

ENCOURAGING PHYSICAL ACTIVITY THROUGH SOUL LINE DANCE



HEART HEALTH

“...Researchers found that moderate-intensity dancing was linked to a lower risk of cardiovascular death.”

EMBODY

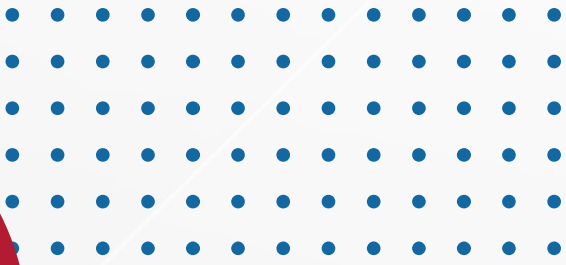
FELLOWSHIP

“Synchronization is often cited as an important mechanism by which social bonding can occur”

MENTAL WELLNESS

“Aging adults who engaged in mind-body exercises tended to have stronger global cognition (a measure of general cognitive function) than people who did not do any.”

ENTRANCE 



2023

ANNUAL REPORT

www.615SoulLineDance.com

TO OUR COMMUNITY,

2023 was a breakout year for 615 Soul Line Dance. As we established ourselves as a nonprofit organization, we were focused on increased visibility, accessibility to the Greater Nashville urban communities, and successful execution of our newly established Bi-Annual Soiree, NashVegas Nights.

Our successes were made possible by your overwhelming support and participation in our programs and fundraising efforts. Your generosity and commitment allowed us to provide programming that informed, educated, and entertained.

As we look towards the year ahead, we hope to solidify and provide impactful programming that speaks towards our mission of encouraging physical activity through the art of soul line dancing while promoting heart health, mental wellness, and fellowship.

Thank you for your support!

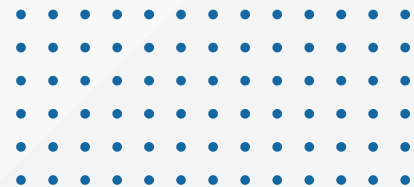
Sincerely,

Earin Rose
President and Treasurer



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PURPOSE



“

improving health throughout
the urban communities for
people who love to line
dance.

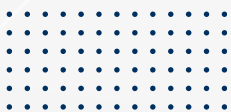
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MISSION

The mission of 615 Soul Line Dance is to encourage physical activity through the art of soul line dancing while promoting heart health, mental wellness, and fellowship.

The specific objectives of this corporation shall be:

1. to provide soul line dancing classes to the general public to promote heart health and mental wellness;
2. to host, participate and/or sponsor events and activities that engage the public in the art of soul line dancing;
3. to provide opportunities for line dancers to engage with the community.



BOARD OF DIRECTORS

2023-2024

BOARD OFFICER

EARIN ROSE
President/Treasurer



BOARD OFFICER

CATRINA DANIEL
Community Engagement



BOARD MEMBERS

**NIKKI BOLLING
NICOLE COOPER
MARY PITTS
BENEE WISDOM**

BOARD OFFICER

CHERYL DILLINGHAM-WHITE
Secretary



BOARD OFFICER

KE'ANNA ROSE
Vice President



BOARD MEMBERS

NIKKI BOLLING



NICOLE COOPER



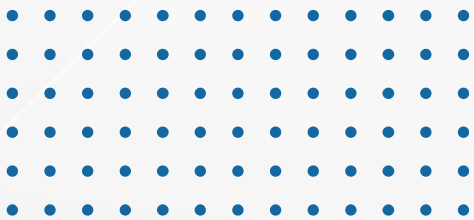
MARY PITTS



BENEE WISDOM



LOOK BACK ON 2023



KEY ACHIEVEMENTS & MILESTONES



Givebutter

302 NEW DONORS

Have contributed to 615 Soul Programming in 2023



305 NEW CONTACTS

Receiving our Weekly Local Newsletter; 189% Growth; 3% ↑ in Open Rate



8.3% DONATED

To Fundraisers from Total Revenue (Holiday Heroes, Back-to-School, Combs for Combs, Domestic Violence, Thanksgiving Drive)

