



Streamline budgeting, forecasting, and reporting with Martus™

February 2025

About AAFCPAs' Business & IT Consulting





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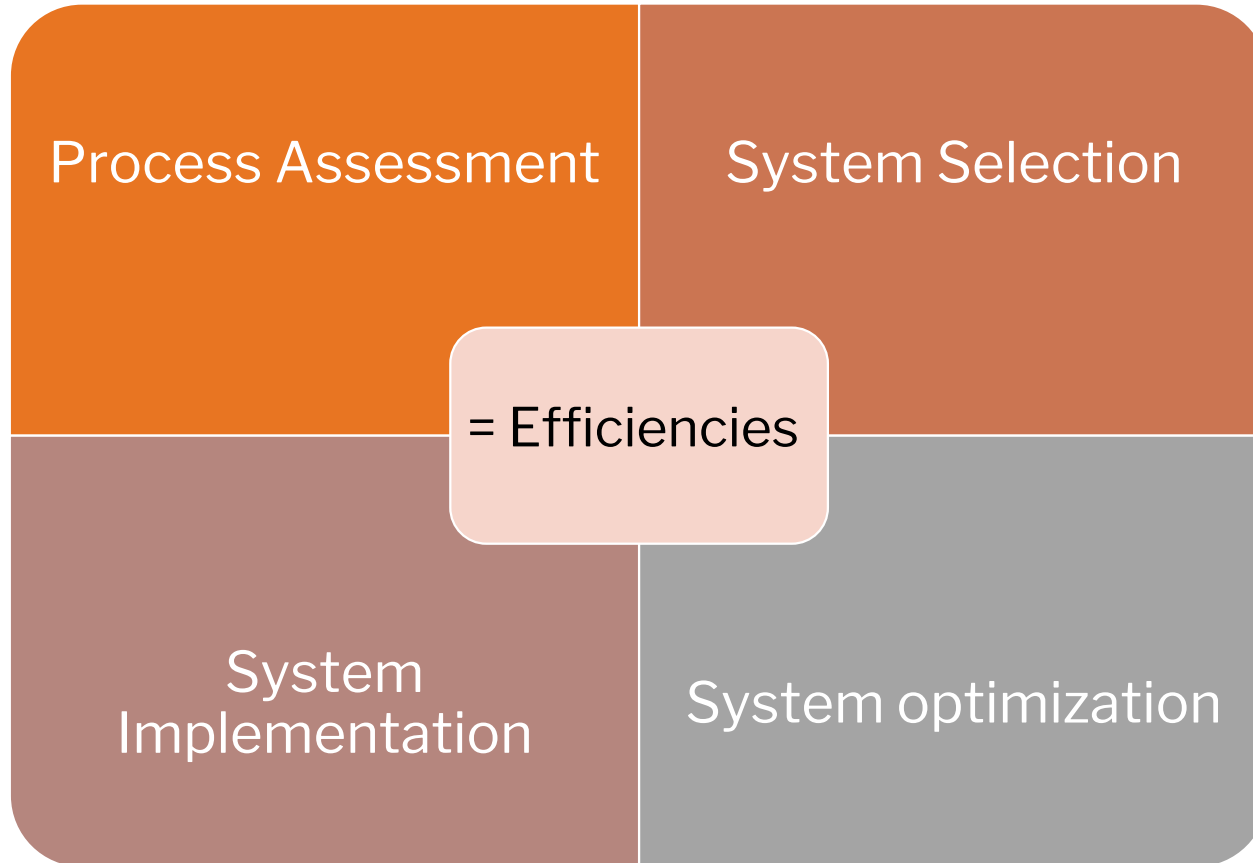


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Consulting CFO, Process &
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Helping clients find efficiency and effectiveness by applying best practices and technology



- Decades of experience
- Knowledge of major ERPs and applications
- Best practices and control frameworks
- Change management
- Vendor connections
- Industry trends



Why Martus?



Most businesses lack a formal collaborative budgeting process.



Poll Question 1

How do you budget today?

Today's session qualifies for one CPE credit. You must answer three of our four polls today and remain online for >50 minutes.

Slides are in the Chat.



Meet the
Martus team.





Christopher Grady
Director of
Partnerships



Joseph Plagge
Director of
Service Delivery



What is Martus?



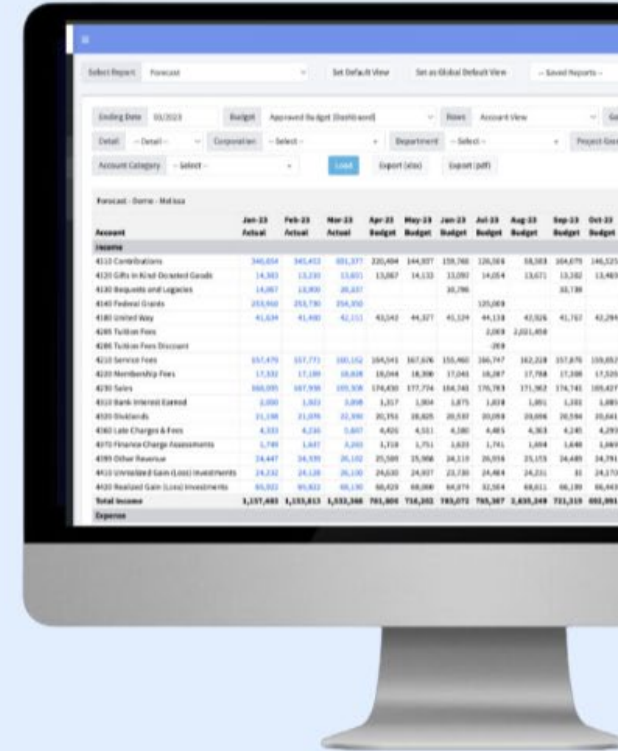


Make Budgeting, Reporting, and Forecasting a *Breeze*.

