



VERMONT MAPLE SUGAR MAKERS' ASSOCIATION

P.O. Box 83, Westford VT 05494

Phone: 802-777-2667

www.VermontMaple.org

July 15, 2022

To: VMSMA Board of Directors
From: Allison Hope, Executive Director
Re: FY21 Financial Narrative

The Association closed out FY2021 with a net loss of (\$2,774), compared to a budgeted loss of (\$39,976). Below, I've highlighted significant differences from actual to budget, but please feel free to ask any clarifying questions if I haven't addressed something here or call me to discuss.

Income

VMSMA recognized FY2021 income of \$185,858 compared to a budget of \$196,054. This compares to actual revenue of \$250,502 for FY2020.

4100 Membership Dues

Membership dues came in at 23% under budget and very similar to FY2020.

4200 Grant Revenue

Grant revenue was 44% over budget and 60% over FY2020. The majority of this revenue was related to the forgiveness of VMSMA's two PPP loans totaling \$41,615. The remainder of the revenue comes from a small VAAFMM grant supporting the winter Maple Conference and the final payment on a Working Lands grant initiated in a prior year.

4400 Product Revenue

Product revenue was slightly above budget, but less than FY2020 actuals due to the lack of events.

4510 Events/Workshops

We didn't budget for revenue in this line item for the year. Negative income on this line is related to credits for the FY2021 Spring Open House that was cancelled, but for which income was recognized in FY2020.

4530 Service Revenue - Certification

This line item was budgeted to reflect anticipated revenue from VMSMA's Sugarhouse Certification Program. While the launch and sign-ups didn't happen as quickly as expected, we did experience slight net revenue from this new program.

COGS

5400 COGS – Inventory Items

We ended the year above budget in this line item, due to needing to restock sample jars, jar caps, and cookbooks in the warehouse throughout the year. We also incurred costs for new clothing items in the



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online store, VMSMA branded jugs for the Big E, supplies to create grading kits and new VMSMA-branded maple for sale signs for members.

Expenses

We ended FY2021 with total expenses of \$154,085 or about \$61,145 (28%) below budget. See below for details.

6000 Wages & 6100 Payroll Taxes

Through the end of the fiscal year, wages and payroll taxes tracked below budget based on changes to staff hours to react to the changing income landscape created by the pandemic. For FY2021, wages were 15% below budget and 36% below prior year-to-date actuals.

6300 Advertising

Advertising expenses tracked below budget and prior year due to the cancellation of most events that require budgeted advertising.

6600 Licenses and Fees

The largest expense in this category is generally the commission paid to the Vermont Agency of Agriculture (VAAF), generally in November or December, based on sales from the Big E Booth. Because we withdrew from the Big E, but the Vermont Building was open, we paid \$2,323 which represents 10% of an average of the last three years' booth commissions. This was an unbudgeted expense for the year.

6750 Printing & Publications

This line item came in below budget due to the cancellation of March 2021 Maple Open House Weekend and associated printing costs for recipe cards and other items.

6774 Professional Fees – Certification

FY2021 fees reflect expenses related to Certifier training pay, onsite training for Certifiers at the Gagne sugarhouse in September, and payment for a handful of Sugarhouse Certifications (that are reflected in the income).

Vermont Maple Sugar Makers Assoc. Inc.

