| Code | Name | Description | 2024 Assumptions | 2024 Budget |
| :---: | :---: | :---: | :---: | :---: |
| Revenue |  |  |  |  |
| 4410 | Business | Gifts from businesses that choose to give to RMHC of Eastern lowa \& Western Illinois directly or through company fundraisers. ex: Whirlpool, Cargill golf tournaments, jeans days, etc. | Whirlpool and Cargill golf outings: $\$ 50,000$ <br> Jeans days and other business employee fundraisers:\$15,000 <br> Misc. business contributions including employee driven grants, company match, and corporate charitable giving: $\$ 25,000$ | \$90,000 |
| 4410a | Business: Corporate partnership | Community partnership initiative | Earn Your Stripes Campaign: $\$ 2000 /$ mo 12 mo 2 markets $=\$ 48,000$ Dubuque Marketing Committee October fundraising event: $\$ 25,000$ Cedar Rapids Marketing Committee event: $\$ 15,000$ | \$88,000 |
| 4415 | Church and school | Gifts from religious organizations and schools | Didn't meet goal in 2023. Targeted efforts through Comm Outreach Coord for 2024. | \$30,000 |
| 4420 | Coca-Cola | Annual cash gift from Coca-Cola received in the first quarter to cover the cost of stocking Coke machines in Rec Room throughout the year plus revenue from these Coke machines | No change for 2024. Amount raised is equal to amount spent to purchase product with the addition of vending machine revenue. Typically $\$ 6,500$ with approx. $\$ 3000$ revenue. | \$9,500 |
| 4430 | Foundations/Grants | Funding sought out by RMHC of Eastern lowa \& Western Illinois staff, including Dance Marathon, community foundation funding, McDonald's restaurant canister and round-up program | *see breakdown below |  |
| 4430a | Foundations/Grants | Applied for funding sought out by RMHCEIWI staff | Schildberg \$5,000 <br> P\&G \$10,000 <br> Theisens \$2,000 <br> Cargill Kitchen Solutions \$23,500 <br> Bechtel \$5,000 <br> Walmart \$5,000 <br> Dance Marathon \$33,500 <br> Greater Comm Foundation of CR $\$ 6,000$ <br> Great America \$25,000 <br> Aldi Foods \$5,000 <br> Guernsey Foundation \$30,000 <br> New grants: \$40,000 <br> Food Pantry: \$10,000 <br> IT: 10,000 <br> Operations: \$20,000 | \$190,000 |
| 4430b | Grants - Canister Receipts | McDonald's restaurant canister donations | flat from last year | \$96,000 |


| 4430c | Grants - Roundups | McDonald's restaurant round up program. Also includes National Fundraiser | Give A Little Love: $\$ 70,000$ ( $\$ 67,000$ in 2023) <br> Round Up: $\$ 136,752$ (flat from last year) <br> 82 stores $\times \$ 78$ per store $\times 12$ months= $\$ 76,752$ <br> Keokuk avg $\$ 5000 \times 12 \mathrm{mo}=\$ 60,000$ (flat from last year) | \$206,752 |
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| 4435 | RMHC-IC Collection House | Income from donation box located in entry of RMH of lowa City and Family Room at St. Luke's. Collection houses are in all three sites | public donation box | \$2,500 |
| 4440 | Individuals | Individual gifts not associated with Annual Campaign solicitation including individuals giving through all three service lines, the House, and both Family Rooms | increased--\$100,000 last year | \$125,000 |
| 4445 | Memorials and Tributes | Individual gifts in memory of a person | \$5000 less than 2023 | \$45,000 |
| 4450 | Organization | Gifts from civic organizations such as Alpha Delta Pi, Royal Neighbors, Good Sam's Club, Auxiliary Groups, etc., including fundraising. | new project/campaign through Outreach Coordinator | \$50,000 |
| 4455 | Payroll Deduction -Other | Gifts from individuals directly deducted from paychecks through organizations like United Way, GMAC, etc. | trending increase | \$32,000 |
| 4460 | Major Gifts | Gifts identified in Development Plan that staff will seek out from specific individual donors of \$5,000 or more. |  | \$50,000 |
| 4470 | RMHC-Global Net | Misc. web donations through global | RMHC Global website donations directed to our chapter. | \$10,000 |
