



CEA-HOW, Inc. Treasurer's Report World Service Business Conference and Board Meeting July 2024

Six Months Ending June 2024 vs 2023 – Executive Summary

For the first six months (January – June) of 2024, CEA-HOW, Inc. generated a net loss of \$244 vs. a net loss of \$5,369 in the comparable period in 2023, for a net improvement of \$5,125 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 YTD 2024 would have been \$10,244, essentially doubling the net loss for the same period in 2023.

Gross income (inflows) was \$74,696 through June of 2024, for a 22% improvement over the equivalent period in 2023. Normalized gross income (again, excluding the one-time \$10,000 contribution) was \$64,696, representing a 6% improvement over 2023.

Expenses (outflows) YTD 2024 were \$74,940 versus \$66,497 for the first half of 2023, representing a 13% increase.

Our organization's profit/loss is predominantly driven by contributions, representing 84% of gross income, offset by operational expenses, representing 92% of total expenses. Literature sales and the conference/convention both generate a modest profit over the course of a full year.

Operational expenses consist primarily of payroll and rent for a minimal part-time office staff in a modest footprint of sub-prime office space, respectively, to support the organization. Operational expenses are up 16% year-over-year, due to previously detailed payroll increases, long overdue and necessary to catch up to inflation and retain qualified talent. Operational expenses are largely fixed.

In contrast, contributions are almost entirely variable. Contributions were up 38% for the period ending June 2024, or 16% on normalized basis excluding the one-time \$10,000 contribution. Contributions are not quite keeping up with – nor offsetting – operational expenses. As such, while we celebrate the tremendous individual benevolence this year, 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.

Notwithstanding the need for increased collective contributions to sustain and build the Program, we are in solid financial position. As of June 30, 2024, CEA-HOW, Inc. had \$265,296 in assets, including \$67,318 in prudent reserves per policy, and \$233,718 in total cash and equivalents.

Supporting detail follows.

YTD June 2024 vs 2023 – Profit and Loss:

Overall

	Jan-Jun 2024	Jan-Jun 2023	\$ Change	% Change
Total Income(1)	\$ 74,696	\$ 61,128	\$ 13,568	22.2%
Total Expense (2)	\$ 74,940	\$ 66,497	\$ 8,443	12.7%
Net Income (1)	\$ (244)	\$ (5,369)	\$ 5,125	-95.5%

Gross Income by Class

	Jan-Jun 2024	Jan-Jun 2023	\$ Change	% Change
Contributions (1)	\$ 62,759	\$ 45,591	\$ 17,168	37.7%
Conference	\$ -	\$ -	\$ -	0.0%
Convention	\$ 1,264	\$ 300	\$ 964	321.3%
Literature	\$ 10,660	\$ 15,094	\$ (4,434)	-29.4%
Operations	\$ 13	\$ 143	\$ (130)	-91.0%
Total Gross Income (1)	\$ 74,696	\$ 61,128	\$ 13,568	22.2%

Expenses by Class (2)

	Jan-Jun 2024	Jan-Jun 2023	\$ Change	% Change
Contributions	\$ 932	\$ 631	\$ 302	47.8%
Conference	\$ 33	\$ 63	\$ (30)	-47.5%
Convention	\$ 1,324	\$ 889	\$ 435	49.0%
Literature	\$ 3,626	\$ 5,469	\$ (1,843)	-33.7%
Operations	\$ 69,025	\$ 59,446	\$ 9,579	16.1%
Total Expenses	\$ 74,940	\$ 66,497	\$ 8,443	12.7%

Net Income by Class

	Jan-Jun 2024	Jan-Jun 2023	\$ Change	% Change
Contributions (1)	\$ 61,827	\$ 44,960	\$ 16,867	37.5%
Conference	\$ (33)	\$ (63)	\$ 30	0.0%
Convention	\$ (60)	\$ (589)	\$ 529	0.0%
Literature	\$ 7,034	\$ 9,625	\$ (2,591)	-26.9%
Operations	\$ (69,012)	\$ (59,303)	\$ (9,709)	16.4%
Net Income (1)	\$ (244)	\$ (5,369)	\$ 5,125	-95.5%

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

(2) Includes cost of goods sold

Contributions: CEA-HOW, Inc. received total contributions of \$62,759 in the first half of 2024 vs. \$45,591 in the comparable 2023 period. As previously mentioned, the contributions this quarter 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