07/15/22

Balance Sheet

Accrual Basis

As of December 31, 2021

	<u>Dec 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
1015 · Stripe Account	3,635.52
1020 · Peoples Checking - 1044	67,435.73
1040 · Westfield Savings - 2839	52,048.11
1100 · Peoples CD - 5782	34,100.06
1120 · VT Maple Sugar Makers CD-1790	2,612.04
Total Checking/Savings	<u>159,831.46</u>
Other Current Assets	
1300 · Accounts Receivable	10,655.62
1350 · Grant Receivable	1,980.00
1400 · Inventory	28,610.44
Total Other Current Assets	<u>41,246.06</u>
Total Current Assets	<u>201,077.52</u>
Fixed Assets	
1500 · Equipment	15,089.00
1700 · Accumulated Depreciation	-14,951.00
Total Fixed Assets	<u>138.00</u>
TOTAL ASSETS	<u>201,215.52</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · *Accounts Payable	10,148.27
Total Accounts Payable	<u>10,148.27</u>
Credit Cards	
2351 · Peoples Credit Card	2,401.24
Total Credit Cards	<u>2,401.24</u>
Other Current Liabilities	
2300 · Deferred Revenue	3,196.00
Total Other Current Liabilities	<u>3,196.00</u>
Total Current Liabilities	<u>15,745.51</u>
Total Liabilities	<u>15,745.51</u>
Equity	
3000 · Unrestricted Net Assets	188,244.05
Net Income	-2,774.04
Total Equity	<u>185,470.01</u>
TOTAL LIABILITIES & EQUITY	<u>201,215.52</u>

