

Inspiration's Edge

July 2024 - June 2025

Year in Review Annual Report

Prepared by:

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Vice President & Co-Founder

With special thanks to:

Information, Communication, Marketing & Publicity (ICMP) Committee

Robert Nagby, Treasurer

Executive Summary

A Year of Building Foundations and Momentum

The 2024–2025 fiscal year marked the founding year of Inspiration's Edge and the beginning of its journey as a mobile nonprofit community theatre serving the Hi-Desert and surrounding communities. During this inaugural year, IE laid the foundation for its mission to develop and foster a lifelong love and appreciation for the performing arts through community collaboration—creating new opportunities for creative engagement and access to live theatre.

Throughout its first year of operations, Inspiration's Edge produced multiple mainstage and community-driven performances, hosted recurring improv and outreach events, and launched its first fundraising initiatives—establishing the core programming and organizational systems needed to support long-term growth and sustainability.

From outdoor immersive productions and sold-out performances to volunteer recognition and youth-oriented collaborations, IE began advancing its vision of serving as a keystone provider and supporter of performing arts in both local and remote communities. Guided by its core values of Safety, Empathy, Inclusivity, Integrity, Co-Creativity, Growth, Innovation, and Celebration, Inspiration's Edge remained committed to building a theatre organization rooted in accessibility, collaboration, and community.

This report reflects not only the outcomes of IE's first year, but the people, relationships, and co-creative energy that formed the foundation of Inspiration's Edge.

— *Liyan McNeltier, Vice President & Co-Founder*

Mission, Vision & Values

Our Purpose

Inspiration's Edge exists to enrich our surrounding communities through performing arts and arts-based engagement. We strive to collaborate and foster inclusivity to reflect the vibrant tapestry of our local and remote communities.

Our Mission

The mission of Inspiration's Edge is to develop and foster a lifelong love and appreciation for the performing arts through community collaboration that allows us to explore and expand the edge of inspiration and creativity.

Our Vision

The vision of Inspiration's Edge is to serve as a cornerstone provider and supporter of performing arts in our local and remote communities.

Our Values

Inspiration's Edge is guided by the following core values:

- **Safety** – Creating emotionally and physically safe spaces for artists, audiences, and volunteers.
- **Inclusivity** – Actively welcoming diverse voices, identities, and experiences.
- **Integrity** – Operating with transparency, accountability, and ethical leadership.
- **Co-Creativity** – Believing the best work emerges through collaboration and shared ownership.
- **Growth** – Supporting learning, development, and experimentation.
- **Innovation** – Embracing new ideas, formats, and ways of connecting with community.
- **Celebration** – Honoring creativity, people, and the joy of shared storytelling.

Leadership

Board of Directors 2024-2025

Inspiration's Edge is governed by a dedicated volunteer Board of Directors responsible for the strategic direction, financial oversight, and legal stewardship of the organization in accordance with California nonprofit law and IE's bylaws.

The Board is accountable for:

- Upholding the mission, vision, and values of the organization
- Ensuring fiscal responsibility and transparency
- Approving budgets, policies, and major organizational decisions
- Supporting long-term sustainability and community impact

Board Members:

- Ian Ferris – President & Co-Founder
- Liyan McNeltier – Vice President & Co-Founder
- Davina Lira – Treasurer
- Imelda Patu – Secretary
- Jesse Worstell – Board Member

The Board operates in a fully volunteer capacity, with no compensation provided to officers or directors.

Governance Milestones

During its founding year, Inspiration's Edge established key governance structures to ensure ethical, compliant, and sustainable operations, including:

- Formal adoption of organizational Bylaws
- Establishment of a Conflict of Interest Policy
- Adoption of a comprehensive Code of Conduct, including non-discrimination and anti-harassment policies

- Formation of standing board committees to support operations and accountability

These milestones provide the foundation for strong governance, transparency, and responsible growth.

Committee Structure

Inspiration's Edge operates through a committee-based structure that supports both governance and day-to-day operations. Committees include:

- **Executive Committee** – President, Vice President, Secretary, Treasurer\
- **Finance & Fundraising Committee** – Financial oversight and budgeting
- **ICMP Committee** – Information, Communications, Marketing & Publicity
- **Production Committee** – Artistic programming and productions
- **Personnel & Volunteer Committee** – Volunteer support and engagement

Additional advisory committees may be formed as needed to support specific projects or initiatives.

Program & Production Highlights

Mainstage & Special Productions

This year's programming reflected IE's commitment to diverse storytelling—from socially reflective drama to interactive comedy and immersive musical theatre. Performances consistently drew audiences from across the Hi-Desert and beyond, with several productions selling out and attracting first-time theatre-goers.