| 4490 | Revenue - Contributed Stock | Gifts of stock made to RMHC-EIWI | Last year \$39,532 | \$40,000 |
| 4210 | Annual Campaign | Specific end of year campaign. | decreased from \$60,000 | \$50,000 |
| 4220 | Dillard's | Moneys generated from sale of Dillard's Holiday Cookbook sales in Coralville, Quad Cities, and Waterloo stores | Moved to BUSINESS 4410 | \$0 |
| 4225 | Gold Wing Road Riders | Annual ride by lowa Gold Wing Road Riders Association every August | Moved to ORGANIZATIONS 4450 | \$0 |
| 4235 | Governor Steer Show | Gross earnings from Governor's Charity Steer Show at lowa State Fair in August | \$167,000 in 2023 | \$150,000 |
| 4245 | McDonald's 365 | Proceeds from penny per Happy Meal give-back occurring in Eastern lowa and Quad Cities Coops. | \$.01 per Happy Meal, local chapters keep 100\% of funds. Flat from 2023. | \$32,000 |
| 4250 | Merchandise | Earnings from items sold at House and Family Rooms and from online store | Sale of items at RMH and at special events. | \$500 |


| 4255 | Third Party Fundraisers | Other small fundraising events led by third-parties raising funds outside of their own group/organization/employees (for example- motorcycle rides, softball tournaments, lemonade stands, and includes peer to peer fundraising and Facebook Fundraisers) | $\$ 73,195$ first 3 quarters of 2023. Several new sizable fundraisers in 2023 plus annual events such as Kiss Your Kids/Beard Extravaganza; Rasmussen Golf Outing, Olivia's Birthday and Tidal Wave. | \$95,000 |
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| 4265 | Pull Tabs | Earnings from recycled Pull Tabs | Based on market value of aluminum; Marion Iron pays us top dollar | \$7,500 |
| 4285 | UI Payroll Deduction | Earnings from UI employees' gifts directly deducted from paycheck | New campaign for 2024 | \$35,000 |
| 4290 | Family Room Donations | Donations received through the St Luke's Foundation or $U$ of $I$ Foundation as result of the Family Room promotion | Tim Teel annual fundraiser \$7000 St. Luke's Foundation gift: \$10,000 steady onside cash donations $\$ 3000$ | \$20,000 |
| 4260 | Piano Celebration | Gross earnings from April Piano Celebration | Event moved to IC last year with disappointing results. ( 12,000 of $\$ 40,000$ goal $)$ Loss of organizers and change in level of support by West Music. Strategic decision to eliminate and focus on Red Shoe Run and Golf events | \$0 |
| 4310 | Golf Tournament | Gross earnings from June golf outing | Sponsorships \$40,000.00 Registration [ $\quad \$ 25,200.00$ Silent Auction回 \$2,500.00 Raffle $\quad \$ 2,500.00$ On Course Games回 $\$ 3,000.00$ Adopt a Family [5,000.00] | \$78,200 |
| 4320 | RMH Run | Gross earnings from annual RMH Run | Sponsorships \$50,000 <br> Registration \$24,000 <br> Team fundraising \$5,000 | \$79,000 |
| 4334 | Bubble Walk--CR income | Fund/Friend Raiser to build awareness in the Cedar Rapids area | Bubble Walk: taken over by Cedar Rapids Marketing Committee <br> Sponsorships: \$9000 <br> Day of donations: \$500 <br> Raffle \$500 | \$10,000 |
| 4340 | Quad Cities Event | new fall event |  | \$20,000 |
| 8260 | Piano Celebration | Expenses for Piano Celebration event | Event eliminated for 2024 | \$0 |
| 8310 | Golf Expenses | Costs associated with Golf event | ```Golf Course: \(\$ 9,000.00\) Lunch: ( \(150 \times \$ 15.00\) ) \(7 \%\) tax and \(18 \%\) gratuity \(\$ 2841\) Dinner: ( \(130 \times \$ 18.00\) ) \(+7 \%\) tax and \(18 \%\) gratuity \(\$ 2995\) Event Insurance: \(\$ 288.00\) Printing: \(\$ 500.00\) Silent Auction set up: \$100 Uhaul: \$250 Misc supplies: \(\$ 150\)``` | \$16,124 |



| 6030 | Legal Fees | Attorney Fees | \$0 so far in 2023 | \$1,000 |