	Jan-Jun 2024	Jan-Jun 2023	\$ Change	% Change
Intergroup and Area	\$ 27,033	\$ 24,733	\$ 2,300	9.3%
Online Recurring	\$ 13,225	\$ 10,289	\$ 2,936	28.5%
Gratitude & 7th Trad Contr	\$ 22,502	\$ 10,569	\$ 11,933	112.9%
Total Contributions Income	\$ 62,759	\$ 45,591	\$ 17,168	37.7%

Literature: Literature purchases in the period were approximately 29% down vs. the comparable period in 2023. This decline was principally attributable to printed literature, with decreases in both English and Spanish literature sales.

	Electronic Literature			Printed Literature			Total Literature		
	Jan-Jun 2024	Jan-Jun 2023	\$ Change	Jan-Jun 2024	Jan-Jun 2023	\$ Change	Jan-Jun 2024	Jan-Jun 2023	\$ Change
Literature									
English Literature	\$ 1,179	\$ 1,374	\$ (195)	\$ 7,477	\$ 10,638	\$ (3,161)	\$ 8,655	\$ 12,011	\$ (3,356)
Spanish Literature	\$ -	\$ -	\$ -	\$ 700	\$ 852	\$ (152)	\$ 700	\$ 852	\$ (152)
Total Literature	\$ 1,179	\$ 1,374	\$ (195)	\$ 8,177	\$ 11,490	\$ (3,313)	\$ 9,355	\$ 12,863	\$ (3,508)
Shipping Income	\$ -	\$ -	\$ -	\$ 1,305	\$ 2,231	\$ (926)	\$ 1,305	\$ 2,231	\$ (926)
Total Income	\$ 1,179	\$ 1,374	\$ (195)	\$ 9,481	\$ 13,720	\$ (4,239)	\$ 10,660	\$ 15,094	\$ (4,434)
COGS	\$ -	\$ -	\$ -	\$ 1,906	\$ 2,752	\$ (846)	\$ 1,906	\$ 2,752	\$ (846)
Expenses									
Shipping Expense	\$ -	\$ -	\$ -	\$ 1,223	\$ 1,598	\$ (374)	\$ 1,223	\$ 1,598	\$ (374)
PayPal Fees	\$ 88	\$ 101	\$ (14)	\$ 264	\$ 403	\$ (139)	\$ 352	\$ 505	\$ (153)
Office Supplies	\$ -	\$ -	\$ -	\$ 145	\$ 615	\$ (470)	\$ 145	\$ 615	\$ (470)
Total Expense	\$ 88	\$ 101	\$ (14)	\$ 3,538	\$ 5,368	\$ (1,829)	\$ 3,626	\$ 5,469	\$ (1,843)
Net Income	\$ 1,091	\$ 1,272	\$ (181)	\$ 5,943	\$ 8,353	\$ (2,410)	\$ 7,034	\$ 9,625	\$ (2,591)
% of Gross	11.1%	9.1%		88.9%	90.9%		100.0%	100.0%	
Margin %	92.6%	92.6%		62.7%	60.9%		66.0%	63.8%	
% of Net	15.5%	13.2%		84.5%	86.8%		100.0%	100.0%	

Operations: Operations experienced a 16% increase in expenses from first half 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.

	Jan-Jun 2024	Jan-Jun 2023	\$ Change	% Change
706 · Web Hosting Expenses	\$ 90	\$ 90	\$ -	0%
902 · Rent	\$ 6,600	\$ 6,432	\$ 168	3%
903 · Janitorial Services	\$ 300	\$ 300	\$ -	0%
904 · Bank Service Charges	\$ 95	\$ 98	\$ (4)	-4%
Total 906 · Employee Expenses	\$ 47,861	\$ 41,522	\$ 6,339	15%
908 · Office Supplies & Expenses	\$ 2,425	\$ 1,190	\$ 1,235	104%
910 · Insurance	\$ 1,621	\$ 1,625	\$ (3)	---
915 · Telephone	\$ 984	\$ 828	\$ 156	19%
917 · Tax and Filing Fees	\$ 725	\$ -	\$ 725	0%
932 · Accounting Fees	\$ 5,907	\$ 5,877	\$ 29	0%
935 · Webmaster	\$ 2,375	\$ 1,017	\$ 1,358	134%
940 · Postage	\$ 42	\$ 35	\$ 8	22%
945 · Depreciation Expense	\$ -	\$ 432	\$ (432)	
Total Operations	\$ 69,025	\$ 59,446	\$ 9,579	16.1%

