

Performa for M.J. Murdock Charitable Trust

	Baseline	During the Grant Period			After the Grant Period
	2018	2019	2020	2021	2022
ICN Investment in Marketing					
% Invested by ICN		0	34%	67%	100%
Marketing Manager Salary		\$ -	\$ 25,500	\$ 50,250	\$ 75,000
Marketing Ad Buys		\$ -	\$ 10,200	\$ 20,100	\$ 30,000
Travel Expenses for Marketing Manager		\$ -	\$ 5,100	\$ 10,050	\$ 15,000
Office Admin Expenses		\$ -	\$ 680.00	\$ 1,340.00	\$ 2,000.00
ICN Investment Total Investment		\$ -	\$ 41,480	\$ 81,740	\$ 122,000
ICN Cumulative Total Spent		\$ -	\$ 41,480	\$ 81,740	\$ 122,000
Marketing					
% Invested by Murdock Trust		100%	66%	33%	\$ -
Marketing Manager Salary		\$ 75,000	\$ 49,500	\$ 24,750	\$ -
Marketing Ad Buys		\$ 30,000	\$ 19,800	\$ 9,900	\$ -
Travel Expenses for Marketing Manager		\$ 15,000	\$ 9,900	\$ 4,950	\$ -
Office Admin Expenses		\$ 2,000	\$ 1,320	\$ 660	\$ -
Murdock Trust Total Investment	\$ -	\$ 122,000	\$ 80,520	\$ 40,260	\$ -
Murdock Cumulative Total Spent	\$ -	\$ 122,000	\$ 202,520	\$ 242,780	\$ -
Growth Capital Fund (Net Revenue)		\$ 1,593,466	\$ 2,181,924	\$ 2,797,793	\$ 3,365,741
Murdock Grant as a Percentage of Revenue		7.66%	3.69%	1.44%	0.00%
Sales Profit Generated by Marketing		26.27%	33.53%	39.58%	32.34%

	Baseline	During the Grant Period			After the Grant Period
	2018	2019	2020	2021	2022
Indicators					
# of Board Members	5	5	7	7	7
# of Individual Donors	144	228	292	376	491
# of Major Donors	18	29	36	47	61
Minimum \$ contribution of a major donor	\$500	500	\$500	\$500	\$500
# Corporation/Business	10	16	24	22	25
# Foundations	0	1	2	3	4
Revenue					
Total Sponsorship Revenue	\$ 693,000	\$ 1,034,492	\$ 1,430,585	\$ 1,881,277	\$ 2,531,954
Sponsorship Donations	\$ 60,000	\$ 151,574	\$ 209,609	\$ 275,645	\$ 370,982
ICN Donations	\$ 40,000	\$ 60,000	\$ 80,000	\$ 100,000	\$ 120,000
General Donations & Fund Raising	\$ -	\$ 122,000	\$ 202,520	\$ 242,780	\$ -
Grants + Foundations	\$ 196,000	\$ 225,400	\$ 259,210	\$ 298,092	\$ 342,805
Total Revenues	\$ 989,000	\$ 1,593,466	\$ 2,181,924	\$ 2,797,793	\$ 3,365,741

Expenses					
Total Salary USA	\$ 226,800	\$ 292,005	\$ 360,918	\$ 495,661	\$ 574,347
Total Salary International	\$ 14,400	\$ 18,540	\$ 19,096	\$ 27,537	\$ 32,415
Office & Administration Expenses	\$ 24,000	\$ 30,000	\$ 36,000	\$ 48,000	\$ 54,000
Travel for marketing	\$ 15,000	\$ 15,450	\$ 15,914	\$ 16,391	\$ 16,883
Consulting Fees (Rainmaker Management)	\$0	\$30,000	\$30,000	\$30,000	\$0
Ad Spend	0	30,000	40,000	50,000	60,000
Matsiko Choir Expenses	\$ 45,000	\$ 165,000	\$ 165,000	\$ 165,000	\$ 300,000
ICN Child Support	\$ 519,750	\$ 775,869	\$ 1,072,938	\$ 1,410,958	\$ 1,898,965
ICN Emergency Funding	\$ 51,975	\$ 77,587	\$ 107,294	\$ 141,096	\$ 189,897
ICN Building Projects and Miscellaneous	\$ 40,000	\$ 50,000	\$ 50,000	\$ 60,000	\$ 70,000
Total Expenses	\$ 936,925	\$ 1,484,451	\$ 1,897,160	\$ 2,444,642	\$ 3,196,506
(Emergency Savings) Revenue minus Expenses	\$ 0	\$ 109,015	\$ 162,764	\$ 150,631	\$ 169,235
Saving as a percent of income	5.27%	6.84%	7.90%	5.80%	5.03%

