

## **Friends of Mirror Lake State Park Annual Financial Report For 2024**

David Aslesen, Treasurer

2024 has been an innovative year for our group with the introduction of digital payments for firewood at the camp host sites, a credit card for online purchases and the streamlining of our accounts and reports.

### **Digital Payments at Camp Host Sites**

Firewood sales at the Camp Host Sites are vital to our fundraising efforts, providing convenience and availability for visitors and generating two thirds of all firewood income. The new digital payments offered this year were well received, comprising one third of all camp host firewood income. This saved both the camp hosts and our volunteers from having to count about \$20,000 in cash. Of the two digital options offered, the Venmo digital wallet was favored 2 to 1 over credit cards.

### **Friends Credit Card**

Having a credit card to make online purchases not only saved time for volunteers but also provided opportunities not readily available using check payments. The credit card is automatically paid off each month, so no interest is being paid.

### **Accounts and Report Streamlining**

To simplify our financial reports and budget approval, we created separate reports for fundraising and operating expenses. The Operating Expenses Report includes our three categories of operational spending: Administration (overhead), Programs (typically recurring annually) and Projects (typically for non-recurring special needs). Most of the group headers and totals have been removed and non-essential accounts are not shown. For clarity, each project is a separate line item instead of being grouped. For programs and projects that have offsetting fundraising income like grants or donations, this is shown on the same line. Finally, Fundraising and Asset Summaries are included at the end. The Operating Expenses Report will be sent to the membership automatically, while the Fundraising Report will be available upon request.

Our accounting for fundraising has been refined to include a new category of Non-Merchandise Fundraisers, defined as events or activities intended to bring in more funds than are expended. We currently have three of these, the S'more Fun Trail Run, Paver Bricks and Memorial Benches. Both the incomes and expenses for these are now included in the Fundraising Report.

