

JD LACLEDE

2017 Annual Report



JD 17

Hello Patrons! It's been a mess of a year, hasn't it? Pretty good for this Patreon, though, so that's one good thing, right?

I wanted to start releasing these annual reports – sort of like shareholder reports, but not really – so you can have an idea of the effect your support has had on me and my life, and to touch base with how I've been doing financially. I know most of you probably don't know or don't care what my money situation is like, but since more and more people are using Patreon and crowdfund websites every year, I thought this data might be useful to someone out there. Also, it's a good way to look back at the year and see all the progress we've made together – none of it would be possible if you weren't here with me.

2017 was a really explosive year for me, business-wise. I've done more commissions this year than I had in any other year, and my Patreon almost tripled in revenue. I was held back by a lot of unexpected expenses, however, and there's still a lot to do and save before I move across the country in May/June. That said, I'm in a much better position than I was, and things are only going up from here, slowly but surely!

Let's get started.

So. Here's the raw data for all my income and spending this year. This isn't separated into business expense / living expense, it's all pretty much the same thing to me.

JD's Money 2017	Jan	Feb	Mar	Apr	May	Jun
Monthly	661.00	789.00	1,208.00	719.92	878.29	820.00
Patreon	440.00	486.00	1,105.00	592.30	742.29	697.00
Teepublic	121.00	103.00	103.00	84.00	136.00	123.00
Other	100.00	50.00		43.62		
		100.00				
		50.00				
Commissions	712.50	685.00	858.00	987.00	934.00	1,043.00
Monthly	858.03	652.68	564.33	957.54	777.68	638.43
Rent	275.00	275.00	275.00	275.00	300.00	300.00
Insurance	171.00	102.00	93.92	113.68	93.92	81.42
Phone	36.15	36.15	36.15	37.06	37.06	37.06
Wufoo	15.00	15.00	15.00	15.00	15.00	15.00
Gasoline	33.53	17.29	26.26	29.00	58.80	31.16
Laundry	30.00	23.00	25.00 ?		0.00	20.00
Cat Care	197.36	184.24	21.00	36.80	196.90	77.79
Medical Bills	0.00	0.00	72.00	76.00	76.00	76.00
Tax Bills	0.00	0.00	0.00	375.00	0.00	0.00
Website Bills	99.99	0.00	0.00	0.00	0.00	0.00
Groceries	199.29	200.08	301.59	350.45	282.20	183.90
Other	652.59	373.26	1,297.74	1,091.11	608.78	390.86
Total Income	1,373.50	1,474.00	2,066.00	1,706.92	1,812.29	1,863.00
Total Spending	1,709.91	1,226.02	2,163.66	2,399.10	1,668.66	1,213.19
Subtotal	-336.41	247.98	-97.66	-692.18	143.63	649.81
Credit Card	900.00	200.00	1,100.00	200.00	200.00	100.00
Grand Total	-1,236.41	47.98	-1,197.66	-892.18	-56.37	549.81

Jul	Aug	Sep	Oct	Nov	Dec	AVG	YTD
966.00	1,585.88	1,412.89	1,105.08	1,165.10	1,521.26	1,069.37	12,832.42
833.00	937.88	1,074.39	1,024.33	1,078.53	1,098.95	842.47	10,109.67
133.00	153.00	116.50	80.75	46.25	332.31	127.65	1,531.81
	400.00	10.00		25.00	20.00		
	80.00	67.00		15.32	30.00		
	15.00	145.00		40.00			
1,095.00	831.00	895.00	242.00	992.00	814.50	840.75	10,089.00
1,061.78	1,082.41	1,220.05	676.15	631.98	652.89	814.50	9,773.95
300.00	300.00	300.00	300.00	300.00	300.00		3,500.00
82.91	82.90	82.90	82.90	82.94	82.00		1,152.49
37.06	37.06	37.06	37.06	37.06	37.00		441.93
15.00	15.00	15.00	15.00	15.00	15.00		180.00
31.57	60.48	71.84	36.25	27.53	37.21		460.92
0.00	0.00	0.00	40.00	10.00	10.00		158.00
119.24	107.97	37.51	88.94	52.58	95.68		1,216.01
76.00	79.00	76.00	76.00	76.00	76.00		759.00
400.00	400.00	454.36	0.00	0.00	0.00		1,629.36
0.00	0.00	145.38	0.00	30.87	0.00		276.24
382.61	221.59	238.94	244.13	332.97	222.88	263.39	3,160.63
399.68	578.10	962.77	521.01	693.57	1,122.70	724.35	8,692.17
2,061.00	2,416.88	2,307.89	1,347.08	2,157.10	2,335.76	1,910.12	22,921.42
1,844.07	1,882.10	2,421.76	1,441.29	1,658.52	1,998.47	1,802.23	21,626.75
216.93	534.78	-113.87	-94.21	498.58	337.29	2,589.34	1,294.67
200.00	100.00	200.00	200.00	400.00	200.00	333.33	4,000.00
16.93	434.78	-313.87	-294.21	98.58	137.29	-225.44	-2,705.33