A One-Man Christmas Carol – A beloved holiday tradition and an intimate theatrical experience that celebrated storytelling, seasonal connection, and shared community spirit.

Late Company – A powerful dramatic production that sparked meaningful community conversations around grief, responsibility, and accountability, engaging audiences in post-show dialogue and reflection beyond the stage.

Mother's Day Murder Mystery Tea Party - A theatrical experience blending live performance, audience engagement, and themed refreshments in a celebratory fundraiser setting.

Revenue & Expenses

Inspiration's Edge continues to operate with a strong emphasis on fiscal responsibility, transparency, and maximizing community impact. A majority of expenses directly support programming and production, ensuring that resources remain aligned with mission-driven work.

Revenue Sources

- Ticket Sales
- Fundraising Events
- Individual Donations
- Merchandise

Primary Expenses

- Production costs (rights, costumes, tech)
- Marketing & printing
- Equipment & storage
- Insurance & administrative

2024-2025 Tax Highlights

Summary

- **Total Revenue:** \$9,812
- **Total Expenses:** \$2,393
- **Net Excess for the Year:** \$7,419
- **Ending Net Assets:** \$7,419
- **Beginning Net Assets:** \$0
- **Outstanding Liabilities:** \$0
- **Board Compensation:** \$0 (100% volunteer leadership)

Key Highlights

- All revenue was generated through community contributions and donations.
- The organization operated with very low overhead, directing the majority of resources toward mission-related activity.
- IE closed the fiscal year in a strong financial position, establishing its first operational reserves.
- No salaries or benefits were paid to board members or officers.
- The organization maintained full compliance as a 501(c)(3) public charity.

These figures reflect Inspiration's Edge's early-stage financial health, responsible fiscal management, and commitment to transparency as the organization continues to grow.

Ticket Sales

- **Total Tickets Sold:** 254
- **Gross Ticket Revenue:** \$6,416
- **Primary Sales Channel:** Online self-serve ticketing
- **Payment Methods:** Predominantly credit card, with supplemental cash sales
- **Top Performing Events:**
 - *Late Company* – 77 tickets
 - *Mother's Day Murder Mystery Tea Party* – 30 tickets
 - Rotating Players Improv (combined) – 71 tickets
 - *Inaugural Season Announcement & Karaoke Luncheon* – 22 tickets

During the 2024–2025 fiscal year, Inspiration's Edge sold a total of 254 tickets across mainstage productions, improv shows, and fundraising events, generating \$6,416 in gross ticket revenue. After discounts and complimentary tickets for accessibility and community partners, total earned revenue remained a strong reflection of growing audience engagement.

Ticket sales were driven primarily through online self-serve purchases, accounting for the majority of transactions, with additional sales occurring through on-site box office and limited cash sales. Credit card payments represented the dominant method of purchase, highlighting the importance of digital ticketing for audience access and convenience.

Flagship productions such as Late Company, Rotating Players Improv, and the Mother's Day Murder Mystery Tea Party Fundraiser demonstrated particularly strong demand, with several events selling out and attracting both returning patrons and first-time attendees. These results indicate a growing and engaged audience base across the Hi-Desert and surrounding communities.

These figures reflect a strong foundation for audience growth and demonstrate IE's increasing capacity to convert community interest into sustainable earned revenue while maintaining accessibility through complimentary and discounted ticket programs.

Fundraising Efforts

Santa at the Market

Santa at the Market brought holiday cheer to the Twentynine Palms Farmers Market through festive photos, seasonal activities, and community engagement. The event served as both a fundraiser and outreach opportunity, connecting IE with families and local supporters while creating a joyful, accessible holiday experience.

Donations: \$242.56

Inaugural Season Announcement & Karaoke Luncheon

The *Karaoke Luncheon* combined food, music, and community connection into a social fundraising event. Attendees enjoyed lunch and live karaoke while learning more about IE's mission and upcoming season, making it both a revenue-generating and relationship-building experience.

Ticket Sales: \$660.00

Event Specific Donations: \$50

Rummage Sale

The *Rummage Sale* fundraiser transformed donated goods into direct support for IE's programming and operations. This low-cost, community-driven event encouraged

sustainability, volunteer participation, and local engagement while generating essential funds for future productions.

Event Specific Donations: \$501.50

Mother's Day Murder Mystery Tea Party Fundraiser

The Mother's Day Murder Mystery Tea Party offered an immersive theatrical fundraiser featuring live performance, interactive storytelling, and themed refreshments. Designed as a ticketed experience, the event blended entertainment with fundraising, showcasing IE's creativity while celebrating community and participation.

Ticket Sales: \$1,200.00

Event Specific Donations: \$365.00

Face Painting at Public Events

Face painting at community events provided a fun, family-friendly way for IE to engage the public, promote upcoming events, and generate grassroots donations in support of its programs.

