

**American Optometric Association**  
**2020 Budget by Category**  
**For the Calendar Years Ending December 31, 2020 and 2019**

	<b>BUDGET 2020</b>	<b>BUDGET 2019</b>
<b>OPERATING REVENUE</b>		
MEMBERSHIP DUES	\$ 18,520,257	\$ 18,583,275
CONTRIBUTIONS/INDUSTRY SUPPORT	3,187,815	2,603,600
REGISTRATION INCOME	986,798	1,661,300
ACOE SITE VISITS/FEES	715,506	629,238
SALES - PRINTED MATERIALS	479,600	479,600
EXHIBIT BOOTHS/MEETING	1,161,157	1,206,400
PROGRAM REVENUE	618,100	105,900
ADVERTISING	267,000	330,000
RENTAL INCOME	265,002	271,361
OTHER REVENUE	511,524	476,048
<b>TOTAL OPERATING REVENUE</b>	<b>26,712,759</b>	<b>26,346,722</b>
<b>OPERATING EXPENSE</b>		
EMPLOYMENT	10,219,955	10,185,095
PHONE, COPY & SUPPLIES	471,890	464,398
SOFTWARE, PURCHASES & PRINTING	964,329	919,321
RENT, UTILITIES, INSURANCE & PROPERTY TAXES	695,420	623,301
CONSULTANT, LEGAL & PROFESSIONAL FEES	4,976,180	4,943,046
TRAVEL	1,647,984	1,978,860
MEETINGS	2,679,413	1,596,906
FOOD FUNCTIONS	1,363,679	925,514
STIPENDS, HONORARIUMS, & PAYMENTS TO AFFILIATES	1,190,815	1,166,265
ADVERTISING & PROMOTIONS	1,024,500	1,070,050
AWARDS, GRANTS & CONTRIBUTIONS	391,031	336,095
OTHER EXPENSES	798,854	935,464
<b>TOTAL OPERATING EXPENSE</b>	<b>26,424,050</b>	<b>25,144,315</b>
EARNINGS BEFORE INVESTMENTS & DEPRECIATION	288,709	1,202,407
INVESTMENT INCOME	972,114	725,179
DEPRECIATION EXPENSE	1,275,206	1,572,344
INTEREST EXPENSE	264,000	305,400
<b>NET INCOME/(LOSS)</b>	<b>\$ ( 278,383 )</b>	<b>\$ 49,842</b>

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2020 Budget By Group  
For the Twelve Months Ending December 31, 2020**

