

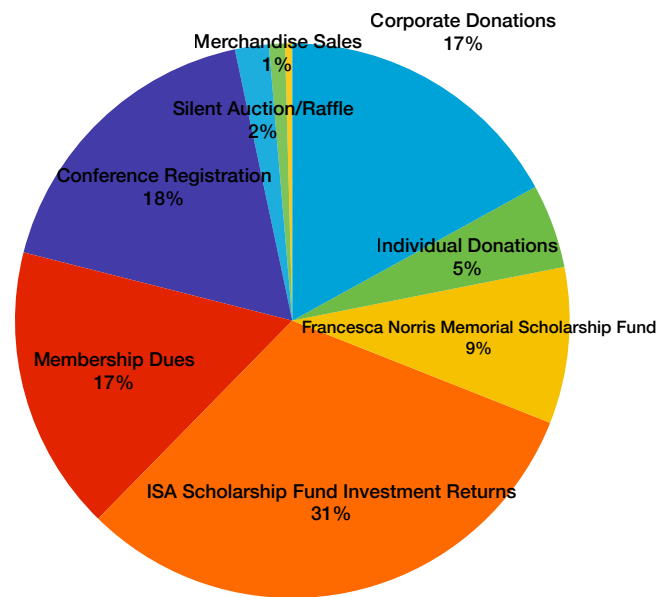
Net Worth \$528,659 (As of December 31, 2020)

Checking Account	\$40,538
Scholarship Fund Investment Account	\$488,121

Income \$164,137

Corporate Donations	\$27,893
Individual Donations	\$8,037
Francesca Norris Memorial Scholarship Fund	\$14,955
ISA Scholarship Fund Investment Returns	\$51,441
Membership Dues	\$27,275
Conference Registration	\$29,073
Silent Auction/Raffle	\$3,238
Merchandise Sales	\$1,528
Book Sales	\$694

- Corporate Donations
- Individual Donations
- Francesca Norris Memorial Scholarship Fund
- ISA Scholarship Fund Investment Returns
- Membership Dues
- Conference Registration
- Silent Auction/Raffle
- Merchandise Sales
- Book Sales



Corporate Donations \$27,893

- Great Kansas City community Foundation \$5,000 (3/2/20), \$5,000 (12/23/20)
- UPS Foundations Sponsorship (conference) \$7,500
- Aviation Retirement Strategies (conference) \$7,000
- ALPA (conference) \$500
- Aviation interviews.com (conference) \$500
- SMBC Aviation Capital \$230
- Network for Good (online fundraisers- facebook, etc.) \$1,821
- Amazon Prime \$342

Individual Donations \$8,038

- \$2,838 for General Fund
- \$5,200 for Scholarship Fund

Francesca Norris Memorial Scholarship Fund Donations \$14,955

ISA Scholarship Fund Investment Gain (Jan-Dec 2020) \$51,441 (\$27,011 Realized Gain, Unrealized Gain \$24,430)

Expenses \$164,679

Membership	\$1,966
Conferences	\$40,342
Scholarship Awards	\$71,401
Education and Outreach	\$8,158
Investment Services	\$5,067
Operations	\$23,503
Transformation Project	\$9,484
Social Media Mgmt	\$4,758



There are currently 6 classes categories in our bookkeeping.

Accounting Class (These need to re-evaluated since what we do have changed over the years)

1. Membership
2. Conference
3. Scholarship Awards
- 4 (not assigned)
5. Education and Outreach
6. Investment
7. Operations

“Transformation Project” is added because it doesn’t seem to fit under any existing class.

New expenses in 2020 - Social media management

1. Membership \$1,966 Total

- New level pins (800+300) \$1,833
- Shipping, supplies \$133

2. ISA Conference \$40,342 Total (The conference income total was \$48,055. The profit \$7,713.)

3. Scholarship Awards \$71,401 Total (mix of 2019 and 2020 scholarship awards payout depending on when recipients train)

5. Education and Outreach \$8,158 Total

2020 Women in Aviation conference \$6,053

- lodging \$3,143 (Event and scholarship Chairs, Francesca Norris’s family)
- Exhibit hall, chairs and table \$247
- ISA Social expenses \$2,556
- swag \$107

2021 Women in Aviation conference \$400

- booth reservation deposit for 2021 \$400

IFALPA conference \$0

Project Engage \$900

Merchandise Order \$805

6. Scholarship Fund Investment Service (LPL Financial) \$5,067 Total

7. Operations \$23,503 Total

General Operations

- Business Registration Fees (Your Nevada Corporate Solutions - corporate office service) \$175
- Accounting Services (WSRP- bookkeeping, Tax Returns, financial reports) \$8,472
- Legal Fees \$2,620
- Operations (postage, mail \$303, print, copy, office supplies \$240, others \$1,237) \$1,780
- General/Directors and Officers Liability Insurances \$1,209
- Website hosting (Club Express Jan-Oct \$1,845, Digital Marketing d.b.a. Simboliq -new site Sept-Jan 2021 \$1,250-) \$3,095
- Bank Merchant Services fees (Bank of America Merchant Services) \$4,500
- Credit Card Processing company ([authorize.net](https://www.authorize.net/)) \$684
- ISA BOD meetings \$968 (parking, meals, lodging, etc.)

8. Transformation Project \$9,484 Total

- Website Design** Digital Marketing d.b.a Simboliq \$5,810
- Wild Apricot Website plug-in 1 year subscription \$1,728
- WooComm Website plug-in \$496
- Infotheme Website voting plug-in \$39
- Microsoft 10 email addresses \$600
- Domain purchase (multiple) 1 year \$36
- Project manager, misc. \$775

9. Social Media Management \$4,758

- Social Media Manager (Aug-Dec) \$4,655
- Social Media tool (Loomly - Oct-Dec) \$102