Event Specific Donations: \$509.97

Recycling

Recycling donations were generated through ongoing efforts to collect and recycle cans and bottles at IE events. This initiative reflects IE's commitment to responsible stewardship and sustainability, aligning everyday practices with the organization's core values of integrity, growth, and community care.

Donations: \$119.00

Direct Donations

Online Ludus Donations

- **Total Donations:** 33

- **Gross Donations:** ~\$1,196
- **Net Donations After Fees:** ~\$1,179

During the 2024–2025 fiscal year, Inspiration's Edge received donations through the Ludus platform from 33 individual supporters, reflecting a strong base of community-driven giving both alongside ticket purchases and through one-time direct contributions.

Notably, the majority of donors elected to cover the associated processing fees, ensuring a higher percentage of each donation directly supported IE's programs and operations.

PayPal Giving Campaigns

\$421.63 - Funds received through PayPal, primarily generated via various Facebook Birthday fundraising campaigns and other online peer-to-peer giving initiatives.

Cash Donations

\$913 - Funds received through a combination of direct in-person cash contributions throughout the year and cash donations collected at the box office during IE events and performances.

Summary

Contributions ranged from small grassroots gifts to larger individual donations, demonstrating broad participation across the Hi-Desert and beyond. These results highlight Inspiration's Edge's strong community support and demonstrate growing donor confidence in the organization's mission, transparency, and impact.

Infrastructure & Organizational Growth

Volunteers

Registered Volunteers: 36

Events Supported: 12

Total Volunteer Hours: 1435.5

During the 2024–2025 fiscal year, Inspiration’s Edge recorded a total of 1,435.5 volunteer hours, reflecting the extraordinary level of community commitment supporting the organization’s mission.

Volunteers contributed across all areas of operations, including performance, directing, stage management, technical production, box office, event staffing, marketing, fundraising, and administrative support. These hours represent hundreds of individual shifts and countless behind-the-scenes contributions that made it possible for IE to deliver accessible, high-quality programming with minimal financial overhead.

IE continues to operate as a fully volunteer-driven organization, with no paid staff or board compensation. The depth of volunteer involvement not only sustains day-to-day operations, but also embodies the collaborative spirit at the heart of Inspiration’s Edge—demonstrating that community theatre thrives through shared effort, creativity, and collective investment in the arts.

Community Collaboration

Local Connections & Partnerships

Inspiration’s Edge collaborated with numerous local organizations and venues, including:

Farmers Market	Snake Bite Roadhouse
Elks Lodge	29 Palms Run Club
Kiwanis of 29 Palms	The Palms Restaurant
Joshua Tree Rotary	CMCC Foundation
29 Palms Parks & Recreation	Revolution Stage Company

Community partnerships remain central to IE’s model. By working alongside civic groups, small businesses, and cultural organizations, IE ensures that theatre remains embedded in the everyday life of the Hi-Desert—not isolated within a single venue or audience.

Professional Affiliations & Memberships

Inspiration's Edge is an active member of several regional, state, and national organizations dedicated to strengthening the performing arts and nonprofit sectors. These professional affiliations provide IE with access to shared resources, industry best practices, training opportunities, and collaborative networks that support both artistic excellence and organizational sustainability.

IE maintains membership with the following organizations:

- **Desert Theatre League (DTL)** – A regional organization recognizing excellence in live theatre across desert communities and supporting artistic collaboration and professional standards.
- **California Community Theatres** – A statewide network of nonprofit theatres focused on advocacy, professional development, and strengthening the cultural arts ecosystem in California.
- **American Association of Community Theatre (AACT)** – A national organization providing resources, festivals, and educational opportunities for community theatre organizations.
- **CalNonprofits** – California's leading advocacy organization for the nonprofit sector, offering policy guidance, training, and sector-wide support.

Through these memberships, Inspiration's Edge remains connected to broader artistic and nonprofit communities, ensuring that the organization continues to grow with strong governance practices, current industry knowledge, and a commitment to professional and ethical standards.

Transparency & Accountability

In 2025, Inspiration's Edge earned Platinum-level Transparency recognition from Candid (GuideStar), the highest level of transparency awarded to nonprofit organizations.

This designation reflects IE's commitment to openness, accountability, and public trust through the regular sharing of key organizational information, including financial data, governance practices, strategic goals, and program impact.

Achieving Platinum status places Inspiration's Edge among a select group of nonprofits demonstrating exceptional transparency and reinforces the organization's dedication to ethical operations, responsible stewardship of resources, and clear communication with donors, partners, and the broader community.

Digital & Outreach Data

IE's digital presence expanded significantly this year, with increased engagement across social platforms and consistent traffic to the website for ticket sales, event updates, and volunteer sign-ups.

