



We the People

Vision — Community — Shared Purpose — Action

WAKE UP AND STAND UP

Letter from the Treasurer

March 4, 2011

Greetings and thanks to all of you who have joined and supported Coffee Party USA in our very first year of existence. Most of what Coffee Party USA accomplished in 2010 was achieved through the hard work of a large number of volunteers who dedicated their time and enthusiasm, but we could not have made this much progress with volunteer effort alone. We also asked you for donations. So I want to take a moment to provide some perspective on the financial activities of Coffee Party USA over the past 12 months.

I must start by expressing our deep gratitude to all who have sacrificed in these challenging economic times to donate to our cause. In 2010, we were able to raise more than \$86K dollars in direct public support. Nearly \$70K of this support came in the form of a large number of small individual donations that averaged under \$20 per donor. The remainder was raised through ticket sales to attendees of our first national convention held this past September in Louisville, KY. We were also able to generate an additional \$4K through the sale of Coffee Party-branded merchandise.

This level of financial support has allowed us to lay the foundations for growth and political impact in the future. We used these funds as follows:

- We paid for legal services to establish and guide Coffee Party USA on nonprofit incorporation and trademark protection.
- We enlisted public relations services to broaden our outreach, build awareness about Coffee Party and its events, and grow our base of participants.
- We invested in building our web presence to share information and provide tools for communication and organization.
- We covered a modest amount of basic operating costs to support planning and execution on a variety of national and local political initiatives.

Lastly, and perhaps most importantly, your financial support allowed us to host the first annual Coffee Party USA convention this past September. The event was a seminal moment in our organization's history as organizers and volunteers from all over the country converged on Louisville to meet face to face for the first time, reflect on the challenges and accomplishments of the first nine months of Coffee Party, share ambitions, and lay plans for future civic engagement initiatives.

It is amazing to look back on 2010 and see how much an all-volunteer group of dedicated grassroots organizers and concerned citizens can accomplish. We have ambitious plans for 2011 and will rely on your continued support, inspiration, and generosity as we endeavor to build a better Democracy for America.

Sincerely,

Chris Rigopoulos, Director & Treasurer
Coffee Party USA



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2010 Summary Financials Profit & Loss

Jan - Dec 2010

Income

Direct Public Support – Donations	\$66,424
Direct Public Support – Ticket Sales	\$20,125
Merchandise Sales & Other	\$4,059
Total Income	\$90,608

Expenses

Contract Services	
Legal Fees	\$6,604
Public Relations	\$8,500
Website Development and Hosting	\$6,715
Convention	
Advertising	\$3,249
Catering	\$1,133
Equip Rental	\$1,000
Film Crew	\$3,402
Lodging	\$2,815
Merchandise	\$8,245
Supplies	\$455
Travel Expenses	\$13,316
Venue Rental and Services	\$19,786
Convention - Other	\$500
Operations	
Airfare, Lodging, Transportation	\$2,563
Bank Service Charges	\$65
Board Meeting related expenses	\$372
Corporation Expenses	\$850
Direct local chapter support	\$1,666
Dues & Subscriptions	\$85
Meals & Entertainment	\$164
Office Supplies	\$509
Postage, Mailing Service	\$88
Printing and Copying	\$1,728
Total Expense	\$83,811

Net Income

\$6,797