

CEA-HOW, Inc.
Treasurer's Report
Board Meeting
January 2025

Fiscal Year 2025 vs 2024 – Executive Summary

Net income is generated by gross income [inflows], less expenses [outflows]. When net income is positive, that represents a profit for the organization; when net income is negative, that represents a (loss).

For fiscal year 2024, CEA-HOW, Inc. generated a net (loss) of (\$18,321) vs. a net (loss) of (\$19,739) in 2023, for an improvement of \$1,418 year-over-year. Importantly, however, this year's net income result included a very generous single donation of \$10,000 in the first quarter. Treating this as a one-time occurrence, normalized net (loss) in 2024 would have been (\$28,321), demonstrating a worsening trend of unprofitability.

Our organization's profit/(loss) is driven predominantly by Contributions as the principal income source, offset by Operational Expenses as the principal expense line item. Literature Sales and the combined Conference/Convention are not profit centers by design, both generating a modest profit over the course of a year.

For the year, Contributions grew by \$17,997, or 21%. Again, subtracting the \$10,000 one-time contribution, the Contributions line item grew \$7,997, or 10% on a normalized basis.

Operational Expenses consist primarily of payroll for our minimum part-time office staff, and rent of a small office to support the organization. Operational Expenses are up 5% year-over-year, due to previously detailed payroll increases.

Contributions climbing faster than Operational Expenses – 10% normalized vs 5% – represents a positive trend for CEA-HOW. Still, Contributions, combined with the Conference/Convention and Literature Income, do not offset Operational Expenses. In other words, **we are not in compliance with the first clause of Tradition Seven, which states that every group ought to be fully self-supporting.** As such, while we celebrate the increase in Contributions, we urge the fellowship as a whole to continue to focus on building our 7th Tradition momentum so that we can invest in the Program offerings and broaden the reach to the compulsive eater who still suffers.

We do not normally provide commentary on Literature Sales, nor Conference/Convention, since they are not drivers of our financial health. However, 2024 saw two noteworthy deviations which merit report. One, the Conference was \$7,502 more expensive to host in 2024 vs 2023. This was due principally to incremental AV costs and personnel costs as a result of the last-minute venue change and staff turnover. Second, Literature Sales generated \$5,159 less profit in 2024 vs. 2023. This is primarily due to flat membership growth and website inefficiencies which are being addressed.

Notwithstanding the need for increased collective Contributions to sustain and build the Program, we are in solid financial position. As of December 31, 2024, CEA-HOW, Inc. had \$213,608 in assets, including \$193,099 in total cash and equivalents, of which \$114,854 is prudent reserves per policy.

Supporting detail follows.

Profit and Loss – Fiscal Year 2024 vs 2023

Overall	2024	2023	\$ Change	% Change
Total Income(1)	\$ 207,122	\$ 181,400	\$ 25,722	14.2%
Total Expense (2)	\$ 225,443	\$ 201,139	\$ 24,304	12.1%
Net Income (1)	\$ (18,321)	\$ (19,739)	\$ 1,418	-7.2%

Gross Income by Class	2024	2023	\$ Change	% Change
Contributions (1)	\$ 101,907	\$ 83,911	\$ 17,997	21.4%
Conference	\$ 4,350	\$ 4,651	\$ (301)	-6.5%
Convention	\$ 80,213	\$ 63,190	\$ 17,023	26.9%
Literature	\$ 20,631	\$ 29,371	\$ (8,740)	-29.8%
Operations	\$ 21	\$ 277	\$ (256)	-92.5%
Total Gross Income (1)	\$ 207,122	\$ 181,400	\$ 25,722	14.2%

Expenses by Class (2)	2024	2023	\$ Change	% Change
Contributions	\$ 1,675	\$ 1,310	\$ 365	27.9%
Conference	\$ 23,834	\$ 16,332	\$ 7,502	45.9%
Convention	\$ 55,454	\$ 41,879	\$ 13,575	32.4%
Literature	\$ 7,604	\$ 11,185	\$ (3,581)	-32.0%
Operations	\$ 136,876	\$ 130,433	\$ 6,442	4.9%
Total Expenses	\$ 225,443	\$ 201,139	\$ 24,304	12.1%

Net Income by Class	2024	2023	\$ Change	% Change
Contributions (1)	\$ 100,232	\$ 82,601	\$ 17,631	21.3%
Conference	\$ (19,484)	\$ (11,681)	\$ (7,803)	0.0%
Convention	\$ 24,759	\$ 21,311	\$ 3,448	16.2%
Literature	\$ 13,027	\$ 18,186	\$ (5,159)	-28.4%
Operations	\$ (136,855)	\$ (130,156)	\$ (6,699)	5.1%
Net Income (1)	\$ (18,321)	\$ (19,739)	\$ 1,418	-7.2%

(1) Includes a \$10,000 one-time contribution in 2024.