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| 6050 | Website | Allows for general maintenance and updating of website, including domain name charges and monthly support from Plaid Swan to support compliance with Global mandates as well as IT support from U of I. Also includes template changes required by Global | \$150/month for website hosting and support | \$1,800 |
| 6060 | Bookkeeping | Contracted bookkeeper position for maintaining financial records and accounting on an ongoing basis | 3\% increase | \$47,277 |
| 6080 | Telephone/IT Communications | Independent contract to provide telephone and IT services; US Cellular van and security phone | Family Room, van, security cell phones: $\$ 5500$ Wolf Tech/new IT system: $\$ 5325 / \mathrm{mox} 12 \mathrm{mo}=\$ 63,900$ Misc tech: \$3000 | \$72,400 |
| 6090 | Contract Services Property | Line items for services related to routine inspections and maintenance of the physical facility (House) including pest control, bed bug inspections, elevator, fire alarm system, back -up generator, sprinkler system, garbage and storage unit. Also includes new contract with Midwest | Jo Co Refuse $\$ 130 \times 12 \mathrm{mo}=\$ 1560$ <br> Kone $\$ 265 / \mathrm{mo} \mathrm{x} 12 \mathrm{mo}=\$ 3180$ <br> Storage unit rental $\$ 100 / \mathrm{mo}=\$ 1200 \times 2=\$ 2400$ <br> Stericycle $\$ 66 \times 12 \mathrm{mo}=\$ 792$ <br> Altorfer $\$ 927.50 \times 4$ visits=\$3710 <br> DNA Mobility $\$ 113 / \mathrm{mox} 12 \mathrm{mo}=\$ 1356$ <br> D\&R Pest Control $\$ 53 \times 12 \mathrm{mo}=\$ 636$ plus $\$ 5258$ quarterly bed bug inspections <br> Midwest Alarms $\$ 3753 /$ year (includes maintenance and inspections, fire, sprinkler) | \$22,645 |
| 6092 | Contract Business Serv/Complia | Line item for contracted services necessary for business compliance including payroll services, retirement fund consulting, HR consulting, Flex Spending Third Party Administrator, State Charity Registrations | monthly payroll \$503 x 12=\$6036 <br> Clearly Compliant $\$ 6800 / \mathrm{yr}$ <br> TASC \$570/year <br> CLA $\$ 1550$ plan yr work plus $\$ 500$ misc consulting MRA \$1000/yr <br> Capital Group 403b \$2000 annually <br> MAP Retirement 403b plan admin \$1750 | \$20,206 |
| 6094 | Security Overnight Service | Security service through contracted provider overnight 9:00 pm to 8:00 am House | \$17/hr $\times 11$ hours=\$187/day $\times 365$ days=\$68,255 no rate change from 2023 | \$68,255 |
| 8210 | Annual Campaign | Cost to end of year campaign | moved to primary electronic; still some traditional mailings | \$3,000 |
| 8225 | Gold Wing Road Riders | cover the minimal costs of GWRR event at the house | no longer holding in person event | \$0 |
| 8230 | Refresh Expenses | Costs associated with the renovation of RMH | Kitchen project expenses concluding in 2023--funds from Ops Reserves |  |
| 8235 | Governor Steer Show | Portion for $1 / 3$ steer required for participation in event | steer sponsorship plus mileage to event | \$1,400 |
| 8250 | Merchandise | Cost to produce merchandise | minimal purchases for merch to have on hand and at events | \$300 |
| 8255 | Third Party Fundraisers | Line item allowing for unforeseen fundraising expenses | same as 2023 | \$500 |


| 8265 | Pull Tabs | Cost to purchase collection houses and misc. expenses | Cost of pop tab houses for businesses and schools, reducing from 2023 and using branded stickers | \$500 |
| :---: | :---: | :---: | :---: | :---: |
| 7000 | House Upgrades | Updates to House or Family Room, including recommended annual updates within the Reserve Advisors 30 year plan | nothing forecasted--next projects (key system, playground, sport court) must be grant funded |  |
| 6600 | Nonprofit Liability | annual insurance premium | \$3600 in 2023 | \$3,800 |
| 6500 | Marketing | Non event specific signage, banners, pledge materials, and misc. Includes brochures | ```Plaid Swan $4000/mo=$48,000 (no increase from 2023) printing $2000 $55,000 traditional and digital marketing campaigns``` | \$105,000 |
