

# Hometown Hero Outdoors

## Profit and Loss

January - December 2021

	TOTAL
Income	
Donations Income	61,570.67
Fundraiser Income	229,052.92
Merchandise Sales	73,402.88
<b>Total Income</b>	<b>\$364,026.47</b>
Cost of Goods Sold	
COGS - Merchandise	31,370.99
Purchases	356.82
<b>Total COGS - Merchandise</b>	<b>31,727.81</b>
Shipping	5,887.69
<b>Total Cost of Goods Sold</b>	<b>\$37,615.50</b>
<b>GROSS PROFIT</b>	<b>\$326,410.97</b>
Expenses	
Advertising & Marketing	49,404.25
AMEX Account Fees	969.57
Bank Charges & Fees	642.94
Car & Truck	3,010.27
Fundraiser Expenses	126,159.52
Insurance	1,062.00
Legal & Professional Services	2,645.51
Meals & Entertainment	8,859.52
Office Supplies & Software	3,915.06
PayPal Fees	-528.10
Program Fees	800.00
Gear and Equipment	32,159.99
Guides	9,393.00
License and Fees	3,883.28
outfitters and equipment rental	17,992.24
Supplies	4,236.28
Trade Show	2,307.85
Travel	26,236.16
<b>Total Program Fees</b>	<b>97,008.80</b>
Square Fees	1,522.07
Taxes & Licenses	804.66
Technology Expense	901.06
<b>Total Expenses</b>	<b>\$296,377.13</b>
<b>NET OPERATING INCOME</b>	<b>\$30,033.84</b>
<b>NET INCOME</b>	<b>\$30,033.84</b>