

GNO Service Board & Central Office Financials

Overview of Budget Categories, Bill Pay, and
Data From Recent Fiscal Years

Purpose of this Documentation

To facilitate an informed group conscience about the financials of the GNO Service Board, its committees, and our regional Central Office

To facilitate this informed group conscience to include our GNO Service Board Trustees; Central Office manager, paid special workers, and volunteers; GNO Service Board committees; General Service Representatives (GSRs) and Service Board Representatives (SBRs) of regional home groups; and members of our wider regional fellowship

Info sources: Monthly and year-end financial statements for GNO Service Board, as prepared by contracted CPA; GNOSB bank account statements; monthly bill pay documentation and invoices from GNOSB Central Office

GNO Service Board, LLC Overview

Greater New Orleans Service Board, LLC is the legal and financial entity that encompasses Central Office and the products and services the office provides to the regional community (meeting lists, website, hotline, office phone support, meeting space, etc.), as well as GNOSB committees, including events committees and expenses in support of the Big Deep South Convention and DAAY in the Park.

GNO Service Board LLC files annual 990 forms with the IRS, as well as pays monthly sales tax at the state and local level.

GNO Service Board LLC financials (bill pay, records, etc.) are overseen and supported by the GNOSB Trustees, committee treasurers where applicable, and a contracted CPA, in coordination with the Central Office manager, who carries out financial and bill pay-related tasks as authorized by job description, Bylaws, directives from Trustees, and motions passed by the GNO Service Board.

GNO Service Board Banking Overview

GNO Service Board, LLC oversees four (4) bank accounts with Hancock Whitney:

- Operating Expenses Account (7714)
 - Main account for monthly/annual bill pay and expenses; online bill pay and some checks
- Big Deep South Account (7756)
 - Separate account for Big Deep South Convention expenses, though some expenses still covered by 7714 operating expenses account
- Debit Card Account (4691)
 - Debit card account that maintains a small balance for local purchases and some online bill pay (accounts that require card number instead of account number)
- Prudent Reserve (3592)
 - Prudent reserve account, to be maintained as outlined by GNOSB By-Laws

GNO SB Income & Other Income Overview

GNO Service Board receives Income primarily from the following sources:

- Merchandise Sales
- Group Contributions
- Individual Contributions
- Central Office Backers

And receives Other Income revenues primarily from the following sources:

- Big Deep South Convention
- Other sources totaling <\$1,000 annually

Total Income:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$92,992.66 | \$96,339.81 | \$98,604.87 |

Total Other Income:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$54,461.59 | \$38,712.72* | \$45,355.74 |

** includes \$17,643.18 originally reported for FY23-24 plus \$21,069.54 transfer from BDSC PayPal for 2024 event revenue, not recorded by BDSC 2024 committee in time for original FY23-24 reporting*

GNO SB Expenses & Other Expenses Overview

GNO Service Board primary expenses include:

- Rent, utilities, payroll, computer, and other overhead expenses to operate Central Office and the services it provides to the region
- Merchandise, aka Cost of Goods Sold (COGS)

Other Expenses primarily include:

- Big Deep South Convention
- DAAY in the Park

Total Expenses:

FY22-23

FY23-24

FY24-25

\$60,076.46

\$67,741.40

\$70,222.39

Total Cost of Goods Sold:

FY22-23

FY23-24

FY24-25

\$42,175.29

\$39,988.19

\$41,157.63

Total Other Expenses:

FY22-23

FY23-24

FY24-25

\$23,829.72

\$32,799.43

\$40,772.37*

Income - Merchandise Sales

Sales of recovery books, pamphlets, chips, and other merchandise at Central Office and via Central Office at events.

Pricing structure changes began in late-2024 through mid-2025; decreased prices to make recovery literature more accessible for meetings and members

Total Merchandise Sales:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$58,433.82 | \$60,828.86 | \$59,790.55 |

Income - Group Contributions

Contributions from meetings and groups via splits, one-time contributions, and additional contributions during purchases

Group contributions increased year-over-year during the first half of 2025 (second half of FY24-25) in response to announcement of the office's rental rate increase

Total Group Contributions:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$23,853.97 | \$28,771.70 | \$31,010.59 |

Income - Individual Contributions

Contributions from members via one-time and monthly contributions and additional contributions during purchases

