Highlights and Opportunities
Reflecting on 2022 Financial Report

The big picture — What KASC brings in from schools/districts basically covers what it costs to operate. At first glance, the net income doesn't tell that story, but once you dig into the numbers, you can see that we're doing fine. *(This is with losing Crystal at the end of June and Liz having to spend her time doing Crystal's marketing and website duties for the rest of the year.)*

Bottom Line Numbers	Budget	Actual	Difference
Net Income	**3,713**	**-48,834**	**-52,547**

Most of the difference in the budget vs. actual is from the loss in investment income:

Total Investment Income	20,000	-21,140	-41,142

52,547.35 (total loss) - 41,142.15 (investment income loss) **leaves 12,090.13 that it appears we did not bring in from other income sources in order to "make the budget."**

Cash vs. Accrual: 2022 Income from invoices that haven't been paid from **graph orders** will make up the difference in income loss.

Paid orders total (cash) – 33,485.48
Total orders taken (accrual) – 48,860.00

2022 orders:
+15,374.52

Overall Highlights:

As board members know, our goals for our KASC plan were both related to membership (maintaining and increasing memberships) membership was our priority.

- We brought in $30,122 more than budgeted in memberships.
- In addition to a focus on membership, most product development, advertising, and energy was spent on graphs and we sold $3,860 more than budgeted.

Overall Opportunities:

- We budgeted $6,000.00 for Standards Income. We planned to promote the standards when KDE released the final science standards update. That update still is not finalized, but we brought in $3,250, with no marketing.
- We budgeted $20,000 for Instruction Income, but we only brought in $435. We were stretched too thin to make updating and marketing other products due to helping SBDM implement the numerous legislative changes and being short on staff.