Respectfully submitted,

Kevin Cook

Treasurer

CEA-HOW World Service Office
Balance Sheet Year over Year
As of June 30, 2024

	Jun 30, 24	Jun 30, 23	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
100 · WF Social Media Checking A/C	2,384.00	500.00	1,884.00
101 · WF Business Checking A/C...3620	14,249.47	15,261.25	-1,011.78
102 · WF Saving HYield-5530-over/sho			
102.2 Convention Fund			
Early Bird Pymt Plan	11,306.13	8,599.36	2,706.77
102.2 Convention Fund - Other	25,000.00	18,000.00	7,000.00
Total 102.2 Convention Fund	36,306.13	26,599.36	9,706.77
102.1 · Prudent Reserve per Policy	67,317.55	67,317.55	0.00
102 · WF Saving HYield-5530-over/sho - Other	88,655.09	98,867.67	-10,212.58
Total 102 · WF Saving HYield-5530-over/sho	192,278.77	192,784.58	-505.81
103 · PayPal Online Savings Account	4,750.51	4,362.33	388.18
105 · PayPal Convention Account	20,055.52	33,970.09	-13,914.57
Total Checking/Savings	233,718.27	246,878.25	-13,159.98
Accounts Receivable			
130 · Accounts Receivable	1,224.09	957.68	266.41
Total Accounts Receivable	1,224.09	957.68	266.41
Other Current Assets			
140 · Literature Inventory	6,834.74	6,161.33	673.41
141 · e-Lierature Inventory	127.50	127.50	0.00
142 · Specialty Items Inventory	20.00	20.00	0.00
150 · Undeposited Funds	245.25	5,572.49	-5,327.24
Total Other Current Assets	7,227.49	11,881.32	-4,653.83
Total Current Assets	242,169.85	259,717.25	-17,547.40
Other Assets			
115 · Prepaid Conference & Convention	19,175.00	10,000.00	9,175.00
116 · AMORTIZATION Meeting Finder			
117 · Amortization Meeting Finder DEP	-2,286.38	-2,014.60	-271.78
116 · AMORTIZATION Meeting Finder - Other	4,637.76	4,572.76	65.00
Total 116 · AMORTIZATION Meeting Finder	2,351.38	2,558.16	-206.78
120 · Prepaid Rent & Security Deposit	1,600.00	1,600.00	0.00
Total Other Assets	23,126.38	14,158.16	8,968.22
TOTAL ASSETS	265,296.23	273,875.41	-8,579.18

CEA-HOW World Service Office
Balance Sheet Year over Year
As of June 30, 2024

	Jun 30, 24	Jun 30, 23	\$ Change
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
200 · Accounts Payable	107.36	107.36	0.00
Total Accounts Payable	<u>107.36</u>	<u>107.36</u>	<u>0.00</u>
Credit Cards			
220 · Wells Fargo Visa A/C	1,135.56	226.10	909.46
226 · Stamps.com Account	38.90	109.42	-70.52
Total Credit Cards	<u>1,174.46</u>	<u>335.52</u>	<u>838.94</u>
Other Current Liabilities			
230 · Federal Payroll Liabilities	1,635.11	1,766.03	-130.92
235 · State Payroll Liabilities	689.73	562.36	127.37
237 · Worker's Compensation Insurance	130.95	164.35	-33.40
250 · Sales Tax Payable	1,157.93	1,346.01	-188.08
315 · Conference&Convention Accrued			
315.1 · Early Bird Pymt Plan @ 250	0.00	29,290.80	-29,290.80
315.2 · Early Bird Pymt Plan @ 275	0.00	6,198.36	-6,198.36
315.3 · Early Bird Pymt Plan @ 290	59,477.54	11,064.43	48,413.11
315.4 · Early Bird Pymt Plan @ 315	1,095.00	3,093.28	-1,998.28
315 · Conference&Convention Accrued - Other	-3,224.37	2,294.67	-5,519.04
Total 315 · Conference&Convention Accrued	<u>57,348.17</u>	<u>51,941.54</u>	<u>5,406.63</u>
Total Other Current Liabilities	<u>60,961.89</u>	<u>55,780.29</u>	<u>5,181.60</u>
Total Current Liabilities	<u>62,243.71</u>	<u>56,223.17</u>	<u>6,020.54</u>
Total Liabilities	<u>62,243.71</u>	<u>56,223.17</u>	<u>6,020.54</u>
Equity			
302 · Retained Earnings	203,279.62	223,019.02	-19,739.40
Net Income	-229.40	-5,369.08	5,139.68
Total Equity	<u>203,050.22</u>	<u>217,649.94</u>	<u>-14,599.72</u>
TOTAL LIABILITIES & EQUITY	<u><u>265,293.93</u></u>	<u><u>273,873.11</u></u>	<u><u>-8,579.18</u></u>