Get everyone out of spreadsheets and on the same page. Integrate with your ERP or accounting system for seamless collaboration, real-time insights, and faster decision-making—all in one place.



Martus integrates with over 20 accounting and ERP solutions for seamless budgeting and reporting. With automated nightly updates, our pre-built reports plus custom reports and dashboards provide real-time insights for better decision making. User permissions let you control who sees what, keeping data secure and accessible.



Collaborate Seamlessly

Collaborate with leadership for faster planning and flexible budgeting across all departments.



Report Effortlessly

Dashboards and custom reports provide real-time updates you can access anytime, anywhere.



Forecast Confidently

Plan ahead with multiple budget scenarios, budget-to-actuals reporting, and cash flow forecasting.



Signs you've outgrown Excel.



Wasting Time With Manual Processes

Frequent Data Errors

Difficulty Accessing Real-time Data

Files Too Large

Difficult to Forecast/No Scenario Planning

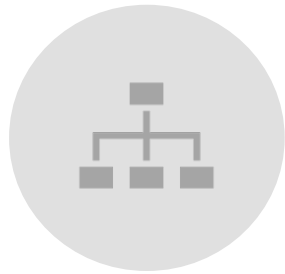
No Audit Trails

No Integration

Staff Can't Collaborate



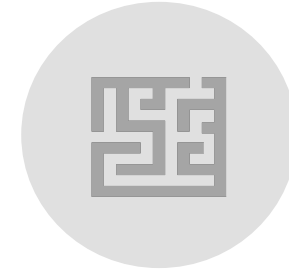
How does Martus help?



Manual processes. Many organizations rely on spreadsheets, which are labor-intensive, prone to human error, and difficult to manage as complexity grows. One broken formula or outdated version can derail the entire process.



Lack real-time insights. Spreadsheets don't offer real-time data updates or dashboards, which means decisions are often based on static or outdated information, leading to missed opportunities or inefficient resource allocation.



Misalignment with strategy. When budgeting is tedious and time-consuming, there's less focus on strategic planning and more on just getting it done. This can lead to budgets that don't fully align with organizational goals.



How does Martus help?



Collaboration challenges. Budgeting often involves multiple departments. Sharing and consolidating data from multiple sources can lead to version control issues, miscommunication, and delays.

