

## KPFA Year-To-Date - October 1, 2010 to July 31, 2011

### Brief Summary

This financial statement reflects the first 10 months of the 2010-2011 fiscal year and is for the Berkeley division of the Pacifica Foundation. This summary attempts to highlight particular areas that are of interest to better inform listeners of the financial state of their investment and to inform both board and staff members as they consider this year's budget and various financial decisions going forward.

It is important to note that the recently-completed summer mini-drive from August 2-11 is not included in this report, which covers all data as of 7/30/2011.

### Revenue

Listener support during fund drives is higher than totals booked in the October to July period a year ago:

Oct 1 2009 to July 31 2010 :	2,273 million
Oct 1, 2010 to July 31, 2011:	2.355 million
<b>Increase in listener support</b>	<b>\$82,000</b>
<b>Percentage increase in listener support</b>	<b>3.5%</b>

Donations are also higher than totals booked in the October to July period a year ago.

Oct 1 2009 to July 31 2010 :	190K
Oct 1, 2010 to July 31, 2011:	201K
<b>Increase in donations</b>	<b>\$11,000</b>
<b>Percentage increase in donations</b>	<b>5%</b>

There are only 2 *discretionary* categories of revenue that are lower than the totals booked in the October to July period a year ago – crafts fair income and non-CPB grants.

Oct 1 2009 to July 31 2010 :	Crafts Fair 124K	Grants 21K
Oct 1, 2010 to July 31, 2011:	Crafts Fair 105K	Grants 1K
<b>Reduction in income</b>	<b>\$19,000</b>	<b>\$20,000</b>

Overall revenue is **\$39,011** higher than totals booked in the October to July period one year ago.

Oct 1 2009 to July 31 2010 :	Overall Revenue	2.916 million
Oct 1, 2010 to July 31, 2011:	Overall Revenue	2.955 million
<b>Increase in overall revenue</b>		<b>\$39,011</b>
<b>Percentage increase in overall revenue</b>		<b>1.4%</b>

*For the purposes of budgetary planning – it is worth noting the revenue shortfall to date is \$55,000 - less than the \$58,900 shortfall in projected grant funds which were not granted.*

## Expenses

Overall expenses have been significantly reduced from the October to July period a year ago

Oct 1 2009 to July 31 2010 :	3.34 million
Oct 1, 2010 to July 31, 2011:	2.99 million
Decrease in overall expenses	<b>\$349K</b>
<b>Percentage decrease in expenses</b>	<b>12%</b>

Overall deficit has been significantly reduced from the October to July period a year ago

Oct 1 2009 to July 31 2010 :	<b>431K</b>
Oct 1, 2010 to July 31, 2011:	<b>61K</b>
Decrease in overall deficit	<b>\$370,000</b>
<b>Percentage decrease in deficit</b>	<b>85.9%</b>

## Expenses by Category

*To take things by financial sheet categories and look at spending discrepancies.*

### Community Events and Crafts Fair

Primary changes from 2010

Reduction in crafts fair expenses of **\$13,000**

### Development Expenses

Primary changes from 2010

Reduction in premium costs of **\$35,000**

Elimination of telemarketing costs of **\$15,000**

### Programming Expenses

Primary changes from 2010

Increase in website expenses (consultant) of **\$46,000**

### Administrative Expenses

Primary changes from 2010

Increase in expenses due to restoration of **\$94,000** in depreciation expense

Increase in legal expenses of **\$11,000**

Decrease in telephone/internet **\$20,000**

### Salaries and Benefits

Primary changes from 2010

Net decrease in expenses of **\$376,000**