

**BLOOR ST UNITED CHURCH FINANCIAL STATEMENTS SCHEDULE 7  
COMMUNICATION ACTUALS AND BUDGET 2011**

	ACTUAL 2008	ACTUAL 2009	BUDGET 2010	PRJ ACTUAL 2010	VARIANCE 09 - 10	BUDGET 2011
<b>COMMUNICATIONS REVENUE</b>						
GOOD NEWS LAYOUT RECEIPTED GIFTS	-	-	-	100		
DIRECTORY SALES	212	401	300	227	-43%	300
MISC COMMUNICATIONS	262	302	150	131	-57%	150
<b>TOTAL COMM REVENUE</b>	<b>474</b>	<b>703</b>	<b>450</b>	<b>458</b>	<b>-35%</b>	<b>450</b>

Donation of half of layout expense (2006-07)  
Revenue from the sale of the congregational directory  
Revenue from the sale of UCC calendars etc.

**COMMUNICATIONS EXPENSES**

GOOD NEWS COPYING	246	-	-	-		
GOOD NEWS LAYOUT	2,265	2,265	2,312	2,099	-7%	2,380
GOOD NEWS POSTAGE	300	290	600	173	-40%	200
ADVERTISING	246	-	600	428		600
FLYERS/POSTCARDS	72	155	150	-	-100%	
SIGNAGE & INFO BOARDS	610	136	200	194	43%	1,200
INTERNET	-	-	250	-		
MISCELLANEOUS - COMMUNICATIONS	413	121	150	231	91%	500
<b>TOTAL COMM EXPENSES</b>	<b>4,152</b>	<b>2,966</b>	<b>4,262</b>	<b>3,125</b>	<b>5%</b>	<b>4,880</b>
<b>NET COMMUNICATIONS EXP</b>	<b>3,678</b>	<b>2,263</b>	<b>3,812</b>	<b>2,667</b>	<b>18%</b>	<b>4,430</b>

Expenses for copying Good News in house in F&A budget  
Expenses for professional services of layout artist for Good News  
Expenses for mailing the Good News  
Expenses for advertising special worship services in the Annex Gleaner  
Expenses to produce a postcard or/and flyer as advertising  
Expenses for internal and external signage  
Startup software expenses for website  
Expenses not itemized above

**BLOOR ST UNITED CHURCH FINANCIAL STATEMENTS SCHEDULE 8  
RENEWAL ACTUALS AND BUDGET 2011**

SCHEDULE 7

	ACTUAL 2008	ACTUAL 2009	BUDGET 2010	PRJ ACTUAL 2010	VARIANCE 09 - 10	BUDGET 2011
<b>RENEWAL REVENUE</b>						
RECEIPTED RENEWAL GIFTS	-	-	-	-		
<b>TOTAL RENEWAL REVENUE</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>-</b>
<b>RENEWAL EXPENSES</b>						
RENEWAL PROGRAMS	-	33	-	-	-100%	
MISCELLANEOUS RENEWAL						
<b>TOTAL RENEWAL EXPENSES</b>	<b>-</b>	<b>33</b>	<b>-</b>	<b>-</b>	<b>-100%</b>	<b>-</b>
<b>NET RENEWAL EXPENSES</b>	<b>-</b>	<b>33</b>	<b>-</b>	<b>-</b>	<b>-100%</b>	<b>-</b>

The Renewal Committee disbanded in 2009.