(2) Includes cost of goods sold

Contributions: CEA-HOW, Inc. received total Contributions of \$101,907 in fiscal year 2024, up markedly from FY2023. As previously mentioned, the Contributions this year included a one-time contribution of \$10,000 from a single individual. We are all grateful for this single contribution, coming at a time when such funds are needed to meet the fellowship's collective desire to improve Program experience and offerings. Let us be grateful for this generosity and passion, and use that as a means to ignite our collective 7th tradition spirit. See the Contributions by Intergroup report at the end of this document for more detail regarding specific group contributions.

Contribution Income

	2024	2023	\$ Change	% Change
Intergroup and Area	\$ 44,589	\$ 42,237	\$ 2,352	5.6%
Online Recurring	\$ 25,249	\$ 21,140	\$ 4,109	19.4%
Gratitude & 7th Trad Contr	\$ 32,069	\$ 20,534	\$ 11,535	56.2%
Total Contributions Income	\$ 101,907	\$ 83,911	\$ 17,997	21.4%

Conference and Convention: The combined Conference/Convention earned \$4,355 less in 2024 than 2023. This was primarily due to increases in Conference costs detailed above. Attendance at the conference was essentially flat YOY, and venue/production cost increases were modest.

Literature: Literature net income was down approximately \$5,159, or 28% for fiscal year 2024 vs. 2023. This was driven primarily by flat membership numbers driving reduced purchasing online and at the convention.

	Electronic Literature			Printed Literature			Total Literature		
	2024	2023	\$ Change	2024	2023	\$ Change	2024	2023	\$ Change
Literature									
English Literature	\$ 1,938	\$ 2,123	\$ (185)	\$ 14,286	\$ 20,685	\$ (6,399)	\$ 16,225	\$ 22,808	\$ (6,584)
Spanish Literature	\$ -	\$ 8	\$ (8)	\$ 2,076	\$ 2,594	\$ (518)	\$ 2,076	\$ 2,602	\$ (526)
Total Literature	\$ 1,938	\$ 2,131	\$ (193)	\$ 16,362	\$ 23,278	\$ (6,916)	\$ 18,300	\$ 25,410	\$ (7,109)
Shipping Income	\$ -	\$ 3	\$ (3)	\$ 2,331	\$ 3,958	\$ (1,627)	\$ 2,331	\$ 3,961	\$ (1,631)
Total Income	\$ 1,938	\$ 2,134	\$ (196)	\$ 18,693	\$ 27,236	\$ (8,544)	\$ 20,631	\$ 29,371	\$ (8,740)
COGS	\$ -	\$ -	\$ -	\$ 4,277	\$ 6,157	\$ (1,879)	\$ 4,277	\$ 6,157	\$ (1,879)
Expenses									
Shipping Expense	\$ -	\$ -	\$ -	\$ 2,246	\$ 3,211	\$ (965)	\$ 2,246	\$ 3,211	\$ (965)
PayPal Fees	\$ 110	\$ 167	\$ (57)	\$ 398	\$ 732	\$ (335)	\$ 508	\$ 900	\$ (392)
Office Supplies	\$ -	\$ -	\$ -	\$ 573	\$ 918	\$ (344)	\$ 573	\$ 918	\$ (344)
Total Expense	\$ 110	\$ 167	\$ (57)	\$ 7,494	\$ 11,017	\$ (3,523)	\$ 7,604	\$ 11,185	\$ (3,581)
Net Income	\$ 1,828	\$ 1,967	\$ (139)	\$ 11,199	\$ 16,219	\$ (5,020)	\$ 13,027	\$ 18,186	\$ (5,159)
% of Gross	9.4%	7.3%		90.6%	92.7%		100.0%	100.0%	
Margin %	94.3%	92.2%		59.9%	59.5%		63.1%	61.9%	
% of Net	14.0%	10.8%		86.0%	89.2%		100.0%	100.0%	

Operations: Operations experienced a 5.4% increase in expenses from 2023 to 2024. The primary reason for the increase was the aforementioned adjustment in hours and wages for CEA-HOW, Inc.'s small office staff. The organization also made incremental investment in the website under an ongoing effort to improve its functionality and ease of use.

