

Seattle Animal Shelter
 Furry 5K Ten-Year Report
 8/27/2008

Sponsor/Vendor	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Sponsorship contributions	17,875.00	28,806.00	16,205.00	19,990.28	16,939.00	14,805.00	26,100.00	19,300.00	13,500.00	
Monetary Contributions (volunteers, business services, ie., advertising &)	**	1,235.00	200.00	2,257.12	1,000.00	742.21	**	**		
Vendor booth	**	**	**	1,700.00	3,320.00	2,650.00	2,600.00	2,525.00	3,000.00	
TOTAL RECEIVED	17,875.00	30,041.00	16,405.00	23,947.40	21,259.00	18,197.21	28,700.00	21,825.00	16,500.00	
Registration										
All Registrations Totals Combined	*	*	*	*	*	54,490.00	63,845.62	69,906.00	74,242.52	
Day of Race	*	*	*	11,176.00	10,825.00	**	**	**		
Donation	*	*	7,901.20	7,843.00	6,770.88	4,424.41	9,875.77	18,596.00	22,515.02	
In Store	*	*	**	4,390.00	6,840.00	**	**	**		
Mail In	40,602.00	45,650.00	49,281.50	13,655.00	11,298.00	**	**	**		
Online	*	*	*	22,740.00	22,188.00	**	**	**		
Pledge	*	*	10,170.00	14,086.32	11,246.50	18,318.00	16,478.97	13,336.00	9,363.50	
TOTAL RECEIVED	40,602.00	45,650.00	67,352.70	73,890.32	69,168.38	77,232.41	90,200.36	101,838.00	106,121.04	
GRAND TOTAL RECEIVED	58,477.00	75,691.00	83,757.70	97,837.72	90,427.38	95,429.62	118,900.36	123,663.00	122,621.04	
Services/Permits										
Domain Renewal (5 years)	99.95	*	*	*	99.95	*	*	*	*	
ISP and domain registration, internet mail service	350.00	298.00	298.55	290.00	298.55	*	*	*	*	
Medic response (Seattle Fire Department)	468.00	398.24	300.00	300.00	843.60	398.00	733.59	1,025.00	1,045.92	
Online credit card authorization	70.00	70.00	70.00	70.00	70.00	70.00	*	*	*	
Park rental	85.00	85.00	115.00	115.00	115.00	695.00	1,055.00	1,125.00	1,225.00	
Poster hang up (city-wide)	*	338.00	*	*	*	293.00	*	200.00	200.00	
Race timing services	1,599.98	4,917.00	5,500.00	5,800.00	4,359.64	4,803.46	6,372.23	6,680.00	4,569.52	
TOTAL PAID	2,672.93	6,106.24	6,283.55	6,575.00	5,786.74	6,259.46	8,160.82	9,030.00	7,040.44	

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Advertising	2000	2001	2002							
City Dog Magazine	*	*	*	*	*	*	1,020.00	2,138.00	1,160.25	
King 5.com									4,500.16	
Northwest Runner Magazine	*	940.00	1,535.00	1,135.00	1,135.00	1,150.00	625.00	915.00	1,390.00	
NWCN.com (King5.com)	*	*	*	*	*	2,175.00	4,401.35	1,260.00	*	
Ontherun.com online advertising	*	90.00	*	*	*	*	*	*	*	
Pioneer Sports (Radio Advertising)	*	*	*	*	*	663.30	995.00	2,309.00	1,520.00	
Price Media (Outdoors NW)	*	*	*	*	*	2,400.00	2,500.00	2,620.00	2,620.00	
Puget Sound Business Journal	*	455.00	*	*	*	*	*	*	*	
RaceCenter Northwest	*	515.00	440.00	440.00	455.00	480.00	710.00	1,125.00	1,455.00	
Seattle Magazine	*	*	*	*	*	*	1,498.50	1,858.00	2,025.00	
Seattle Times	*	4,247.18	*	*	*	*	*	*	*	
Seattle Weekly	1,340.00	*	*	*	*	*	*	*	*	
Shelter Tents	*	2,123.41	*	*	*	3,455.20	*	*	*	
Sports Etc. Magazine	*	1,560.00	1,925.00	1,925.00	1,800.00	*	*	*	*	
Tablet Magazine	*	*	*	*	*	99.00	*	*	*	
				*					*	
TOTAL PAID	1,340.00	9,930.59	3,900.00	3,500.00	3,390.00	10,422.50	11,749.85	12,225.00	14,670.41	
NW Source Promotional - 4-week Furry5K Free Ad - 2006										
Printing/Graphics/Signage										
Bandanas for pets	*	*	2,625.67	1,555.42	3,432.84	2,421.00	2,190.00	*	1,929.79	
Banner/signage printing	176.48	507.60	163.64	533.12	*	830.00	7.14	1,437.00	673.62	
Bib numbers and printing	*	*	*	465.28	*	*	*	*	*	
Copying/printing charges (incl business cards, sponsorship packets)	338.42	589.43	*	*	*	264.83	*	46.00	*	
Goody Bag Inserts	**	**	**	**	**	217.60	*	*	*	
Lunch for goody bag stuffers	*	*	*	*	*	*	360.36	*	*	
Posters	3,105.91	1,771.26	881.28	968.32	700.00	1,588.00	858.00	946.00	*	
Premiums for pledges	*	*	*	*	8,103.25	*	*	*	*	
Race brochures printing (incl day of race forms & confirm cards)	2,527.00	2,978.94	3,846.42	4,128.42	2,461.65	2,460.00	2,230.00	1,679.00	3,158.82	
Stickers, tattoos	232.00	578.00	431.19	*	*	*	*	*	*	
T-shirts (graphics, printing - incl volunteer T-shirts)	2,644.92	13,686.55	18,826.94	8,977.75	10,236.40	7,225.61	6,562.81	8,260.00	10,491.10	
TOTAL PAID	9,024.73	20,111.78	26,775.14	16,628.31	24,934.14	15,007.04	12,208.31	12,368.00	16,253.33	