FY2021 Actual vs Budget YTD

	Dec				Dec			
	YTD 2021 Actual	YTD 2021 Budget	\$ diff	% diff	YTD 2021 Actual	YTD 2020 Actual	% diff	
Ordinary Income/Expense								
Income								
4000 - Contributions	0.00	0.00	0.00	#DIV/0!	0.00	100.00	-100%	
4100 - Membership Dues	52,857.00	68,500.00	(15,643.00)	-23%	52,857.00	52,740.00	0%	
4200 - Grant Revenue	45,095.00	31,324.00	13,771.00	44%	45,095.00	112,095.71	-60%	
4250 - Grant Revenue - Nongovernmental	2,143.10	0.00	2,143.10	#DIV/0!	2,143.10	3,034.00	-29%	
4300 - Royalty Income	23,786.12	17,950.00	5,836.12	33%	23,786.12	19,062.78	25%	
4400 - Product Revenue	43,618.23	41,500.00	2,118.23	5%	43,618.23	47,379.51	-8%	
4500 - Service Revenue - Maple Public.	9,884.00	7,700.00	2,184.00	28%	9,884.00	8,652.00	14%	
4510 - Service Revenue - Events/Wkshop	(565.00)	0.00	(565.00)	#DIV/0!	(565.00)	4,822.00	-112%	
4520 - Service Revenue - Other	0.00	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	
4530 - Service Revenue - Certification	2,950.00	24,900.00	(21,950.00)	-88%	2,950.00	0.00	#DIV/0!	
4800 - Interest/Dividends	69.34	180.00	(110.66)	-61%	69.34	125.05	-45%	
4850 - Proceeds for Sale of Equipment	0.00	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	
4875 - Advanced Web Listing	3,560.00	4,000.00	(440.00)	-11%	3,560.00	2,150.00	66%	
4900 - Other Income	2,460.00	0.00	2,460.00	#DIV/0!	2,460.00	341.05	621%	
Total Income	185,857.79	196,054.00	(10,196.21)	-5%	185,857.79	250,502.10	-26%	
Cost of Goods Sold								
5400 - COGS - Inventory Items	28,532.18	14,600.00	13,932.18	95%	28,532.18	12,665.71	125%	
5500 - COGS - Printing & Distribution	6,015.00	6,875.00	(860.00)	-13%	6,015.00	15,175.00	-60%	
Total COGS	34,547.18	21,475.00	13,072.18	61%	34,547.18	27,840.71	24%	
Gross Profit	151,310.61	174,579.00	(23,268.39)	-13%	151,310.61	222,661.39	-32%	
Expense								
6000 - Wages	86,243.90	101,591.99	(15,348.09)	-15%	86,243.90	135,779.25	-36%	
6100 - Payroll Taxes	6,890.23	7,771.79	(881.56)	-11%	6,890.23	10,877.20	-37%	
6300 - Advertising	2,229.30	9,975.00	(7,745.70)	-78%	2,229.30	10,263.98	-78%	
6400 - Bank Charges	1,267.66	1,909.00	(641.34)	-34%	1,267.66	2,755.99	-54%	
6425 - Conferences	0.00	0.00	0.00	#DIV/0!	0.00	569.50	-100%	
6450 - Dues and Subscriptions	9,547.73	9,475.00	72.73	1%	9,547.73	9,683.48	-1%	
6460 - Education/Training	0.00	0.00	0.00	#DIV/0!	0.00	21.39	-100%	
6475 - Equipment Leases	0.00	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	
6500 - Insurance - General Liability	1,274.00	1,600.00	(326.00)	-20%	1,274.00	1,197.00	6%	
6502 - Insurance - Workers Comp	786.00	0.00	786.00	#DIV/0!	786.00	952.00	-17%	
6503 - Insurance - Other	544.00	0.00	544.00	#DIV/0!	544.00	529.00	3%	
6600 - Licenses and Fees	2,837.25	605.00	2,232.25	369%	2,837.25	707.59	301%	
6650 - Meals/Entertainment	0.00	1,000.00	(1,000.00)	-100%	0.00	11,738.91	-100%	
6675 - Miscellaneous	543.04	400.00	143.04	36%	543.04	1,038.55	-48%	
6680 - Office Expense	804.48	2,700.00	(1,895.52)	-70%	804.48	2,499.18	-68%	
6700 - Operating Supplies	4,115.01	3,750.00	365.01	10%	4,115.01	1,440.30	186%	
6710 - Postage	393.44	300.00	93.44	31%	393.44	1,510.09	-74%	
6750 - Printing and Publications	8,792.45	10,900.00	(2,107.55)	-19%	8,792.45	18,782.69	-53%	
6770 - Contractor	0.00	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	
6774 - Professional Fees - Certification	2,098.00	32,625.00	(30,527.00)	-94%	2,098.00	0.00	#DIV/0!	
6775 - Professional Fees - Accounting	2,018.18	2,630.00	(611.82)	-23%	2,018.18	6,261.78	-68%	
6777 - Professional Fees - Legal	675.00	0.00	675.00	#DIV/0!	675.00	0.00	#DIV/0!	
6778 - Professional Fees - Info. Tech.	0.00	0.00	0.00	#DIV/0!	0.00	3,950.00	-100%	
6779 - Professional Fees - Other	4,052.25	5,100.00	(1,047.75)	-21%	4,052.25	6,436.80	-37%	
7000 - Repairs and Maintenance	0.00	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	
7050 - Rent	2,993.11	3,000.00	(6.89)	0%	2,993.11	2,532.00	18%	
7075 - Royalties Paid	0.00	3,000.00	(3,000.00)	-100%	0.00	4,605.68	-100%	
7100 - Shipping	5,396.24	4,750.00	646.24	14%	5,396.24	5,515.71	-2%	
7500 - Utilities	0.00	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	
7700 - Taxes - Sales Tax	0.00	250.00	(250.00)	-100%	0.00	382.14	-100%	
7800 - Telephone	1,160.32	1,800.00	(639.68)	-36%	1,160.32	1,208.65	-4%	
7900 - Travel	950.00	0.00	950.00	#DIV/0!	950.00	1,082.96	-12%	
8500 - Internet	5,144.20	4,422.00	722.20	16%	5,144.20	3,028.56	70%	
8700 - Vehicle Mileage Reimbursement	1,239.86	2,500.00	(1,260.14)	-50%	1,239.86	1,979.83	-37%	
9700 - Depreciation	2,089.00	2,500.00	(411.00)	-16%	2,089.00	1,911.00	9%	
9750 - Contributions/Grants	0.00	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	
9800 - Interest Expense	0.00	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	
Total Expense	154,084.65	214,554.78	(60,470.13)	-28%	154,084.65	249,241.21	-38%	
Net Ordinary Income	(2,774.04)	(39,975.78)	37,201.74	-93%	(2,774.04)	(26,579.82)	-90%	
Net Income	(2,774.04)	(39,975.78)	37,201.74	-93%	(2,774.04)	(26,579.82)	-90%	