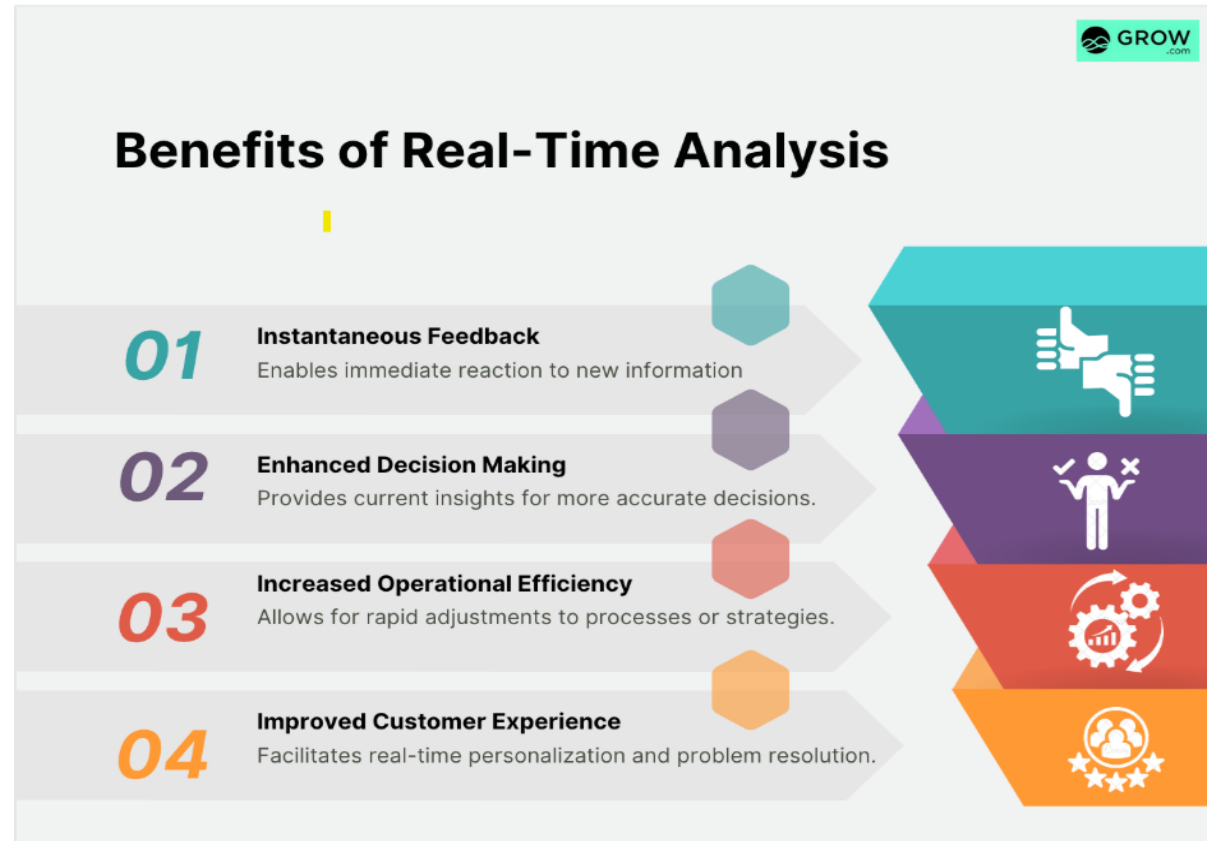


Scalability issues. As organizations grow, so does the complexity of their financial planning. Spreadsheets simply don't scale well with increased data or the need for deeper analysis.



Reporting + Dashboards

- Martus combines data in a meaningful way to allow for real-time analyses
- Numerous Reporting Filters
- Dashboarding to Focus on Important Elements
- Integrations for Up-to-date Comparisons

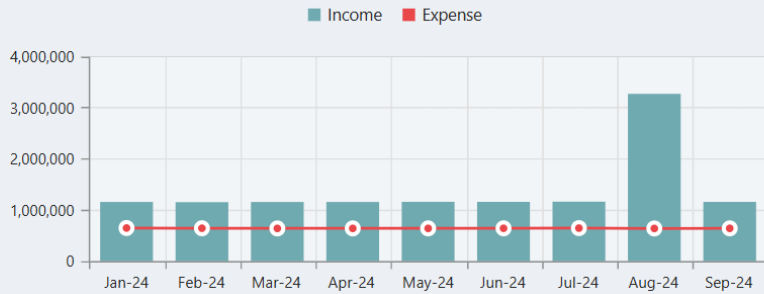


Admin Dashboard ?

Dashboard Admin Ending Date 09/2024 Months 9 Periods Months Budget -- Budget -- Include Excluded Data Top Ten Account Location -- Select -- Department -- Select -- Project -- Select -- Account Category -- Select -- Load

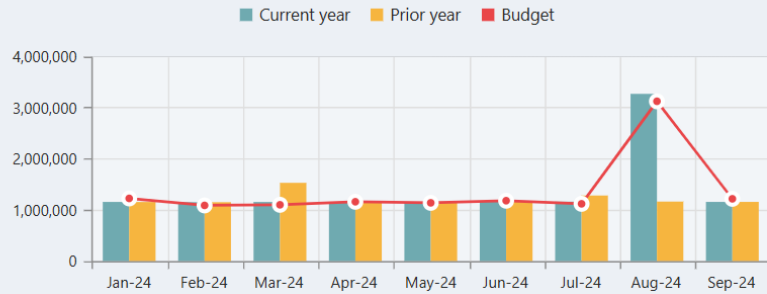
Monthly Income and Expense

Total Income	Total Expense	Gain
\$12,545,220	\$5,788,713	\$6,756,508

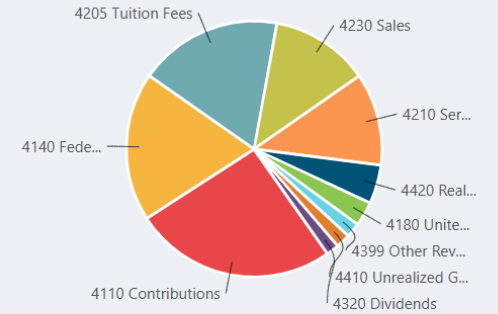


Monthly Income

Current period	Prior Period	Difference	Budget	Variance
\$12,545,220	\$10,935,343	\$1,609,878	\$12,377,032	\$168,188

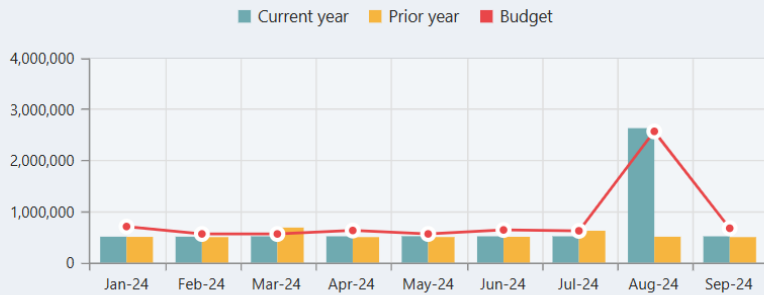


Account Income Top Ten



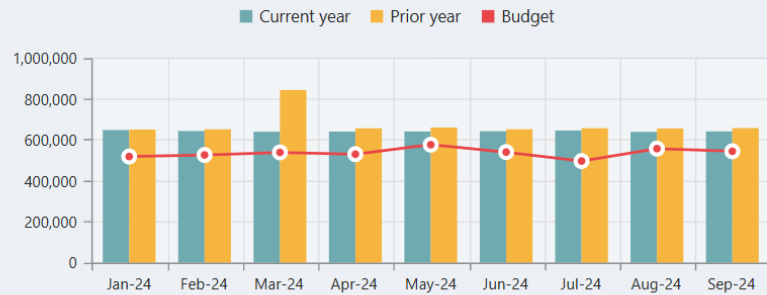
Monthly Gain/Loss

Current period	Prior Period	Difference	Budget	Variance
\$6,756,508	\$4,843,107	\$1,913,400	\$7,542,254	(\$785,747)

