



Ballot Box Scotland Accounts Financial Year 2021/22

Allan Faulds

April 2022

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1. Overall Figures - Net Income £7,447.78

1. Headline Income and Expenditure Figures

Income

Donations (Liberapay)

Q1	£4,898.84
Q2	£612.11
Q3	£731.20
Q4	£849.13

Total £7,091.28

Donations (Crowdfunder)

Direct	£3,528.86
Indirect	£200.00

Total £3,728.86

Other Income

Q1	£561.88
Q2	£151.08
Q3	£75.59
Q4	£0.00

Total £788.55

Gross Income £11,608.69

Expenditure

Q1	£221.80
Q2	£25.17
Q3	£25.17
Q4	£3,888.77

Total £4,160.91

Net Income £7,447.78

2. Notes

2021/22 was the third year of Ballot Box Scotland accepting donations. The quarterly breakdown mostly follows calendar months for simplicity, except that Q4 also includes dates in April up until the 5th of April 2022, to align with the financial year. Gross income for 2021/22 increased by 361% versus 2021/21, and net income increased by 257%.

BBS committed to publishing these accounts when launching the donations platform in April 2019.

Donations to BBS are completely anonymous when paid via Stripe, whilst payments via Paypal provide the donor's name. Although Paypal does provide a name, all donations are listed anonymously in these accounts, and I have not kept a record of who has donated and how much beyond what exists on my Paypal account.

2. Income - Total £11,608.69

2.1. Liberapay Donations - Total £7,091.28

2.1.1. Q1 (April-June) - Total £4,898.84

Date	Amount
06/04/2021	£14.59
06/04/2021	£1.61
06/04/2021	£10.57
06/04/2021	£9.66
07/04/2021	£8.67
07/04/2021	£39.24
07/04/2021	£38.54
07/04/2021	£10.57
08/04/2021	£2.76
11/04/2021	£10.70
12/04/2021	£28.68
13/04/2021	£43.48
20/04/2021	£19.52
21/04/2021	£19.52
23/04/2021	£9.66
25/04/2021	£9.66
26/04/2021	£11.63
27/04/2021	£3.74
28/04/2021	£9.66
28/04/2021	£70.79
29/04/2021	£14.59
03/05/2021	£58.96
03/05/2021	£11.08
04/05/2021	£9.66
04/05/2021	£3.74
04/05/2021	£2.76
04/05/2021	£29.38
04/05/2021	£2.76
04/05/2021	£50.19
04/05/2021	£48.25
04/05/2021	£14.59
04/05/2021	£11.08
04/05/2021	£197.00
04/05/2021	£14.26
04/05/2021	£19.52
04/05/2021	£11.35
04/05/2021	£48.25
04/05/2021	£9.66
05/05/2021	£9.66
05/05/2021	£14.26

05/05/2021	£9.41
05/05/2021	£9.41
06/05/2021	£19.52
06/05/2021	£21.85
06/05/2021	£49.10
06/05/2021	£24.45
06/05/2021	£49.10
06/05/2021	£28.83
06/05/2021	£9.66
06/05/2021	£9.66
07/05/2021	£43.12
07/05/2021	£21.00
07/05/2021	£29.38
07/05/2021	£10.56
07/05/2021	£43.12
07/05/2021	£10.56
07/05/2021	£43.89
07/05/2021	£14.59
07/05/2021	£9.36
07/05/2021	£492.80
07/05/2021	£19.12
07/05/2021	£11.63
07/05/2021	£19.52
07/05/2021	£10.56
07/05/2021	£24.45
07/05/2021	£58.96
07/05/2021	£9.90
07/05/2021	£29.38
07/05/2021	£48.25
07/05/2021	£11.08
07/05/2021	£21.41
07/05/2021	£29.38
07/05/2021	£9.66
07/05/2021	£43.12
07/05/2021	£11.08
07/05/2021	£4.73
07/05/2021	£19.52
07/05/2021	£10.81
07/05/2021	£19.52
07/05/2021	£4.55
07/05/2021	£14.26
07/05/2021	£11.08
07/05/2021	£34.31
07/05/2021	£9.66

