



Ballot Box Scotland Accounts Financial Year 2024/25

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June 2024



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1. Overall Figures - Net Income £5,398.86

1. Headline Income and Expenditure Figures

Income	
Donations (Liberapay)	
Q1	£1,596.18
Q2	£969.67
Q3	£748.62
Q4	£1,240.99
Total	£4,555.46
Other Income	
Q1	£4,572.52
Q2	£150.00
Q3	£216.43
Q4	£0.00
Total	£4,938.95
Gross Income	£9,494.41
 Expenditure	
Q1	£73.17
Q2	£3,927.58
Q3	£32.40
Q4	£62.40
Total	£4,095.55
 Net Income	 £5,398.86

2. Notes

2024/25 was the fifth year of Ballot Box Scotland accepting donations. Gross income for 2024/25 increased by 138% versus 2023/24, and net income decreased by 48%. This is reflective of the fact this was a General Election year, whilst the substantial difference between the figures for Gross and Net represents the substantial contribution by the Herald to a pre-election poll; for obvious reasons, that money was never really "income" as it was only given to me to pass on, but I've included it for transparency.

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.

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

2. Income - Total £9,494.41

2.1. Liberapay Donations - Total £4,555.46

2.1.1. Q1 (April-June) - Total £1,596.18

Date	Amount
02/04/2024	£11.07
02/04/2024	£11.62
02/04/2024	£51.02
02/04/2024	£9.65
03/04/2024	£19.12
09/04/2024	£4.72
09/04/2024	£19.50
09/04/2024	£9.65
09/04/2024	£19.50
09/04/2024	£10.56
09/04/2024	£11.07
09/04/2024	£2.26
10/04/2024	£70.72
13/04/2024	£23.97
16/04/2024	£35.26
16/04/2024	£44.36
16/04/2024	£58.90
16/04/2024	£11.62
16/04/2024	£9.65
16/04/2024	£20.29
16/04/2024	£9.65
16/04/2024	£58.90
17/04/2024	£19.50
23/04/2024	£1.77
23/04/2024	£29.35
23/04/2024	£24.42
25/04/2024	£9.47
26/04/2024	£9.19
26/04/2024	£1.68
30/04/2024	£8.66
30/04/2024	£14.57
30/04/2024	£11.07
30/04/2024	£9.65
30/04/2024	£11.07
30/04/2024	£8.66
01/05/2024	£9.65
07/05/2024	£11.62
07/05/2024	£2.26
12/05/2024	£19.50
14/05/2024	£9.65

14/05/2024	£10.81
15/05/2024	£21.31
21/05/2024	£8.66
21/05/2024	£4.72
21/05/2024	£8.66
21/05/2024	£1.77
22/05/2024	£211.77
29/05/2024	£58.90
30/05/2024	£29.35
04/06/2024	£19.50
04/06/2024	£9.65
04/06/2024	£2.26
07/06/2024	£9.65
07/06/2024	£11.62
11/06/2024	£9.65
11/06/2024	£14.57
13/06/2024	£9.65
13/06/2024	£9.41
14/06/2024	£98.30
15/06/2024	£12.60
15/06/2024	£58.90
15/06/2024	£9.65
18/06/2024	£1.77
18/06/2024	£14.57
21/06/2024	£98.30
25/06/2024	£4.72
25/06/2024	£10.81
25/06/2024	£11.07
29/06/2024	£64.81
29/06/2024	£23.97

