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Organization's Current Annual Operating Budget | Fiscal Year: June 1, 2026 – May 31, 2027

1. Overview of Fiscal Year Schedule

Likable Logic operates on an annual fiscal cycle running from **June 1, 2026, through May 31, 2027**[cite: 4]. This current budget outlines the projected financial scope for operating the campaign, warehousing inventory, and scaling distribution channels over the full twelve-month term.

2. Annual Projected Budget Breakdown

Expense Category	Description / Calculation Basis	Projected Cost
Production & Manufacturing	Production of 25,000 units (Playing card decks, tuck boxes, and shrink-wrapping via Shuffled Ink)[cite: 3]	$39,950.00[cite: 3]
Inventory Warehousing	Amazon warehouse storage fees allocated for 1 full year of inventory management[cite: 3]	$1,350.05[cite: 3]
Amazon Advertising	Targeted ad placement ($20.00/day funded directly through product sales)	$7,300.00
Google Advertising	Digital outreach campaigns ($20.00/day funded via sales revenue or grant contribution)	$7,300.00
Facebook Advertising	Social platform outreach ($20.00/day funded via sales revenue or grant contribution)	$7,300.00
Total Projected Annual Budget		**$63,200.05**

3. Financial Strategy & Sustainability Notes

- **Production & Storage Funding:** The baseline manufacturing and storage expenses ($41,825.05 total) represent the core capital required to restock and warehouse inventory for nationwide distribution[cite: 3].
- **Sales-Driven Marketing:** Product sales projections are conservatively estimated based on organic traction achieved to date without prior advertising.
- **Advertising Allocation:** The Amazon advertising budget ($20/day) is designed to be fully sustained by incoming product sales. Digital marketing via Google and Facebook ($20/day each) is structured to expand public reach through sales revenue, supplemented by foundation support where applicable.