# Friends Of Mirror Lake State Park

## Balance Sheet

As of December 31, 2024

### ASSETS

#### Current Assets

##### Bank Accounts

1040 General Checking 33,157.65

##### 1050 Money Market

1055 Money Market General Account 24,569.02

1056 Money Market Nature Center Account 327.36

Total 1050 Money Market \$ 24,896.38

1060 CD Nature Center 81,412.94

1100 Petty Cash Fund 645.00

Total Bank Accounts \$ 140,111.97

##### Accounts Receivable

Accounts Receivable (A/R) 0.00

Total Accounts Receivable \$ 0.00

##### Other Current Assets

1200 Deposits in Transit 0.00

1210 Trail Run Reserve 0.00

1340 Undeposited Funds 46.95

Uncategorized Asset 0.00

Total Other Current Assets \$ 46.95

Total Current Assets \$ 140,158.92

**TOTAL ASSETS \$ 140,158.92**

### LIABILITIES AND EQUITY

#### Liabilities

##### Current Liabilities

##### Accounts Payable

Accounts Payable (A/P) 0.00

Total Accounts Payable \$ 0.00

##### Credit Cards

x5192 VISA Business Cash 349.37

Total Credit Cards \$ 349.37

##### Other Current Liabilities

2600 Sales Tax payable 1,836.04

2991 Ask My Accountant 0.00

Total Other Current Liabilities \$ 1,836.04

Total Current Liabilities \$ 2,185.41

Total Liabilities \$ 2,185.41

#### Equity

3030 Unrestricted Net Assets 120,347.11

Net Income 17,626.40

Total Equity \$ 137,973.51

**TOTAL LIABILITIES AND EQUITY \$ 140,158.92**

**FOMLSP 2024 Annual Budget Report**  
**January 1 to December 31, 2024**

Printed 1/19/2025

<b>Operating Budget</b>						
Acct	Program or Project Name	2024 Budget	2024 Expenses	2024 Offsetting Income	(%)	Notes
<b>7000</b>	<b>Administration</b>	\$ <b>9,450</b>	\$ <b>9,168.76</b>			<b>0% Total Administration</b>
7010	Accounting & Tax Services	\$ 4,000	\$ 3,820.80			
7020	Ads, Social, Marketing	\$ 100	\$ 45.00			
7030	Incentive Coupons Redeemed	\$ 500	\$ 670.00			
7040	Insurance	\$ 1,300	\$ 1,224.00			
7050	Licenses & Permits	\$ 100	\$ 10.00			
7060	Newsletter Expense	\$ 200	\$ 221.00			Printing cost
7070	External Organization Dues	\$ 250	\$ 160.00			Baraboo & Reedsburg Chambers, FWSP
7080	Training	\$ 600	\$ 280.00			
7090	Equipment And Supplies	\$ 300	\$ 634.70			
7100	Volunteer Appreciation	\$ 1,500	\$ 1,310.09			
7110	Web Site & Software	\$ 500	\$ 621.23			
7020	Miscellaneous Expense	\$ 100	\$ 171.94			
<b>8000</b>	<b>Programs</b>	\$ <b>18,980</b>	\$ <b>17,568.59</b>	\$ <b>10,602.94</b>	<b>60%</b>	<b>Total Programs</b>
8010	Amphitheatre Events	\$ 3,250	\$ 2,017.50	\$ 814.00		Donations from only 2 concerts
8031	Fire Rings Repair	\$ -	\$ -	\$ -		
8032	Campsites Renovations	\$ 2,000	\$ 2,000.00	\$ -		Funds donated to Park for General Maintenance
8050	Hike/Ski Events	\$ 2,850	\$ 2,745.15	\$ 3,100.00		\$2,500 from In-kind Donations
8060	Naturalist	\$ 8,000	\$ 8,390.94	\$ 6,658.94		Incentive & Walmart Grants, Donations
8090	Picnic Tables	\$ 1,500	\$ 1,415.00	\$ -		Annual Repairs
8111	Trail Maps	\$ 380	\$ -	\$ -		Donated to Park for Winter Map Printing
8112	Trail Maintenance	\$ 1,000	\$ 1,000.00	\$ 30.00		Donated to Park for Trail Maintenance
8200	Rocky Arbor General Support	\$ -	\$ -	\$ -		Used only if no special projects
9000	<b>Projects</b>	\$ <b>45,907</b>	\$ <b>38,308.28</b>	\$ <b>14,420.00</b>	<b>38%</b>	<b>Total Projects</b>
	<b>This Year's New Projects</b>	\$ <b>45,907</b>	\$ <b>37,108.28</b>	\$ <b>14,420.00</b>		<b>Total This Year's New Projects</b>
9111	RA Host Site Phase 1	\$ 7,000	\$ 5,759.78	\$ 5,000.00		Finished Installation   KN Grant 2nd Payment
9111	RA Host Site Phase 2	\$ 2,000	\$ 1,500.00	\$ 500.00		Finished Installation   KN Grant 1st Payment
9112	RA Campground Gate	\$ 5,800	\$ 5,802.10	\$ 1,450.00		Finished Installation   KN Grant 1st Payment
9211	Woodshed - Cliffwood	\$ 3,800	\$ -	\$ 1,000.00		Not Started   KN Grant 1st Payment
9212	Woodshed Signs	\$ 500	\$ 1,246.40	\$ -		Much better quality than planned
9212	Amphitheatre Lights Repair	\$ 5,107	\$ 3,725.00	\$ -		Completed   \$1,000 Discount from Hills Wiring
9503	Amphitheatre Lights New	\$ 3,775	\$ 3,775.00	\$ 1,887.00		Finished   WZ Grant Both Payments
9603	Inside Waterfiller - Office	\$ -	\$ -	\$ 1,583.00		Finished Installation   KN Grant 1st Payment

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<b>Operating Budget</b>						
Accnt	Program or Project Name	2024 Budget	2024 Expenses	2024 Offsetting Income	(%)	Notes
9603	Outside Fountain - Office	\$ 4,625	\$ 4,700.00	\$ 1,175.00		Purchased - Not Installed   KN Grant 1st Payment
9604	Outside Shower - Beach	\$ 7,300	\$ 4,600.00	\$ 1,825.00		Purchased - Not Installed   KN Grant 1st Payment
9605	New Picnic Tables	\$ 6,000	\$ 6,000.00	\$ -		Funds Donated To Park
	<b>Previous Year's Projects</b>	\$ -	\$ 1,200.00	\$ -		<b>Total Previous Years Projects</b>
9430	Trail Kiosks/Signs (2023)	\$ -	\$ -	\$ -		Finish Installation   KN Grant 2nd Payment Needed
9601	Multi-Purpose Nature Bldg (2022)	\$ -	\$ 1,200.00	\$ -		Final Invoice from 2022 project
	<b>Total Operating Expenses</b>	<b>\$ 74,337</b>	<b>\$ 65,045.63</b>	<b>\$ 25,022.94</b>	<b>38%</b>	<b>Total Off-setting Income</b>

