



European Brabant Registry of America
 2022 Annual Report
 by Stacy L. Pearsall, President
 by Rebecca Courtney, Registrar
 Created Jan. 1, 2023

ISSUE 1: REGISTRATIONS

Please note, all fees are based on Member rates.

Studbook	Registration Fee	2022 Registrations	Cost per Registration	2022 Total Revenue
European Brabant	\$75	27 ct	\$6	\$1,863
Appendix Record	\$40	30 ct	\$6	\$1,020
Total:				\$2,883

The approximate cost per registration includes the following:

- 1 large and 1 small EBRA sticker: \$1.12 for both
- Foiled Certificate Card Stock Paper \$0.84 per Certificate
- Ink: \$0.05 per Certificate
- EBRA Custom Foil Seal: \$0.12 per
- Rigid Mailer: \$0.48 per
- Domestic Postage: \$3.00 per

ISSUE 2: REGISTRY SERVICES

Please note, all fees are based on Member rates.

Service	Fee Per Service	2022	Cost per Service	2022 Total Revenue
Prefix Reservation	\$35	16 ct	\$0	\$0
Pedigree Research	\$50	12 hrs	\$15 per hour	Donated/Volunteer
Breed Evaluation	\$100	1 ct	\$75	\$25
Leg Health Report	\$75	1 ct	\$65	\$10
DNA Profile	\$40	26 ct	\$40	\$0
DNA Transfer	\$15	2 ct	\$15	\$0
Color Testing	\$25-\$150	14 ct	\$25-\$150	\$0
PSSM 1/JEB	\$40	14 ct	\$40	\$0
Registration Trans	\$35	15 ct	\$6	\$435
Horse Sale Ads	\$25	15 ct	\$0	\$0
Add Photo	\$5	0 ct	\$0	\$0
Stallion Report	\$20	5 ct	\$0	\$100
Total:				\$570

*** Prefix Reservations and some Horse Sale Ads listed above have not earned any revenue as stand-alone items as they are included as Membership benefits. The actual cost per service does not include the Registrar's time, Media Manager's time or website hosting fees.

Service	Fee Per Service	2022	Cost per Service	2022 Total Revenue
Stakeholder Members		23 ct		
General Members		23 ct		
Single Level	\$50	32 ct	\$0	\$1,600
Farm Level	\$175	14 ct	\$0	\$2,450
Total:				\$4,050



Donor	Cash Contribution	2022 Total Cash Contributions
Dehan and Rebecca Courtney	\$5,250	
Celeste Brucklacher	\$100	
Hernando & Lisa Plata	\$204.56	
Stacy Pearsall	\$50	
Sandi Austin	\$50	
		\$5,604.56

Staff Hours	\$ Per Hour	2022	Expense	Total Expense
Registrar's Hours	\$15	72 hrs	\$1,080	Donated In-Kind
Media Manager's Hours: Brabant Bulletin, Merchandise Design, Website Updates, Social Media and Ad Campaigns	\$15	500 hrs	\$7,500	Donated In-Kind
				VALUED \$8,580

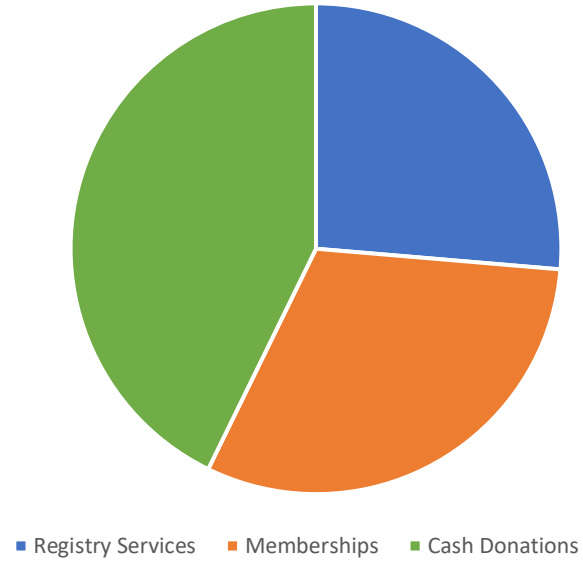
Merchandise	Ct.	Vendor Price	Vendor Shipping	Vendor Tax	Retail Price	Retail Shipping	Discounts	Total Revenue
Patches		\$2.24	N/A		\$4			
Printify		\$1703.91	\$480.25	\$125.82	\$1939.49	\$183	-\$182.62	-\$370.11
Calendars	12	\$299.88	\$138.86	\$32.12	\$528	\$104		\$161.14

Item	Vendor Price	Total Expense
Open Phone	\$120	
Adobe PDF	\$179.88	
Zoom	\$192.48	
DropBox Pro	\$156.96	
Grassroots	\$592.96	
WiX	\$343.44	
Pro Emails	\$381.44	
WooBox	\$384	
Form Builder	\$133.40	
Advertising	\$474.43	
Event Sponsorship	\$953.86	

Item	Value
Registrations	+\$2,883
Services	+\$570
Memberships	+\$4,050
Merchandise	-\$208.97
Operational Expenses	-\$3,913.85
Total Registry Services Revenue for 2022: \$3,380.18	
Total Cash Donations for 2022: \$5,604.56	



Sales



Expenses