Let's look at some of the curiosities here.

Patreon arbitrarily gave me \$500 extra in March. Maybe someone signed up on my recommendation? If they did, I was never told about it.

These bad months are overspending at ANE 17... ..and tax preparation, respectively.

August is when I had the Mac Rescue drive, so thanks again for saving my ass.

September is the first month I made more money through Patreon than I made through commissions, but this isn't really a rock-solid gauge of success because the amount of work I get can vary widely with time of year (Christmas, con season, etc).

You might notice this uncomfortable number here at the end - I still don't make enough money to actually profit at the end of most months, and if we include credit card payments, I was in the red this year. More on that later.

JD's Money 2017	Jan	Feb	Mar	Apr	May	Jun
Monthly	661.00	739.00	1,208.00	719.92	878.29	820.00
Public	86.00	86.00	1,105.00	592.30	742.29	697.00
Teepublic	121.00	103.00	103.00	84.00	136.00	123.00
Commissions	712.50	685.00	717.00	717.00	717.00	717.00
Monthly	858.03	652.61	652.61	652.61	652.61	652.61
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Website Bills	99.99	0.00	0.00	0.00	0.00	0.00
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Grand Total	-1,236.41	47.98	-1,197.66	-892.18	-56.37	549.81

	Jul	Aug	Sep	Oct	Nov	Dec	AVG	YTD
	966.00	1,585.88	1,412.89	1,105.08	1,165.10	1,521.26	1,069.37	12,832.42
	833.00	937.88	1,074.39	September is the first month I made				10,109.67
	133.00	153.00	116.50	more money through Patreon than I				1,531.81
		400.00	10.00	made through commissions, but this				
		60.00	67.00	isn't really a rock-solid gauge of				
August is when I had		145.00	895.00	success because the amount of				10,089.00
the Mac Rescue drive		1,220.05	300.00	work I get can vary widely with time				9,773.95
so thanks again for		82.90	37.06	of year (Christmas, con season, etc).				3,500.00
saving my ass,		37.06	15.00					1,152.49
	31.57	60.48	71.84	36.25	27.53	37.21	37.21	441.93
	0.00	0.00	0.00	40.00	10.00	10.00	10.00	180.00
	119.24	107.97	37.51	88.94	52.58	95.68	95.68	460.92
	76.00	79.00	76.00	76.00	76.00	76.00	76.00	158.00
	400.00	400.00	454.36	0.00	0.00	0.00	0.00	1,216.01
	0.00	0.00	145.38	0.00	30.87	0.00	0.00	759.00
	382.61	221.59	238.94	244.13	332.97	222.88	283.39	1,629.36
	399.00	212.50	2107.89	1,447.08	1,165.10	1,521.26	1,069.37	276.24
You might notice this uncomfortable number here at the	2,061.00	2,152.50	2,107.89	1,447.08	1,165.10	1,521.26	1,069.37	3,160.63
end - I still don't make enough money to actually profit	1,844.00	1,862.50	1,842.50	1,842.50	1,842.50	1,842.50	1,842.50	8,692.17
at the end of most months, and if we include credit card	216.00	216.00	216.00	216.00	216.00	216.00	216.00	22,921.42
payments, I was in the red this year. More on that later.	200.00	200.00	200.00	200.00	200.00	200.00	200.00	21,626.75
	16.93	494.76	-319.67	-694.21	96.56	137.29	-253.44	1,294.67
								4,000.00
								-2,705.33

JD's Income, 2017

■ Patreon ■ Commissions ■ Teepublic

So with all that data squared away, let's have some quick notes that aren't represented in the charts.

