



# MHAIA PROPOSED BUDGET

**Fiscal Year 2026**

**Version 04/25/25**

See Final  
Version Below



4/29/2025

# FY 2026 Financial Summary

## Proposed Budget

	FY25-Amended Budget	FY26 Proposed Budget	\$ Change	% Change
<b>Volume (in pounds)</b>				
Gross	2,275,000,000	2,500,000,000	224,999,999	9.9%
Organic	(72,847,206)	(75,000,000)	(2,152,794)	3.0%
Re-export	(4,395,030)	(4,825,000)	(429,970)	9.8%
<b>Net Volume</b>	<b>2,197,757,765</b>	<b>2,420,175,000</b>	<b>222,417,235</b>	<b>10.1%</b>
<b>Contribution/Revenue</b>				
APEAM Board Contribution	\$ 1,166,860	\$ 1,644,175	\$ 477,316	40.9%
HAB Assessment	46,702,353	51,428,719	4,726,366	10.1%
Interest Income	8,222	8,400	178	2.2%
<b>Total Contribution/Revenue</b>	<b>47,877,433</b>	<b>53,081,294</b>	<b>5,203,861</b>	<b>10.9%</b>
<b>Spending</b>				
<b>Total AFM Marketing</b>	<b>44,755,843</b>	<b>50,286,843</b>	<b>5,531,000</b>	<b>12.4%</b>
MHAIA Marketing-Direct	107,840	385,000	277,160	257.0%
MHAIA Marketing Administrative	2,251,706	2,202,000	(49,706)	-2.2%
MHAIA Data Insights & Research	181,081	280,319	99,239	54.8%
<b>Total MHAIA Marketing</b>	<b>2,540,626</b>	<b>2,867,319</b>	<b>326,693</b>	<b>12.9%</b>
<b>Total Marketing</b>	<b>47,296,470</b>	<b>53,154,163</b>	<b>5,857,693</b>	<b>12.4%</b>
<b>Total General Administrative</b>	<b>1,165,055</b>	<b>1,592,319</b>	<b>427,264</b>	<b>36.7%</b>
<b>Total Expenses</b>	<b>48,461,524</b>	<b>54,746,481</b>	<b>6,284,957</b>	<b>13.0%</b>
<b>Net Change in Assets</b>				
Net Change in Assets -CY	(584,091)	(1,665,187)	(1,081,097)	185.1%
<b>Cash &amp; Cash Equivalents</b>				
Cash & Cash Equivalents, Beginning	\$ 9,817,112	\$ 8,185,065	(1,632,047)	-16.6%
Inc/Dec Cash used by investing activities	(2,875)	(65,000)	(62,125)	2160.6%
Inc/Dec in Operating Activities	90,172	1,273,703	1,183,531	1312.5%
Net Change in Assets	(584,091)	(1,665,187)	(1,081,097)	185.1%
<b>Cash Balance, End of the Period</b>	<b>9,320,317</b>	<b>7,728,580</b>	<b>(1,591,737)</b>	<b>-17.1%</b>
<b>Cash Ratio to Assessments</b>	<b>19.96%</b>	<b>15.03%</b>		
<b>Reserve Goal (15% of Assessments)-in \$</b>	<b>\$ 7,005,353</b>	<b>\$ 7,714,308</b>		



# AFM PROPOSED BUDGET

## FISCAL YEAR 2026

Version 04/25/25

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## Proposed Budget

	FY25-Amended Budget	FY26-Proposed Budget	\$ Change	% Change
<b>Contribution/Revenue</b>				
MHAIA Board Contribution	\$ 44,755,842	\$ 50,286,843	5,531,001	12.4%
APEAM Board Contribution	20,281,061	22,499,246	2,218,185	10.9%
MHAIA Data Insights & Research	181,081	280,319	99,239	54.8%
Interest Income	4,042	3,840	(202)	-5.0%
<b>Total Contribution/Revenue</b>	<b>65,222,026</b>	<b>73,070,249</b>	<b>7,848,222</b>	<b>12.0%</b>
<b>Spending</b>				
Marketing-Direct	51,352,201	57,974,760	6,622,559	12.9%
Marketing Administrative	8,862,777	9,629,584	766,807	8.7%
<b>Total AFM Marketing</b>	<b>60,214,977</b>	<b>67,604,344</b>	<b>7,389,367</b>	<b>12.3%</b>
MHAIA Data Insights & Research	181,081	280,319	99,239	54.8%
<b>Total Marketing</b>	<b>60,396,058</b>	<b>67,884,663</b>	<b>7,488,605</b>	<b>12.4%</b>
<b>Total General Administrative</b>	<b>5,074,825</b>	<b>5,430,451</b>	<b>355,626</b>	<b>7.0%</b>
<b>Total Expenses</b>	<b>65,470,883</b>	<b>73,315,114</b>	<b>7,844,231</b>	<b>12.0%</b>
<b>Net Change in Assets</b>	<b>(248,857)</b>	<b>(244,866)</b>	<b>3,991</b>	<b>-1.6%</b>
<b>Cash &amp; Cash Equivalents</b>				
Cash & Cash Equivalents, Beginning	\$ 7,940,948	\$ 7,407,025	(533,923)	-6.7%
Inc/Dec Cash used by investing activities	(79,440)	(97,500)	(18,060)	22.7%
Inc/Dec in Operating Activities	(943,277)	1,400,644	2,343,921	-248.5%
Net Change in Assets	(248,857)	(244,866)	3,991	-1.6%
<b>Cash Balance, End of the Period</b>	<b>6,669,373</b>	<b>8,465,302</b>	<b>1,795,928</b>	<b>26.9%</b>