

Mad in America, Inc.
Profit and Loss, 2015
(Cash basis)

INCOME

Donations	37,092.13
Books	7,109.56
Merchandise/videos	<u>1,017.45</u>
Total Income	<u>45,219.14</u>

EXPENSES

Labor

Editorial services	47,674.21
Accounting services	<u>1,537.52</u>
Total labor	49,211.73

Website

Programming	4,775.00
Hosting	4,210.28
Emailing	400.00
Miscellaneous	<u>514.50</u>
Total website	9,899.78

MIA Store

Books	7,434.51
Marketing/videos	944.81
Mailings	1,138.38
Hosting	<u>1,422.00</u>
Total store	10,939.70

Business fees

Financial fees	2,962.27
State tax	456.00
Licensing fee	<u>189.00</u>
Total business fees	3,607.27

Administrative

Advertising/marketing	526.90
Computer software	2,021.78
Office supplies/ mailing	177.20

Travel	286.20
Miscellaneous	<u>742.58</u>
Total Administrative	3,754.66
Total Expenses	<u>77,413.14</u>
NET OPERATING LOSS	<u>\$- 32,194.00</u>