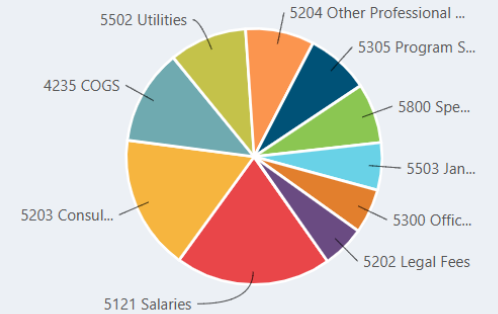


Monthly Expense

Current period	Prior Period	Difference	Budget	Variance
\$5,788,713	\$6,092,236	(\$303,523)	\$4,834,778	\$953,935



Account Expense Top Ten



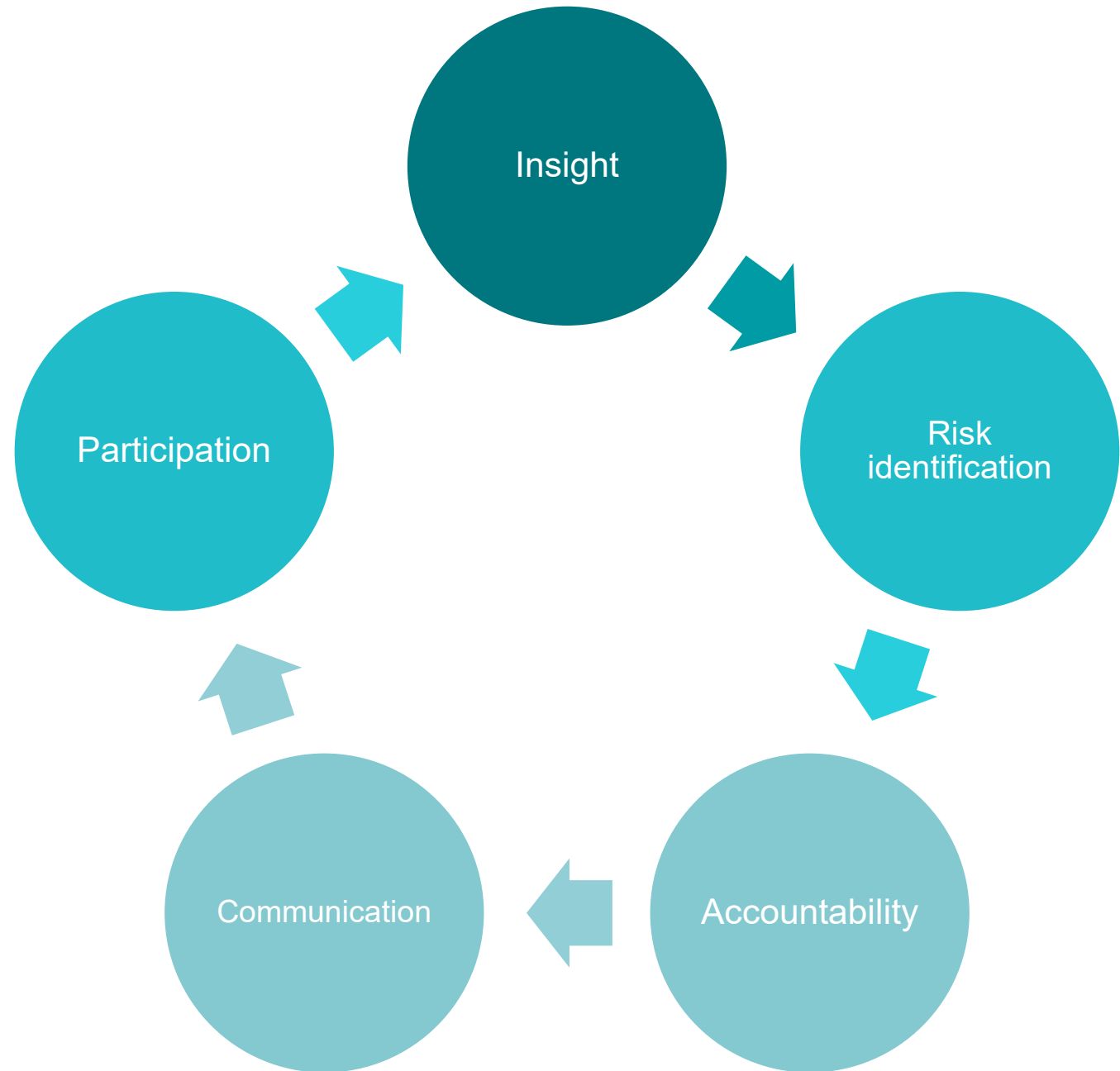
Poll Question 2

Do you get input from department heads?

Slides are in the Chat.



Collaboration is Key



Location 100 General Department 230 Facilities Worksheet Actions ?

Worksheet Stats Attachments Approvals Activity Log

View Reference Data? 2024 Actuals + Budget -- Filter Account -- -- Filter Project -- Clear Filters Include Excluded Data Line Actions ?

