



Foundation for Movement Intelligence

"Best Practices in Posture and Locomotion"

2010 Income and Expenses 8/25/11 (unaudited)

2010 INCOME

FMI began 2010 with **\$19,241** in the bank, which included \$8,042 in 2010 early Membership fees (85 members pre-paid in 2009). We added 58 additional members in 2010, for a record total of 143 members last year, largely due to the Osteo~Blast! promotion. The aforementioned 58 sign-ups for 2010 Membership, made in 2010 {\$3350}, along with 92 early sign-ups for 2011 {\$7,650} brought our **total revenue from Memberships last year to an even \$11K**.

Additional revenue came from processing **Certificates** {\$2460} and sales of **Manuals** {\$1230}, as well as sales of materials through **ILCMA** {\$271}; this revenue **totaled \$3,961**.

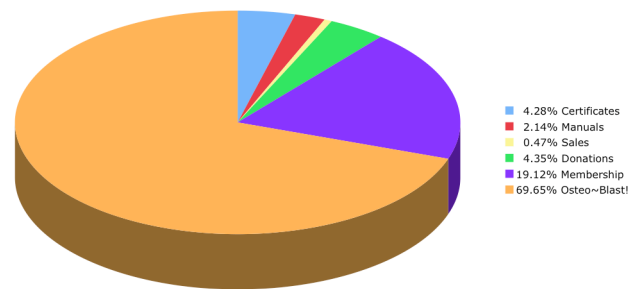
Donations totaled \$2,504. This comprised the conference Scholarship fund {\$1,615} initiated by Julie Sandler-Friedman; Sheila Zangara's Mission Fish proceeds {\$139}; donations for Marcia Giudice's BFL summaries {\$460}; and direct contributions {\$290}.

The **Osteo~Blast!** Conference was by far our largest source of revenue last year, bringing in just over **\$40,000**, before any of its associated expenses — some of which were paid in the prior year (e.g., the \$2,500 down payment) and some the following year (e.g., DVD production fees, and several refunds).

\$11,000 Membership Fees
3,961 Certificates & Sales
2,504 Donations
\$17,465 Sub-Total

\$40,076 Osteo~Blast! Registrations
\$57,541 Total 2010 INCOME

2010 Income: \$57,541

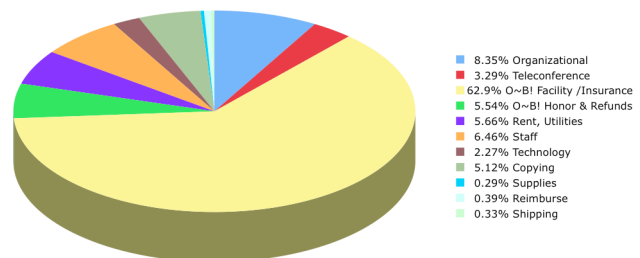


2010 EXPENSES

Our 2010 Expenses totaled \$35,091, bringing our closing balance at the end of 2010 to \$41,749 [\$19,241 opening + \$57,541 income – \$35,091 Expenses + \$58 Misc. Income].

\$19,241 Opening 2010 Balance
+57,541 Income
76,782
-35,091 Expenses
41,691
+58 Misc. Income [Interest – PayPal fees, etc.]
\$41,749 Closing Balance

2010 Expenses: \$35,091



Here's a breakdown of our 2010 Expenses:

\$2,929.75	8.35%	Organizational (Service Mark, CEUs, Board Liability, Health Expo)
\$1,153.62	3.29%	Conference Calls (Board Meetings & Osteo~Blast! Committee)
\$21,858.49	62.29%	Osteo~Blast! — 2 Final Payments, and Insurance
\$1,943.60	5.54%	Osteo~Blast! — Honorariums & Refunds
\$1,987.80	5.66%	Rent, Utilities + Keys & PO Box Rental
\$2,267.00	6.46%	Staffing
\$797.98	2.27%	Technology (Computer purchase & support, backup drive, database)
\$1,795.90	5.12%	Copying (manuals, certificates, promo DVDs)
\$103.40	.29%	Office Supplies
\$136.00	.39%	Reimbursements (to Petty Cash)
\$117.21	.33%	Shipping

ANALYSIS & COMMENTARY

In round figures, this exceptionally profitable year {\$22.5K = \$41.75 – \$19.25} was due in no small part to Osteo~Blast! Conference revenue {\$16.25K = \$40K – \$23.75} and Scholarship receipts {\$1.75K} — without which our profit margin would have approximated \$4.5K. [Somewhat more without all the conference calls, but significantly less with fewer memberships and sales of manuals, shawls, etc. at the Conference].

As far as the profitability of the Osteo~Blast! itself, the raw \$16.25K accrued in 2010 needs to be discounted by the prior year's \$2.5K deposit, and another \$2.5K for costs of DVD filming, editing and production, and refunds paid in both 2010 and 2011, not to mention conference calls and printing costs, as well as helping underwrite guest attendance — all of which brings the actual profit from the Conference down closer to \$10K.

It must be remembered that this year's profits were made on the backs of hard-working volunteers — especially the members of the Conference Committee (and associated sub-committees) — whose generous donation of time has bequeathed us a reasonably-sized war chest. Not wishing to squander this precious gift, we are carefully and judiciously allocating it for future growth projects. These projects, some of which we've already begun financing in 2011, include research, fundraising/grantwriting, advertising, and conference attendance; in another few years we may be able to afford to hire our own Executive Director, if only on a part-time basis.