	REVENUE	EXPENSE	NET	
<b>ADVOCACY</b>				
25100-CONSULTANTS	\$ -	\$ 450,000	\$ (450,000)	
25200-GOVERNMENT ISSUES	-	61,220	(61,220)	
45100-FGRC FEDERAL RELATION ACTIVITIES	-	32,500	(32,500)	
45400-AFOS/SECTION CHIEFS MEETING	-	2,300	(2,300)	
45450-AMA/RVS UPDATE COMMITTEE	-	34,200	(34,200)	
45820-FGRC PUBLIC AFFAIRS	-	260,000	(260,000)	
93500-FEDERAL GOVT RELATIONS SUPPORT	-	2,019,888	(2,019,888)	
15700-JUDICIAL COUNCIL ACTIVITY	-	5,600	(5,600)	
41000-CMOS	-	12,592	(12,592)	
42210-REGISTRY	-	465,738	(465,738)	
25500-AOA ON CAPITOL HILL ACTIVITIES	-	13,171	(13,171)	
25550-AOA ON CAPITOL HILL	-	41,985	(41,985)	
25700-AOA PAC COMMITTEE	-	18,150	(18,150)	
25760-AOA PAC FUNDRAISING	-	127,528	(127,528)	
93800-AOA PAC SUPPORT	-	360,801	(360,801)	
<b>TOTAL FEDERAL GOVERNMENT RELATIONS</b>	-	<b>3,905,673</b>	<b>(3,905,673)</b>	
28000-STATE GOVERNMENT RELATIONS EXEC CMTE	-	10,000	(10,000)	
95100-STATE GOVERNMENT RELATIONS SUPPORT	-	978,576	(978,576)	
<b>TOTAL STATE GOVERNMENT RELATIONS</b>	-	<b>988,576</b>	<b>(988,576)</b>	
24000-TPC EXECUTIVE CMTE	-	8,000	(8,000)	
44250-TPC PUBLIC AFFAIRS	-	210,414	(210,414)	
44450-HEALTHCARE PAYER ADVOCACY CONFERENCE	131,000	114,988	16,012	
93000-THIRD PARTY SUPPORT	-	432,910	(432,910)	
<b>TOTAL THIRD PARTY CENTER</b>	<b>131,000</b>	<b>766,312</b>	<b>(635,312)</b>	
45855-HEALTH POLICY INSTITUTE	-	30,000	(30,000)	
<b>TOTAL HEALTH POLICY INSTITUTE</b>	-	<b>30,000</b>	<b>(30,000)</b>	
18000-SPORTS VISION SECTION	0	10,000	(10,000)	
16260-CLCS COUNCIL ACTIVITIES	257,670	126,874	130,796	
17000-VISION REHABILITATION COUNCIL ACTIVITIES	11,000	10,000	1,000	
<b>TOTAL SECTIONS/COUNCILS</b>	<b>268,670</b>	<b>146,874</b>	<b>121,796</b>	
94500-RENT-ALEXANDRIA	255,511	279,632	(24,121)	
<b>TOTAL ALEXANDRIA RENT</b>	<b>255,511</b>	<b>279,632</b>	<b>(24,121)</b>	
<b>TOTAL ADVOCACY</b>	<b>655,181</b>	<b>6,117,067</b>	<b>(5,461,886)</b>	<b>22%</b>
<b>CLINICAL CARE</b>				
91200-CLINICAL CARE SUPPORT	-	147,144	(147,144)	
42410-HEALTH PROMOTION COMMITTEE	-	700	(700)	
41140-EVIDENCE BASED OPTOMETRY	-	184,530	(184,530)	
<b>TOTAL CLINICAL CARE</b>	-	<b>332,374</b>	<b>(332,374)</b>	
15500-COUNCIL ON RESEARCH ACTIVITY	-	70,000	(70,000)	
<b>TOTAL COUNCIL ON RESEARCH</b>	-	<b>70,000</b>	<b>(70,000)</b>	
<b>TOTAL CLINICAL CARE &amp; COUNCIL ON RESEARCH</b>	-	<b>402,374</b>	<b>(402,374)</b>	<b>1%</b>
<b>ACOE</b>				
15250-ACOE ACTIVITIES	10,000	180,424	(170,424)	
15050-ACOE VA VISITATION	149,420	18,876	130,544	
15100-ACOE OD VISITATION	228,258	48,962	179,296	
15150-ACOE OT VISITATION	3,184	-	3,184	
15200-ACOE RESIDENCY VISITATION	334,644	54,912	279,732	
90200-ACOE SUPPORT	-	543,705	(543,705)	
<b>TOTAL ACOE</b>	<b>725,506</b>	<b>846,879</b>	<b>(121,373)</b>	<b>3%</b>

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	REVENUE	EXPENSE	NET	
<b>COMMUNICATIONS AND MARKETING</b>				
92000-COMMUNICATIONS SUPPORT	40,000	198,769	(158,769)	
22000-COMMUNICATION EXECUTIVE CMTE	-	1,500	(1,500)	
22200-AWARDS	-	10,485	(10,485)	
22250-PR SUPPORT	-	363,640	(363,640)	
11970-OPTOMETRIC AWARENESS CAMPAIGN	1,617,346	2,458,344	(840,998)	
92300-AOA INTEGRATED CONTENT SUPPORT	245,000	931,427	(686,427)	
<b>TOTAL COMMUNICATIONS AND MARKETING</b>	<b>1,902,346</b>	<b>3,964,165</b>	<b>(2,061,819)</b>	<b>14%</b>

<b>AFFILIATE RELATIONS &amp; MEMBERSHIP</b>				
19555-MEMBER SUPPORT AFFILIATE VISITS	-	13,799	(13,799)	
19600-MEMBERSHIP ACTIVITIES	70,000	280,300	(210,300)	
19650-SCHOOL VISITS	-	71,500	(71,500)	
40000-STUDENT MEMBERSHIP	-	48,065	(48,065)	
40390-FACULTY EDU PRGRM AT OM®	-	7,895	(7,895)	
91100-MEMBERSHIP SUPPORT	-	682,453	(682,453)	
92350-OS.COM WEBSITE	-	46,520	(46,520)	
<b>TOTAL AFFILIATE RELATIONS &amp; MEMBERSHIP</b>	<b>70,000</b>	<b>1,150,532</b>	<b>(1,080,532)</b>	<b>4%</b>

<b>ADMINISTRATIVE</b>				
20100-MARKETABLE SECURITIES	720,000	69,600	650,400	
42000- OC ADMINISTRATION	121,200	200,000	(78,800)	
49770-APS ADMINISTRATION	37,200	-	37,200	
52500-TRANSFERS-OTHER-ACOE INDIRECT ALLOCATION	-	(40,000)	40,000	
52680-AOA OVERHEAD	-	(321,396)	321,396	
49300-ABO ADMINISTRATION	30,000	-	30,000	
21900-AOAEXCEL ADMINISTRATION	370,000	-	370,000	
<b>TOTAL ADMINISTRATIVE</b>	<b>1,278,400</b>	<b>(91,796)</b>	<b>1,370,196</b>	<b>0%</b>