07/05/2021	£9.41
07/05/2021	£34.31
07/05/2021	£4.55
07/05/2021	£23.97
07/05/2021	£10.81
07/05/2021	£9.41
07/05/2021	£14.59
07/05/2021	£9.41
07/05/2021	£9.41
07/05/2021	£11.35
07/05/2021	£9.66
08/05/2021	£19.12
08/05/2021	£11.08
08/05/2021	£23.97
08/05/2021	£14.59
08/05/2021	£23.46
08/05/2021	£14.26
08/05/2021	£96.80
08/05/2021	£14.59
08/05/2021	£1.48
08/05/2021	£17.55
08/05/2021	£44.41
08/05/2021	£9.66
08/05/2021	£4.73
08/05/2021	£9.41
08/05/2021	£11.08
08/05/2021	£9.41
08/05/2021	£4.73
08/05/2021	£44.41
08/05/2021	£49.10
08/05/2021	£9.41
08/05/2021	£11.63
08/05/2021	£3.74
08/05/2021	£44.41
08/05/2021	£9.41
08/05/2021	£9.41
08/05/2021	£48.25
08/05/2021	£49.10
08/05/2021	£49.10
08/05/2021	£9.66
08/05/2021	£9.41
08/05/2021	£9.66
08/05/2021	£9.66
08/05/2021	£9.66

08/05/2021	£9.41
08/05/2021	£9.66
08/05/2021	£10.82
08/05/2021	£9.66
08/05/2021	£1.77
08/05/2021	£9.66
08/05/2021	£9.66
08/05/2021	£58.96
08/05/2021	£19.52
08/05/2021	£9.66
08/05/2021	£35.30
08/05/2021	£4.73
08/05/2021	£9.41
08/05/2021	£4.55
08/05/2021	£43.12
08/05/2021	£9.66
08/05/2021	£19.12
08/05/2021	£11.63
08/05/2021	£19.12
08/05/2021	£29.38
08/05/2021	£24.45
08/05/2021	£19.52
08/05/2021	£19.52
08/05/2021	£10.81
08/05/2021	£19.52
08/05/2021	£9.66
08/05/2021	£24.45
09/05/2021	£19.52
09/05/2021	£44.41
09/05/2021	£9.41
09/05/2021	£53.04
09/05/2021	£4.73
09/05/2021	£9.41
09/05/2021	£9.41
09/05/2021	£14.59
09/05/2021	£1.34
09/05/2021	£1.34
09/05/2021	£10.81
09/05/2021	£58.96
09/05/2021	£4.55
09/05/2021	£4.73
09/05/2021	£19.12
09/05/2021	£4.45
09/05/2021	£19.52

10/05/2021	£39.24
10/05/2021	£24.45
10/05/2021	£35.30
10/05/2021	£24.45
10/05/2021	£46.31
10/05/2021	£9.66
10/05/2021	£19.52
10/05/2021	£48.25
10/05/2021	£19.12
10/05/2021	£46.31
11/05/2021	£4.55
12/05/2021	£12.62
16/05/2021	£10.81
17/05/2021	£10.74
19/05/2021	£24.45
23/05/2021	£14.59
25/05/2021	£2.76
25/05/2021	£3.74
25/05/2021	£1.61
01/06/2021	£11.59
01/06/2021	£8.67
01/06/2021	£3.74
01/06/2021	£9.66
01/06/2021	£197.00
01/06/2021	£1.77
03/06/2021	£12.62
08/06/2021	£14.59
08/06/2021	£24.45
08/06/2021	£21.00
08/06/2021	£3.74
08/06/2021	£4.73
09/06/2021	£14.59
15/06/2021	£11.63
15/06/2021	£58.96
15/06/2021	£8.67
22/06/2021	£11.63
22/06/2021	£3.74
23/06/2021	£43.48
29/06/2021	£3.74
29/06/2021	£9.66
29/06/2021	£1.77
30/06/2021	£24.07

