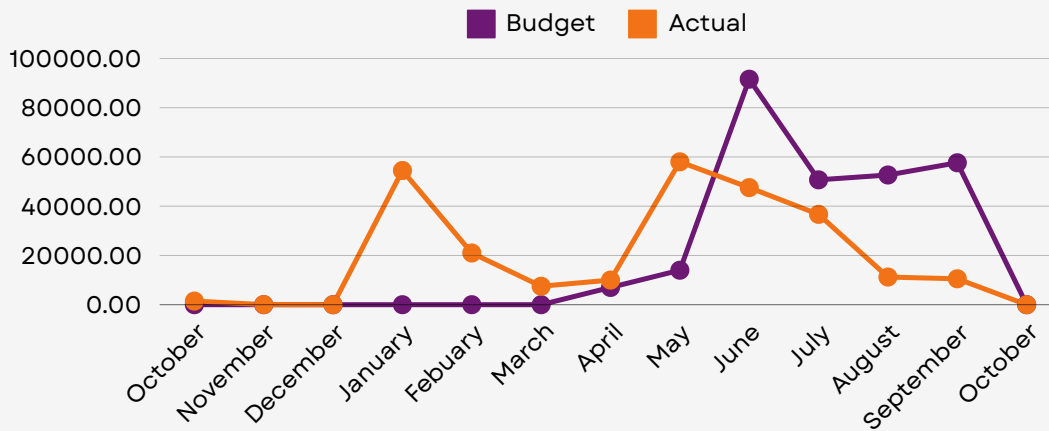


Annual Report

Financial Performance Dashboard



Revenue Trend By Month

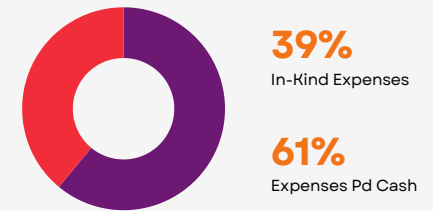


Monthly revenue figures for the past year

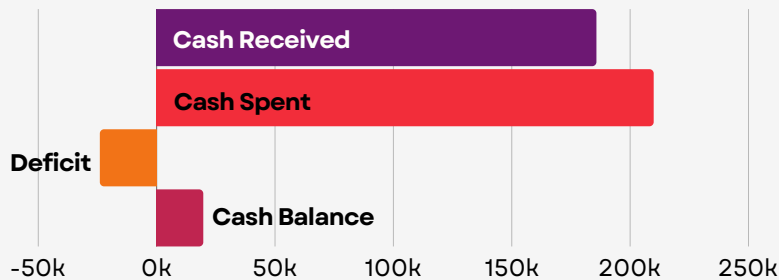
Revenue-Pd
\$186,552
Revenue-In-Kind
\$79,174

Expense Analysis

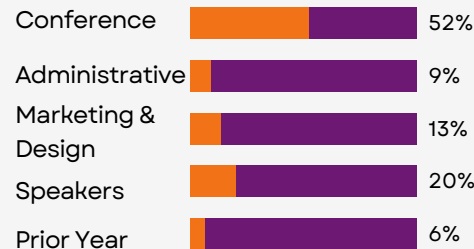
In-kind Expenses were offset my in-kind sponsorship.



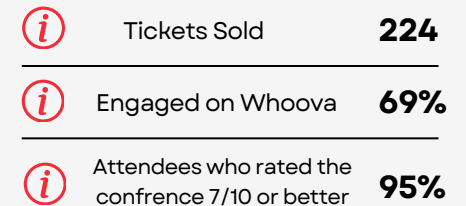
Cash Flow Analysis



Expenses Breakdown by Category



Conference Engagement



Executive Summary

Spark Women's Leadership Conference Society

Key indicator	2024
Cash	
Cash received	185,762.17
Cash spent	209,949.13
Cash surplus (deficit)	(24,186.96)
Closing bank balance	19,786.72
Profitability	
Income	265,727.27
Direct costs	61,586.22
Gross profit (loss)	204,141.05
Expenses	219,952.33
Profit (loss)	(15,811.28)
Balance Sheet	
Debtors	11,945.00
Creditors	2,137.28
Net assets	89,373.64
Sales	
Number of invoices issued	66.00
Average value of invoices	2,734.40
Performance	
Gross profit margin (%)	78.17
Net profit margin (%)	(6.01)

