

CEA-HOW, Inc.
Treasurer's Report
World Service Business Conference and Board Meeting
July 2025

Six Months Ending June 30, 2025 vs Six Months Ending June 30, 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 the first six months (January – June) of 2025, CEA-HOW, Inc. generated a net (loss) of (\$27,925) vs. net income of \$83 in the equivalent period of 2024, for a decline of \$28,008 year-over-year. Importantly, last year's net income for the period included a very generous single donation of \$10,000. Treating this as a one-time occurrence, normalized net (loss) for the first half of 2024 would have been (\$9,405). This represents a smaller "normalized" (removing one-time and extraordinary items) decline of \$18,008 from 2024 to 2025. Still, it demonstrates a worsening trend of unprofitability, even after removing the one-time donation.

Our organization's profit/(loss) is driven predominantly by Contributions as the principal income source, offset by Operations 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. As such, over any medium-long-term period, Contributions must necessarily be greater than Operations Expenses (shorter-term periods are subject to higher variability and may, therefore, tolerate and necessitate period losses).

For the current period, Contributions declined by \$15,768, or 26%. Again, subtracting the \$10,000 one-time contribution in 2024, the Contributions line declined, on a normalized basis, by \$5,768, or 11%. This represents a substantial year over year decline in Contributions, even after removing last year's extraordinary one-time contribution.

Operations Expenses consist primarily of payroll for our minimum part-time office staff, and rent of a small office to support the organization. Operations Expenses in the first half of 2025 were up 14% year-over-year, due to a one-time (though ongoing temporarily in 2025) approved and much needed website overhaul, and to a non-recurring external audit.

Summarizing the current relationship between Contributions and Operations Expenses, Contributions of \$45,192 fell materially short of Operations Expenses of \$78,351. Referring back to the underlined sentence above, we are not in compliance with the first clause of Tradition Seven, which states that every group ought to be fully self-supporting. WSO will continue to brainstorm ways to drive Contributions, but the fellowship ultimately must take action in order for CEA-HOW to reach 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, 2025, CEA-HOW, Inc. had \$212,330 in assets, including \$181,718 in total cash and equivalents, of which \$124,332 is prudent reserves per policy.

Respectfully submitted,

Kevin Cook, *Treasurer*

Supporting detail follows.

Profit and Loss – January-June 2025 vs 2024

Overall	Jan-Jun 2025	Jan-Jun 2024	\$ Change	% Change
Total Income(1)	\$ 56,096	\$ 74,838	\$ (18,742)	-25.0%
Total Expense (2)	\$ 84,021	\$ 74,755	\$ 9,266	12.4%
Net Income (1)	\$ (27,925)	\$ 83	\$ (28,008)	NM

Gross Income by Class	Jan-Jun 2025	Jan-Jun 2024	\$ Change	% Change
Contributions (1)	\$ 45,192	\$ 60,959	\$ (15,768)	-25.9%
Conference	\$ 500	\$ 1,800	\$ (1,300)	-72.2%
Convention	\$ 1,843	\$ 1,400	\$ 443	31.6%
Literature	\$ 8,554	\$ 10,665	\$ (2,111)	-19.8%
Operations	\$ 7	\$ 13	\$ (6)	-47.1%
Total Gross Income (1)	\$ 56,096	\$ 74,838	\$ (18,742)	-25.0%

Expenses by Class (2)	Jan-Jun 2025	Jan-Jun 2024	\$ Change	% Change
Contributions	\$ 836	\$ 932	\$ (97)	-10.4%
Conference	\$ 573	\$ 33	\$ 540	1644.6%
Convention	\$ 1,498	\$ 1,138	\$ 360	31.6%
Literature	\$ 2,762	\$ 3,626	\$ (864)	-23.8%
Operations	\$ 78,351	\$ 69,025	\$ 9,326	13.5%
Total Expenses	\$ 84,021	\$ 74,755	\$ 9,266	12.4%

Net Income by Class	Jan-Jun 2025	Jan-Jun 2024	\$ Change	% Change
Contributions (1)	\$ 44,356	\$ 60,027	\$ (15,671)	-26.1%
Conference	\$ (73)	\$ 1,767	\$ (1,840)	0.0%
Convention	\$ 344	\$ 262	\$ 82	31.5%
Literature	\$ 5,792	\$ 7,039	\$ (1,247)	-17.7%
Operations	\$ (78,345)	\$ (69,012)	\$ (9,333)	13.5%
Net Income (1)	\$ (27,925)	\$ 83	\$ (28,008)	NM

