

Guts & Grace

Profit and Loss

January - December 2024

	TOTAL
Income	
Book Sales	50.03
Coaching	54,811.00
Consulting Income	13,153.00
Corporate Income	
Consulting	58,917.68
Total Corporate Income	58,917.68
Program Income	
Alumni Cohort	31,717.79
Guts and Grace	202,789.20
Online Courses	12,414.26
WorldShapers	63,708.49
Total Program Income	310,629.74
Retreat and Event Income	22,350.00
Total Income	\$459,911.45
Cost of Goods Sold	
Healing Tools	5,760.86
Merchant Fees	9,571.42
Onboarding & Retreat Gifts	1,345.07
Subcontractors	663.00
Workshop/Retreat expenses	
Event Expenses & Experiences	2,230.76
Event Venue	28,792.49
Food	566.14
Transportation	344.96
Total Workshop/Retreat expenses	31,934.35
Total Cost of Goods Sold	\$49,274.70
GROSS PROFIT	\$410,636.75
Expenses	
Charitable donation	11,554.51
Franchise Tax	800.00
Marketing Expenses	
Graphics and Content	3,650.65
Marketing (SaaS) Software	7,447.14
Marketing Services	2,178.61
Networking	63.52
Sponsorships & Event Promo	10,062.80
Web Expenses	1,133.25
Total Marketing Expenses	24,535.97

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Meals (Local)	1,439.71
Office & Occupancy	
Admin (SaaS) Software	8,052.39
Bank Charges	389.41
Dues, Memberships & Subscriptions	1,391.00
Insurance (business)	492.00
Office Supplies	4,826.25
Postage	58.52
Rent	10,500.00
Telephone	2,600.34
Total Office & Occupancy	28,309.91
Payroll Expenses	1,325.40
Payroll Processing	956.80
Payroll Taxes	5,760.00
Salaries and Wages	72,750.00
Total Payroll Expenses	80,792.20
Professional Fees	
Accounting	10,489.00
Contractors	14,650.50
Legal	419.00
Professional Development	107,433.17
Virtual Assistants	4,425.14
Total Professional Fees	137,416.81
Travel and Transportation	928.87
Airplane	10,426.24
Ground Transportation	4,600.06
Hotel	25,604.86
Travel Insurance	468.63
Travel Meals	6,177.47
Total Travel and Transportation	48,206.13
Uncategorized Expense	4,305.89
Total Expenses	\$337,361.13
NET OPERATING INCOME	\$73,275.62
Other Income	
Interest Income	22.55
Other Income	133.05
Total Other Income	\$155.60

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	TOTAL
Other Expenses	
Interest Expense	6,250.99
Total Other Expenses	\$6,250.99
NET OTHER INCOME	\$ -6,095.39
NET INCOME	\$67,180.23