2.1.2. Q2 (July-September) - Total £612.11

Date	Amount
06/07/2021	£10.70
06/07/2021	£3.74
06/07/2021	£4.73
06/07/2021	£24.45
13/07/2021	£1.61
16/07/2021	£11.63
21/07/2021	£10.81
23/07/2021	£58.96
24/07/2021	£14.26
27/07/2021	£14.59
27/07/2021	£9.66
27/07/2021	£1.77
03/08/2021	£14.59
03/08/2021	£11.63
03/08/2021	£12.62
03/08/2021	£10.82
03/08/2021	£24.45
03/08/2021	£3.74
03/08/2021	£4.73
03/08/2021	£8.67
04/08/2021	£4.55
10/08/2021	£39.24
22/08/2021	£20.51
24/08/2021	£1.77
29/08/2021	£43.89
31/08/2021	£14.59
31/08/2021	£9.66
31/08/2021	£1.61
31/08/2021	£3.74
31/08/2021	£4.73
01/09/2021	£11.59
01/09/2021	£5.53
01/09/2021	£14.67
07/09/2021	£8.67
14/09/2021	£58.96
14/09/2021	£11.63
14/09/2021	£38.25
14/09/2021	£11.08
21/09/2021	£1.77
28/09/2021	£29.38
28/09/2021	£4.73

28/09/2021	£9.66
28/09/2021	£3.74

2.1.3. Q3 (October - December) - Total £731.20

Date	Amount
05/10/2021	£10.70
05/10/2021	£11.59
05/10/2021	£11.59
06/10/2021	£102.34
11/10/2021	£10.57
12/10/2021	£11.08
12/10/2021	£8.67
19/10/2021	£1.77
19/10/2021	£1.61
23/10/2021	£10.30
26/10/2021	£58.96
26/10/2021	£9.66
26/10/2021	£10.82
26/10/2021	£3.74
26/10/2021	£4.73
02/11/2021	£14.59
02/11/2021	£11.63
02/11/2021	£12.62
03/11/2021	£14.26
09/11/2021	£1.77
10/11/2021	£51.07
10/11/2021	£11.63
16/11/2021	£20.51
16/11/2021	£8.67
21/11/2021	£34.66
22/11/2021	£10.81
23/11/2021	£9.66
23/11/2021	£3.74
30/11/2021	£11.63
30/11/2021	£14.57
30/11/2021	£8.67
04/12/2021	£42.11
07/12/2021	£1.77
07/12/2021	£1.61
07/12/2021	£11.63
08/12/2021	£45.94
14/12/2021	£58.96
14/12/2021	£8.67
14/12/2021	£8.67

14/12/2021	£19.12
21/12/2021	£3.74
21/12/2021	£9.66
28/12/2021	£10.70

2.1.4. Q4 (January - 5th of April) - Total £849.13

Date	Amount
04/01/2022	£1.77
18/01/2022	£3.74
25/01/2022	£9.66
25/01/2022	£12.62
25/01/2022	£10.82
25/01/2022	£1.61
01/02/2022	£8.67
01/02/2022	£14.59
01/02/2022	£11.63
01/02/2022	£1.77
11/02/2022	£43.48
15/02/2022	£20.51
15/02/2022	£3.74
22/02/2022	£8.67
22/02/2022	£11.63
22/02/2022	£9.66
23/02/2022	£4.55
23/02/2022	£33.68
28/02/2022	£49.10
01/03/2022	£14.54
01/03/2022	£1.77
08/03/2022	£58.96
08/03/2022	£43.89
15/03/2022	£3.74
15/03/2022	£1.61
16/03/2022	£44.41
22/03/2022	£44.17
22/03/2022	£10.70
22/03/2022	£9.66
22/03/2022	£51.07
25/03/2022	£58.96
29/03/2022	£43.38
29/03/2022	£51.07
29/03/2022	£29.38
29/03/2022	£1.77
29/03/2022	£35.30
30/03/2022	£42.11