Total Individual Contributions:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$7,229.87 | \$4,314.25 | \$5,607.75 |

Individual contributions increased year-over-year during the first half of 2025 (second half of FY24-25) in response to announcement of the office's rental rate increase

Income - Central Office Backers

Annual and monthly contributions from members and groups designated as Central Office Backers

In 2025, Central Office Backers changed from \$25/year to any amount paid monthly or annually; subscriptions available via PayPal and Square payment links

In 2025, Bulletin Backer subscription was spun off separately to account for Bulletin production costs (previously an option included for \$25/year backers)

Did not run the mailer Central Office Backer campaign in FY24-25

Total Central Office Backers:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$3,475.00 | \$2,425.00 | \$2,198.00 |

Income - Literature Donations

New category to account for contributions designated as GNOSB Literature Fund; created in October 2024 from proceeds from DAAY in the Park 2024 committee

The -\$2.02 reported for year-end FY24-25 is not accurate; our records and receipts are (see right), and we are working with our CPA on how best to report this new initiative (contributions and usage) within the Quickbooks format

LITERATURE FUND FINANCIAL OVERVIEW

Launched 10/31/2024

LITERATURE FUND RECIPIENTS (AS OF 08/08/25)

| | |
|----------------------------------|---------------|
| SUNRISE SOLUTIONS | 73.87 |
| CONTEMPT PRIOR TO INVESTIGATION | 52.02 |
| GRACEFUL INSPIRATIONS | 50.01 |
| NEW ORLEANS BIG BOOK FUND | 76.03 |
| WESTBANK 144 | 52.02 |
| WESTBANK 144 | 22.02 |
| TOTAL FUNDS SPENT TO DATE | 325.97 |

LITERATURE FUND CONTRIBUTORS (AS OF 08/08/25)

| | |
|------------------------------------|---------------|
| NEW PAIR OF GLASSES | 60.00 |
| WESTBANK 144 | 44.00 |
| HIGH NOON (THIBODAUX) | 50.00 |
| WOMEN SHARING HOPE | 13.43 |
| MEMBER | 1.00 |
| MEMBER | 1.00 |
| MEMBER | 5.00 |
| DAAY IN THE PARK 50/50 COMMITTEE | 300.00 |
| TOTAL CONTRIBUTIONS TO DATE | 474.43 |

| | |
|--|------------------------------------|
| 137.05 TOTAL ON GIFT CARD 6552 | 474.43 TOTAL CONTRIBUTIONS TO DATE |
| 11.41 TOTAL OTHER CONTRIBUTIONS | -325.97 TOTAL FUNDS SPENT TO DATE |
| 148.46 CURRENT TOTAL FOR LITERATURE FUND (AS OF 08/08/25) | 148.46 |

Cost of Goods Sold (COGS)

Cost of Goods sold, based on monthly merchandise expenses and monthly retail sales

Costs have increased across the board for nearly all products and vendors; however, previous pricing structure was less accessible for members and groups.

We have worked on internal inventory procedures to improve efficiency, effectiveness of inventorying practices, and to keep a tighter backstock on-hand.

While COGS did increase an expected and fairly typical 3% year over year in FY24-25, COGS still came in 2% lower than two fiscal years before, and right on target for the average amount of the three fiscal years.

Total Cost of Goods Sold:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$42,175.29 | \$39,988.19 | \$41,157.63 |

Gross Profit

Gross Profit, calculated from main
Central Office income sources:

+ Merchandise Sales

+ Group Contributions

+ Individual Contributions

+ Central Office Backers

= Total Income

- less Total Costs of Goods Sold (COGS)

= Gross Profit

Total Income:

FY22-23

FY23-24

FY24-25

\$92,992.66

\$96,339.81

\$98,604.87

Total Cost of Goods Sold:

FY22-23

FY23-24

FY24-25

\$42,175.29

\$39,988.19

\$41,157.63

Gross Profit:

FY22-23

FY23-24

FY24-25

\$50,817.37

\$56,351.62

\$57,447.24

Computer Expenses Overview

Total Computer Expenses:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$5,920.75 | \$9,514.64 | \$5,701.19 |

Includes:

- Website Maintenance
 - GoDaddy annual expenses (Microsoft 365/email, security, etc.)
- Website Hosting
 - December 2025 next bill due, after 3-year contract with GoDaddy
- Internet & Telephone
 - AT&T Internet, AT&T business services, Graybar phone equipment
- Computer-Other
 - Square Retail (monthly), Zoom (monthly), PAC computer repair (occasional)

