

2016 CAMPAIGN NUMBERS

Report on the 2016 Annual Audited Financials

The Paper and Packaging Board (P+PB) is responsible for oversight of the Paper & Packaging – How Life Unfolds™ industry promotion campaign. Designed to slow the decline in paper use and expand demand for paper-based packaging, the campaign reminds consumers and B2B customers alike that paper and packaging play an important role in helping us accomplish our goals and worry less about safely transporting and protecting products we value. More than 50 U.S. manufacturers and importers collectively fund the campaign which generated more than \$24M in revenue in 2016.

Financials

Statement of Financial Position

\$(000) as of December 31, 2016

Assets	
Cash	\$ 8,345
Accounts Receivable	6,151
Prepaid Expenses	27
Total Current Assets	14,523
Property & Equipment, Net	237
Total Assets	14,760
Liabilities and Equity	
Accounts Payable and Accrued Expenses	746
Net Assets	
Board Designated	425
Unrestricted	13,589
Total Net Assets	14,014
Total Liabilities and Net Assets	\$ 14,760

Statement of Activities

\$(000) as of December 31, 2016

Revenue	
Assessments	\$ 24,282
Interest Income	12
Total Revenue	24,294
Expenses	
Program Expenses	25,532
Administration Expenses	1,119
Federal Government User Fees	129
Total Expenses	26,780
Change in Net Assets	(2,486)
Net Assets at Beginning of Year	16,500
Net Assets at End of Year	\$ 14,014

This report is a summary of the financial statements incorporated in the annual audit report issued by Councilor, Buchanan & Mitchell, PC, for the year ended December 31, 2016. The complete financial statements and notes are available upon request from P+PB.

Financials

Total Expenses

Fully 95% of checkoff dollars go directly to campaign implementation.



95%

Program Expenses

vs.

5%

Non-Program Expenses

\$20.5m



Television	60%
Digital Video	21%
Print	15%
PR/Social	4%
Total	100%

Media Dollars in Use

Television spots and videos, along with fully integrated promotional outreach, drove campaign visibility.