Circle Sanctuary, Inc. 2017 Financial Summary

INCOME
Most of Circle Sanctuary’s income in 2017 came from Event Registrations (63%), and from Donations and Membership Dues (25%).

Note that in just two years, the Membership program grew to provide over $41,000 to support Circle’s ongoing work.

Income from PSG 2017 was down 25% compared to PSG 2016, and was down 34% compared to PSG 2015. We often see a decline in the first year of a new site, but in 2017 the decline was even steeper – this site is not a place where the PSG community can prosper.

In 2017, Circle Sanctuary brought in a total of $206,162 which is a decrease of 27% over 2016. The bulk of this decline came from PSG registrations. Note that in 2016 a one-time bequest of $25k provided a welcome boost of liquidity.

EXPENSES
In 2017, Circle spent a total of $228,625, which is a decrease of 13.6% over 2016 -- leaving a deficit of $22,463.

Most of Circle’s expenses went into three areas:
- **Center** (23.5%): Day-to-day operation of Circle Sanctuary’s office and facilities. Center costs were down 22% over 2016, led by lower spending on Computers and IT, the end of the Circle Magazine refund program, and deferred facilities maintenance.
- **Events** (37.3%): expenses of running festivals and other events organized by Circle Sanctuary, including PSG. Event costs were generally stable compared to 2016: PSG cost $3k more to put on, and further improvements in containing costs at Circle-hosted events saved $4k.
- **Staff** (50%): Wages, taxes and benefits for the staff members employed in 2017. This declined by 25.4% from 2016, as we used part-time labor extensively in addition to Selena.

NOTEWORTHY FIGURES
- **Pagan Spirit Gathering** (PSG) is still Circle Sanctuary’s largest single revenue source, providing 48% of revenue. However, the overall income from PSG was the lowest since 2009 (last year at Zoe) and the profit margin was only 26.2% - less than half of what we commonly expect. The costs associated with the Tall Tree site did not scale down to match attendance, to the degree one might hope.
- The combination of Unrestricted Donations and Membership Dues brought in $54,015 in 2017. Membership dues nearly doubled compared to 2016, and this continues to be a bright spot in Circle’s financial health.
- If one considers only Staff and Center expenses, Circle requires $460/day to finance operations at current levels. By contrast, Unrestricted Donations came in at a rate of $143/day. Circle is still dependent on a “fee for service” model, where poor returns on events like PSG have an outsized impact. The Membership program is an important step toward giving Circle consistent year-round support.