237 TICKETS SOLD

To NashVegas Nights; A Bi Annual Soiree

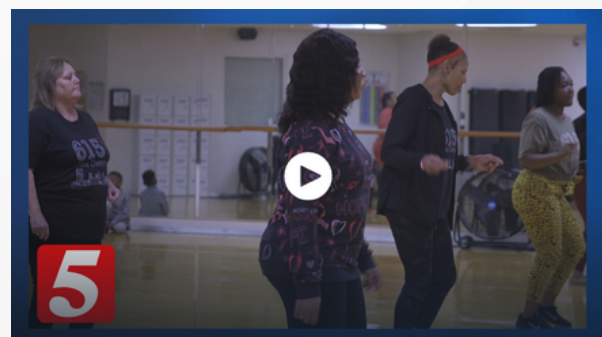


5 CLASSES A WEEK

Soul Line Dancing w/ R&R, Soul Line Dancing w/ Lady T, Culture Kick Backs, 615 Soul Sunday Sessions

1 APPEARANCE

On Channel 5 News, Take Some Time to Smile Segment



FINANCIAL STATEMENTS

PROFIT & LOSS STATEMENT



Income Statement

615 Soul Line Dance

For the year ended December 31, 2023

	2023	2023 Overall Budget	Variance	% of Total Revenue
Revenue				
One-Time Donations				
One-Time Donations	1,881	2,500	(619)	5.1%
Bi-Annual Soiree	30,454	26,100	4,354	82.2%
Total One-Time Donations	32,335	28,600	3,735	87.2%
Recurring Donations	1,495	12,650	(11,155)	4.0%
Grants	0	5,000	(5,000)	0.0%
Other Gifts	5	0	5	0.0%
Fundraising				
615 Soul Bowling Fundraiser	497	0	497	1.3%
Holiday Gift Drive	1,751	1,800	(49)	4.7%
Food Bank Donation	50	0	50	0.1%
Back-To-School Drive	542	800	(258)	1.5%
Breast Cancer Awareness Month	50	100	(50)	0.1%
Combs for Combs	25	0	25	0.1%
Domestic Violence Awareness Month	300	100	200	0.8%
Total Fundraising	3,215	2,800	415	8.7%
Merchandise Revenue	13	0	13	0.0%
Total Revenue	37,064	49,050	(11,986)	100.0%



FINANCIAL STATEMENTS

PROFIT & LOSS STATEMENT

Income Statement

615 Soul Line Dance

For the year ended December 31, 2023

	2023	2023 Overall Budget	Variance	% of Total Revenue
Operating Expenses				
General Administrative Expenses				
Advertising & Marketing Expenses (6010)	425	324	101	1.1%
Bank Fees	185	0	185	0.5%
Filing Fees	0	110	(110)	0.0%
Other General Expenses	0	275	(275)	0.0%
Software Expenses (6040)	372	358	14	1.0%
Total General Administrative Expenses	982	1,067	(85)	2.6%
Community Social Expenses				
Advertising & Marketing Expenses (6110)	233	700	(467)	0.6%
Apparel Expenses	378	660	(282)	1.0%
Group Travel Expense	434	0	434	1.2%
Rental Expense	481	3,166	(2,685)	1.3%
Software Expenses (6150)	136	144	(8)	0.4%
Other Community Social Expenses	276	0	276	0.7%
Total Community Social Expenses	1,939	4,670	(2,731)	5.2%
Bi-Annual National Event Expenses				
Advertising & Marketing Expenses (6210)	259	200	59	0.7%
Bi-Annual National Event Bank Fees	826	0	826	2.2%
Dance Floor Rental	0	5,600	(5,600)	0.0%
Decorations	1,233	2,850	(1,617)	3.3%
Food and Beverage	17,290	15,687	1,603	46.6%
Gifts	0	950	(950)	0.0%
T-Shirts	3,066	5,200	(2,134)	8.3%
Wristbands	131	300	(169)	0.4%
Total Bi-Annual National Event Expenses	22,805	30,787	(7,982)	61.5%
Fundraising Expenses				
615 Soul Bowling Fundraiser	324	0	324	0.9%
Holiday Gift Drive	1,761	1,800	(39)	4.8%
Food Bank Donation	52	0	52	0.1%
Back-To-School Drive	612	800	(188)	1.7%
Breast Cancer Awareness Month	0	100	(100)	0.0%
Combs for Combs	32	0	32	0.1%
Domestic Violence Awareness Month	309	100	209	0.8%
Total Fundraising Expenses	3,089	2,800	289	8.3%
Total Operating Expenses	28,815	39,324	(10,509)	77.7%
Net Profit	8,249	9,726	(1,477)	22.3%