2.1.2. Q2 (July-September) - Total £969.67

Date	Amount
02/07/2024	£8.66
02/07/2024	£9.65
02/07/2024	£2.26
02/07/2024	£14.57
05/07/2024	£9.41
05/07/2024	£9.65
05/07/2024	£24.42
05/07/2024	£9.41
05/07/2024	£9.41
05/07/2024	£20.48
05/07/2024	£10.68
06/07/2024	£14.57
07/07/2024	£34.66
09/07/2024	£9.65
09/07/2024	£11.62
10/07/2024	£19.50
11/07/2024	£9.65
12/07/2024	£47.16
14/07/2024	£14.57
16/07/2024	£9.65
16/07/2024	£1.77
23/07/2024	£8.66
23/07/2024	£51.02
23/07/2024	£14.57
24/07/2024	£4.55
30/07/2024	£4.72
30/07/2024	£14.57
30/07/2024	£11.62
30/07/2024	£11.07
30/07/2024	£9.65
30/07/2024	£11.07
30/07/2024	£8.66
30/07/2024	£2.26
06/08/2024	£29.35
06/08/2024	£19.50
06/08/2024	£1.77
06/08/2024	£19.50
06/08/2024	£11.07
07/08/2024	£14.57
13/08/2024	£9.65
13/08/2024	£20.48

13/08/2024	£10.81
13/08/2024	£9.65
20/08/2024	£14.57
27/08/2024	£11.56
27/08/2024	£20.48
27/08/2024	£9.65
03/09/2024	£4.72
03/09/2024	£1.77
10/09/2024	£8.66
10/09/2024	£9.65
10/09/2024	£11.07
10/09/2024	£9.65
10/09/2024	£14.57
10/09/2024	£12.60
17/09/2024	£29.05
21/09/2024	£4.55
24/09/2024	£8.57
24/09/2024	£20.27
24/09/2024	£50.50
24/09/2024	£9.55
26/09/2024	£97.30
30/09/2024	£1.46
30/09/2024	£19.30

2.1.3. Q3 (October - December) - Total £748.62

Date	Amount
01/10/2024	£19.30
01/10/2024	£1.75
08/10/2024	£9.55
08/10/2024	£4.67
08/10/2024	£9.55
08/10/2024	£14.42
15/10/2024	£8.57
15/10/2024	£29.05
17/10/2024	£42.39
29/10/2024	£14.42
29/10/2024	£20.27
29/10/2024	£1.75
29/10/2024	£10.95
29/10/2024	£9.55
29/10/2024	£10.95
29/10/2024	£14.42
30/10/2024	£34.66
05/11/2024	£11.50
05/11/2024	£10.70
05/11/2024	£9.55
08/11/2024	£37.82
10/11/2024	£193.90
12/11/2024	£4.67
12/11/2024	£8.57
12/11/2024	£10.45
12/11/2024	£10.33
13/11/2024	£4.67
19/11/2024	£8.57
26/11/2024	£8.57
26/11/2024	£1.75
26/11/2024	£9.55
26/11/2024	£10.95
26/11/2024	£14.42
03/12/2024	£19.30
03/12/2024	£20.27
03/12/2024	£19.30
03/12/2024	£9.55
10/12/2024	£12.47
17/12/2024	£4.67
21/12/2024	£20.27
24/12/2024	£1.75
24/12/2024	£9.55

28/12/2024	£19.30
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2.1.4. Q4 (January - March) - Total £1,240.99

Date	Amount
03/01/2025	£48.55
05/01/2025	£8.44
07/01/2025	£20.27
07/01/2025	£9.55
09/01/2025	£11.50
14/01/2025	£50.50
20/01/2025	£6.62
21/01/2025	£8.57
21/01/2025	£4.67
21/01/2025	£14.42
21/01/2025	£10.95
21/01/2025	£9.55
21/01/2025	£10.95
21/01/2025	£8.57
21/01/2025	£20.27
28/01/2025	£29.05
28/01/2025	£8.57
28/01/2025	£19.30
28/01/2025	£11.50
28/01/2025	£10.95
02/02/2025	£46.60
04/02/2025	£10.70
04/02/2025	£9.55
04/02/2025	£37.82
04/02/2025	£10.33
08/02/2025	£29.05
11/02/2025	£20.27
11/02/2025	£48.55
11/02/2025	£19.30
11/02/2025	£10.95
13/02/2025	£1.51
18/02/2025	£9.55
21/02/2025	£19.30
25/02/2025	£50.50
25/02/2025	£4.67
25/02/2025	£20.27
25/02/2025	£57.96
28/02/2025	£50.50
04/03/2025	£43.67
04/03/2025	£50.50