2025 BUDGET EXPENSE	Project	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Total
> 5121 Salaries	999 Non-Project or Grant Related	4,103.00	4,103.00	4,665.00	4,665.00	4,572.00	4,572.00	4,749.00	4,822.00	3,596.00	3,907.00	5,739.00	5,850.00	55,343.00
> 5202 Legal Fees	999 Non-Project or Grant Related	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
> 5300 Office Supplies	999 Non-Project or Grant Related	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00
> 5501 Rent & Occupancy	999 Non-Project or Grant Related	11,000.00	11,000.00	11,000.00	11,000.00	11,000.00	11,000.00	11,500.00	11,500.00	11,500.00	11,500.00	11,500.00	11,500.00	135,000.00
> 5502 Utilities	999 Non-Project or Grant Related	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	21,600.00
> 5503 Janitorial Services	999 Non-Project or Grant Related	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	42,000.00
> 5504 Insurance	999 Non-Project or Grant Related	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	90,000.00
> 5603 Travel - Transportation	999 Non-Project or Grant Related													0.00
Total 2025 Budget Expense		28,403.00	28,403.00	28,965.00	28,965.00	28,872.00	28,872.00	29,549.00	29,622.00	28,396.00	28,707.00	30,539.00	30,650.00	349,943.00

2025 GAIN/LOSS -28,403.00 -28,403.00 -28,965.00 -28,965.00 -28,872.00 -28,872.00 -29,549.00 -29,622.00 -28,396.00 -28,707.00 -30,539.00 -30,650.00 -349,943.00

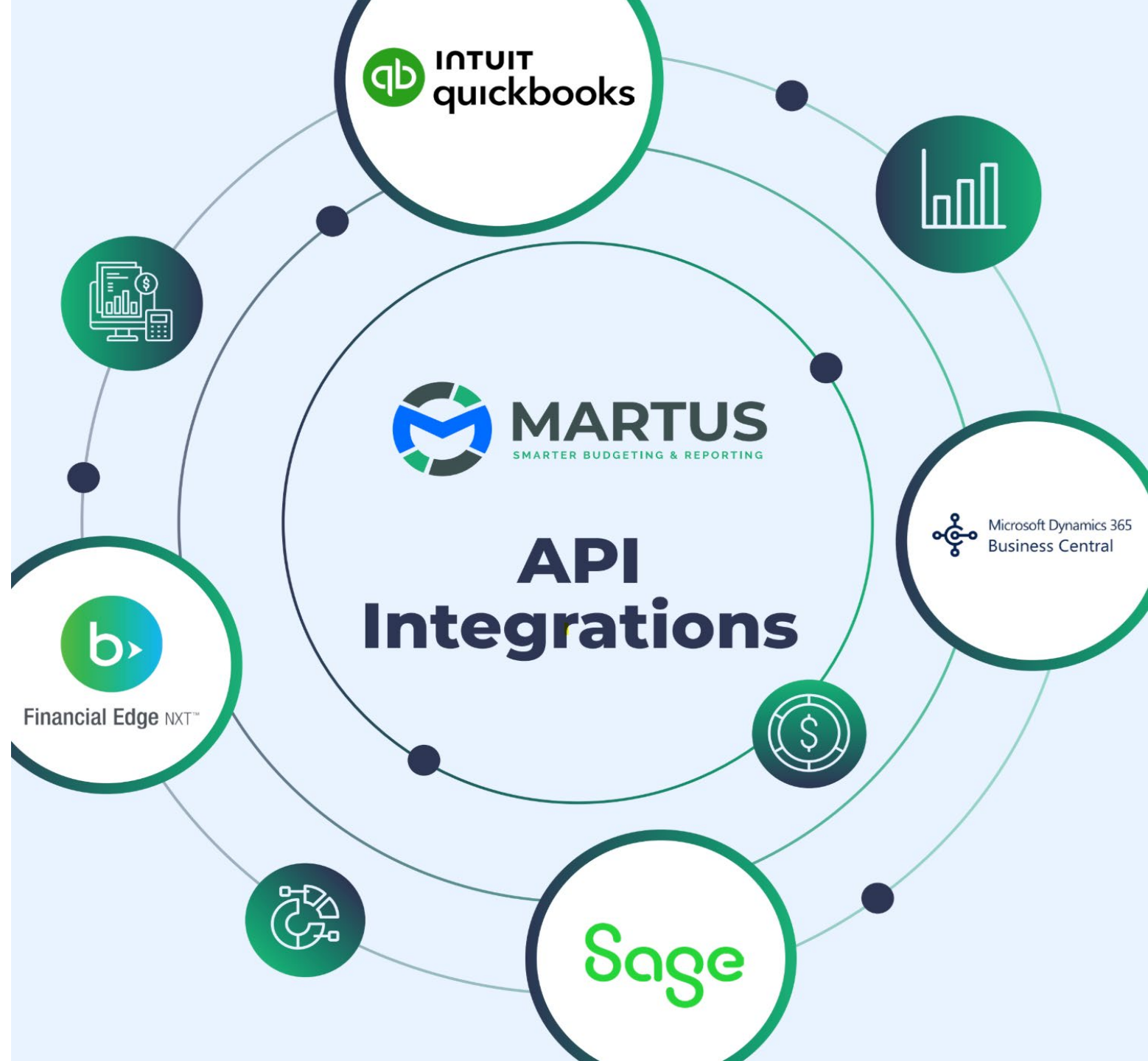
(Target -335,000.00) (Diff 14,943.00)



Easy pre-built APIs with major ERPs for two-way plug and play scheduled or pushed data exchange

OR

Minimal effort CSV export/import functionality for actuals updates as needed



Modeling



- Set up your drivers within the system using multiple options.
- Audit trail to repeat year after year.
- Puts reasoning behind your numbers.