The Baseline is the organization's most recently completed fiscal year.

Please don't exaggerate your projections, be realistic (but not too conservative).

Project - Admin - Fundraising Expenses					
Project Expenses - 85%	\$ 796,386	\$ 1,261,783	\$ 1,612,586	\$ 2,077,946	\$ 2,717,030
Admin Expenses - 8%	\$ 74,954	\$ 118,756	\$ 151,773	\$ 195,571	\$ 255,721
Fundraiser Expenses 7%	\$ 65,585	\$ 103,912	\$ 132,801	\$ 171,125	\$ 223,755

Detailed Analysis For M.J. Murdock Charitable Trust

**Add 2nd Choir

	2018	2019	2020	2021	**2022	2023	2024	2025	2026
Revenue									
Number of choir months	3	11	11	11	20	20	20	20	20
# of Sponsors via Choir	115	423	423	423	769	769	769	769	769
# of Children Sponsored via Choir	150	550	550	550	1,000	1,000	1,000	1,000	1,000
Sponoship Revenue generated via choir	\$ 75,000	\$ 275,000	\$ 275,000	\$ 275,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000
# of Sponsors via Advertisement	0	300	400	500	600	700	800	900	1000
# of Children Sponsored via Advertisement	0	390	520	650	780	910	1040	1170	1300
Revenue generated via Advertisement	\$ -	\$ 418,612	\$ 690,608	\$ 1,027,106	\$ 1,088,601	\$ 1,528,285	\$ 2,036,784	\$ 2,613,116	\$ 3,256,496
Total Number of Sponsor	1250	1895	2620	3446	4637	5929	7321	8812	10404
Total Number of Children Sponsored	1650	2463	3406	4479	6028	7708	9517	11456	13525
Total Sponsorship Revenue	\$ 693,000	\$ 1,034,492	\$ 1,430,585	\$ 1,881,277	\$ 2,531,954	\$ 3,237,231	\$ 3,997,108	\$ 4,811,585	\$ 5,680,662
Sponsorship Donations	\$ 60,000	\$ 151,574	\$ 209,609	\$ 275,645	\$ 370,982	\$ 474,320	\$ 585,657	\$ 704,994	\$ 832,331
ICN Donations	\$ 40,000	\$ 60,000	\$ 80,000	\$ 100,000	\$ 120,000	\$ 140,000	\$ 160,000	\$ 180,000	\$ 200,000
General Donations & Fund Raising	\$ 196,000	\$ 225,400	\$ 259,210	\$ 298,092	\$ 342,805	\$ 394,226	\$ 453,360	\$ 521,364	\$ 599,568

Miscellaneous Information									
# of ICN Centers in Sponsored Countries	2	3	4	4	5	5	6	6	7
# of Board Members at ICN	5	5	7	7	7	7	7	7	7

Capital Funds & Revenue Percentages									
Growth Capital Fund (Net Revenue)	989,000	1,593,466	2,059,924	2,595,273	3,365,741	4,245,776	5,196,124	6,217,943	7,312,561
Sponsorship as a percentage of revenue	70%	65%	69%	72%	75%	76%	77%	77%	78%
Donors as a percentage of revenue	30%	27%	27%	26%	25%	24%	23%	23%	22%
Grants as a percentage of revenue	0%	8%	10%	9%	0%	0%	0%	0%	0%