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

(2) Includes cost of goods sold

Contribution Income	Jan-Jun 2025	Jan-Jun 2024	\$ Change	% Change
Intergroup and Area	\$ 24,268	\$ 25,233	\$ (965)	-3.8%
Online Recurring	\$ 10,928	\$ 13,225	\$ (2,297)	-17.4%
Gratitude & 7th Trad Contr	\$ 9,996	\$ 22,502	\$ (12,506)	-55.6%
Total Contributions Income	\$ 45,192	\$ 60,959	\$ (15,768)	-25.9%

Literature Income	Electronic Literature			Printed Literature			Total Literature		
	Jan-Jun 2025	Jan-Jun 2024	\$ Change	Jan-Jun 2025	Jan-Jun 2024	\$ Change	Jan-Jun 2025	Jan-Jun 2024	\$ Change
English Literature	\$ 649	\$ 1,184	\$ (534)	\$ 5,295	\$ 7,477	\$ (2,181)	\$ 5,945	\$ 8,661	\$ (2,716)
Spanish Literature	\$ -	\$ -	\$ -	\$ 1,280	\$ 700	\$ 580	\$ 1,280	\$ 700	\$ 580
Total Literature	\$ 649	\$ 1,184	\$ (534)	\$ 6,576	\$ 8,177	\$ (1,601)	\$ 7,225	\$ 9,361	\$ (2,136)
Shipping Income	\$ -	\$ -	\$ -	\$ 1,329	\$ 1,305	\$ 25	\$ 1,329	\$ 1,305	\$ 25
Total Income	\$ 649	\$ 1,184	\$ (534)	\$ 7,905	\$ 9,481	\$ (1,577)	\$ 8,554	\$ 10,665	\$ (2,111)
COGS	\$ -	\$ -	\$ -	\$ 1,403	\$ 1,906	\$ (503)	\$ 1,403	\$ 1,906	\$ (503)
Expenses									
Shipping Expense	\$ -	\$ -	\$ -	\$ 1,199	\$ 1,223	\$ (24)	\$ 1,199	\$ 1,223	\$ (24)
PayPal Fees	\$ 22	\$ 88	\$ (66)	\$ 139	\$ 264	\$ (125)	\$ 161	\$ 352	\$ (191)
Office Supplies	\$ -	\$ -	\$ -	\$ -	\$ 145	\$ (145)	\$ -	\$ 145	\$ (145)
Total Expense	\$ 22	\$ 88	\$ (66)	\$ 2,741	\$ 3,538	\$ (798)	\$ 2,762	\$ 3,626	\$ (864)
Net Income	\$ 628	\$ 1,096	\$ (468)	\$ 5,164	\$ 5,943	\$ (779)	\$ 5,792	\$ 7,039	\$ (1,247)
% of Gross	7.6%	11.1%		92.4%	88.9%		100.0%	100.0%	
Margin %	96.7%	92.6%		65.3%	62.7%		67.7%	66.0%	
% of Net	10.8%	15.6%		89.2%	84.4%		100.0%	100.0%	

Operations Expenses

	Jan-Jun 2025	Jan-Jun 2024	\$ Change	% Change
706 · Web Hosting Expenses	90	90	\$ -	0%
730 Other	25	--	\$ 25	#DIV/0!
902 · Rent	6,600	6,600	\$ -	0%
903 · Janitorial Services	300	300	\$ -	0%
904 · Bank Service Charges (Less Interest)	95	95	\$ (0)	0%
Total 906 · Employee Expenses	48,503	47,861	\$ 642	1%
908 · Office Supplies & Expenses	1,865	2,425	\$ (560)	-23%
910 · Insurance	1,871	1,621	\$ 250	---
915 · Telephone	1,069	984	\$ 86	9%
917 · Tax and Filling Fees	--	725	\$ (725)	0%
932 · Accounting Fees	7,915	5,907	\$ 2,008	0%
935 · Webmaster	8,248	2,375	\$ 5,873	247%
Other Professional	1,727	--	\$ 1,727	
940 · Postage	44	42	\$ 2	4%
945 · Depreciation Expense	--	--	\$ -	#DIV/0!
Less (450 Interest Income)	(7)	(13)	\$ 6	-47%
Total Operations	\$78,345	\$69,012	\$9,333	13.5%

