



2024 PROFIT AND LOSS SNAPSHOT

Sources of Income and Expenses

Category	2024			
	Income	(Expense)	Profit / (Loss)	
Conference / Convention	\$84,563	(\$79,289)	\$5,275	1. Literature and Conf/Conv are priced to slightly exceed break-even
Literature	\$20,631	(\$7,604)	\$13,027	
Contributions ⁽¹⁾	\$91,907	(\$1,675)	\$90,232	2. Therefore, Contributions <u>must</u> exceed Operations Expenses for CEA-HOW to survive and thrive
Operations	\$21	(\$136,876)	(\$136,855)	
Total	\$197,122	(\$225,443)	(\$28,321)	

3. Since Contributions are falling well short of Operations Expenses, CEA-HOW has been losing money for several years
 - \$28K loss represents approximately ¼ of our Prudent Reserves!
4. Given our very small overhead, there is little to no room to reduce Operations Expenses
5. As such, we must collectively increase our Contributions in order to continue to reach the compulsive eater who still suffers
6. Since 2020, CEA-HOW Contributions have DECREASED by an average of 0.5% per annum
 - Correlates with the COVID-driven shift to telephonic and Zoom meetings