Facebook

Facebook remained one of Inspiration's Edge's strongest engagement channels. Over the year, the page generated approximately 3,000 visits, 2,600 content interactions, and 777 link clicks, with 154 new followers gained during the reporting period.

These metrics demonstrate consistent community engagement, with Facebook functioning as a primary driver for event promotion, fundraising campaigns, and audience communication.



Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Views  Export 

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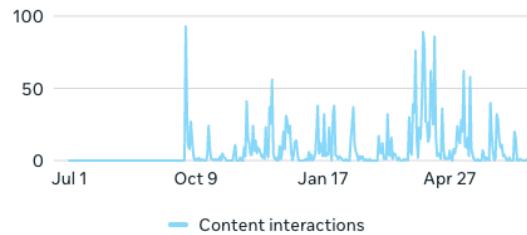
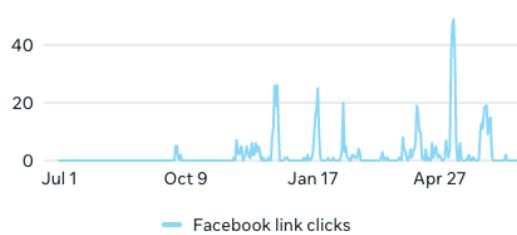
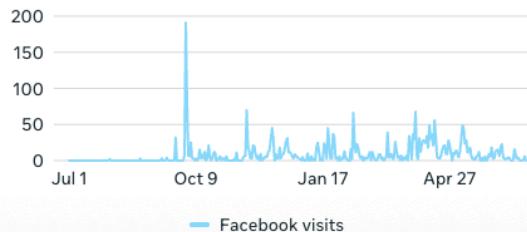
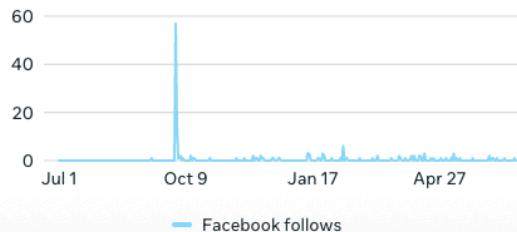
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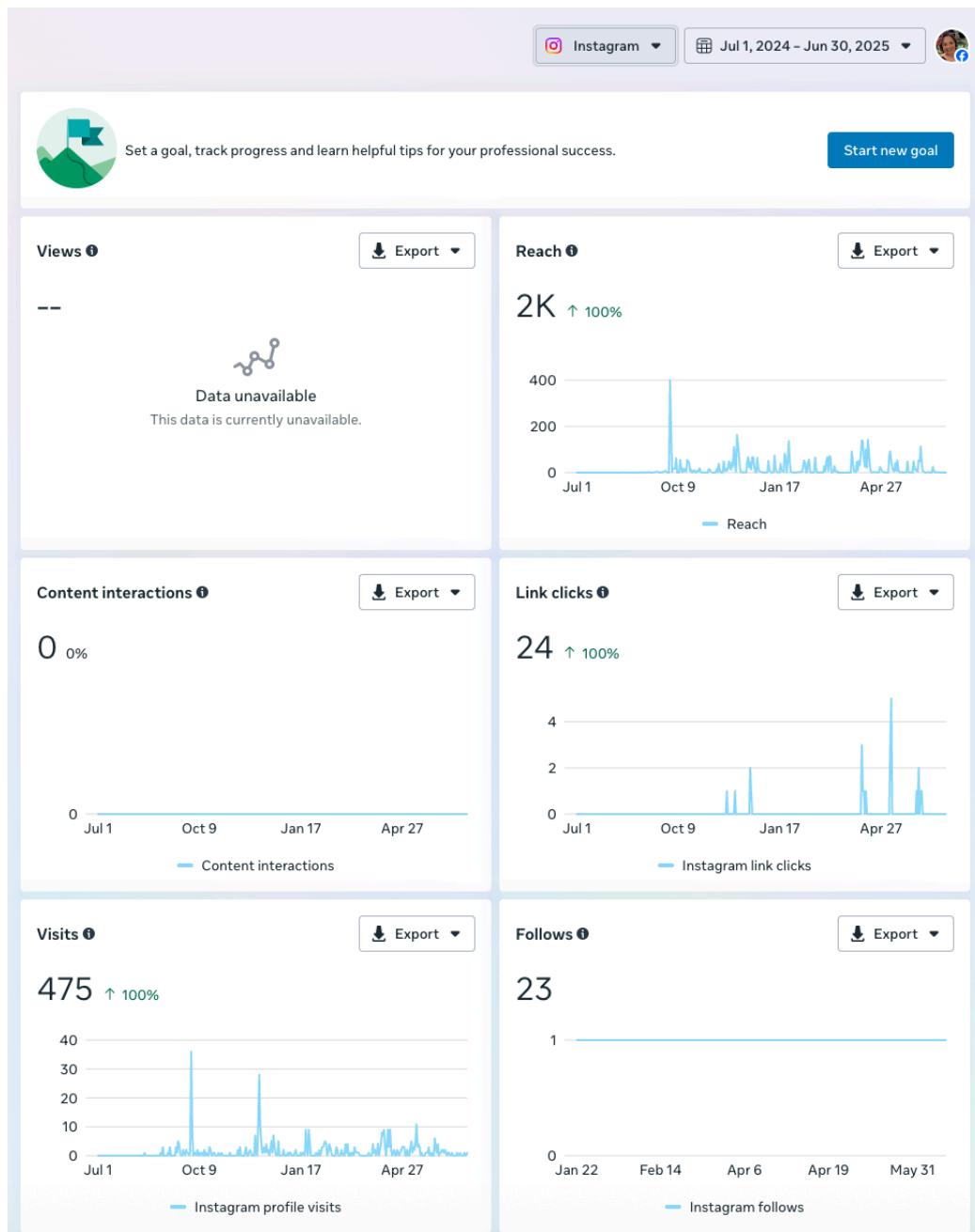
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Content interactions  Export 2.6K Link clicks  Export 777 Visits  Export 3K Follows  Export 154 