04/03/2025	£42.89
04/03/2025	£58.30
04/03/2025	£9.55
04/03/2025	£12.47
11/03/2025	£24.17
11/03/2025	£10.95
11/03/2025	£29.05
18/03/2025	£10.95
18/03/2025	£20.27
18/03/2025	£50.50
18/03/2025	£9.55
20/03/2025	£19.12
21/03/2025	£9.55
25/03/2025	£8.57
25/03/2025	£19.30
25/03/2025	£11.50
25/03/2025	£10.45
28/03/2025	£9.55

2.2. Liberapay Donation Notes

Liberapay donations were up 20% compared to the previous year. Donations were concentrated in Q1 (35%) and Q4 (27%). This is likely due to both the General Election and the fact these cover the months either side of typical election times, and thus regular donors who have set up an annually recurring donation will renew it at that time.

The number of individual donations increased to 235 (7% increase), and the average value of a donation to £19.38 (up 13%). 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 and Stripe 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. General Election 2024 Crowdfunder Donations - Total £2,404.97

Source	Amount
Direct Donations	£2,404.97

2.4. General Election 2024 Crowdfunder Notes

To help support my General Election 2024 coverage - and in particular commission a poll - I ran a [crowdfunder on GoFundMe](#) in May following the calling of the election. I had set an initial target of £2,500, reflecting the partial progress towards a poll in my standing Poll Fund. I intended on setting a stretch target of £4,000 after meeting the initial figure, which would have fully funded the poll.

In the event, I simply opted to close the fundraiser after hitting the initial target, thanks to the generous contribution by the Herald to half of the poll cost. That allowed me to fully fund the poll without having to touch the existing Poll Fund money. Note that the amount received is slightly below the £2,500 figure due to fees.

2.5. Other Income - Total £2,533.98

Date	Amount	Source
23/05/2024	£67.55	AdSense
27/06/2024	£1,950.00	Newsquest
27/06/2024	£150.00	Newsquest
09/08/2024	£150.00	Newsquest
02/10/2024	£150.00	Newsquest
21/10/2024	£66.43	AdSense

2.6. Other Income Notes

Theoretically quite a large proportion of BBS income came from sources apart from donations, amounting to approximately 27% of gross income versus just 5% last year. However, as most of this was the Herald's contribution to the poll, which was not income as such and simply passed through me as a middle man, if we exclude it from the total, other income was approximately 8% of the gross. This also came largely from the Herald, in the form of payment for analysis articles throughout the year, with a smaller contribution from the very limited revenue from AdSense.

3. Expenditure - Total £4,095.55

3.1. Q1 - Total £73.17

Date	Amount	Description	Recipient
01/05/2024	£48.00	Domain Renewal	1&1 Ionos
01/05/2024	£8.39	Web Hosting	1&1 Ionos
28/05/2024	£8.39	Web Hosting	1&1 Ionos
27/06/2024	£8.39	Web Hosting	1&1 Ionos

3.2. Q2 - Total £3,916.78

Date	Amount	Description	Recipient
02/07/2024	£3,900.00	GE24 Poll	Survation
29/07/2024	£8.39	Web Hosting	1&1 Ionos
27/08/2024	£8.39	Web Hosting	1&1 Ionos

3.3. Q3 - Total £43.20

Date	Amount	Description	Recipient
03/10/2024	£10.80	Web Hosting	1&1 Ionos
28/10/2024	£10.80	Web Hosting	1&1 Ionos
27/11/2024	£10.80	Web Hosting	1&1 Ionos
27/12/2023	£10.80	Web Hosting	1&1 Ionos

