

Treasurer's Report; 2007 ProLife Signature-Ad Petition

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 2007 SIGNATURE-AD DONATIONS RECEIVED: \$15,735.38 (Below is a breakdown of where the Signature-Ad Petition money was spent.)

2007 SIGNATURE-AD COSTS

Publication Costs: (\$6,326.60)

Publication Cost; The Wichita Eagle:	\$6,126.60
Publication Cost; The Sedgwick County Post:	\$200.00
Publication Cost; Other	\$0.00

Promotion Costs: (\$1,904.37)

Electronic Promotion & Advertising (Internet & Radio):	\$600.00
Promotional Advertising in Print Publications:	\$733.20
SBC-Fax/DSL for Church Fax & SigAd Promotion:	\$196.17
Sig-Ad Table Signage & Pulpit Announcements:	\$375.00

Printing & Mailing: (\$10,312.26)

Postage for Sign-Up Sheets by Direct Mail:	\$1,568.00
Printing Bulletin Flyer & Sign-Up Sheets:	\$8,564.00
Printing Costs; Bulk Envelopes Only (City Blue Print):	\$180.26

Loan Service: (\$8,885.88)

Prior SigAd loan, Loan Payments - Sunflower Bank:	\$8,670.88
Loan Payback - Individuals:	\$215.00

Total 2007 Signature-Ad Costs Expended: \$27,429.11

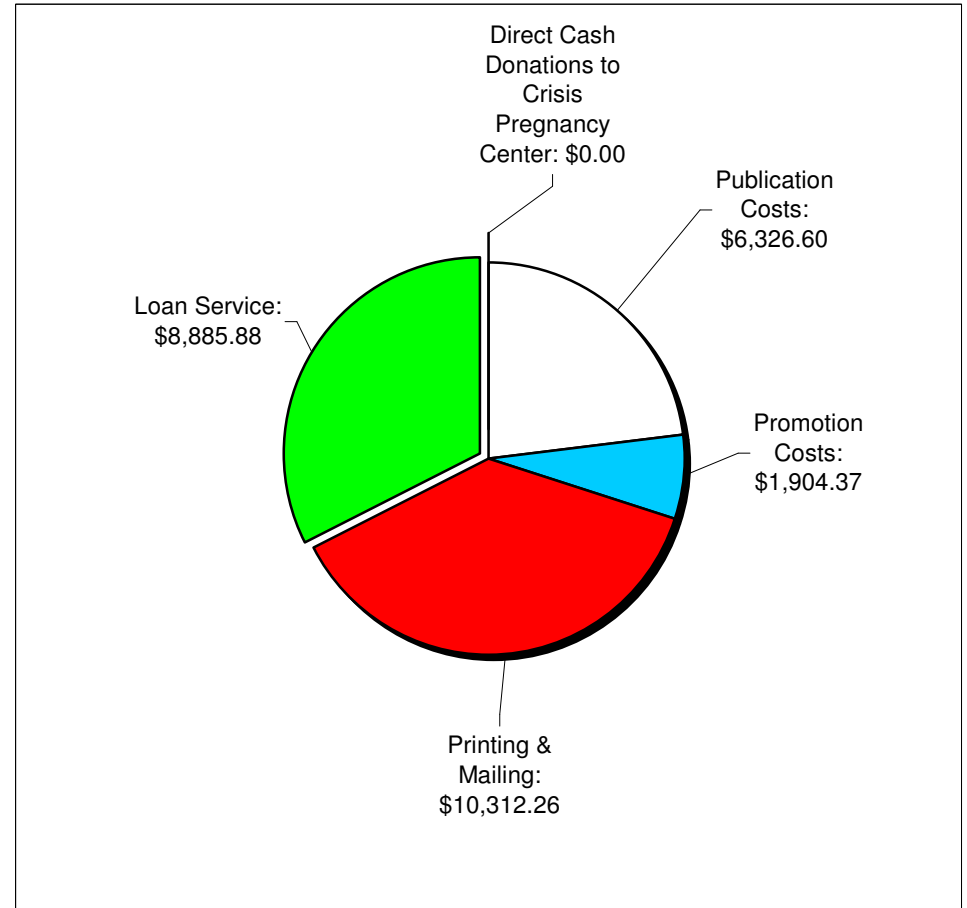
Net Gain or (Loss) from 2007 Signature-Ad: (\$11,693.73)

DISTRIBUTION OF 2007 SIGNATURE-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 most signature-ad petition signers indicate that they do NOT want KCFL to share their names and addresses with other proLife groups, KCFL has stopped all name-sharing.

Note-2: There is some overlap in Project Love, Prayer & Persistent Political Action costs and Signature-Ad Petition 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 Petition related, it is charged to Signature-Ad; if primarily for Project LPPPA, it is considered an LPPPA cost.

Note-3: The \$8,670.88 in prior-year loan payments includes a \$3,338.39 early pay-off of one Signature-Ad Loan. One consolidated Sig-Ad loan remains.