CEA-HOW World Service Office
Contributions by Intergroup Year over Year
April - June, 2024

	Apr - Jun 24	Apr - Jun 23	\$ Change	% of Column
60050 - RETAIL E-LITERATURE FROM PAYPAL	0.00	5.00	-5.00	0.0%
70000 - GRATITUDE MONTH PAYPAL	332.00	230.00	102.00	1.4%
70010 - GRATITUDE MONTH CHECK	50.00	150.00	-100.00	0.21%
70015 - PAYPAL INDIVIDUAL RECURRING DONA	6,336.16	4,531.37	1,804.79	26.65%
70020 - PAYPAL GENERAL INDIVIDUA DONATION	1,575.90	1,577.40	-1.50	6.63%
70025 - ZELLE GENERAL INDIVIDUAL DONATION	235.00	0.00	235.00	0.99%
70030 - CHECK GENERAL INDIVIDUAL DONATION	873.93	252.00	621.93	3.68%
80001 - AREA 1	0.00	4,000.00	-4,000.00	0.0%
80010 - AREA 10	1,800.00	0.00	1,800.00	7.57%
90099 - SOUTHERN CALIFORNIA INTERGROUP	1,908.65	887.86	1,020.79	8.03%
90101 - CEA-HOW SAN DIEGO COUNTY IG	331.90	414.10	-82.20	1.4%
90102 - NW CEA HOW INTERGROUP	0.00	0.00	0.00	0.0%
90104 - CEA-HOW LAS VEGAS INTERGROUP	432.47	187.95	244.52	1.82%
90110 - CEA HOW MEXICO INTERGROUP	120.00	0.00	120.00	0.51%
90115 - CEA HOW OF GREATER NEW YORK IG	100.00	140.00	-40.00	0.42%
90117 - PUGET SOUND CEA-HOW INTERGROUP	0.00	0.00	0.00	0.0%
90119 - DALLAS FORT WORTH IG CEA HOW	250.00	0.00	250.00	1.05%
90122 - MICHIANA INTERGROUP	0.00	0.00	0.00	0.0%
90123 - CEA HOW SAN FERNANDO VALLEY IG	1,538.50	1,838.75	-300.25	6.47%
90125 - NORTH TEXAS INTERGROUP	0.00	130.00	-130.00	0.0%
90126 - CEA HOW OKLAHOMA INTERGROUP	61.80	32.40	29.40	0.26%
90130 - RIO RECOVERY OF NEW MEXICO IG	0.00	179.60	-179.60	0.0%
90134 - SAN BERNARDINO/RIVERSIDE COUNTIES	115.57	139.14	-23.57	0.49%
90135 - PENNSYLVANIA INTERGROUP	20.00	35.40	-15.40	0.08%
90137 - NO. CA CENTRAL COASTAL INTERGROUP	0.00	113.00	-113.00	0.0%
90139 - CEA HOW LOS ANGELES INTERGROUP	1,958.50	4,861.83	-2,903.33	8.24%
90140 - CEA HOW PHONE BRIDGE INTERGROUP	2,412.35	3,492.09	-1,079.74	10.15%
90141 - GREAT LAKES CEA-HOW INTERGROUP	150.00	0.00	150.00	0.63%
90142 - CEA-HOW NORTHERN COLORADO IG	164.30	78.60	85.70	0.69%
90144 - SPANISH PHONE BRIDGE INTERGROUP	391.92	112.80	279.12	1.65%
90145 - UTAH CEA-HOW INTERGROUP	0.00	0.00	0.00	0.0%
90146 - BUGAMBILIAS GUANAJUATO	454.60	80.08	374.52	1.91%
90148 - ARIZONA CEA-HOW INTERGROUP	0.00	90.00	-90.00	0.0%
90149 - SIERRA NEVADA INTERGORUP	0.00	0.00	0.00	0.0%
90150 - IG ELECTRONICO EN ESPANOL	0.00	0.00	0.00	0.0%
90151 - ELECTRONIC IG ENGLISH	2,157.94	0.00	2,157.94	9.08%
90152 - UK AND EUROPE INTERGROUP	0.00	0.00	0.00	0.0%
90153 - ELETRONIC INTERGROUP SPANISH	0.00	0.00	0.00	0.0%
Accounting	0.20	0.00	0.20	0.0%
TOTAL	23,771.69	23,559.37	212.32	100.0%