FINANCIAL STATEMENTS

BALANCE SHEET

Balance Sheet

615 Soul Line Dance

Dec 31, 2023 Jan 21, 2024

Assets

Current Assets

Cash and Cash Equivalents

615 Soul Business Checking	5,379	11,586
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GiveButter Clearing	3,046	20
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Total Cash and Cash Equivalents	8,425	11,606
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Total Current Assets	8,425	11,606
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Total Assets	8,425	11,606
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Liabilities and Equity

Liabilities

Current Liabilities

Personal Accounts	176	176
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Total Current Liabilities	176	176
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Total Liabilities	176	176
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Equity

Current Year Earnings	8,249	3,181
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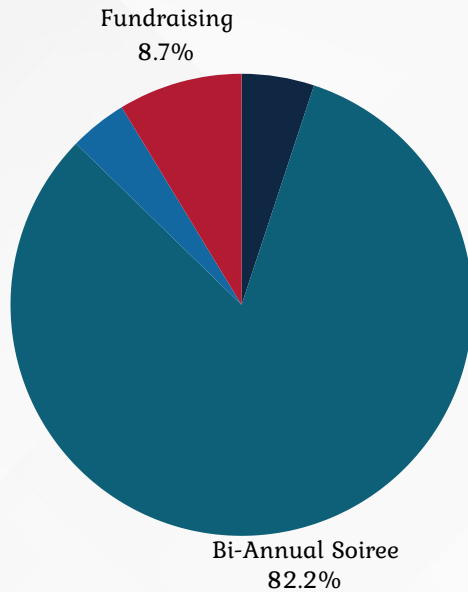
Retained Earnings	0	8,249
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Total Equity	8,249	11,430
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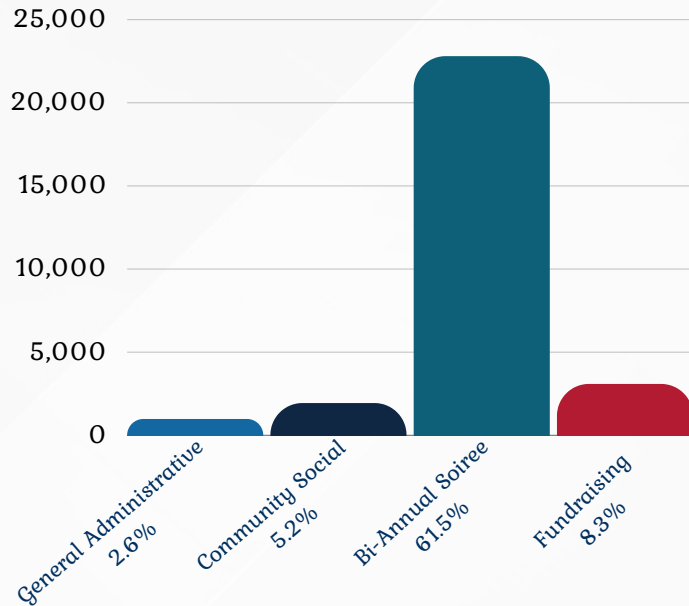
Total Liabilities and Equity	8,425	11,606
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FINANCIAL STATEMENTS ANALYSIS