Add Line

Utility Allocation

 Hide Details Gridlines

Filter ?

-- Select --

01 Utility Alloc Basis	+	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Total	—
1 Square Footage Total		15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	180,000.00	
2 Gross Utility Costs		7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	90,000.00	
Dept 110 Allocation	+ Totals	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Total	—
1 Dept 110 Square Footage		4,250.00	4,250.00	4,250.00	4,250.00	4,250.00	4,250.00	4,250.00	4,250.00	4,250.00	4,250.00	4,250.00	4,250.00	51,000.00	
2 Dept 110 Allocation %		0.2833	0.2833	0.2833	0.2833	0.2833	0.2833	0.2833	0.2833	0.2833	0.2833	0.2833	0.2833	3.40	
3 Dept 110 Utility Allocation		2,124.75	2,124.75	2,124.75	2,124.75	2,124.75	2,124.75	2,124.75	2,124.75	2,124.75	2,124.75	2,124.75	2,124.75	25,497.00	
Dept 120 Allocation	+ Totals	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Total	—
1 Dept 120 Square Footage		6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	75,000.00	
2 Dept 120 Allocation %		0.4167	0.4167	0.4167	0.4167	0.4167	0.4167	0.4167	0.4167	0.4167	0.4167	0.4167	0.4167	5.00	
3 Dept 120 Utility Allocation		3,125.25	3,125.25	3,125.25	3,125.25	3,125.25	3,125.25	3,125.25	3,125.25	3,125.25	3,125.25	3,125.25	3,125.25	37,503.00	
Dept 130 Allocation	+ Totals	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Total	—
1 Dept 130 Square Footage		4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	54,000.00	
2 Dept 130 Allocation %		0.30	0.30	0.30	0.30	0.30	0.30	0.30	0.30	0.30	0.30	0.30	0.30	3.60	
3 Dept 130 Utility Allocation		2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	2,250.00	27,000.00	



Scenario planning



2025 Best Case/Worst Case Funding				
Department	Account Category	Current	Worst Case	Best Case
Income				
100 Counselling Services	4.1 Tuition	999,920	999,920	999,920
100 Counselling Services	4.2 Grant Revenue	462,064	231,032	508,270
100 Counselling Services	4.3 Contributions	43,371	43,371	43,371
100 Counselling Services	4.4 Member Fees	650,000	650,000	650,000
100 Counselling Services	4.5 Sales	54,000	27,000	56,700
100 Counselling Services	4.6 Services	1,187,100	593,550	1,305,810
100 Counselling Services	4.8 Other	156,509	156,509	156,509
110 Youth Center	4.1 Tuition	405,604	405,604	405,604
110 Youth Center	4.2 Grant Revenue	59,654	29,827	65,619
110 Youth Center	4.3 Contributions	62,022	62,022	62,022
110 Youth Center	4.6 Services	621,031	310,515	683,134
110 Youth Center	4.8 Other	11,153	11,153	11,153
120 Food Service	4.1 Tuition	543,497	543,497	543,497
120 Food Service	4.2 Grant Revenue	59,685	29,843	65,653
120 Food Service	4.3 Contributions	17,971	17,971	17,971
120 Food Service	4.5 Sales	1,459,901	729,951	1,532,896
120 Food Service	4.6 Services	5,840,000	2,920,000	6,424,000
120 Food Service	4.8 Other	45,163	45,163	45,163
130 Outreach	4.2 Grant Revenue	189,975	94,987	208,973
130 Outreach	4.3 Contributions	45,046	45,046	45,046
130 Outreach	4.6 Services	559,203	279,601	615,123
130 Outreach	4.8 Other	56,174	56,174	56,174
300 Fundraising	4.3 Contributions	1,804,832	1,804,832	1,804,832
300 Fundraising	4.4 Member Fees	1,044,475	1,044,475	1,044,475
Total Income		16,378,350	11,132,043	17,351,915
Difference from Current Year			-5,246,307	973,565