CEA-HOW World Service Office
Purchases by Intergroup, Year over Year
April - June, 2024

	<u>Apr - Jun 24</u>	<u>Apr - Jun 23</u>	<u>\$ Change</u>	<u>% of Column</u>
60000 - RETAIL LITERATURE FROM PAYPAL	2,307.88	2,863.50	-555.62	60.28%
60050 - RETAIL E-LITERATURE FROM PAYPAL	375.00	671.50	-296.50	9.79%
90099 - SOUTHERN CALIFORNIA INTERGROUP	368.75	183.00	185.75	9.63%
90101 - CEA-HOW SAN DIEGO COUNTY IG	0.00	0.00	0.00	0.0%
90102 - NW CEA HOW INTERGROUP	0.00	0.00	0.00	0.0%
90104 - CEA-HOW LAS VEGAS INTERGROUP	0.00	0.00	0.00	0.0%
90110 - CEA HOW MEXICO INTERGROUP	0.00	0.00	0.00	0.0%
90115 - CEA HOW OF GREATER NEW YORK IG	0.00	0.00	0.00	0.0%
90117 - PUGET SOUND CEA-HOW INTERGROUP	0.00	0.00	0.00	0.0%
90119 - DALLAS FORT WORTH IG CEA HOW	0.00	170.00	-170.00	0.0%
90122 - MICHIANA INTERGROUP	0.00	33.25	-33.25	0.0%
90123 - CEA HOW SAN FERNANDO VALLEY IG	0.00	0.00	0.00	0.0%
90125 - NORTH TEXAS INTERGROUP	0.00	0.00	0.00	0.0%
90126 - CEA HOW OKLAHOMA INTERGROUP	0.00	111.50	-111.50	0.0%
90130 - RIO RECOVERY OF NEW MEXICO IG	0.00	0.00	0.00	0.0%
90134 - SAN BERNARDINO/RIVERSIDE COUNTIES	199.75	0.00	199.75	5.22%
90135 - PENNSYLVANIA INTERGROUP	0.00	309.50	-309.50	0.0%
90137 - NO. CA CENTRAL COASTAL INTERGROUP	43.50	40.00	3.50	1.14%
90139 - CEA HOW LOS ANGELES INTERGROUP	358.25	184.00	174.25	9.36%
90140 - CEA HOW PHONE BRIDGE INTERGROUP	0.00	0.00	0.00	0.0%
90141 - GREAT LAKES CEA-HOW INTERGROUP	0.00	0.00	0.00	0.0%
90142 - CEA-HOW NORTHERN COLORADO IG	25.00	0.00	25.00	0.65%
90144 - SPANISH PHONE BRIDGE INTERGROUP	0.00	227.50	-227.50	0.0%
90145 - UTAH CEA-HOW INTERGROUP	96.00	0.00	96.00	2.51%
90146 - BUGAMBILIAS GUANAJUATO	0.00	0.00	0.00	0.0%
90148 - ARIZONA CEA-HOW INTERGROUP	0.00	114.00	-114.00	0.0%
90149 - SIERRA NEVADA INTERGORUP	54.75	0.00	54.75	1.43%
90150 - IG ELECTRONICO EN ESPANOL	0.00	0.00	0.00	0.0%
90151 - ELECTRONIC IG ENGLISH	0.00	0.00	0.00	0.0%
90152 - UK AND EUROPE INTERGROUP	0.00	0.00	0.00	0.0%
90153 - ELETRONIC INTERGROUP SPANISH	0.00	0.00	0.00	0.0%
TOTAL	<u><u>3,828.88</u></u>	<u><u>4,907.75</u></u>	<u><u>-1,078.87</u></u>	<u><u>100.0%</u></u>