

Treasurer's Report; 2006 ProLife Signature-Ad

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

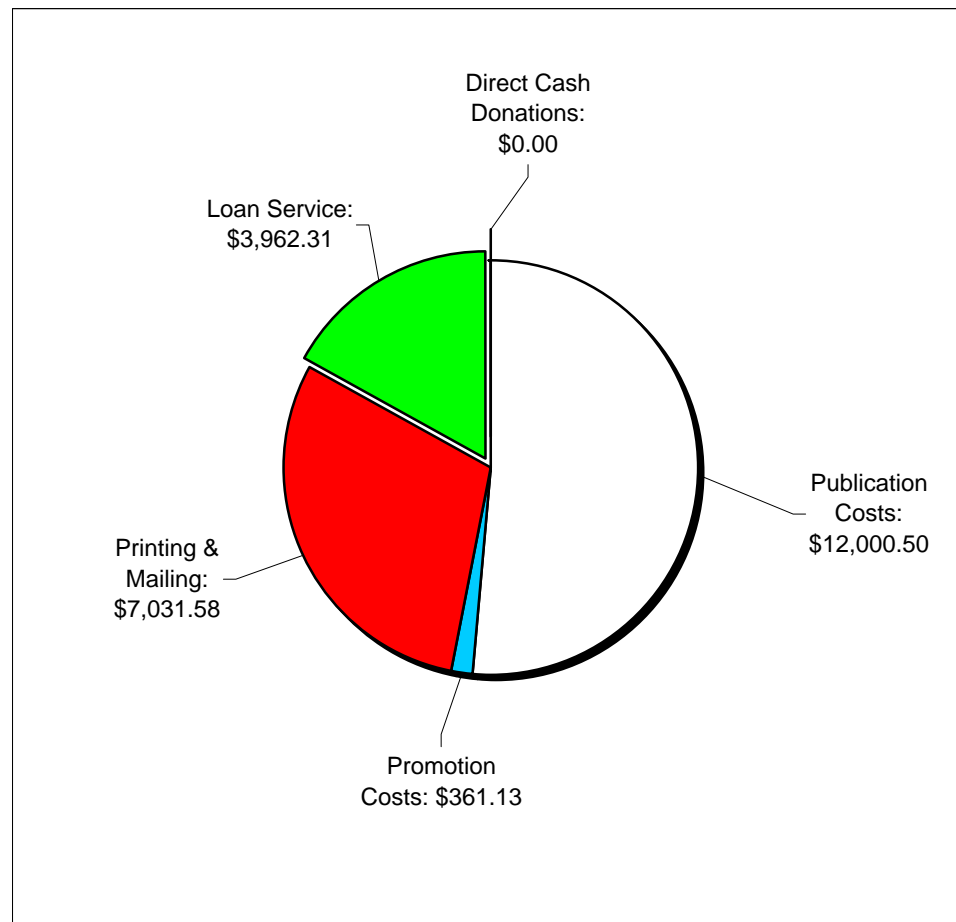
Director: Mark S. Gietzen (316) 522-8866 Treasurer: Douglas R. Chase

TOTAL 2006 SIGNATURE-AD DONATIONS RECEIVED: \$12,794.00

(Below is a breakdown of where the 2006 Signature-Ad money was spent.)

2006 SIGNATURE-AD COSTS

Publication Costs: (\$12,000.50)	
Publication Cost; The Wichita Eagle:	\$10,829.00
Publication Cost; The Catholic Advance:	\$0.00
Publication Cost; The Wichita Chronicle:	\$1,171.50
Promotion Costs: (\$361.13)	
Promotion & Advertising on Radio:	\$0.00
Sig-Ad Table Signage & Pulpit Announcements:	\$265.00
Promotion Advertising in Print Publications:	\$0.00
SBC-Fax/DSL for Church Fax & Web-site Promotion:	\$96.13
Printing & Mailing: (\$7,031.58)	
Postage for Sign-Up Sheets by Direct Mail:	\$1,838.58
Printing Sig-Ad Bulletin Flyer & Sign-Up Sheets:	\$5,193.00
Sign-Up Sheet Bulk Printing Costs, Valley Offset:	<u>\$0.00</u>
Loan Service: (\$3,962.31)	
Loan Payments - Sunflower Bank:	\$3,962.31
Loan Payback - Individuals:	<u>\$0.00</u>
Total 2006 Signature-Ad Costs Expended:	\$23,355.52
Net Gain or (Loss) from 2006 Signature-Ad:	(\$10,561.52)



DISTRIBUTION OF 2006 SIG-AD PROFIT

Direct Cash Donations: (\$0.00)	
Donation to "A Better Choice" Crisis Pregnancy Center:	\$0.00
Donation to "Choices Medical Clinic, Inc.":	\$0.00
TOTAL PROFITS DISTRIBUTED:	\$0.00

Note-1: Due to the fact that an average of about 85% of the sig-ad signers indicated that they did NOT want KCFL to share their names and addresses with other proLife groups, KCFL has stopped all name-sharing of sig-ad names.

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.