<b>ED, LEGAL, &amp; FINANCE</b>				
90220-EXECUTIVE DIRECTOR SUPPORT	-	1,165,248	(1,165,248)	
95000-OFFICE OF COUNSEL SUPPORT	-	475,077	(475,077)	
94000-FINANCE SUPPORT	-	1,290,819	(1,290,819)	
<b>TOTAL ED, LEGAL, &amp; FINANCE</b>	<b>-</b>	<b>2,931,144</b>	<b>(2,931,144)</b>	<b>10%</b>

<b>DUES ACCOUNTING</b>				
11010-MEMBERSHIP DUES	16,867,355	289,320	16,578,035	
<b>TOTAL DUES ACCOUNTING</b>	<b>16,867,355</b>	<b>289,320</b>	<b>16,578,035</b>	<b>1%</b>

<b>BOARD OF TRUSTEES</b>				
10201-BOARD OF TRUSTEES	200,000	1,019,752	(819,752)	
11350-LEADERSHIP DEVELOPMENT COMMITTEE	200,000	122,000	78,000	
11150-STATE VISITATIONS	-	61,067	(61,067)	
26000-INTERNATIONAL AFFAIRS	-	70,310	(70,310)	
<b>TOTAL BOARD OF TRUSTEES</b>	<b>400,000</b>	<b>1,273,129</b>	<b>(873,129)</b>	<b>5%</b>

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	REVENUE	EXPENSE	NET	
<b>MAIL, RENT, &amp; PRINT</b>				
94550-RENT-ST. LOUIS	9,492	1,269,861	(1,260,369)	
91000-MAIL DEPARTMENT SUPPORT	-	37,518	(37,518)	
94700-AOA MARKETPLACE	499,600	334,200	165,400	
94800-FULFILLMENT CENTER	-	47,230	(47,230)	
<b>TOTAL MAIL, PRINT, &amp; RENT</b>	<b>509,092</b>	<b>1,688,809</b>	<b>(1,179,717)</b>	<b>6%</b>
<b>HUMAN RESOURCES</b>				
90700-HUMAN RESOURCES SUPPORT	-	14,221	(14,221)	
90850-EMPLOYEE ACTIVITIES COMMITTEE	-	20,125	(20,125)	
<b>TOTAL HUMAN RESOURCES</b>	<b>-</b>	<b>34,346</b>	<b>(34,346)</b>	<b>0%</b>
<b>INFORMATION TECHNOLOGY</b>				
94200-INFORMATION TECHNOLOGY SUPPORT	-	1,057,508	(1,057,508)	
49250-IT TECHNOLOGY DEVELOPMENT	95,124	1,131,965	(1,036,841)	
49270-I T OVERHEAD	-	341,200	(341,200)	
90750-RESEARCH AND INFORMATION SUPPORT	-	295,736	(295,736)	
<b>TOTAL INFORMATION TECHNOLOGY</b>	<b>95,124</b>	<b>2,826,409</b>	<b>(2,731,285)</b>	<b>10%</b>
<b>INDUSTRY RELATIONS</b>				
14500-INDUSTRY RELATIONS CMTE	-	96,500	(96,500)	
90100-INDUSTRY RELATIONS SUPPORT	-	476,428	(476,428)	
<b>TOTAL INDUSTRY RELATIONS</b>	<b>-</b>	<b>572,928</b>	<b>(572,928)</b>	<b>2%</b>
<b>EDUCATION CENTER</b>				
17500-PARA MEMBERSHIP ACTIVITIES	145,000	68,175	76,825	
17800-PARA CERTIFICATION ACTIVITIES	635,100	278,952	356,148	
47410-EYELEARN & GENERAL EDUCATION	-	643,498	(643,498)	
<b>TOTAL EDUCATION CENTER</b>	<b>780,100</b>	<b>990,625</b>	<b>(210,525)</b>	<b>4%</b>
<b>MEETINGS</b>				
18500-LEADERS SUMMIT	120,000	145,300	(25,300)	
18530-HOTEL REBATES OTHER THAN OM	6,756	-	6,756	
18550-OM VOLUNTEER MEETING	-	39,000	(39,000)	
23000-OPTOMETRY'S MEETING	4,275,013	4,783,025	(508,012)	
<b>TOTAL MEETINGS</b>	<b>4,401,769</b>	<b>4,967,325</b>	<b>(565,556)</b>	<b>18%</b>
<b>GRAND TOTAL - NET</b>	<b>\$ 27,684,873</b>	<b>\$ 27,963,256</b>	<b>\$ (278,383)</b>	