Profit and Loss

Spark Women's Leadership Conference Society

Account	2024	2023
Trading Income		
Bookstore revenue	2,229.42	1,742.24
Memberships	75.00	60.00
Registrations	72,485.85	90,297.35
Sponsorships	111,762.50	134,500.00
Sponsorships - in kind	79,174.50	65,963.50
Total Trading Income	265,727.27	292,563.09
Cost of Sales		
Conference Books	4,570.18	4,784.00
Speakers Fees	57,016.04	42,625.00
Total Cost of Sales	61,586.22	47,409.00
Gross Profit	204,141.05	245,154.09
Other Income		
Interest from bank accounts	0.00	0.00
Total Other Income	0.00	0.00
Operating Expenses		
Accounting	396.90	0.00
Admin Support	15,130.00	5,610.00
Advertising and promotion	22,162.92	16,912.19
Audio Visual	32,277.96	30,399.00
Bank charges and fees	301.87	172.65
Business fees and licenses	40.00	0.00
Charitable donations	2,500.00	2,500.00
Conference Bags	1,833.98	1,072.46
Conference Printing	3,905.50	3,378.65
Courier and postageExpense	763.06	160.74
Decor	4,797.08	4,044.60
Entertainment	499.02	775.70
Facility rent	5,504.20	4,071.00
Food and catering	42,960.39	41,495.63
Graphic Design Services	15,000.00	10,000.00
Insurance (overhead)	3,391.00	2,704.00
Journals	4,162.75	4,485.97
Lanyard & badge holdiers	1,500.00	1,500.00
Wow Factor	2,279.10	8,897.31
Miscellaneous expenses	0.00	847.81
Office Rent	2,400.00	1,800.00
Office supplies	24.60	1,793.57
Online registration charges	4,524.56	5,040.76
Other professionals	0.00	45,000.00
Panel	0.00	3,500.00
Pens	958.72	775.48
Professional Headshots	3,720.00	2,500.00
Registration Refunds	1,251.00	5,700.00
Roaming Photographer	3,720.00	2,500.00
Speaker gifts	565.86	575.51
Steering Committee	1,895.56	2,292.86
Strategic Planning	15,000.00	0.00
Subscriptions	324.22	0.00
Travel expense - Speakers	13,723.43	14,673.59
Virtual Event Platform	7,964.17	4,943.59
Water Bottles	3,994.48	5,163.59
Website	480.00	968.43
Total Operating Expenses	219,952.33	236,255.09
Net Profit	(15,811.28)	8,899.00

Profit and Loss by Category

Spark Women's Leadership Conference Society

Account	Cash	In-kind	Total
Trading Income			
Bookstore revenue	2,229.42		2,229.42
Memberships	75.00		75.00
Registrations	72,485.85		72,485.85
Sponsorships	111,762.50		111,762.50
Sponsorships - in kind		79,174.50	79,174.50
Total Trading Income	186,552.77	79,174.50	265,727.27
Cost of Sales			
Conference Books	4,570.18		4,570.18
Speaker Fees - Workshops	0.00	0.00	0.00
Speakers Fees	48,516.04	8,500.00	57,016.04
Total Cost of Sales	53,086.22	8,500.00	61,586.22
Gross Profit	133,466.55	70,674.50	204,141.05
Operating Expenses			
Accounting	396.90		396.90
Admin Support	15,130.00		15,130.00
Advertising and promotion	2,162.92	20,000.00	22,162.92
Audio Visual	14,563.46	17,714.50	32,277.96
Bank charges and fees	301.87		301.87
Business fees and licenses	40.00		40.00
Charitable donations	2,500.00		2,500.00
Conference Bags	1,833.98		1,833.98
Conference Printing	355.50	3,550.00	3,905.50
Courier and postageExpense	763.06		763.06
Decor	4,797.08		4,797.08
Entertainment	499.02		499.02
Facility rent	5,504.20		5,504.20
Food and catering	41,960.39	1,000.00	42,960.39
Graphic Design Services	10,000.00	5,000.00	15,000.00
Insurance (overhead)	3,391.00		3,391.00
Journals	4,162.75		4,162.75
Lanyard & badge holders		1,500.00	1,500.00
Wow Factor	2,279.10		2,279.10
Miscellaneous expenses	0.00		0.00
Office Rent	2,400.00		2,400.00
Office supplies	24.60		24.60
Online registration charges	4,524.56		4,524.56
Other professionals	0.00		0.00
Panel	0.00		0.00
Pens	958.72		958.72
Professional Headshots		3,720.00	3,720.00
Registration Refunds	1,251.00		1,251.00
Roaming Photographer	1,530.00	2,190.00	3,720.00
Speaker gifts	565.86		565.86
Steering Committee	1,895.56		1,895.56
Strategic Planning		15,000.00	15,000.00
Subscriptions	324.22		324.22
Travel expense - Speakers	12,723.43	1,000.00	13,723.43
Virtual Event Platform	7,964.17		7,964.17
Water Bottles	3,994.48		3,994.48
Website	480.00		480.00
Total Operating Expenses	149,277.83	70,674.50	219,952.33
Net Profit	(15,811.28)	0.00	(15,811.28)

