

POP CULTURE HERO COALITION

CEF Ratios - FY 2021

January 1 - December 31, 2021

Program Expenses /	Total Expenses =	Program Expense Ratio	Benchmark	Notes
\$ 213,651	\$ 233,614	91%	85% to 65%	

Admin. Expenses /	Total Expenses =	Admin. Expense Ratio	Benchmark	Notes
\$ 8,217	\$ 233,614	4%	15% to 35%	

Salaries, Wages, Benefits /	Total Expenses =	Personnel Expense Ratio	Benchmark	Notes
\$ -	\$ 233,614	0%	varies	No employees

Fundraising Expenses /	Total Expenses =	Fundraising Expense Ratio	Benchmark	Notes
\$ 11,747	\$ 233,614	5%	10% to 15%	

Total Contributions /	Fundraising Expense =	Fundraising Efficiency Ratio	Benchmark	Notes
\$ 115,787	\$ 11,747	\$ 9.86	10:1 Ratio (\$10 for every \$1 raised)	

Unrestricted Cash & Liquid Investments /	Avg. Mo. Expenses (less Depreciation and Other Noncash Exp.)	Cash Reserves Ratio	Benchmark	Notes
\$ 40,360	\$ 19,468	2	3 to 6 months in cash reserves	