

Balloon Guys

2023 Annual Report

Usually, a report like this would have a bunch of information like gross sales and net income(loss), but Balloon Guys doesn't really have any financial results. We don't charge fees or pay employees or write off expenses; the balloons and all the other gear are self-funded. We don't have sales or revenues, because we do not accept monetary payment. We take payment in smiles, laughter and delighted faces. By that metric (which we consider the most important) business is booming!

This report is designed to help us internally track our efforts.. We hope that by measuring our progress we can get a better handle on how we're doing and make plans to improve. Even though we use it for internal purposes, we hope that others are interested in what we do and who we are helping. Maybe it will inspire some to find a way to apply their interests, hobbies or talents to bring a little joy to the people around you.

In 2023, we participated in eighty-four different events, mostly as a team, but sometimes as individuals. We spent just over seven hundred hours twisting balloons, mostly for charitable and community events. We helped about thirty-five distinct groups and attended more than eighty events. We did not track how many balloons we used but, based on some of our typical stats (and some purchase records), the number is over 25,000.

We made most of our appearances at the Allen Park Farmer's Market and other Allen Park Downtown Development Authority events. The rest of the top ten list would include events sponsored by the Downriver Foster Closet, City of Romulus, Melvindale-Northern Allen Park schools, the city of Allen Park, Allen Park Knights of Columbus, Cabrini (the school and the church combined), Hope City Church, Scouting, and Bright Behavior Therapy.

As far as events are concerned, we were most often at vendor events (like farmer's markets, street fairs, craft shows, and such) where we provided free balloons for kids. Next most common would be school and classroom events, church picnics, and Halloween events like Trunk or Treats. We twisted at two block parties and two Touch-a-Truck events.

One thing that isn't included in this list is volunteer efforts where we show up at a location (typically a city park) and twist balloons for children who are visiting. These are pretty impromptu and since there's not much planning, they don't usually end up on our calendar. But, we still get the smiles, laughter and delighted faces. We view these unscheduled appearances as a "side hustle", just like folks do when they do a bit extra to make a little extra. After all, who does not like a little extra?

We are happy with most of the events we attended this year. In the future, we would like to be able to expand to do more school events (either classroom visits or helping with school events like carnivals, dances, and assemblies). We also enjoy doing outdoor events like street fairs and markets. Basically, if you run a community event and think a balloon twister would help, we'd love to hear from you. Remember, we don't need any compensation! we just need an invitation.

Our plans for 2024 mostly involve learning new balloons and finding more ways to help groups who otherwise could not afford a balloon twister for their events. We also have plans to improve our website and keep better track of some of the things we do on our own.