1. I have about \$650 to pay off on my credit card. At \$200/mo, I'll pull that off around March/April of next year.

2. I've been putting away \$200/mo to start saving up. I expect I'll need to save up about \$800-1,000 for the road trip, plus about \$1,500 for up-front rent when I find a place to stay in California, for a total of about \$2,500. I plan to do this by saving around \$1,200 up front, then taking an entire month's Patreon check (around \$1,500 by that time, I hope) and putting it toward the first month's rent. With patience and luck, this'll put me on schedule to leave in May/June.

3. You might notice that Teepublic sales barely break \$100 most months. With a few exceptions (Talk Shit, Legalize Awoo, Not A Werewolf) most of the shirts don't sell hardly at all beyond their first posting. In fact, the MNC shirt/cup logo has sold zero units. For this reason I don't count Teepublic as dependable income and don't make plans around it.

4. I expect to pay about \$2,000 in taxes for 2018, but that can be paid in quarters, so it shouldn't impact savings too badly.

Altogether things might look a bit slim, but I'm actually on track to accomplish most of my financial objectives in 2018.

With all that out of the way, let's look at what's on the work bench now and in the future...





CURRENT PROJECTS



THE BIG MOVE

This is the kicker. Most of early 2018 will be devoted to this, so if production slips a little, that's me panicking. This will also delay most of the bigger projects down the line, because so much time has to be spent working, planning, and saving up money for this.

If you don't know (you're a Patron, you probably should), I'm moving back to southern California in May/June of 2018. It'll be a road trip I've done twice before, so I'm not terribly worried, but I do want to find a decent studio apartment somewhere in the east / south LA area, and that's what the \$1,500 goal is dedicated toward. Knowing LA, that'll probably cover rent and ... nothing else, so your support will still be needed for me to, y'know, survive. I don't expressly NEED to reach that goal in order to make the move, but ... well, it'd be nice to not live in a closet.



MIDWEST FUR FEST 2018

I'm gonna be a Guest of Honor at MFF '18! ***Holy shit!***

I've never been to this con, or been a guest of honor ... anywhere! I'll be part of some panels (not sure which yet) and you'll be able to find me in the Dealers' Den. I also did this year's banner illustration, if you haven't seen that yet. Man, now I need to like ... get more merchandise. To sell. Maybe I'll do some enamel pins, people love those things.

ASK THE WEREWOLVES

I'm pretty much staying the course with ATW, it's been very successful so far.

ATW Issue #1 is at 5 of a planned 18 pages. **ATW Issue #2** is planned to have 24 pages. I want to keep that series going to 8 or 9 issues, of at least 18 pages each, in a nice story arc.

I also plan to make another animation at some point, but I might start learning ToonBoom or something for that, to make it a proper animation, not just an After Effects collage. We'll see.



EL INDON

So, the big one.

I received an offer for ***El Indon*** to be published by Hiveworks earlier in the year, but that was delayed and delayed, and I've heard very little except that it's still on hold. Nothing else for months. I've pretty much washed my hands of it, but that's fine. I had a different idea anyway.

I plan to make chapters of ***El Indon*** the same way I'm making issues of the ATW comic. The first act of the story (Chapters 1 to 7) would be free to read. Every subsequent chapter would be a digital download for, say, \$3 apiece. This is cheaper than a paper comic, which means it won't make that much money, but it's low enough that people won't have the excuse to complain about paying for a webcomic, which to my knowledge are almost always free. Patrons, such as you, would get to see every page as it's made, while everyone else would have to wait for the compiled chapter.