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	2000	2001	2002							
Mail Services/Postage										
Confirmation cards (print, address, mail out service)	*	*	67.52	323.91	87.40	34.26	54.20	*	*	
Postage fees (incl confirm cards, race brochures, sponsorship packets, thank you letters, prizes)	50.00	463.57	400.00	498.00	250.00	2,840.56	416.00	*	*	
Race brochure mail out to donor list	*	*	803.43	662.51	*	784.43	264.00	*	*	
TOTAL PAID	50.00	463.57	1,270.95	1,484.42	337.40	3,659.25	734.20	0.00	0.00	
Equipment Rental										
Chairs, tables, tents, staging, skirting, canopies	193.74	1,007.36	582.05	218.69	747.79	1,500.55	152.32	1,656.00	1,656.07	
Honeybuckets	618.00	1,397.71	1,397.71	1,397.71	1,397.71	1,397.71	1,396.68	1,443.00	1,443.00	
Sound equipment	*	*	*	223.04	418.88	386.24	687.04	*	1,100.00	
Truck rental and gas	*	15.19	*	273.85	456.24	430.42	486.50	439.00	245.35	
Washington Flying Disc Dogs	*	*	*	*	*	*	225.00	*	*	
National Barricade	*	*	*	*	*	*	*	196.00	243.29	
TOTAL PAID	811.74	2,420.26	1,979.76	2,113.29	3,020.62	3,714.92	2,947.54	3,734.00	4,687.71	
Miscellaneous Supplies										
Award supplies (ribbons, bowls w/logo etc.)	21.36	107.71	66.13	201.10	210.32	195.84	326.40	327.00	327.00	
Balloons, helium tank rental	**	**	**	**	**	97.87	*	*	*	
Film processing	*	*	17.96	*	*	*	*	*	*	
Food for volunteers	460.01	*	*	*	*	*	360.36	*	43.88	
Food for walkers/runners (WATER)	735.00	*	*	*	*	*	*	*	322.00	
Tape, scissors, staplers, safety pins, plastic table clothes, stakes, buckets, clip boards, mallets, etc.	86.52	241.80	464.18	362.36	173.73	98.41	53.83	150.00	327.77	
TOTAL PAID	1,302.89	349.51	548.27	563.46	384.05	392.12	740.59	477.00	1,020.65	
TOTAL CASH RECEIVED	58,477.00	75,691.00	83,757.70	97,837.72	90,427.38	95,429.62	118,900.36	123,663.00	122,621.04	
TOTAL EVENT EXPENDITURES	15,202.29	39,381.95	40,757.67	30,864.48	37,852.95	39,455.29	36,541.31	37,834.00	43,672.54	
EVENT NET PROFIT	43,274.71	36,309.05	43,000.03	66,973.24	52,574.43	55,974.33	# 82,359.05	# 85,829.00	78,948.50	
* No expenditures reported in this category for this year										
**Contributions for this category were not tracked. Funds were deposited into F5K Registration or HTAF.										