Fiscal Year 2024 Budget 2024 Cash Flow Budget [Planner] [Dashboard] Load Export

Balance Sheet Impact Data Last Built On 1/29/2025 10:12:11 AM

100 General 202 Eastlake 401 Health Initiative 1 Grant

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
Operating Activity													
Change in Net Assets	-100,530.32	123,857.63	-126,084.33	-99,996.66	-35,887.96	-9,351.57	13,207.26	1,502,568.80	-1,703.75	-122,771.01	-83,130.88	29,675.46	1,089,852.67
Adjustments to reconcile Net Gain/Loss to Net Cash from Operating Activity													
1200 Accounts Receivable	-30,354.13	-50,970.66	54,361.74	-74,482.64	45,684.96	-442.23	872.40	-305,298.88	302,480.79	11,659.16	-12,276.90	9,748.82	-49,017.57
1220 Allowance for Bad Debt	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
1350 Intercompany Receivable	19,614.04	13,468.31	7,799.86	1,197.77	2,090.68	-1,163.70	-1,260.39	-956.97	1,999.50	17,549.13	6,216.35	-31,460.24	35,094.34
1415 Prepayments	-45,833.33	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.67	4,166.63	0.00
1650 Fixed Assets to be Capitalized	0.00	0.00	0.00	-67,500.00	45,000.00	22,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
1690 Accumulated Depreciation	-14,700.00	300.00	300.00	-14,700.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	-26,400.00
2100 Accounts Payable	83,996.64	-49,400.65	2,873.29	97,609.31	-4,002.77	-5,315.88	-192.84	49.04	2,776.74	9,824.59	6,417.77	2,084.46	146,719.70
2170 Other Taxes Payable	1,000.00	2,020.00	1,500.00	-3,540.00	1,100.00	1,050.00	-1,070.00	1,400.00	1,030.00	-3,190.00	1,405.00	2,000.00	4,705.00
2700 Deferred Revenue	11,000.00	4,500.00	1,250.00	12,000.00	8,000.00	4,250.00	750.00	-2,500.00	5,500.00	7,250.00	3,250.00	-500.00	54,750.00
3000 Net Assets	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Operating Activity Adjustments	24,723.22	-75,916.33	72,251.56	-45,248.89	102,339.54	25,344.86	3,565.84	-302,840.14	318,253.70	47,559.55	9,478.89	-13,660.33	165,851.47
Net Cash provided by Operating Activity	-75,807.10	47,941.30	-53,832.77	-145,245.55	66,451.58	15,993.29	16,773.10	1,199,728.66	316,549.95	-75,211.46	-73,651.99	16,015.13	1,255,704.14
Investing Activity													
Net Cash provided by Investing Activity	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Financing Activity													
2106 Mortgage Payable	-8,000.00	-8,100.00	-8,200.00	-8,300.00	-8,400.00	-8,500.00	-8,600.00	91,300.00	-8,800.00	-8,900.00	-9,000.00	-9,100.00	-2,600.00
2190 Other Payables [I]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Cash provided by Financing Activity	-8,000.00	-8,100.00	-8,200.00	-8,300.00	-8,400.00	-8,500.00	-8,600.00	91,300.00	-8,800.00	-8,900.00	-9,000.00	-9,100.00	-2,600.00
Net Cash Increase/Decrease for Period	-83,807.10	39,841.30	-62,032.77	-153,545.55	58,051.58	7,493.29	8,173.10	1,291,028.66	307,749.95	-84,111.46	-82,651.99	6,915.13	1,253,104.14
Cash at Beginning of Period	420,000.00	336,192.90	376,034.20	314,001.43	160,455.88	218,507.46	226,000.75	234,173.85	1,525,202.51	1,832,952.46	1,748,841.00	1,666,189.01	420,000.00
Cash at End of Period	336,192.90	376,034.20	314,001.43	160,455.88	218,507.46	226,000.75	234,173.85	1,525,202.51	1,832,952.46	1,748,841.00	1,666,189.01	1,673,104.14	1,673,104.14



Poll Question 3

Do you forecast or re-budget throughout the year?

Slides are in the Chat.



Personnel

Current Staff – Mapped By Individual or Position

New Hires

Turnover

Raises

Benefits

Allocations

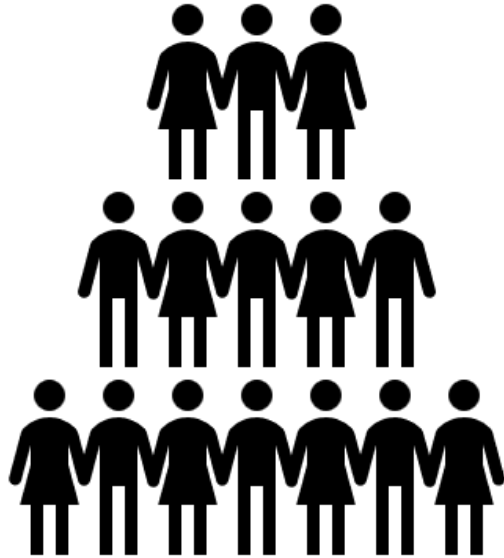
Cost of Living

Promotions

Change in Status

Change in Matches

Vestment



Personnel Budgeting

Year **2025** Scenario **2025 Base Personnel Scenario (Default)**

[Config](#)
[Scenarios](#)
[Positions](#)
[Detail](#)
[Pay Items](#)
[Summary](#)
[Positions & Pay](#)
[FTE Analysis](#)
[Allocation Analysis](#)

[Add New Position](#)
 Title
 Employee
 Employee Status
 Position Type
 Pool
 Location
 Department

Project

Columns Reset Grid Filters

Notes		Position Name	Title	Employee	Type	Is Taxable	Is Pool	FTE	Start Date	End Date	Location	Department
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Assistant Director of Food Service 1	Assistant Director of Food Service	Rylan Lopez	Clinical	Y	N	1.00			100 General	120 Food Service
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> CEO 1	CEO	Daisy Hernandez	Executive	Y	N	1.00			100 General	220 Executive
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> CFO 1	CFO	Kayden Adkins	Executive	Y	N	1.00			100 General	200 Accounting
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Controller 1	Controller	Walter Graham	Director	Y	N	1.00			100 General	200 Accounting
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COO 1	COO	Ethan Fitzpatrick	Executive	Y	N	1.00			100 General	220 Executive
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Cook 1	Cook	Jordyn Fowler	Other	Y	N	1.00			100 General	130 Outreach
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Cook 2	Cook	Tess Hancock	Other	Y	N	1.00			100 General	130 Outreach
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Counselor 1	Counselor	Mackenzie Barron	Clinical	Y	Y	1.00			401 Health Initiative 1 Grant	100 Counselling Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Counselor 4	Counselor	Jaylee Brock	Clinical	Y	N	1.00			401 Health Initiative 1 Grant	100 Counselling Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Counselor 5	Counselor	Evelin Carroll	Clinical	Y	N	1.00			100 General	100 Counselling Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Counselor 6	Counselor	Madelyn Carroll	Clinical	Y	N	1.00			100 General	100 Counselling Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Counselor 3	Counselor	Devyn Carter	Clinical	Y	N	1.00			401 Health Initiative 1 Grant	100 Counselling Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Counselor 7	Counselor	Camila Cherry	Clinical	Y	N	1.00			100 General	100 Counselling Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Counselor 2	Counselor	German Clarke	Clinical	Y	N	1.00			401 Health Initiative 1 Grant	100 Counselling Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Dietician 1	Dietician	Anastasia Hardy	Other	Y	N	1.00			100 General	130 Outreach
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Director of Counseling Services 1	Director of Counseling Services	Isabelle Branch	Director	Y	N	1.00			100 General	100 Counselling Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Director of Facilities 1	Director of Facilities	Carter Pierce	Director	Y	N	1.00			100 General	230 Facilities
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Director of Food Services 1	Director of Food Services	Brandon Ayers	Director	Y	N	1.00			100 General	130 Outreach
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Director of IT 1	Director of IT	Raiden May	Director	Y	N	1.00			100 General	210 IT