01/04/2022	£10.57
02/04/2022	£9.66
04/04/2022	£20.51

2.2. Liberapay Donation Notes

Liberapay donations this year more than doubled (127% increase) compared to the previous year. Almost two-thirds (63%) of donations came in Q1, in particular the month up to the election (17% of the year's donations) and the count weekend (36%). I am very grateful for all donations received at any time of year, but I could never have imagined the level of support I'd receive around the Holyrood election, and I don't think I can put into words how much that meant to me!

The number of individual donations increased to 340 (107% increase), and the average value of a donation to £20.86 (up 10%). Due to the nature of how donations are logged, it isn't possible to determine how many individual donors there were, as some donors may have contributed multiple times via recurring payments. In addition, this does not reflect the "spread" of donations as tracked via Liberapay – for example, a £20 donation may be an up-front payment for four months of £5.

The fees collected by Paypal (20p + 3.4%) and Stripe (20p + 1.4%) are not included in the donation figures here, as I never see that money! If you're looking for your own donation here, you won't find the nice round figure you paid.

2.3. Crowdfunder Donations - Total £3,728.86

Source	Amount
Direct to GoFundMe	£3,528.86
Indirect to Bank Account	£200.00

2.4. Crowdfunder Donation Notes

To help support my Local Election 2022 coverage – and in particular commission a poll – I ran a [crowdfunder on GoFundMe](#) from the end of November through to February. With a goal of £5,000, the total raised before fees was £4,270, or 85% of the target. In addition to the figures given above, £384 of Liberapay donations were apportioned towards the crowdfunder, per my commitment that regular donations for the duration would be counted towards the total. That means that after fees, a total of £4,112.86 was raised via the crowdfunder.

In part due to being somewhat below the goal, and the cost of a poll having gone up compared to a previous quote, only the poll and count day support components of the intended coverage went ahead. I'd also bitten off more than I could chew in terms of organising anyway, or else I'd have used some of the other BBS money to commission a smaller number of local situation reports. Overall, a useful learning experience!

2.5. Other Income - Total £788.55

Date	Amount	Source
21/04/2021	£179.96	AdSense
21/05/2021	£174.41	AdSense
21/06/2021	£207.51	AdSense
15/07/2021	£56.30	Redbubble
15/09/2021	£32.95	Redbubble
21/09/2021	£61.83	AdSense
14/12/2021	£10.65	Redbubble
21/11/2021	£64.94	AdSense

2.6. Other Income Notes

A substantially higher proportion of BBS' income came from sources apart from donations this year, at approximately 7% of gross income versus 3% last year. Most of this income, £688.65, came from Google AdSense adverts on the BBS website. Unsurprisingly, the overwhelming bulk of those payments came from the period around the Holyrood election, when traffic to the website was highest.

In addition, £99.90 came from sale of Holyrood election map posters on Redbubble. The margins on poster sales are approximately 13.8%, and thus this represents sales of around £725. A couple of those sales were to myself as tests though, so my net poster profit was about £77.33!

3. Expenditure - Total £4,160.91

3.1. Q1 - Total £221.80

Date	Amount	Description	Recipient
27/04/2021	£48.00	Domain Renewal	1&1 Ionos
27/04/2021	£8.39	Web Hosting	1&1 Ionos
27/05/2021	£8.39	Web Hosting	1&1 Ionos
09/06/2021	£26.17	Poster Tests	Redbubble
27/06/2021	£8.39	Web Hosting	1&1 Ionos
30/06/2021	£122.46	Q1 Liberapay Donation	Liberapay

