

# Treasurer's Report; 2005 ProLife Signature-Ad

The Kansas Coalition for Life, 5575 South Mosley Street, Wichita, KS 67216-3631

Director: Mark S. Gietzen (316) 522-8866 Treasurer: Douglas R. Chase

**Total 2005 Signature-Ad Donations Received: \$32,378.50** (Below is a breakdown of where the 2005 Signature-Ad donations were spent.)

## 2005 SIGNATURE-AD COSTS

Publication Costs: (\$9,963.82)	
Publication Cost; The Wichita Eagle:	\$7,870.82
Publication Cost; The Catholic Advance:	\$1,018.00
Publication Cost; The Wichita Chronicle:	\$1,075.00
Promotion Costs: (\$2,360.95)	
Promotion & Advertising on KFDI Radio:	\$400.00
Promotion & Advertising on KCFN Radio:	\$200.00
Sig-Ad Table Signage & Pulpit Announcements:	\$225.00
Promotion & Advertising in The Catholic Advance:	\$925.82
SBC-Fax/DSL for Church Fax & Web-site Promotion:	\$610.13
Printing & Mailing: (\$6,001.55)	
Postage for Sign-Up Sheets by Direct Mail:	\$2,121.55
Printing Sig-Ad Bulletin Flyer & Sign-Up Sheets:	\$2,855.00
Sign-Up Sheet Bulk Printing Costs, Valley Offset:	<u>\$1,025.00</u>

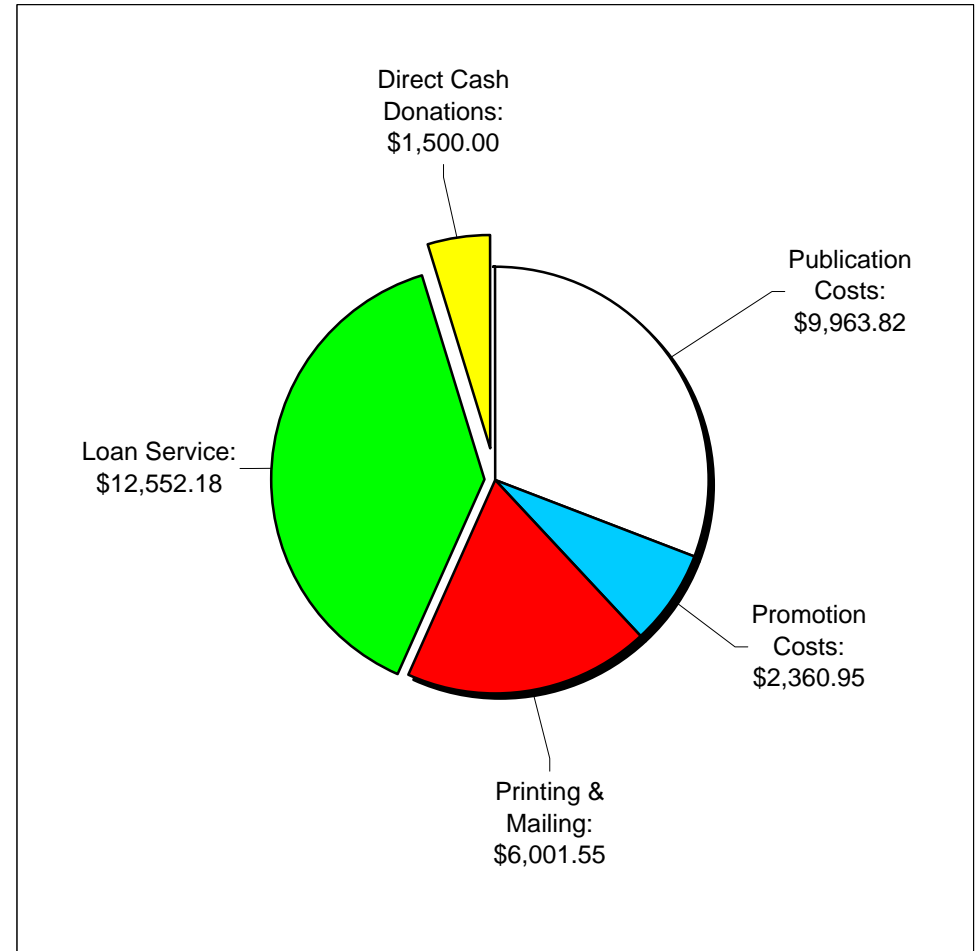
**Total 2005 Signature-Ad Costs Expended: \$18,326.32**

**Net Gain or (Loss) from 2005 Signature-Ad: \$14,052.18**

## DISTRIBUTION OF 2005 SIG-AD PROFIT

Direct Cash Donations: (\$1,500.00)	
Donation to "A Better Choice" Crisis Pregnancy Center:	\$500.00
Donation to "Choices Medical Clinic, Inc.":	\$1,000.00
Loan Service: (\$12,552.18)	
Loan Payoff - Rose Hill Bank:	\$7,561.31
Loan Payback - Individuals:	<u>\$4,990.87</u>

**TOTAL PROFITS DISTRIBUTED: \$14,052.18**



Note-1: Although it is not reflected on this sheet, the most significant benefit of the annual ProLife Signature ad, to the ProLife movement in Kansas, is the sharing of new names and addresses with all other ProLife groups that request them, free of charge.

Note-2: There is some overlap in Project Love, Prayer & Persistent Political Action costs and Signature-Ad costs. For example, the Signature-Ad Sign-Up Sheet is 3/4 devoted to the Signature-Ad, and 1/4 to Project LPPPA. However, having the LPPPA sign-up on the back of the flyer does not significantly change its cost. If the primary objective of the printing or mailing is Signature-Ad related, it is charged to Signature-Ad; if primarily for Project LPPPA, it is considered an LPPPA cost.