TOTAL REVENUE



TOTAL EXPENSES



NashVegas Nights: A Bi-Annual Soiree

615 Soul Line Dance
January 2023 to February 2024

	Attendance			Actual	Projected	Projected / Per Person	Variance	% of Total Revenue
	Actual	Projected	Variance					
Revenue								
Bi-Annual Soiree	237	250	(13)	\$ 33,613	\$ 36,500	\$ 146.00	\$ (2,887)	100.0%
Operating Expenses								
Bi-Annual National Event Expenses								
Advertising & Marketing Expenses (6210)		250		\$ 259	\$ 200	\$ 1	\$ 59	0.5%
Bi-Annual National Event Bank Fees		250		\$ 890	\$ 1,200	\$ 5	\$ (310)	3.3%
Dance Floor Rental		250		\$ -	\$ -	\$ -	\$ -	0.0%
Decorations		250		\$ 3,614	\$ 2,500	\$ 10	\$ 1,114	6.8%
Food and Beverage		260		\$ 21,936	\$ 23,730	\$ 95	\$ (1,794)	65.0%
Gifts		10		\$ 2,897	\$ 3,089	\$ 12	\$ (192)	8.5%
T-Shirts		260		\$ 3,886	\$ 5,460	\$ 22	\$ (1,574)	15.0%
Wristbands		250		\$ 131	\$ 250	\$ 1	\$ (119)	0.7%
Total Bi-Annual National Event Expenses		250		\$ 33,613	\$ 36,429	\$ 146	\$ (2,816)	99.8%
Net Profit				\$ -	\$ 71	\$ 0	\$ (71)	0.2%



LOOK FORWARD TO 2024

GROUP TRIPS

Have been included in the budget scheduled, thus far (BHM, ATL, BOS)

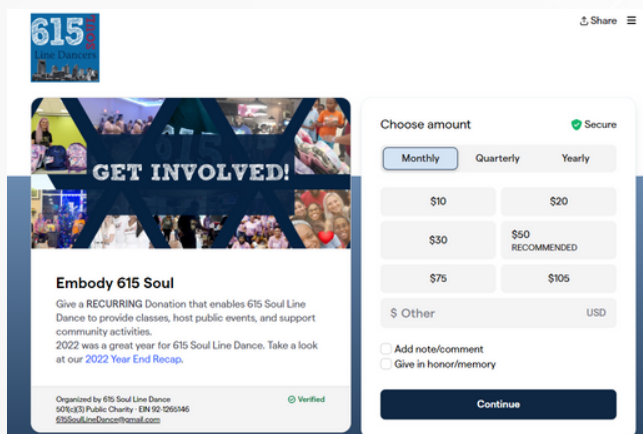


GIVING BACK 17.7%

To Fundraisers of Total Revenue (Holiday Heroes, Back-to-School, Breast Cancer, Domestic Violence, Thanksgiving Drive)