3.2. Q2 - Total £25.17

Date	Amount	Description	Recipient
27/07/2021	£8.39	Web Hosting	1&1 Ionos
27/08/2021	£8.39	Web Hosting	1&1 Ionos
27/09/2021	£8.39	Web Hosting	1&1 Ionos

3.3. Q3 - Total £25.17

Date	Amount	Description	Recipient
27/10/2021	£8.39	Web Hosting	1&1 Ionos
27/11/2021	£8.39	Web Hosting	1&1 Ionos
27/12/2021	£8.39	Web Hosting	1&1 Ionos

3.4. Q4 - Total £3,888.77

Date	Amount	Description	Recipient
04/01/2021	£200.00	Graphic Design Work	Andy Blyth
15/01/2021	£33.60	Liberapay Donation	Liberapay
19/01/2022	£30.00	MS Office subscription (half)	1&1 Ionos
27/01/2022	£8.39	Web Hosting	1&1 Ionos
27/02/2022	£8.39	Web Hosting	1&1 Ionos
27/03/2022	£8.39	Web Hosting	1&1 Ionos
01/04/2022	£3,600.00	Poll	Survation

3.5. Expenditure Notes

Far fewer line items for expenditure so it's just presented as consolidated quarterly blocks. Expenditure this year was significantly higher than ever before due to commissioning a poll, which alone accounted for approximately 87% of the year's expenditure.

Quarterly Liberapay donations are approximately 2.5% of that quarter's donation income. That payment is voluntary, to support the free platform provided for collecting donations. There was no donation in Q2 as I forgot to do one, so it was combined into a single donation in Q3. There is no Q4 donation as I forgot to send one before the end of the financial year.

4. Hours Worked on Ballot Box Scotland

4.1. Background

I put a lot of my time and energy into Ballot Box Scotland, and it occurred to me it might be worth keeping a very rough estimate of exactly how much that amounts to over the year. Once I know how much time I've spent on BBS, I can also estimate how much I've earned per hour worked.

This isn't intended to suggest that I expect people to contribute any more to BBS than they already do. The extremely generous support I receive has absolutely blown me away, and when I started accepting donations in 2019 I had expected to cover my costs, if I was lucky.

That BBS has become an additional source of income for me was a surprise – but a very welcome one. Given I was unemployed for a long period and am now getting back on my feet with a new career, my earnings from BBS really help to make ends meet, especially as I plan ahead for the next few years. I am indescribably thankful to everyone who has so kindly donated any amount of money to BBS at any point.

Last year, I'd made a rough estimate of my hours committed to BBS, and I've done the same this year. Emphasises here is on rough – I don't clock in and out of doing BBS work and often do little bits and pieces as I watch TV or on my lunch break at work, so this may be a slightly conservative estimate.

4.2. Hours Worked – Total 572 (81.7 Days)

Piece of Work	Hours per Iteration	Iterations	Total
Holyrood Poll Analysis	5	31	155
By-Election Preview	3	11	33
By-Election Result	2	12	24
Other Holyrood Work	40	1	40
Count Days	15	2	30
Post-Election	100	1	100
North Ayrshire Re-Calcs	1	10	10
2022 Preparation and Articles	150	1	150
Annual Reviews	10	1	10
Other Articles and Research	20	1	20
Total (Days FTE)	81.7	Total (Hours)	572

Over the course of this year, I've spend approximately 572 hours on Ballot Box Scotland work. Taking my current full-time workday of 7 hours as a baseline, I've therefore worked the equivalent of 81.7 full-time days on BBS, or 16.3 working weeks.

4.3. Earnings per Hour – £13.02

Based on my net income from BBS this year and the hours spent on the project, my earnings equate to roughly £13.02/hr. For comparison, the minimum wage for the year was £8.91 (119.4 MWE days), and the Living Wage was £9.90 (107.5 LWE days).

Last year I'd given this as relative to gross income, but that's not as useful this year given the expenditure on a poll. If last year was relative to net, it'd have been £5.47. Earnings per hour this year are therefore 138% higher than last year.