<b>9000</b>	<b>Project Expense Group Totals</b>	<b>\$ 45,907</b>	<b>\$ 38,308.28</b>
9100	Total Rocky Arbor Projects	\$ 14,800	\$ 13,061.88
9200	Total Structures	\$ 9,407	\$ 4,971.40
9300	Total Equipment	\$ -	\$ -
9400	Total Trails	\$ -	\$ -
9500	Total Accessibility Improvements	\$ 3,775	\$ 3,775.00
9600	Total Miscellaneous Projects	\$ 17,925	\$ 16,500.00

<b>Fundraising Summary</b>				<i>Only Totals for these columns are related</i>	
		<b>Expenses</b>		<b>Incomes</b>	
<b>Fundraiser Events &amp; Misc</b>		\$ 12,231.58	\$	11,116.42	<b>Donations</b>
<b>Firewood Cash</b>		\$ 53,631.50	\$	18,420.00	<b>Grants</b>
<b>Other Merchandise Cash</b>		\$ 6,587.74	\$	29,357.52	<b>Fundraiser Events</b>
<b>In-Kind Merchandise Received</b>		\$ 1,389.00	\$	5,111.78	<b>Other Income</b>
<b>Credit Card Fees &amp; Sales Tax</b>		\$ 7,191.54	\$	99,697.67	<b>Merchandise</b>
<b>Total Fundraising Expenses</b>	<b>49%</b>	<b>\$ 81,031.36</b>	<b>\$</b>	<b>163,703.39</b>	<b>100% Total Fundraising Income</b>
			<b>\$</b>	<b>82,672.03</b>	<b>51% NET Spendable Income</b>
			\$	17,383.94	NET Income From Events
			\$	30,897.89	NET Income From Merchandise
			<b>\$</b>	<b>17,626.40</b>	<b>NET Income</b>
<b>Assets Summary</b>	General Fund	Nature Cntr. Fnd	<b>\$</b>	<b>120,347.11</b>	<b>Cash Assets Beginning 2024</b>
	\$ 56,233.21	\$ 81,740.30	<b>\$</b>	<b>137,973.51</b>	<b>Cash Assets Ending 2024</b>

**FOMLSP 2024 Fundraising Report**  
**January 1 to December 31, 2024**

Printed 1/15/2025

	2024 <i>Planned</i>	2024 YTD Actual	2024 % of Budget	Notes
<b>Fundraising Income</b>	<b>145,155.50</b>	<b>163,703.39</b>	<b>113%</b>	<b>Total Fundraising Income</b>
4000 Non-Merchandise Income	56,806	64,005.72	113%	Total Non-Merchandise Income
4100 Cash Donation Income	5,530	8,616.42	156%	Total Cash Donations
4105 General Donations	1,000	2,503.73		
4110 Ampitheatre Events	800	814.00		only two events held
4120 Hike/Ski Donation	600	1,438.75		
4130 Naturalist (Seth Peterson & other)	2,000	2,658.94		
4140 Trail Donations	-	30.00		
4150 Project Donations	1,000	1,004.00		
4175 Thrivent Financial	130	167.00		
4200 In-Kind Donation Income	2,500	2,500.00	100%	gift cards and event snacks
4300 Grant Income	25,716	18,420.00	72%	Total Grants
4310 Walmart Grant (naturalist)	500	500.00	100%	
4320 Incentive Grant (naturalist)	3,500	3,500.00	100%	
4330 Knowles-Nelson Grant(s)	19,828	12,533.00	63%	Total Knowles-Nelson Grants
2023 Trail Kiosks	2,928	-		2nd payment
2023 RA Host Site Ph1	5,000	5,000.00		2nd payment
2024 RA Host Site Ph2	1,000	500.00		Full payment   1st payment
2024 RA Campground Gate	2,900	1,450.00		Full payment   1st payment
2024 Firewood Shed Cliffwood	2,000	1,000.00		Full payment   1st payment
2024 Indoor Water Filler	-	1,583.00		2nd payment
2024 Outdoor Water Filler	2,350	1,175.00		Full payment   1st payment
2024 Rinse Off Shower	3,650	1,825.00		Full payment   1st payment
4340 Weizenicker Grant	1,888	1,887.00	100%	Total Weizenicker Grants
2024 New Ampitheatre Lights	1,888	1,887.00		
4345 CFSCW Grant	-			
4400 Fundraiser Events Income	20,460	29,357.52	143%	Total Fundraiser Events
4410 Smore Fun Trail Run	20,460	29,357.52	143%	Total Smore Fun Trail Run
4411 Donation	1,160	1,481.00		
4412 Registration	10,000	15,456.52		
4413 Sponsorship	8,000	10,350.00		
4415 In-Kind Donation	1,300	2,070.00		Not included in previous years
4500 Other Income	2,600	5,111.78	197%	Total Other
4510 Membership dues	800	1,306.20		
4520 Fundraiser Paver Bricks	300	500.00		
4521 Fundraiser Benchs	-	625.00		
4530 Miscellaneous Income	50	85.00		
4560 Interest Income	1,450	2,595.58	179%	Total Interest
4562 Money Market Account	1,450	1,182.64		
4563 Certificate of Deposit	-	1,412.94		Two 11-month CDs
6000 Merchandise Cash Income	86,750.00	98,308.67	113%	Total Merchandise Cash
6100 Firewood Cash Income	84,500	92,010.42	109%	Total Firewood Cash
6110 Mirror Lake Firewood	75,000	77,837.69		
6120 Rocky Arbor Firewood	9,500	14,172.73		
6200 Other Merchandise Cash Income	2,250	6,298.25	280%	Total Other Merchandise Cash
6205 Firestarters Income	300	392.00		
6210 Souvenirs	1,950	5,906.25		