Balance Sheet

	Jun 30, 25	Jun 30, 24	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
100 · WF Social Media Checking A/C	2,481.94	2,384.00	97.94
101 · WF Business Checking A/C...3620	11,928.54	14,571.39	-2,642.85
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	25,000.00	-24,758.85
Total 102.2 Convention Fund	12,117.21	36,306.13	-24,188.92
102.1 · Prudent Reserve per Policy	124,332.00	67,317.55	57,014.45
102 · WF Saving HYield-5530-over/sho - Other	-23,347.64	88,655.09	-112,002.73
Total 102 · WF Saving HYield-5530-over/sho	113,101.57	192,278.77	-79,177.20
103 · PayPal Online Savings Account	4,735.52	4,750.51	-14.99
105 · PayPal Convention Account	49,470.31	20,055.52	29,414.79
Total Checking/Savings	181,717.88	234,040.19	-52,322.31
Accounts Receivable			
130 · Accounts Receivable	1,475.58	1,153.92	321.66
Total Accounts Receivable	1,475.58	1,153.92	321.66
Other Current Assets			
140 · Literature Inventory	6,682.12	6,834.74	-152.62
141 · e-Lierature Inventory	182.50	127.50	55.00
142 · Specialty Items Inventory	20.00	20.00	0.00
150 · Undeposited Funds	821.00	245.25	575.75
Total Other Current Assets	7,705.62	7,227.49	478.13
Total Current Assets	190,899.08	242,421.60	-51,522.52
Other Assets			
115 · Prepaid Conference & Convention	17,480.00	19,175.00	-1,695.00
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	4,637.76	0.00
Total 116 · AMORTIZATION Meeting Finder	2,351.38	2,351.38	0.00
120 · Prepaid Rent & Security Deposit	1,600.00	1,600.00	0.00
Total Other Assets	21,431.38	23,126.38	-1,695.00
TOTAL ASSETS	212,330.46	265,547.98	-53,217.52
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Credit Cards			
220 · Wells Fargo Visa A/C	-433.45	226.79	-660.24
226 · Stamps.com Account	84.28	38.90	45.38
Total Credit Cards	-349.17	265.69	-614.86
Other Current Liabilities			
230 · Federal Payroll Liabilities	1,906.33	1,635.11	271.22
235 · State Payroll Liabilities	693.60	689.73	3.87
237 · Worker's Compensation Insurance	-111.01	130.95	-241.96
250 · Sales Tax Payable	1,491.28	1,162.68	328.60
315 · Conference&Convention Accrued			
315.1 · Early Bird Pymt Plan EVENTBRITE	-1,327.76	0.00	-1,327.76
315.3 · Early Bird Pymt Plan SUBSCRIPTI	49,594.21	59,602.54	-10,008.33
315.4 · Early Bird Pymt Plan OTHER SALE	362.52	1,095.00	-732.48
315 · Conference&Convention Accrued - Other	14.76	-3,349.37	3,364.13
Total 315 · Conference&Convention Accrued	48,643.73	57,348.17	-8,704.44
Total Other Current Liabilities	52,623.93	60,966.64	-8,342.71
Total Current Liabilities	52,274.76	61,232.33	-8,957.57
Total Liabilities	52,274.76	61,232.33	-8,957.57
Equity			
302 · Retained Earnings	187,758.40	204,277.02	-16,518.62
Net Income	-27,702.70	38.63	-27,741.33
Total Equity	160,055.70	204,315.65	-44,259.95
TOTAL LIABILITIES & EQUITY	212,330.46	265,547.98	-53,217.52

