

**National Sikh Campaign  
Statement of Activity  
January 1 - November 9, 2017**

	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 1-9, 2017	Total
<b>Revenue</b>												
<b>Credit Card Donations</b>	1,301.00	1,575.00	53,087.90	73,524.57	1,601.00	850.00	1,075.00	1,428.91	1,550.71	2,028.60	3,216.00	141,238.69
<b>Donation</b>	12,451.00	0.00	128,516.00	165,952.00	3,300.00	80,553.00	2,219.00	500.00	0.00	0.00	0.00	393,491.00
<b>Total Revenue</b>	<b>\$ 13,752.00</b>	<b>\$ 1,575.00</b>	<b>\$ 181,603.90</b>	<b>\$ 239,476.57</b>	<b>\$ 4,901.00</b>	<b>\$ 81,403.00</b>	<b>\$ 3,294.00</b>	<b>\$ 1,928.91</b>	<b>\$ 1,550.71</b>	<b>\$ 2,028.60</b>	<b>\$ 3,216.00</b>	<b>\$ 534,729.69</b>
<b>Gross Profit</b>	<b>\$ 13,752.00</b>	<b>\$ 1,575.00</b>	<b>\$ 181,603.90</b>	<b>\$ 239,476.57</b>	<b>\$ 4,901.00</b>	<b>\$ 81,403.00</b>	<b>\$ 3,294.00</b>	<b>\$ 1,928.91</b>	<b>\$ 1,550.71</b>	<b>\$ 2,028.60</b>	<b>\$ 3,216.00</b>	<b>\$ 534,729.69</b>
<b>Expenditures</b>												
<b>Advertising</b>	1,200.00	1,583.00	1,388.00	1,388.00	1,388.00	1,388.00	1,388.00	1,313.00	1,418.00	1,418.00	75.00	13,947.00
<b>Bank Charges</b>	0.00	0.00	2,680.00	165.00	6.00	96.00	72.90	0.00	0.00	0.00	0.00	3,019.90
<b>Credit Card Charges</b>	154.91	935.53	251.05	284.43	464.58	151.30	137.05	0.00	135.20	133.89	139.42	2,787.36
<b>Digital &amp; Digital Strategy</b>	0.00	0.00	3,000.00	28,006.00	0.00	103,000.00	0.00	0.00	14,000.00	0.00	0.00	148,006.00
<b>Meals and Entertainment</b>	6.04	124.62	48.94	86.34	0.00	6.44	0.00	0.00	0.00	0.00	0.00	272.38
<b>Other General and Admin Expenses</b>	0.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	1,162.50	618.75	0.00	2,281.25
<b>Polling &amp; Focus Groups</b>	0.00	0.00	3,500.00	26,000.00	0.00	0.00	28,000.00	0.00	0.00	0.00	0.00	57,500.00
<b>Promotional</b>	0.00	0.00	0.00	70,105.58	0.00	21,750.00	2,848.63	3,655.00	5,000.00	20,789.22	0.00	124,148.43
<b>Public Relations &amp; Grassroots</b>	0.00	0.00	27,500.00	50,099.28	30,317.92	0.00	29,515.88	29,810.00	0.00	10,000.00	0.00	177,243.08
<b>Shipping and delivery expense</b>	0.00	0.00	0.00	1,295.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,295.59
<b>Television</b>	0.00	0.00	0.00	275,000.00	0.00	513,096.75	0.00	0.00	0.00	0.00	0.00	788,096.75
<b>Travel</b>	121.13	533.07	3,938.50	3,273.49	1,070.29	963.74	5.50	56.37	1,562.09	654.82	0.00	12,179.00
<b>Uncategorized Expenditure</b>	1,119.00	0.00	0.00	0.00	0.00	400.00	600.00	0.00	0.00	0.00	0.00	2,119.00
<b>Total Expenditures</b>	<b>\$ 2,601.08</b>	<b>\$ 3,176.22</b>	<b>\$ 42,306.49</b>	<b>\$ 456,203.71</b>	<b>\$ 33,246.79</b>	<b>\$ 640,852.23</b>	<b>\$ 62,567.96</b>	<b>\$ 34,834.37</b>	<b>\$ 23,277.79</b>	<b>\$ 33,614.68</b>	<b>\$ 214.42</b>	<b>\$ 1,332,895.74</b>
<b>Net Operating Revenue</b>	<b>\$ 11,150.92</b>	<b>-\$ 1,601.22</b>	<b>\$ 139,297.41</b>	<b>-\$ 216,727.14</b>	<b>-\$ 28,345.79</b>	<b>-\$ 559,449.23</b>	<b>-\$ 59,273.96</b>	<b>-\$ 32,905.46</b>	<b>-\$ 21,727.08</b>	<b>-\$ 31,586.08</b>	<b>\$ 3,001.58</b>	<b>-\$ 798,166.05</b>
<b>Other Expenditures</b>												
<b>Miscellaneous</b>	0.00	0.00	0.00	150.00	0.00	1,000.00	6,000.00	0.00	0.00	0.00	0.00	7,150.00
<b>Total Other Expenditures</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 150.00</b>	<b>\$ 0.00</b>	<b>\$ 1,000.00</b>	<b>\$ 6,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 7,150.00</b>
<b>Net Other Revenue</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>-\$ 150.00</b>	<b>\$ 0.00</b>	<b>-\$ 1,000.00</b>	<b>-\$ 6,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>-\$ 7,150.00</b>
<b>Net Revenue</b>	<b>\$ 11,150.92</b>	<b>-\$ 1,601.22</b>	<b>\$ 139,297.41</b>	<b>-\$ 216,877.14</b>	<b>-\$ 28,345.79</b>	<b>-\$ 560,449.23</b>	<b>-\$ 65,273.96</b>	<b>-\$ 32,905.46</b>	<b>-\$ 21,727.08</b>	<b>-\$ 31,586.08</b>	<b>\$ 3,001.58</b>	<b>-\$ 805,316.05</b>