2, 1099	30-Jan-13	C
State registration	15-May-14	T
Liquor License	30-Dec-13	C

Individual & Board Contributions	2013 Act	2014 YTD	2014 Bud	2014 Proj	Proj/ Bud Δ
Individual (\$000s)	70	85	95	110	15
As % of UR contrib.	34%	46%	38%	39%	
Board (\$000s)	35	20	40	38	(2)
As % of UR contrib.	17%	11%	16%	14%	
# board gifts	22	16	22	22	-
Ave. gift \$	1,591	1,250	1,818	1,727	(91)

Program rev & exp \$000s	2013 Act	2014 YTD	2014 Bud	2014 Proj	Proj/ Bud Δ
Production rev.	260	233	300	310	10
Production exp.	235	210	260	275	15
Net	25	23	40	35	(5)

Dashboard notes:

- Pink highlights are items that are underperforming; blue highlights are exceeding budget
- Overall, projected unrestricted (UR) net income is on track; expenses are over due to higher utility costs
- Our effort to boost individual giving is leading to larger gifts; expect to exceed budget by 16%
- Ave. board gift is projected > 2013, but below budget with board transitions
- UR cash is only 11 days, but with receivables we don't expect cash flow problems the next 3 months
- Just received audit draft; will finalize by end of Feb.