Contributions by Intergroup

	<u>Jan - Jun 25</u>		<u>Jan - Jun 24</u>
10001 - UNAFFILIATED GROUPS	232.00	90117 - PUGET SOUND CEA-HOW	0.00
60000 - RETAIL LITERATURE FROM PAYPAL	0.00	90117 - PUGET SOUND CEA-HOW INTERGROUP	0.00
60050 - RETAIL E-LITERATURE FROM PAYPAL	0.00	90119 - DALLAS FORT WORTH IG CEA HOW	359.95
60060 - RETAIL LITERATURE FROM CONVENTION	0.00	90122 - MICHIANA INTERGROUP	0.00
70000 - GRATITUDE MONTH PAYPAL	2,116.15	90123 - CEA HOW SAN FERNANDO VALLEY IG	2,710.87
70010 - GRATITUDE MONTH CHECK	525.00	90124 - MONTEREY BAY AREA INTERGROUP	0.00
70015 - PAYPAL INDIVIDUAL RECURRING DONA	11,162.18	90125 - NORTH TEXAS INTERGROUP	0.00
70020 - PAYPAL GENERAL INDIVIDUA DONATION	1,791.29	90126 - CEA HOW OKLAHOMA INTERGROUP	25.50
70025 - ZELLE GENERAL INDIVIDUAL DONATION	365.00	90127 - NETHERLANDS INTERGROUP	0.00
70026 - CASH APP GENERAL DONATION	0.00	90129 - PERT WESTERN AUSTRALIA INTERGRO	0.00
70027 - VENMO GENERAL DONATION	40.00	90130 - RIO RECOVERY OF NEW MEXICO IG	256.90
70030 - CHECK GENERAL INDIVIDUAL DONATION	1,790.00	90131 - INTERMOUNTAIN INTERGROUP	0.00
70035 - IN HONOR MEMORY OF	0.00	90132 - UNITED KINDOM (UK) INTERGROUP	0.00
70060 - CONVENTION		90134 - SAN BERNARDINO/RIVERSIDE COUNTIE	179.05
EBPP-2	0.00	90135 - PENNSYLVANIA INTERGROUP	19.25
70060 - CONVENTION - Other	50.00	90136 - TIDEWATER VIRGINIA INTERGROUP	0.00
Total 70060 - CONVENTION	50.00	90137 - NO. CA CENTRAL COASTAL INTERGROL	125.00
80001 - AREA 1	8,000.00	90139 - CEA HOW LOS ANGELES INTERGROUP	4,273.55
80002 - AREA 2	0.00	90140 - CEA HOW PHONE BRIDGE INTERGROUF	4,833.19
80009 - AREA 9 CANADA - NO INTERGROUP	0.00	90141 - GREAT LAKES CEA-HOW INTERGROUP	0.00
80010 - AREA 10	0.00	90142 - CEA-HOW NORTHERN COLORADO IG	262.00
90099 - SOUTHERN CALIFORNIA INTERGROUP	1,631.91	90143 - CEA HOW 1st IG HISPANIC OFARIZONA	0.00
90101 - CEA-HOW SAN DIEGO COUNTY IG	323.30	90144 - SPANISH PHONE BRIDGE INTERGROUP	873.48
90102 - NW CEA HOW INTERGROUP	25.00	90145 - UTAH CEA-HOW INTERGROUP	547.80
90103 - CEA-HOW HAWAII IG	0.00	90146 - BUGAMBILIAS GUANAJUATO	462.86
90104 - CEA-HOW LAS VEGAS INTERGROUP	1,023.63	90147 - GREATER KANSAS CITY AREA IG	0.00
90106 - S. FLORIDA INTERGROUP CEA-HOW	0.00	90148 - ARIZONA CEA-HOW INTERGROUP	100.00
90107 - HOW IT WORKS OF CENTREAL COST	0.00	90149 - SIERRA NEVADA INTERGORUP	235.00
90108 - CEA HOW ISRAEL INTERGROUP	0.00	90150 - IG ELECTRONICO EN ESPANOL	291.85
90110 - CEA HOW MEXICO INTERGROUP	0.00	90151 - ELECTRONIC IG ENGLISH	265.18
90111 - VENTURA TRI COUNTIES INTERGROUP	0.00	90152 - UK AND EUROPE INTERGROUP	0.00
90113 - AUSTRALIA INTERGROUP	0.00	90153 - ELETRONIC INTERGROUP SPANISH	220.00
90114 - GREATER SACRAMENTO INTERGROUP	0.00	Accounting	0.00
90115 - CEA HOW OF GREATER NEW YORK IG	75.00	Total	<u>45,191.89</u>