Website Maintenance:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$1,419.04 | \$628.47 | \$402.29 |

Website Hosting:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$0.00 | \$0.00 | \$0.00 |

Internet & Telephone:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$3,143.79 | \$6,805.95 | \$4,120.00 |

Computer Other:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$1,357.92 | \$2,080.22 | \$1,178.90 |

Website Expenses Overview

Website Maintenance

- GoDaddy annual Security certificates
 - \$270 annual
- Microsoft 365/email (switched from annual to monthly, \$34) in May in an attempt to possibly switch email host to a less expensive nonprofit version of Microsoft 365, though on pause while seeking new website chair experienced with this email hosting process to assist office manager
 - \$408 annual

Website Hosting

- December 2025 next bill due, after 3-year contract with GoDaddy (\$719.64 in Dec 2022)
- Will be billed \$971.64 in December for three years of “Ultimate WP Hosting” unless we switch to another provider
- Budget projection was \$500 for the past three years at \$0 utilized, so would still be within two years of that budget allotment to stay with GoDaddy

Website Maintenance:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$1,419.04 | \$628.47 | \$402.29 |

Website Hosting:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$0.00 | \$0.00 | \$0.00 |

Internet & Telephone Expenses Overview

Internet & Telephone Expenses include:

- AT&T Internet (monthly, \$70)
 - \$840 annual
- AT&T Business Services (monthly, \$110)
 - \$1320 annual
- Graybar phone equipment rental (monthly, \$185)
 - \$2,220 annual
 - 5-year contract signed in summer 2025

Internet & Telephone:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$3,143.79 | \$6,805.95 | \$4,120.00 |

Computer-Other Expenses Overview

Computer-Other includes:

- Square Retail (monthly, \$66)
 - \$792, annual
- Zoom (monthly, \$19)
 - \$228, annual
- PAC computer repair (occasional)

Computer Other:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$1,357.92 | \$2,080.22 | \$1,178.90 |

Finance-Related Expenses

Includes:

- Accounting, various monthly (\$150-\$300)
 - Average \$210, monthly
 - Annual \$2,520
 - Plus tax prep, annual \$975
 - Two years of tax prep will land in FY25-26; \$1,950 annual
- Bank Service
 - Purchases of deposit slips, checks; occasional monthly amount
- Cash Over/Short Bank Expenses
 - Occasional adjustments to deposits
- Credit Card Processing

Accounting:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$2,795.00 | \$3315.00 | \$2681.25 |

Bank Service:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$18.00 | \$0.00 | \$36.00 |

Cash Over/Short Bank Expenses:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| -\$42.82 | -\$179.14 | \$4.90 |

Credit Card Processing:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$1,439.48 | \$1,786.23 | \$1,418.39 |

Insurance & Workers Compensation Expenses

Includes:

- Insurance (annual)
- Worker's Compensation

Insurance:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$1,319.01 | \$2,275.25 | \$1,832.19 |

Workers Compensation:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$316.16 | \$162.24 | \$665.00 |

Rent & Utilities Expenses

Includes:

- Rent, monthly
 - Increased from \$975/mo to \$1,250 in May 2025
 - July 2025 (\$1,250)
 - \$1,350 Aug-Dec 2025 (\$6,750)
 - Increases to \$1418 Jan 2026-Jun 2026
 - \$8,508
 - Total fiscal year est: \$16,508
- Utilities, monthly
 - Entergy, varies monthly
 - Average \$190 monthly
 - \$2,280 est annual
- Repairs & Maintenance, occasional

Rent:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$11,700.00 | \$11,700.00 | \$12,250.00 |

Utilities:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$2,009.89 | \$2,791.30 | \$1,338.28 |

Repairs & Maintenance:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$179.41 | \$27.91 | \$63.50 |

Payroll Expense

Includes:

- Salaries & wages
 - Proposed increases in hourly wage for paid workers
 - Asst. Manager: Currently \$11/hr, 16 hrs/week; most recent raise was June 2021
 - Manager: Currently \$15/hr, average 20-30 hrs/week; most recent raise was June 2021
- Payroll tax
 - About 10% of Salaries & wages
- Payroll processing