	2024	2023	\$ Change	% Change
705 • WSO Board Travel/Hotel	\$834	\$1,167		
706 • Web Hosting Expenses	227	400	\$ (173)	-43%
730 Other	--	17	\$ (17)	-100%
902 • Rent	13,200	13,088	\$ 112	1%
903 • Janitorial Services	600	600	\$ -	0%
904 • Bank Service Charges (Less Interest)	190	196	\$ (6)	-3%
Total 906 • Employee Expenses	96,292	91,537	\$ 4,755	5%
908 • Office Supplies & Expenses	4,219	3,376	\$ 842	25%
910 • Insurance	2,485	2,911	\$ (426)	---
915 • Telephone	2,052	1,862	\$ 190	10%
917 • Tax and Filing Fees	850	200	\$ 650	0%
932 • Accounting Fees	12,468	12,409	\$ 59	0%
935 • Webmaster	3,376	1,899	\$ 1,477	78%
940 • Postage	82	67	\$ 16	23%
945 • Depreciation Expense	--	703	\$ (703)	-100%
Less (450 Interest Income)	(21)	(277)	\$ 256	-92%
Total Operations	\$136,855	\$130,156	\$7,032	5.4%

Respectfully submitted,

Kevin Cook

Treasurer

Balance Sheet as of December 31, 2024

	Dec 31, 24	Dec 31, 23	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
100 · WF Social Media Checking A/C	3,437.32	500.00	2,937.32
101 · WF Business Checking A/C...3620	15,187.25	21,600.88	-6,413.63
102 · WF Saving HYield-5530-over/sho			
102.2 Convention Fund			
Early Bird Pymt Plan	11,876.06	11,306.13	569.93
102.2 Convention Fund - Other	241.15	0.00	241.15
Total 102.2 Convention Fund	12,117.21	11,306.13	811.08
102.1 · Prudent Reserve per Policy	114,853.71	67,317.55	47,536.16
102 · WF Saving HYield-5530-over/sho - Other	20,123.81	99,001.56	-78,877.75
Total 102 · WF Saving HYield-5530-over/sho	147,094.73	177,625.24	-30,530.51
103 · PayPal Online Savings Account	5,351.79	6,217.49	-865.70
105 · PayPal Convention Account	22,028.34	9,332.51	12,695.83
Total Checking/Savings	193,099.43	215,276.12	-22,176.69
Accounts Receivable			
130 · Accounts Receivable	1,336.23	1,232.62	103.61
Total Accounts Receivable	1,336.23	1,232.62	103.61
Other Current Assets			
140 · Literature Inventory	6,188.62	6,280.31	-91.69
141 · e-Literature Inventory	182.50	127.50	55.00
142 · Specialty Items Inventory	20.00	20.00	0.00
150 · Undeposited Funds	350.00	1,238.00	-888.00
Total Other Current Assets	6,741.12	7,665.81	-924.69
Total Current Assets	201,176.78	224,174.55	-22,997.77
Other Assets			
115 · Prepaid Conference & Convention	8,480.00	0.00	8,480.00
116 · AMORTIZATION Meeting Finder			
117 · Amortization Meeting Finder DEP	-2,286.38	-2,286.38	0.00
116 · AMORTIZATION Meeting Finder - Other	4,637.76	4,572.76	65.00
Total 116 · AMORTIZATION Meeting Finder	2,351.38	2,286.38	65.00
120 · Prepaid Rent & Security Deposit	1,600.00	1,600.00	0.00
Total Other Assets	12,431.38	3,886.38	8,545.00
TOTAL ASSETS	213,608.16	228,060.93	-14,452.77
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Credit Cards			
220 · Wells Fargo Visa A/C	-130.08	-298.16	168.08
228 · Stamps.com Account	116.35	67.62	48.73
Total Credit Cards	-13.73	-230.54	216.81
Other Current Liabilities			
230 · Federal Payroll Liabilities	2,008.60	1,761.73	246.87
235 · State Payroll Liabilities	683.16	643.85	39.31
237 · Worker's Compensation Insurance	501.94	399.13	102.81
250 · Sales Tax Payable	546.42	938.41	-391.99
315 · Conference&Convention Accrued			
315.1 · Early Bird Pymt Plan EVENTBRITE	-949.22	0.00	-949.22
315.3 · Early Bird Pymt Plan SUBSCRIPTI	22,606.68	20,706.97	1,899.71
315.4 · Early Bird Pymt Plan OTHER SALE	362.52	0.00	362.52
315 · Conference&Convention Accrued - Other	1,884.92	-435.64	2,320.56
Total 315 · Conference&Convention Accrued	23,904.90	20,271.33	3,633.57
Total Other Current Liabilities	27,645.02	24,014.45	3,630.57
Total Current Liabilities	27,631.29	23,783.91	3,847.38
Total Liabilities	27,631.29	23,783.91	3,847.38
Equity			
302 · Retained Earnings	204,277.02	224,123.80	-19,846.78
Net Income	-18,300.15	-19,846.78	1,546.63
Total Equity	185,976.87	204,277.02	-18,300.15
TOTAL LIABILITIES & EQUITY	213,608.16	228,060.93	-14,452.77