100 Items per page

1 of 1 pages (35 items)



Your successful budget.



Practical Outcomes:

Easier Budgeting + Better
Collaboration
Faster Reporting + Increased
Data Accuracy
Improved Forecasting
Better Insights
Faster Decision Making



Emotional Transformation:

From Feeling Overwhelmed to
Empowered

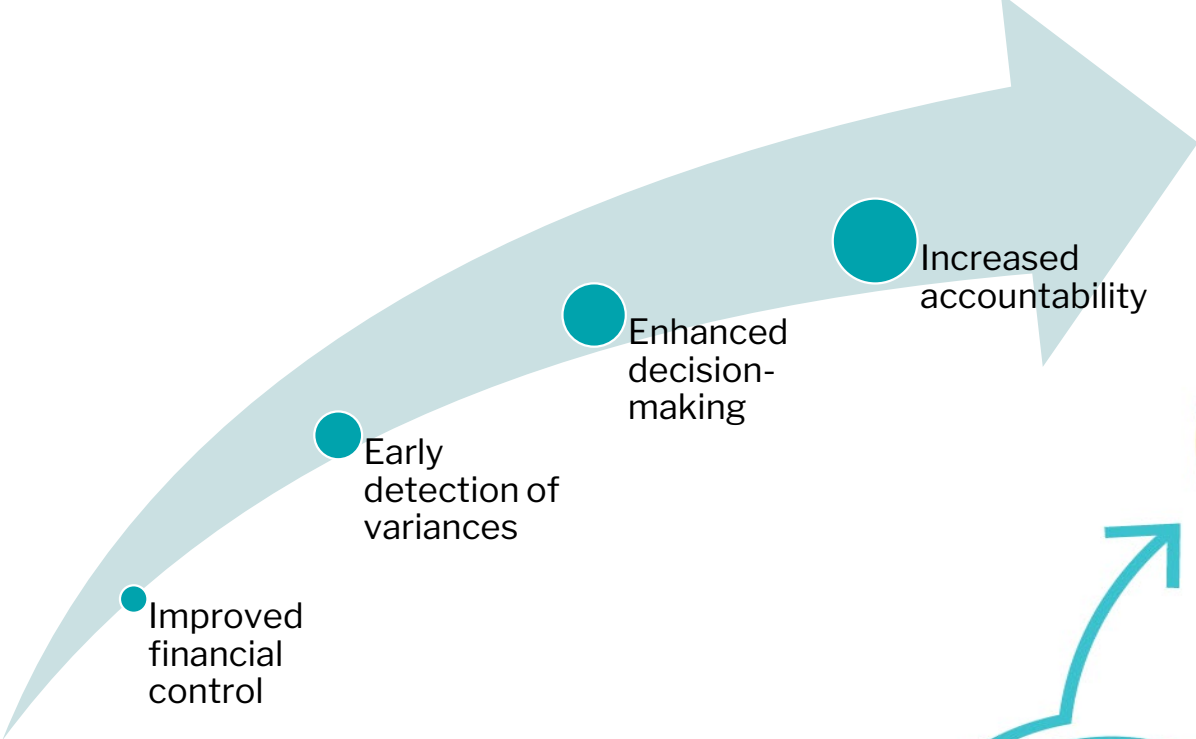


Vision of Success:

Frictionless Budgeting
Team Aligned
Clear Path to Reach Goals



Benefits of Continuous Monitoring



Poll Question 4

What is your biggest budgeting pain point?

Slides are in the Chat.



Time to Implementation: 6-8 Weeks

Training Session	Subscription Tier	Estimated Client Prep Time	Estimated Live Training Time ¹
	Premium		
1. Reports & Setup	✓	1 hour	1.5 hours
2. Budgeting	✓	2 hours	1.5 hours
3. Personnel Budgeting	✓	2-4 hours	2 hours
4. Additional Features	✓	1 hour	1 hour
5. ReportBuilder	✓	1 hour	1 hour
6. Cash Flow Forecasting ²	✓	2-3 hours	2 hours
	Total	9 – 12 hours	9 hours
Onboarding Review	✓	-	30 minutes
Post-training Check-ins (3)	✓	-	30 minutes each

¹All training sessions are recorded and made available for you to download afterward.

²Cash Flow Forecasting is usually completed over the course of 2 one-hour sessions.



Questions



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