Instagram

During the reporting period, IE's Instagram account reached approximately 2,000 users, representing a 100% increase in reach. The profile generated 475 visits and 24 link clicks, indicating that followers are actively using Instagram as a gateway to learn more about events, programs, and ticket opportunities.

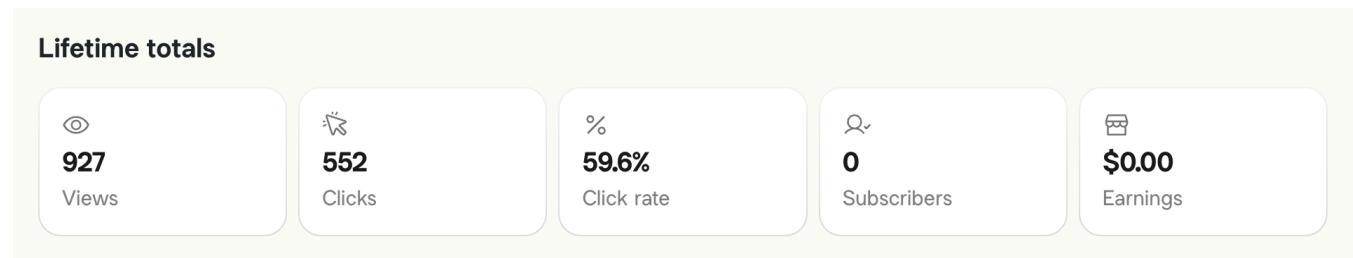
Instagram continues to serve as a key visual storytelling platform for IE, supporting brand visibility, event promotion, and community connection.



LinkTree

Detailed historical analytics are limited for free Linktree accounts; however, current lifetime data is available from July 1, 2024 through January 21, 2026. During this period, Inspiration's Edge's Linktree page recorded 927 views and 552 clicks, reflecting a strong 59.6% click-through rate. This indicates that a majority of users who visited the Linktree page actively engaged with IE's links to external content, including ticketing, social media, and event information.

While subscriber and earnings tracking are not utilized through this platform, Linktree continues to function as an effective centralized access point for directing audiences to IE's digital resources and online offerings.



Website Traffic

Between July 1, 2024 and June 30, 2025, Inspiration's Edge recorded 1,147 website sessions from 625 unique visitors, reflecting steady interest in IE's programs, events, and community offerings. The majority of visitors accessed the site via mobile devices (61%), highlighting the importance of mobile-friendly communication for ticket sales, event information, and volunteer engagement.

Website traffic was primarily driven by direct visits, followed by organic Facebook and Google searches, indicating that community members are both actively seeking out IE and engaging with its content through social platforms.

Traffic Overview

Track your site's traffic trends and get to know your visitors. [Learn more](#)

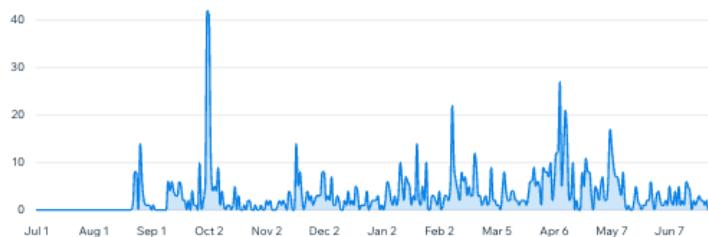
[Subscribe](#)[Start Chat](#)