Budget Variance

Spark Women's Leadership Conference Society

	Actual 2024	Budget 2024	Variance \$	Variance %
Trading Income				
Bookstore revenue	2,229.38	1,742.00	487.38 ▲	27.98%
Memberships	75.00	60.00	15.00 ▲	25.00%
Registrations	72,485.85	90,297.00	(17,811.15) ▼	-19.73%
Sponsorships	111,762.54	140,000.00	(28,237.46) ▼	-20.17%
Sponsorships - in kind	79,174.50	41,500.00	37,674.50 ▲	90.78%
Total Trading Income	265,727.27	273,599.00	(7,871.73) ▼	-2.88%
Cost of Sales				
Conference Books	4,570.18	4,748.00	(177.82) ▲	-3.75%
Speakers Fees	57,016.04	46,712.00	10,304.04 ▼	22.06%
Total Cost of Sales	61,586.22	51,460.00	10,126.22 ▼	19.68%
Gross Profit	204,141.05	222,139.00	(17,997.95) ▲	-8.10%
Operating Expenses				
Accounting	396.90	378.00	18.90 ▼	5.00%
Admin Support	15,130.00	13,750.00	1,380.00 ▼	10.04%
Advertising and promotion	22,162.92	16,564.00	5,598.92 ▼	33.80%
Audio Visual	32,277.96	17,436.00	14,841.96 ▼	85.12%
Bank charges and fees	301.87	170.00	131.87 ▼	77.57%
Business fees and licenses	40.00	40.00	0.00	0.00%
Charitable donations	2,500.00	0.00	2,500.00 ▼	2.50E+07
Conference Bags	1,833.98	1,072.00	761.98 ▼	71.08%
Conference Printing	3,905.50	3,378.00	527.50 ▼	15.62%
Courier and postageExpense	763.06	161.00	602.06 ▼	373.95%
Decor	4,797.08	3,000.00	1,797.08 ▼	59.90%
Entertainment	499.02	300.00	199.02 ▼	66.34%
Facility rent	5,504.20	4,071.00	1,433.20 ▼	35.21%
Food and catering	42,960.39	47,570.00	(4,609.61) ▲	-9.69%
Graphic Design Services	15,000.00	15,000.00	0.00	0.00%
Insurance (overhead)	3,391.00	2,704.00	687.00 ▼	25.41%
Journals	4,162.75	4,486.00	(323.25) ▲	-7.21%
Lanyard & badge holders	1,500.00	1,500.00	0.00	0.00%
Luggage Tags	2,279.10	4,000.00	(1,720.90) ▲	-43.02%
Miscellaneous expenses	-	792.00	(792.00) ▲	-100.00%
Office Rent	2,400.00	2,400.00	0.00	0.00%
Office supplies	24.60	1,771.00	(1,746.40) ▲	-98.61%
Online registration charges	4,524.56	5,042.00	(517.44) ▲	-10.26%
Other professionals	-	7,500.00	(7,500.00) ▲	-100.00%
Panel	-	3,500.00	(3,500.00) ▲	-100.00%
Pens	958.72	775.00	183.72 ▼	23.71%
Professional Headshots	3,720.00	2,500.00	1,220.00 ▼	48.80%
Registration Refunds	1,251.00	0.00	1,251.00	0.00%
Roaming Photographer	3,720.00	2,500.00	1,220.00 ▼	48.80%
Speaker gifts	565.86	576.00	(10.14) ▲	-1.76%
Steering Committee	1,895.56	2,254.00	(358.44) ▲	-15.90%
Strategic Planning	15,000.00	0.00	15,000.00 ▼	1.50E+09
Subscriptions	324.22	0.00	324.22 ▼	3.24E+07
Travel expense - Speakers	13,723.43	14,674.00	(950.57) ▲	-6.48%
Virtual Event Platform	7,964.17	4,944.00	3,020.17 ▼	61.09%
Water Bottles	3,994.48	5,164.00	(1,169.52) ▲	-22.65%
Website	480.00	913.00	(433.00) ▲	-47.43%
Total Operating Expenses	219,952.33	190,885.00	29,067.33 ▼	15.23%
Net Profit	- 15,811.28	31,254.00	(47,065.28) ▲	-150.59%