PERFORMANCES

More Local Performances to increase visibility and awareness



DONATIONS

Restructured to support Budgeted Programming

HEART & MENTAL HEALTH

Awareness forums catering to our local communities

2024 BUDGET

Budget Summary

615 Soul Line Dance


January 2024 to December 2024

	Qtr 1 2024	Qtr 2 2024	Qtr 3 2024	Qtr 4 2024	Total	% of Total Revenue
Revenue						
One-Time Donations						
One-Time Donations	625	625	625	625	2,500	7.6%
Bi-Annual Soiree	7,250	0	0	0	7,250	22.1%
Total One-Time Donations	7,875	625	625	625	9,750	29.7%
Recurring Donations						
Recurring Donations	736	4,312	4,313	4,313	13,674	41.7%
Group Travel	3,576	0	0	0	3,576	10.9%
Total Recurring Donations	4,312	4,312	4,313	4,313	17,250	52.6%
Grants	0	0	0	0	0	0.0%
Other Gifts	0	0	0	0	0	0.0%
Fundraising						
615 Soul Bowling Fundraiser	0	0	0	0	0	0.0%
Holiday Gift Drive	0	0	650	2,350	3,000	9.1%
Food Bank Donation	0	0	0	900	900	2.7%
Back-To-School Drive	0	800	400	0	1,200	3.7%
Breast Cancer Awareness Month	0	0	0	350	350	1.1%
Combs for Combs	0	0	0	0	0	0.0%
Domestic Violence Awareness Month	0	0	0	350	350	1.1%
Total Fundraising	0	800	1,050	3,950	5,800	17.7%
Merchandise Revenue	0	0	0	0	0	0.0%
Total Revenue	12,187	5,737	5,988	8,888	32,800	100.0%
Gross Profit	12,187	5,737	5,988	8,888	32,800	100.0%

	Qtr 1 2024	Qtr 2 2024	Qtr 3 2024	Qtr 4 2024	Total	% of Total Revenue
Operating Expenses						
General Administrative Expenses						
Advertising & Marketing Expenses (6010)	153	153	153	153	612	1.9%
Bank Fees	154	178	186	276	794	2.4%
Filing Fees	0	100	0	0	100	0.3%
Other General Expenses	125	125	125	125	500	1.5%
Software Expenses (6040)	33	33	33	275	374	1.1%
Total General Administrative Expenses	465	589	497	829	2,380	7.3%
Community Social Expenses						
Advertising & Marketing Expenses (6110)	237	238	237	238	950	2.9%
Apparel Expenses	225	225	225	225	900	2.7%
Group Travel Expense	4,083	4,083	4,083	4,083	16,332	49.8%
Rental Expense	0	0	0	182	182	0.6%
Software Expenses (6150)	0	0	0	0	0	0.0%
Other Community Social Expenses	625	625	625	625	2,500	7.6%
Total Community Social Expenses	5,170	5,171	5,170	5,353	20,864	63.6%
Bi-Annual National Event Expenses						
Advertising & Marketing Expenses (6210)	0	0	0	0	0	0.0%
Bi-Annual National Event Bank Fees	64	0	0	0	64	0.2%
Dance Floor Rental	0	0	0	0	0	0.0%
Decorations	2,382	0	0	0	2,382	7.3%
Food and Beverage	4,646	0	0	0	4,646	14.2%
Gifts	2,898	0	0	0	2,898	8.8%
T-Shirts	820	0	0	0	820	2.5%
Wristbands	0	0	0	0	0	0.0%
Total Bi-Annual National Event Expenses	10,810	0	0	0	10,810	33.0%
Fundraising Expenses						
615 Soul Bowling Fundraiser	0	0	0	0	0	0.0%
Holiday Gift Drive	0	0	0	3,000	3,000	9.1%
Food Bank Donation	0	0	0	900	900	2.7%
Back-To-School Drive	0	900	300	0	1,200	3.7%
Breast Cancer Awareness Month	0	0	0	350	350	1.1%
Combs for Combs	0	0	0	0	0	0.0%
Domestic Violence Awareness Month	0	0	0	350	350	1.1%
Total Fundraising Expenses	0	900	300	4,600	5,800	17.7%
Total Operating Expenses	16,445	6,660	5,967	10,782	39,854	121.5%
Net Profit	(4,258)	(923)	21	(1,894)	(7,054)	-21.5%



615 SOUL LINE DANCE

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 615SoulLineDance@gmail.com

 www.615SoulLineDance.com