Jul 1, 2024 - Jun 30, 2025 compared to previous period (Jul 2, 2023 - Jun 30, 2024)

Site sessions
1,147

Unique visitors
625

Sessions over time

[View Report](#)

New vs returning visitors



New
100% • 625
Returning
0% • 0

[View Report](#)

Sessions by device

[View Report](#)

Mobile
61% • 695
Desktop
39% • 447
Tablet
0% • 5

Sessions by country

[View Report](#)

Countries

United States	>	1,143
Canada	>	4
India	>	4
Turkey	>	2
Japan	>	2
Malaysia	>	2



Sessions by source and category

Source	Count
Direct	607
Facebook (Organic)	292
Google (Organic)	210
External email service	19
nktr.ee (Referral)	18

[View Report](#)

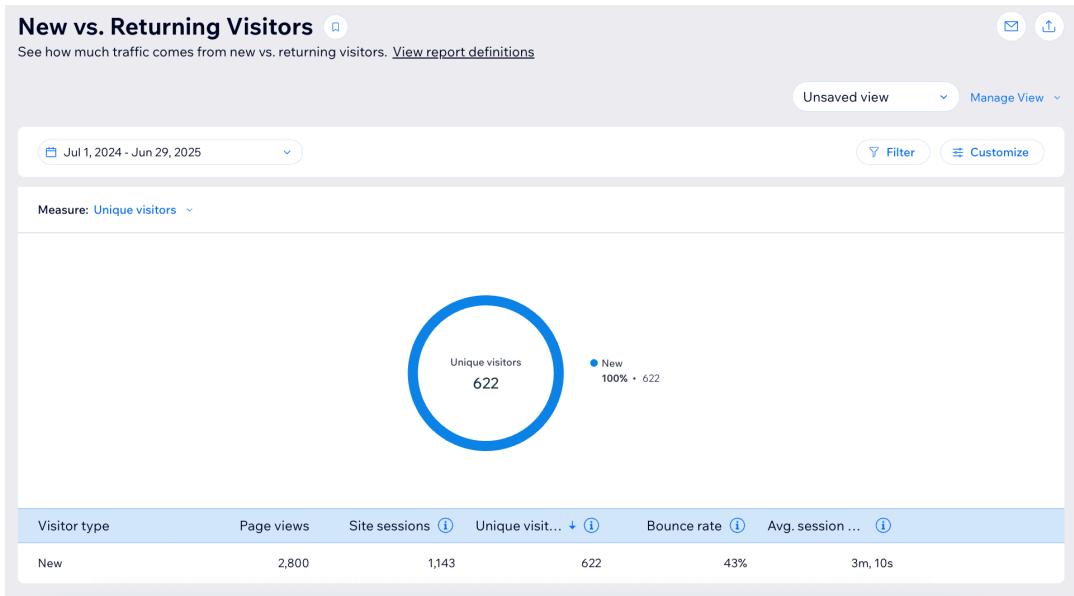
Avg. sessions by day

[View Report](#)

Traffic insights

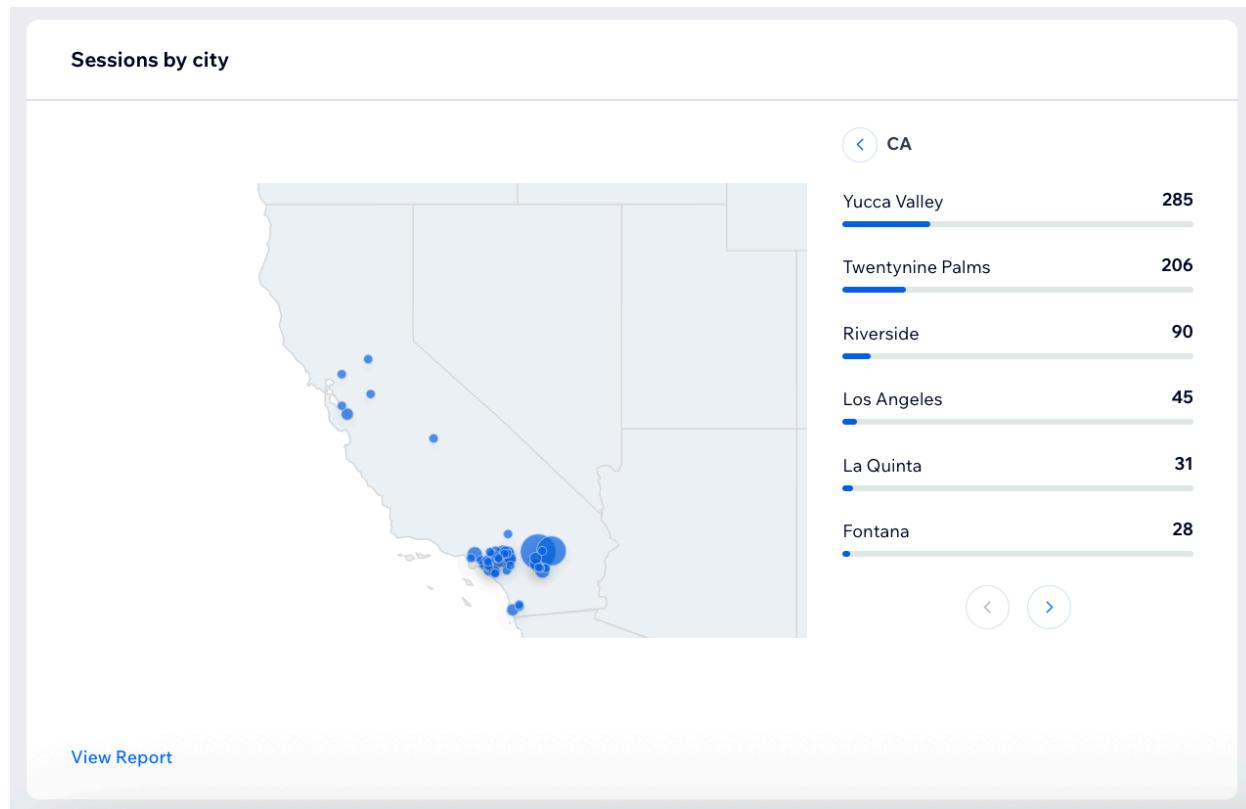
Visitors to your site decreased by 58% in the last 30 days.