Contributions by Intergroup 2024 vs 2023

	Jan - Dec 24	Jan - Dec 23	\$ Change
10001 - UNAFFILIATED GROUPS	0.00	20.00	-20.00
60050 - RETAIL E-LITERATURE FROM PAYPAL	30.00	5.00	25.00
70000 - GRATITUDE MONTH PAYPAL	5,816.00	6,432.50	-616.50
70010 - GRATITUDE MONTH CHECK	12,506.00	2,243.00	10,263.00
70015 - PAYPAL INDIVIDUAL RECURRING DONA	24,806.95	21,404.48	3,402.47
70020 - PAYPAL GENERAL INDIVIDUA DONATION	4,334.77	3,784.83	549.94
70025 - ZELLE GENERAL INDIVIDUAL DONATION	2,320.00	0.00	2,320.00
70026 - CASH APP GENERAL DONATION	4.00	0.00	4.00
70027 - VENMO GENERAL DONATION	120.00	0.00	120.00
70030 - CHECK GENERAL INDIVIDUAL DONATION	4,807.57	4,875.39	-67.82
70035 - IN HONOR MEMORY OF	125.00	430.00	-305.00
80001 - AREA 1	305.00	4,000.00	-3,695.00
80002 - AREA 2	200.00	0.00	200.00
90099 - SOUTHERN CALIFORNIA INTERGROUP	3,524.30	4,785.62	-1,261.32
90101 - CEA-HOW SAN DIEGO COUNTY IG	1,905.20	1,065.84	839.36
90102 - NW CEA HOW INTERGROUP	35.00	128.00	-93.00
90104 - CEA-HOW LAS VEGAS INTERGROUP	1,786.72	1,205.82	580.90
90110 - CEA HOW MEXICO INTERGROUP	120.00	0.00	120.00
90115 - CEA HOW OF GREATER NEW YORK IG	100.00	355.00	-255.00
90119 - DALLAS FORT WORTH IG CEA HOW	538.08	573.78	-35.70
90122 - MICHIANA INTERGROUP	0.00	173.70	-173.70
90123 - CEA HOW SAN FERNANDO VALLEY IG	6,264.98	4,960.60	1,304.38
90125 - NORTH TEXAS INTERGROUP	0.00	280.00	-280.00
90126 - CEA HOW OKLAHOMA INTERGROUP	296.80	363.00	-66.20
90130 - RIO RECOVERY OF NEW MEXICO IG	2,266.68	1,356.89	909.79
90134 - SAN BERNARDINO/RIVERSIDE COUNTIES	533.18	401.29	131.89
90135 - PENNSYLVANIA INTERGROUP	145.95	485.15	-339.20
90137 - NO. CA CENTRAL COASTAL INTERGROUP	1,112.00	348.00	764.00
90139 - CEA HOW LOS ANGELES INTERGROUP	7,236.66	11,031.87	-3,795.21
90140 - CEA HOW PHONE BRIDGE INTERGROUP	12,642.89	9,564.81	3,078.08
90141 - GREAT LAKES CEA-HOW INTERGROUP	150.00	0.00	150.00
90142 - CEA-HOW NORTHERN COLORADO IG	806.85	362.20	444.65
90144 - SPANISH PHONE BRIDGE INTERGROUP	1,536.38	910.08	626.30
90145 - UTAH CEA-HOW INTERGROUP	3,496.70	1,225.10	2,271.60
90146 - BUGAMBILIAS GUANAJUATO	927.22	748.73	178.49
90148 - ARIZONA CEA-HOW INTERGROUP	300.00	390.00	-90.00
90149 - SIERRA NEVADA INTERGORUP	80.50	0.00	80.50
90150 - IG ELECTRONICO EN ESPANOL	532.01	0.00	532.01
90151 - ELECTRONIC IG ENGLISH	2,157.94	0.00	2,157.94
90153 - ELETRONIC INTERGROUP SPANISH	35.67	0.00	35.67
Accounting	0.20	0.00	0.20
TOTAL	103,907.20	83,910.68	19,996.52