



Secretary LNC <secretary@lp.org>

[Inc-business] December End-of-Month Financial Reports

1 message

Todd Hagopian <todd.hagopian@lp.org>

Reply-To: Inc-business@lp.org

To: Inc-business@lp.org

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Hello Folks,

I have attached the monthly financial reports, along with a summary of key points below. Please let me know if you have any questions. Thank you!

Cash Position

Our cash position improved to \$239K vs. an \$81K target. This is the (new) second highest cash reserve level we have had in the past 4+ years. I am, again, very proud of our staff for managing our cash extremely carefully since our cash flow troubles earlier in the year. Nearly the same wording as last report because our cash position remains outstanding, and the staff is making this all happen.

Previous 12/31 Election-Year Cash Reserve Levels, for comparison:

2022: \$239K

2020: \$9K

2018: (\$103K)

2016: \$233K

2022 was our best ending election-year cash reserve level in 4+ cycles

Revenue

December was our lowest revenue month of the year, coming in at \$97K, which was down 7% vs the corresponding month in the previous cycle (December 2018). While the number was low, and we need to fix that, the General Fundraising ROI (a metric that we are watching closely) was extremely high again, 472% vs. 231% in the corresponding month in the previous cycle (December 2018)

We need to keep an eye on this metric to make sure it pops back up, but the staff did a wonderful job managing the budget during a typically-low fundraising month, which will be outlined in the expense and summary sections.

Expense Analysis

Expense management was extremely strong this month, coming in at the lowest expense month of the year. The staff did an incredible job keeping fundraising expenses down, while still converting well on General Fundraising ROI, and not spending so much that we end up deep in the red.

Some important comparisons here:

2022:

Revenue: \$96K

Expense: \$101K

Profit/(Loss): (\$5K)

2020:

Revenue: \$113K

Expense: \$127K

Profit/(Loss): (\$14K)

2018:

Revenue: \$104K

Expense: \$148K

Profit/(Loss): (\$44K)

2016:

Revenue: \$94K
Expense: \$122K
Profit/(Loss): (\$28K)

Election Year Decembers are usually a Loss for the party. As you can see, previously we raised more money in December, but spent so much money doing so that we typically have lost way more than we did this year. Our staff did a wonderful job recognizing that they had to take care not to over-spend, while making sure that our spending was driving a good fundraising return. It was the best overall election year profit/loss in 4+ election year cycles.

Summary

We successfully hit \$2M in revenue for the third year in a row

Revenue for the month was too low, but the focus on Fundraising ROI kept the profit/loss to our best election year comparison month result in 4+ cycles

Cash Reserve remains extremely strong, entering 2023 with well over \$200K vs. entering 2022 with a little over \$50K
Fundraising ROI remained strong, despite a typically-tough fundraising month, showing strong adherence to one of our core financial goals of becoming more efficient with our fundraising spend

Congratulations to the staff for their hard work this year, good luck on a successful 2023!

Todd Hagopian
LNC Treasurer
todd.hagopian@lp.org

 [2022-12-Staff-EOM-Reports-FINAL.pdf](#)
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