Salaries & Wages:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$24,274.00 | \$29,329.00 | \$34,821.00 |

Payroll tax:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$2,363.19 | \$2,903.71 | \$3,411.07 |

Payroll Processing:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$879.02 | \$1,007.19 | \$992.66 |

Office Expenses

Includes:

- Office Expense (Office Supplies)
 - Various office and storage supplies, paper towels/TP, merchandising/display products for store and events
 - Absorbed much of Printing & Reproduction \$700/budget for miscoded expenses
- Printer & Copier Expense
 - Monthly maintenance, \$73
- Printing & Reproduction
 - Paper, particularly in support of in-house printing of meeting books and schedules, printed pamphlets, Meeting in a Pocket, etc.
 - Had not been correctly categorized in the past, these purchases were coded as "Office Supplies" previously

Office Expense (Office Supplies):

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$1,170.24 | \$714.85 | \$1,735.99 |

Printer & Copier Expense:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$3,844.57 | \$668.13 | \$900.81 |

Printing & Reproduction:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$0.00 | \$0.00 | \$0.00 |

Various Expenses

Includes:

- Dues & Subscriptions
 - Sam's Club subscription, annual
 - Renewed after years of not having one, for events committees and some office supplies purchases
 - First-year discounted at \$75, will be full price this fiscal year
- Postage & Delivery
 - [Stamps.com](https://www.stamps.com), monthly, \$13
 - Annual \$156
 - [Stamps.com](https://www.stamps.com), printing sheets of stamps, \$18.50/sheet
 - Annual \$725, estimated
 - Did not do the biannual mailer campaigns this fiscal year, which normally add ~\$200 to the annual postage expense
- Permits & Licenses
 - Fire inspection, annual (hadn't been done since 2020)
- Travel Expenses
 - ICOAA (Intergroupa & Central Offices of AA) Convention, annual
 - Covers registration, hotel, flight/gas
 - Area Assembly travel/hotel for Trustees (occasional)
- Misc. Expense

Dues & Subscriptions:

| FY22-23 | FY23-24 | FY24-25 |
|---------|---------|---------|
| n/a | n/a | \$76.83 |

Postage & Delivery:

| FY22-23 | FY23-24 | FY24-25 |
|----------|----------|----------|
| \$950.83 | \$942.36 | \$753.48 |

Permits & Licenses:

| FY22-23 | FY23-24 | FY24-25 |
|---------|---------|---------|
| \$0.00 | \$0.00 | \$55.00 |

Travel Expenses:

| FY22-23 | FY23-24 | FY24-25 |
|---------|---------|------------|
| \$0.00 | \$0.00 | \$1,396.73 |

Misc. Expense:

| FY22-23 | FY23-24 | FY24-25 |
|---------|---------|---------|
| \$0.73 | \$2.73 | \$88.12 |

Other Income

Includes:

- Interest Income
- DAAY in the Park
 - From 50/50 raffle, to offset costs
- T&C Income
- Big Deep South Income
 - FY23-24 includes BDSC 2024 income; money in BDSC PayPal account had not been transferred to their bank account and so was not recorded accurately for that year
- Other Income - Other

Interest Income:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$12.45 | \$12.46 | \$11.92 |

DAAY in the Park:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$0.00 | \$393.00 | \$0.00 |

T&C Income:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$0.00 | \$30.00 | \$55.00 |

Big Deep South Income:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$54,325.06 | \$38,712.72 | \$44,899.44 |

Other Income - Other:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$124.08 | \$53.72 | \$444.38 |

Other Expenses

Includes:

- DAAY in the Park
- T&C Donated Items
- CPC-PI Donated Items
- Depreciation
- Big Deep South Expenses
 - 37,257.50 originally reported for BDSC 2025 expenses; some of this may have been miscoded twice; actual expenses may have been closer to \$30,000*

DAAY in the Park:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$1,071.30 | \$2,463.05 | \$3,310.99 |

T&C Donated Items:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$185.34 | \$98.28 | \$0.00 |

CPC-PI Donated Items:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$0.00 | \$0.00 | \$0.00 |

Depreciation:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$203.86 | \$203.88 | \$203.88 |

Big Deep South Expenses:

| FY22-23 | FY23-24 | FY24-25 |
|----------------|----------------|----------------|
| \$22,369.22 | \$30,034.22 | \$30,000* |