3.4. Q4 - Total £62.40

Date	Amount	Description	Recipient
18/01/2025	£30.00	Office Renewal	Microsoft
27/01/2025	£10.80	Web Hosting	1&1 Ionos
27/02/2025	£10.80	Web Hosting	1&1 Ionos
27/03/2025	£10.80	Web Hosting	1&1 Ionos

3.5. Expenditure Notes

Expenditure this year was, obviously, vastly higher than last year. Around 95% of expenditure went towards a poll ahead of the General Election, with the rest on usual web hosting costs. This year, I ceased sending my usual 2.5% donation back to Liberapay, mostly out of laziness: I will consider a one-off donation to keep up the moral principle in future.

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. My earnings from BBS really help to cover my costs and work towards big life expenses, 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.

For the past couple of years I have come up with 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 495 (70.7 Days)

Piece of Work	Hours per Iteration	Iterations	Total
Poll Analysis	5	22	110
Poll Analysis (Lite)	2	5	10
By-Election Preview	3	43	129
By-Election Result	2	43	86
Boundary Review (SP)	30	1	30
Annual Reviews	4	3	12
GE24 Content	100	1	100
IndyRef 10th Anniversary	8	1	8
General Articles	10	1	10
Total (Days FTE)	70.7	Total (Hours)	495

Over the course of this year, I've spend approximately 495 hours on Ballot Box Scotland work. That was a significant increase (around 75%) compared to the previous year, due to the General Election, the sheer number of by-elections, and the Holyrood boundary review. Taking my current full-time workday of 7 hours as a baseline, I've therefore worked the equivalent of 70.7 full-time days on BBS, or 14 working weeks.

4.3. Earnings per Hour - £15.24

Based on my income from BBS this year (excluding the Herald poll contribution) and the hours spent on the project, my earnings equate to roughly £15.24/hr. For comparison, the minimum wage for the year was £11.44 (94.2 MWE days), and the Living Wage was £12.60 (85.5 LWE days). I therefore comfortably made more than the Living Wage for my work, with my earnings per hour around 7% higher than last year.

5. Ballot Box Scotland Poll Fund - £3,038.53

5.1. Background

When I first started taking donations for Ballot Box Scotland, I was unemployed. For the following two financial years, I'd spent most of the year at the first rung on a new career path and so the additional income from BBS was an extremely helpful supplement that enabled me to pay rent and bills.

When I was fortunate enough to have been on the next step up in my job, I was able to re-evaluate how I use this income. Despite the cost of living crisis, I was in a position for the first time not to just use my BBS donations, beyond those used for dedicated purposes, as much-needed supplemental income. Starting in the 2022/23 financial year, I have started putting aside a certain proportion of money I've received to fund BBS-commissioned polling. Based on the cost of my one commissioned so far and allowing for likely increased costs, I'm working on the basis that roughly £4,000 will be needed for any future poll.

As outlined on the donations page of the BBS website, up to a certain threshold of overall income (both my anticipated day-job income for the year plus donations so far), BBS income just forms part of my general income stream. From that, all of the usual and essential costs of running BBS are met.

After I reach my threshold, 75% of post-tax BBS income (from all sources) will go straight towards the poll fund. Given I'm not yet at the 42% tax band and haven't yet been at a level of needing to make additional National Insurance contributions, that effectively means the split of BBS income above the threshold is 52.5% to the poll fund, 21% to HMRC, 9% to the Student Loans Company, and the remaining 17.5% still just into my general income stream.

I don't take it for granted that I will reach the threshold each year, but hopefully it's reassuring to supporters to know that so long as I'm confident of financial security, money can get directly re-invested into exciting stuff for BBS.

5.2. Funds added this year - £1,080.32

Due to a combination of leftover crowdfunder money and crossing the threshold more comfortably due to increased donations, I finished the year with 76% of the funds necessary for a poll.

Source	Amount
Initial Value	£1,958.21
Funds added in 2022/23	£1,080.32
Final Value	£1,038.53