[See All Insights](#)



While Inspiration's Edge remains deeply rooted in the Hi-Desert, online engagement extended well beyond the immediate area. The majority of website traffic originated from California (1,001 sessions), with the highest concentrations in Yucca Valley and Twentynine Palms, followed by Riverside and Los Angeles.

Additional traffic came from other states including Arizona, Washington, Virginia, and Iowa, as well as small numbers of international visitors. This geographic spread reflects growing regional awareness of IE's work and expanding interest beyond local audiences.



*40-60% is often seen as average, but under 40% is excellent for many sites. [Source](#)

Overall Digital Impact

Collectively, website and social media data show steady and meaningful digital growth for Inspiration's Edge. Community members are increasingly discovering IE through online platforms, engaging with content, and using digital channels to participate in live events and programs.

This expanding digital footprint supports IE's mission of accessibility and outreach, allowing the organization to connect with audiences across the Hi-Desert and beyond while strengthening long-term visibility and community presence.

25-26 Mid-Year Highlights & Future Outlook

Awards & Recognition

Desert Theatre League

In its very first fully staged production, *Late Company*, Inspiration's Edge received its first formal theatrical recognition through the Desert Theatre League (DTL), a regional organization celebrating excellence in live theatre across the desert communities.

Late Company earned the following nominations:

- Outstanding Production of a Drama
- Outstanding Director – Drama
- Outstanding Lead Actress – Drama
- Outstanding Supporting Actor – Drama

IE was honored to win three of the four nominated awards, including Outstanding Production of a Drama, marking a major milestone for the organization and affirming the artistic quality and high standards of its work.

This recognition reflects not only the strength of the production team and performers, but also the growing presence of Inspiration's Edge within the broader regional theatre community.

Significant Milestones

The Rocky Horror Show

Inspiration's Edge marked a major milestone with its first fully staged musical production, *The Rocky Horror Show*. Presented as an immersive outdoor experience featuring a live band, audience participation, and community collaboration, the production drew strong attendance and enthusiastic response.

All three performances sold out, welcoming audiences from across the Hi-Desert and surrounding regions. The success of *Rocky Horror* demonstrated IE's growing capacity to

produce large-scale musical theatre and confirmed strong community demand for innovative, experiential live performances.

First Annual Volunteer Appreciation Event

Inspiration's Edge also celebrated a significant organizational milestone with its first Annual Volunteer Appreciation Event, honoring the individuals whose time, talent, and dedication make IE's work possible.

The event provided an opportunity to formally recognize volunteer contributions across all areas of the organization, celebrate shared achievements from the founding year, and reinforce IE's commitment to cultivating a culture of gratitude, collaboration, and community care. This inaugural celebration established a meaningful tradition of recognizing and uplifting the people at the heart of Inspiration's Edge.

Successful Fundraising

Midsummer Night's Splash

Midsummer Night's Splash was a unique community fundraiser that blended theatrical flair with summer celebration. Designed as a social, interactive event, the evening brought together performers, volunteers, and community members for an experience centered on connection, creativity, and playful engagement.

The event demonstrated Inspiration's Edge's ability to develop innovative fundraising formats that extend beyond traditional theatre models, while strengthening relationships across the local arts community.

