

Overhead Calculation

(per audited results)

June 30, 2004

	<u>2004</u>	<u>2003</u>
<u>'NUMERATOR' *</u>		
Functional expenditures from supporting services:		
Fundraising	\$2,147,992	\$2,338,018
Management and general	904,666	701,353
Dues and support to UWA	<u>198,019</u>	<u>199,443</u>
	<u>\$3,250,677</u>	<u>\$3,238,814</u>
 <u>'DENOMINATOR'</u>		
Campaign amounts raised	\$26,900,048	\$26,331,908
Less: Uncollectible pledges	(1,897,065)	(571,600)
Other revenue	<u>1,761,766</u>	<u>1,685,806</u>
	<u>\$26,764,749</u>	<u>\$27,446,114</u>
 OVERHEAD PERCENTAGE	 12.15%	 11.80%

Acceptable standard for a soundly-run charitable organization
according to the BBB Wise Giving Alliance.....35.0%

Median fund-raising and administrative expenses for United Ways.....13.0%

** The "numerator" is the total of all direct and allocable expenses from Communications, Marketing, Fundraising (including Development), Campaign processing/eBusiness, Administration, Support, Finance and Information Systems.*