

World Pantheist Movement Accounts 2004-2005

Summary

Our income grew healthily by 40 per cent between the two years. This was based on a similar growth in our membership (from an average 288 for the months of 2004, to 401 for 2005), which in turn was brought about mainly through our decision to use search marketing – at first with Google only, then adding in Yahoo and MSN. We also set up for credit card payments late in 2004, which increased the number of people joining especially from outside the USA.

The main development on the expenses front was the substantial increase in advertising. The great majority of this is in the form of search marketing, which is extremely well targeted (based on individual words and phrases) to people looking for our kind of material. Our ads take the form of very short (haiku-length) items describing key ideas, values or slogans, linking to our site.

The advertising serves two key elements of our goals: one is to expand the number of members and friends, which will make it easier to create local groups in more locations. The other is to spread awareness of naturalistic pantheism and of a few of its central concepts.

Printing of the magazine and (in 2004) of our colour leaflets continues to be a major expense.

Our conference activities have so far related mostly to the Unitarian Universalist Association's General Assembly, since one of our strategies is to encourage groups inside UU congregations. In 2004, when the GA was at Long Beach California, we had a stall and the charge for stall furniture was rather high. In 2005 it was in Fort Worth Texas, when Paul Harrison gave two well-attended lectures for which we also needed the projector. The scanner is needed to generate royalty-free images for Pan magazine.

Our reserve balances currently represent about 18 month's income. This may seem rather high as a proportion, but in absolute terms it is a prudent and modest insurance against unforeseen events. It also allows us to respond rapidly to new opportunities.

**World Pantheist Movement
Accounts**

Financial Summary for 2004

Financial Summary for 2005

INCOME		INCOME	
Membership Dues		Membership Dues:	
Checks, cash	\$3,872.00	Credit Card memberships	\$5,852.00
PayPal - Payment Received	\$5,482.64	Check memberships	\$4,593.00
		PayPal memberships	\$2,731.00
	subtotal	subtotal	\$13,176.00
	\$9,354.64		
Miscellaneous Income		Miscellaneous Income	
Other Inc	\$60.00	PayPal Money Market Dividend	\$42.79
Interest Inc	\$60.17	Interest Inc	\$73.95
Uncategorized Income	\$19.28		
	subtotal	subtotal	\$116.74
	\$139.45		
TOTAL INCOME	\$9,494.09	TOTAL INCOME	\$13,292.74
EXPENSES		EXPENSES	
Bank/CC/PayPal fees		Bank/CC/PayPal fees	
PayPal Fees	\$219.69	PayPal Fees	\$112.53
Bank Charge	\$20.80	Bank Charge	\$19.63
CC processing charge & setup	\$512.02	CC processing charge	\$300.12
Advertising/Affiliations		Advertising/Affiliations	
Advertising	\$1,756.50	Advertising	\$5,012.20
Affiliations	\$100.00	Affiliations	\$205.00
Printing/Postage		Printing/Postage	
Postage and shipping	\$535.70	Postage and shipping	\$681.20
Printing Costs	\$4,205.97	Printing Costs	\$3,096.23
Conference expenses [UUA]		Conference expenses [UUA]	
Equipment Rentals	\$675.00	Travel	\$235.39
		Conference fees	\$379.93
		Equipment Rentals	\$120.00
Other expenses		Other expenses	
Supplies/Misc	\$350.50	Supplies/Misc	\$219.34
Web hosting	\$182.00	Web hosting	\$422.50
		Equipment	\$944.64
		Projector for talks	[\$674.04]
		Scanner	[\$270.60]
TOTAL EXPENSES	\$8,558.18	TOTAL EXPENSES	\$11,748.71
TOTAL INCOME - EXPENSES	\$935.91	TOTAL INCOME - EXPENSES	\$1,544.03
Account balances as of 31 dec 2004		Account balances as of 31 dec 2005	
Citibank Checking	\$16,488.96	Citibank Checking	\$18,361.64
Bank of America checking	\$1,671.95	Bank of America checking	\$1,503.95
PayPal	\$1,985.42	PayPal	\$1,824.77
TOTAL ACCOUNTS	\$20,146.33	TOTAL ACCOUNTS	\$21,690.36