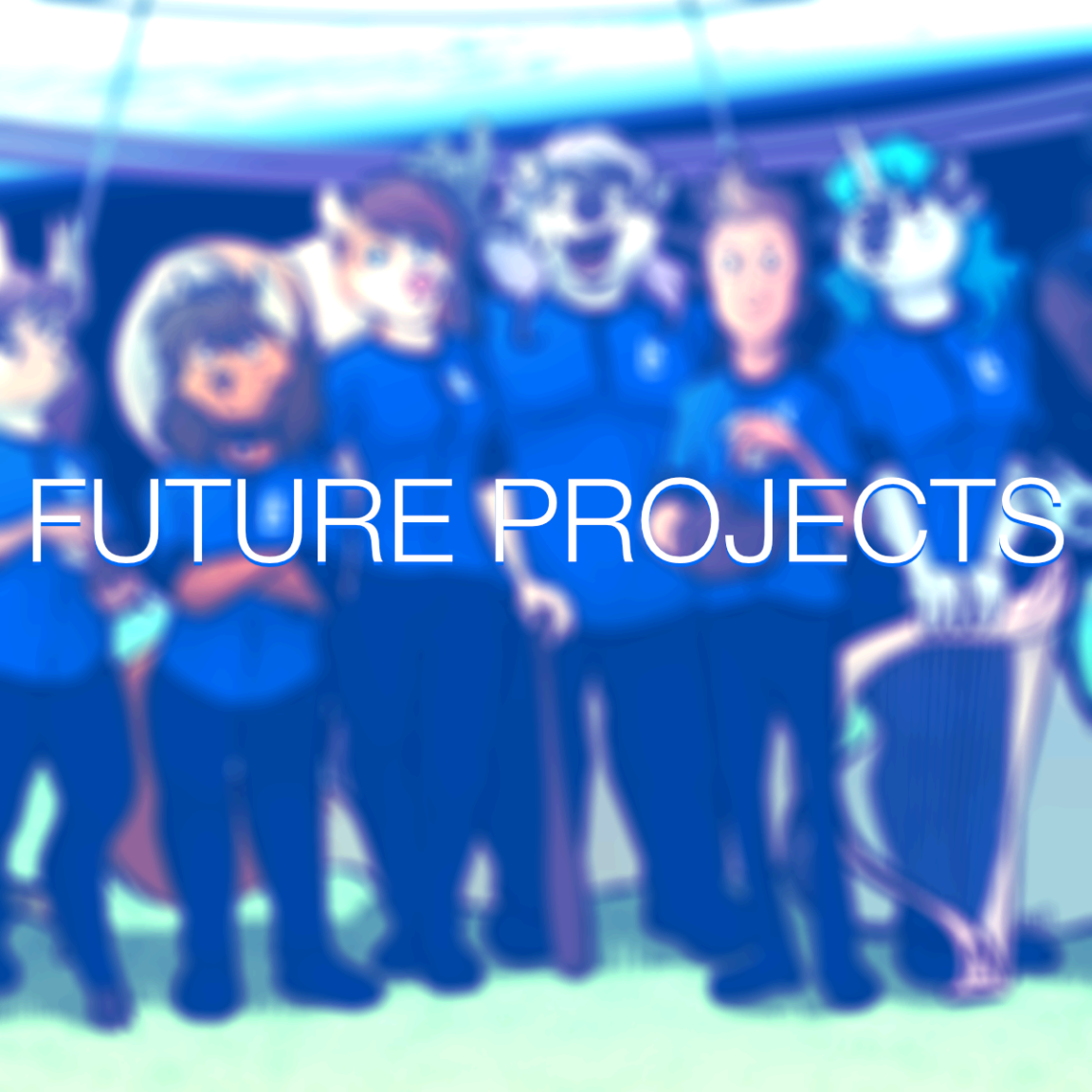
We'll see how viable this is – it would mean totally revamping the comic's website, for one thing – but to my knowledge no other webcomic charges on an issue-by-issue basis, I don't know how well it would go over. People would pirate it, obviously, but people pirate everything, so I'm not sure what the best way is to go about it. I do know that customers weren't interested in shirts or wallpapers for ***El Indon*** at all, so maybe this will work better.

The Illustrated Guide to El Indon will probably follow after that. I've got some drafted outlines for it, but there'd be little point in making the accessory book if the original comic isn't back yet, right? One step at a time.



PHOTOGRAPHY COLLECTION

I know some of you wanted one of these! I'm going to compile all the furry photos I currently have (and have yet to make) into a PDF. Patrons will get an expanded version with WIPs and the like. Everyone else will be able to digitally download the simplified version for a small price.



FUTURE PROJECTS



POSSIBLE SYSTEM SWITCH-UPS

I might switch to Square for commission work in the coming year. Paypal's been overstepping its usual enforcements of its rules recently, as well as pushing its policies on Patreon and other providers, and it's gotten particularly unbearable. This is especially in regards to its high fees, and its stances on digital goods (still not protected) and adult content. I'd rather not have to change, because Square is harder to reach for overseas commission clients and isn't nearly as compatible with other services, but if Paypal gets too egregious I might have no choice.