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	<i>2024</i>	2024 YTD	2024	
	<i>Planned</i>	Actual	% of Budget	<i>Notes</i>
6300 In-Kind Merchandise Income	<b>1,600</b>	1,389.00	87%	Total In-Kind Merchandise
6310 Firewood Donation	1,500	1,290.00		2024 - 430 bundles or 6 1/2 pallets
6320 Other Donation	100	99.00		Materials for bundling
6330 Firestarters Donation				
<b>Fundraising Expenses</b>	<b>70,660</b>	<b>81,031.36</b>	<b>115%</b>	<b>Total Fundraising Expenses</b>
6400 Fundraiser Events Expense	<b>10,360</b>	<b>11,973.58</b>	<b>116%</b>	<b>Total Fundraiser Events</b>
6410 Smore Fun Trail Run	<b>10,360</b>	<b>11,973.58</b>	<b>116%</b>	<b>Total Smore Fun Trail Run</b>
6411 Awards	1,450	1,507.64		
6412 Liability Insurance	500	500.00		
6413 Miscellaneous (includes In-Kind)	2,900	4,010.14		Includes in-kind expenses
6416 Shirts, Jackets & Backbacks	3,150	3,814.00		
6418 Trail Run Timing Expense	2,360	2,141.80		
6500 Fundraisers Miscellaneous	<b>100.00</b>	<b>258.00</b>	<b>258%</b>	<b>Total Fundraisers Miscellaneous</b>
6510 Benches	-	258.00		
6530 Paver Engraving/Replacement	100.00	-	-	
6600 Firewood Cash Expense	<b>46,800</b>	<b>53,631.50</b>	<b>115%</b>	<b>Total Firewood Cash</b>
6610 Mirror Lake	41,500	45,214.00		
6620 Rocky Arbor	5,300	8,417.50		
6700 Other Merchandise Cash Expense	<b>6,500</b>	<b>6,587.74</b>	<b>101%</b>	<b>Total Other Merchandise Cash</b>
6710 Souvenirs	6,500	6,587.74		
6720 Matches and Other	-	-		
6800 In-Kind Merchandise Expense	<b>1,600.00</b>	<b>1,389.00</b>	<b>87%</b>	<b>Total In-Kind Merchandise</b>
6801 Firewood In-Kind Expense	1,600.00	1,389.00		About 430 bundles in 2024
6802 Other Merchandise In-Kind Exp				
6803 Firestarters In-Kind Expense				
6810 Credit Card Fees	800	1,141.03	143%	includes some for donations and memberships
6820 Sales Tax	4,500	6,050.51	134%	
NET Fundraising Events Income	<b>10,100</b>	<b>17,383.94</b>	<b>172%</b>	<b>Total Events Income Minus Total Events Expense</b>
NET Merchandise Income (Profit)	<b>28,150</b>	<b>30,897.89</b>	<b>110%</b>	<b>Total Merch. Income Minus Total Merch. Expense</b>
NET Fundraising Income (Spendable)	<b>74,496</b>	<b>82,672.03</b>	<b>116%</b>	<b>Fundraising: Total Income Minus Total Expenses</b>