Desert Drama Dash 5K Fun Run

The *Desert Drama Dash 5K Fun Run* was a creative fundraising initiative combining physical activity with artistic expression. Designed to engage participants of all ages and experience levels, the event encouraged community members to support the arts through movement, fun, and shared purpose.

By merging fitness and performance culture, the Desert Drama Dash reflected IE's commitment to accessible, community-driven fundraising that invites participation beyond the stage.

Merchandise Store Launch

During the 2024–2025 fiscal year, Inspiration’s Edge launched its first official online merchandise store, creating a new revenue stream and expanding opportunities for community engagement and brand visibility. The merch store offers mission-inspired apparel and promotional items that allow supporters to show they are part of the Inspiration’s Edge community while contributing directly to the organization’s sustainability. This launch marked an important step in diversifying IE’s fundraising strategies and strengthening long-term financial resilience

Continued Donations

Latest Ludus Snapshot (July 2025 – January 2026)

- **Total Donations:** 24
- **Gross Donations:** ~\$792
- **Net Donations After Fees:** ~\$739

In the first half of the 2025–2026 fiscal year alone, Inspiration’s Edge has already received 24 individual donations, compared to 33 total donations across the entire 2024–2025 fiscal year. This strong early performance reflects growing community awareness, increased donor engagement, and continued momentum in IE’s fundraising efforts as the organization expands its programming and outreach.

Direct Donations

While many community members contributed to this total, the majority of individual giving this year was made possible by a generous anonymous donor who contributed \$6,000, marking the largest single gift IE has received to date and a powerful vote of confidence in the organization’s mission and spirit.

Upcoming Changes

Organizational infrastructure proposals, including improvements to:

- Technology and communication systems
- Equipment storage and asset management

- Digital archiving and documentation
- Volunteer support resources

The current fiscal year will focus on:

- Expanding seasonal programming
- Deepening community partnerships
- Strengthening volunteer leadership pathways
- Exploring new venues and immersive formats
- Continuing to build sustainable infrastructure

Inspiration's Edge remains committed to growing thoughtfully; keeping people, community, and creativity at the center of every decision.

Closing Statement

The founding year of Inspiration's Edge stands as a testament to what can be built when creativity is met with trust, collaboration, and shared purpose. In just one year, IE transformed an idea into a living, community-driven theatre organization producing sold-out performances, generating meaningful conversations, mobilizing volunteers, and establishing a strong foundation for long-term impact.

Inspiration's Edge is successful because of the performers who share their talent, the volunteers who give their time, the partners who open their doors, the donors who believe in the vision, and the audiences who show up with curiosity and support. This first year was not only a beginning, it was proof that theatre can thrive when its foundation is in community and co-creativity.

As IE looks ahead, it does so with confidence, gratitude, and an unwavering commitment to expanding access to the performing arts. With each new collaboration, story, and stage, Inspiration's Edge continues to grow not just as an organization, but as a shared creative home for the communities it serves.

Management Report

Inspiration's Edge

For the period ended June 30, 2025

Prepared on
January 21, 2026

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Statement of Activity

July 2024 - June 2025

	Total
REVENUE	
Discounts given	-127.00
Donations	
Donations – Permanently Restricted	700.00
Donations – Unrestricted	4,573.78
Total Donations	5,273.78
Ticket Sales	33.00
Fundraiser	1,880.00
Improv Show	1,280.00
Theatrical Performance	1,472.50
Total Ticket Sales	4,665.50
Total Revenue	9,812.28
GROSS PROFIT	9,812.28
EXPENDITURES	
Advertising & Marketing	57.10
Donation Fees	17.01
Event Food and/or Beverages	598.88
Insurance	321.12
Office Supplies & Software	159.14
Production Costs	551.56
Rights, Licensing, Royalties	322.93
Production Licensing Fees	322.93
Total Rights, Licensing, Royalties	322.93
Total Production Costs	874.49
Professional Membership Dues	250.00
Venue Use Costs	114.68
Total Expenditures	2,392.42
NET OPERATING REVENUE	7,419.86
NET REVENUE	\$7,419.86

Statement of Financial Position

As of June 30, 2025

	Total
ASSETS	
Current Assets	
Bank Accounts	
Business Checking (0008) - 1	5,474.82
PayPal balance account	-476.75
Total Bank Accounts	4,998.07
Other Current Assets	
Prepaid Production Licensing Expense	2,221.79
Undeposited Funds	200.00
Total Other Current Assets	2,421.79
Total Current Assets	7,419.86
TOTAL ASSETS	\$7,419.86
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Unrestricted Net Assets	
Net Revenue	7,419.86
Total Equity	7,419.86
TOTAL LIABILITIES AND EQUITY	\$7,419.86