Balance Sheet

Spark Women's Leadership Conference Society

Account	31 Oct 2024	31 Oct 2023
Assets		
Bank		
NPSCU Chequing	21,896.77	43,968.22
NPSCU Savings	5.50	5.46
Total Bank	21,902.27	43,973.68
Current Assets		
Inventory - Books	4,592.59	2,338.00
Inventory - Promotional items	1,336.41	1,336.41
Trade accounts receivable	11,945.00	7,589.60
Total Current Assets	17,874.00	11,264.01
Fixed Assets		
Accum. Amort. -Furn.and equip.	(340.35)	(340.35)
Office Furniture and equipment	538.56	538.56
Total Fixed Assets	198.21	198.21
Non-current Assets		
Endowment Fund- NEBC Community Fund	50,000.00	50,000.00
Total Non-current Assets	50,000.00	50,000.00
Total Assets	89,974.48	105,435.90
Liabilities		
Current Liabilities		
Credit Card - Megan - 2155	2,115.55	0.00
GST/HST Payable	10,561.83	2,520.36
Rounding	0.01	(0.01)
Sales Tax	(14,213.83)	(8,312.58)
Trade accounts payable	2,137.28	6,265.06
Total Current Liabilities	600.84	472.83
Total Liabilities	600.84	472.83
Net Assets	89,373.64	104,963.07
Equity		
Total Equity	89,373.64	104,963.07

Cash Summary

Spark Women's Leadership Conference Society

Account	Oct 2023-Oct 2024
Income	
Bookstore revenue	2,202.38
Interest from bank accounts	0.04
Memberships	75.00
Registrations	70,140.05
Sponsorships	108,262.50
Sponsorships - in kind	74,174.50
Total Income	254,854.47
Less Expenses	
Admin Support	13,880.00
Advertising and promotion	22,510.89
Audio Visual	32,277.96
Bank charges and fees	297.12
Business fees and licenses	40.00
Charitable donations	5,000.00
Conference Bags	1,833.98
Conference Books	4,570.18
Conference Printing	3,905.50
Courier and postageExpense	763.06
Decor	4,797.08
Entertainment	974.72
Facility rent	5,504.20
Food and catering	42,960.39
Graphic Design Services	15,000.00
GST/HST Payable	(8,040.45)
Insurance (overhead)	3,391.00
Inventory - Books	2,186.58
Journals	4,162.75
Lanyard & badge holders	1,500.00
Luggage Tags	2,193.50
Office Rent	2,200.00
Office supplies	48.12
Online registration charges	4,524.56
Pens	958.72
Professional Headshots	3,720.00
Registration Refunds	3,051.00
Roaming Photographer	3,720.00
Rounding	(0.02)
Speaker Fees - Workshops	5,000.00
Speaker gifts	565.86
Speakers Fees	47,016.04
Steering Committee	1,934.53
Strategic Planning	15,000.00
Subscriptions	239.17
Travel expense - Speakers	13,060.08
Virtual Event Platform	7,964.17
Water Bottles	3,994.48
Website	295.59
Total Expenses	273,000.76
Surplus (Deficit)	(18,146.29)
Plus Tax Movements	
Tax Collected	1,099.57
Tax Paid	(7,140.24)
Net Tax Movements	(6,040.67)
Net Cash Movement	(24,186.96)
Summary	
Opening Balance	43,973.68
Plus Net Cash Movement	(24,186.96)
Cash Balance	19,786.72

Aged Receivables Summary

Spark Women's Leadership Conference Society
As at 13 November 2024

Contact	< 1 Month	1 Month	2 Months	3 Months	Older	Total
AltaGas	-	-	-	-	3,500.00	3,500.00
Enbridge Inc.	-	-	-	-	7,500.00	7,500.00
NorthRiver Midstream Inc.	-	-	945.00	-	-	945.00
Total	-	-	945.00	-	11,000.00	11,945.00
Percentage of total	0.00%	0.00%	7.91%	0.00%	92.09%	100.00%

Aged Payables Summary

Spark Women's Leadership Conference Society
As at 13 November 2024

Contact	Current	< 1 Month	1 Month	2 Months	3 Months	Older	Total
Aged Payables							
DeeAnn Pruys	1,312.50	-	-	-	-	-	1,312.50
Dr. Miriam Kirmayer	202.67	-	-	-	-	-	202.67
Indigo	-	-	-	71.41	-	-	71.41
Jessica Doyle-Mekkes	-	465.65	-	-	-	-	465.65
Suzanne Young	-	85.05	-	-	-	-	85.05
Total Aged Payables	1,515.17	550.70	-	71.41	-	-	2,137.28
Total	1,515.17	550.70	-	71.41	-	-	2,137.28
Percentage of total	70.89%	25.77%	0.00%	3.34%	0.00%	0.00%	100.00%