| 6700 | Utilities | Heat, air, electricity, gas, etc.- billed through the University of Iowa, Engie, Mediacom, etc. | ```Mediacom $7.63 x 12 mo = $91.56 MidAmerican Energy $500 x 12 mo = $6000 (averaging 2023) UI $2800 x 12 mo = $33600 Engie (water) $400 x 12 mo=$4800``` | \$44,492 |
| 6710 | Property Insurance | State Farm insurance of RMHC of Eastern Iowa and Western Illinois. This insurance policy includes the House, the Family Rooms, and Board liability. | increased due to commercial kitchen, building expansion and rate inflation | \$19,500 |
| 6720 | Cleaning Services | Grout cleaning, professional room cleaning as needed, mat cleaning, carpet cleaning, | Nationwide Housekeeping 4\% increase $\$ 157.80 /$ day $=41,028$ Quarterly carpet, office and front entrance floor cleaning $=\$ 3600$ | \$44,628 |
| 6730 | Building and Equipment Mainte | professional maintenance and repair of items in RMH-IC, RMFR-St. Luke's and RMFR IC includes eave repair, gutter cleaning, electrical, plumbing, general carpentry, lock services, etc. | Gutter cleaning $\$ 600 \times 2=\$ 1200$ <br> Window cleaning $\$ 1095 \times 2=\$ 2190$ <br> Dryer vent cleaning $\$ 665 \times 2=\$ 1330$ <br> HVAC filters, maintenance, repair- avg. \$12000 <br> Star Foods--kitichen \$5,000 per year <br> Plus Misc. | \$25,000 |
| 7110 | Bank Charges | Fees assessed for RMHC of Eastern Iowa \& Western Illinois banking accounts. Includes Blackbaud fees, VISA annual fees, Dip Jar annual fee |  | \$6,000 |
| 7130 | Dues/Subs/Renew/Upgrades | Covers cost of staff memberships to professional organizations and RMHCEIWI memberships to area business groups | \$300 each $\times 2$ for service club membership $\$ 335$ each $\times 2$ for AFP Membership Corridor Business Journal Iowa City/Coralville Convention and Visitors Bureau Iowa City Chamber Cedar Rapids Metro Economic Alliance | \$5,000 |



| 6480 | Volunteer Recognition | Covers awards, volunteer recognition lunch, name tags, gifts honoring our volunteers | vol of the month gifts $\$ 10 \times 12=\$ 120$ incentives/mini events/treats $\$ 50 \times 12=\$ 600$ <br> Volunteer Appreciation (April \& Nov) $\$ 500 \times 2=\$ 1000$ <br> board meeting refreshements $\$ 30 \times 6=\$ 180$ | \$1,900 |
| :---: | :---: | :---: | :---: | :---: |
| 6482 | Donor Recognition | Nominal year end gifts for mid and major donors |  | \$1,000 |
| 6485 | Family Programs | cost of programs provided by RMH of lowa City and Family Rooms such as crafts for craft night, birthday cards and balloons, Easter egg hunt etc. Also includes cost of family programs such as family picnics, toy closet at RMH of lowa City, craft nights, guest birthday celebrations, holidays, mother's and father's day, etc. | monthly family activity $\$ 200 \times \$ 12=\$ 2400$ <br> Ul rec ctr passes $100 \times \$ 5=\$ 500$ <br> swim passes $50 \times \$ 6=\$ 300$ <br> Alumni Family Reunion \$300 <br> Holidays (Father's Day, Mother's Day, Valentine's Day) \$300 x 3=\$900 <br> Holiday season activities \$300 | \$4,700 |
| 6486 | Food Pantry | Food for RMHC-EIWI Food pantries located at the UI Stead Family Children's Hospital | \$1250/mo 12 = \$15,000 | \$15,000 |
| 7300 | Travel | Covers cost of RMHC-EIWI employee's travel to events, speaking engagements, visiting with donors, remote site committee meetings, etc. | reimbursed at IRS rate | \$10,000 |
| 6800 | Vehicle- Gas and Maintenance | Gas and maintenance on RMHC-EIWI Shuttle Van | $\begin{aligned} & \text { gas--fill up } 2 \times \mathrm{mo} \times 12 \mathrm{mo}=\$ 840 \\ & \text { oil changes-- } \$ 125 \times 2+\$ 250 \\ & \text { detailing for new van }-\$ 200 \text { quarterly }=\$ 800 \\ & \text { car wash membership } \$ 240 / \text { year } \\ & \hline \end{aligned}$ | \$2,380 |
| 6810 | Vehicle- Insurance | Insurance for RMHC-EIWI Shuttle Van \& tags | State Farm | \$1,500 |





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