There's also the Patreon debacle from December, but we'll see how much of a negative impact that actually has - I expect it to come back around, or for them to try some other system to increase revenue in other ways. What mostly worries me is that we've seen they don't value their low-dollar users hardly at all, and would rather have "life-changing" numbers, whatever the hell that means. If there is something else down the line that ruins Patreon for me, I plan to switch to a mailing-list style subscription like other artists use. That would be a lot of work, but hopefully it doesn't come to that.

MIDNIGHT RUN RETURNS

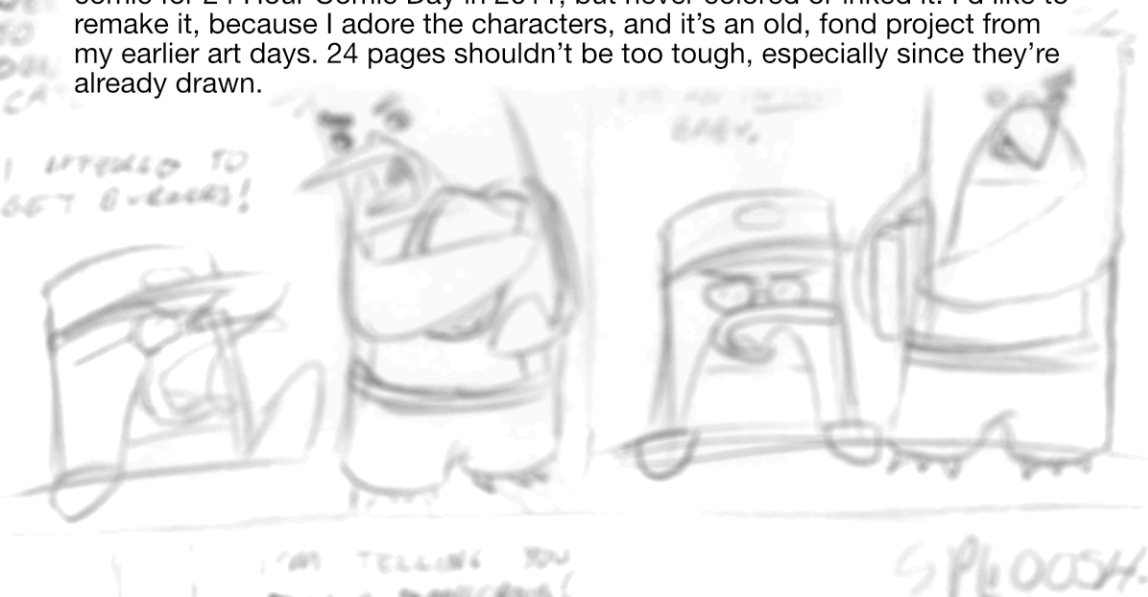
I missed these, did you? After I move, I'll be able to stay awake until that time slot again. I'll also probably buy a new microphone, this one I have now is kinda crapping out. But then, it was kinda crap in the first place.

**MIDNIGHT
RUN**
SAT 21:00-0:00 PACIFIC
0:00-3:00 EASTERN



MOTHER OCEAN REMAKE

I don't remember if any of you have actually seen this yet. I made a 24-page comic for 24 Hour Comic Day in 2011, but never colored or inked it. I'd like to remake it, because I adore the characters, and it's an old, fond project from my earlier art days. 24 pages shouldn't be too tough, especially since they're already drawn.



Would you like an *Ask The Werewolves* video game? I would. I plan to relearn my old game dev skills once I move, and more time opens up. I have a few ideas for an adventure game, similar to the Twine experiments you might have seen, but with an expanded cast and an explorable chunk of Midnight to roam. The main drawback here is, as usual, my limited time to spend, but there's also my rusty skills and the very real possibility that I'd need a team to help. Maybe I could Kickstart it? We'll see. This is the project that's farthest off in the future, but I'd be lying if I said I wasn't excited for this the most...

MIDNIGHT CALIFORNIA

(working title)



And ... that's 2017.

I won't lie, a lot of this year has been fucking miserable. And we've already got a lot of shit to wade through in 2018, which hasn't even started yet. For our non-American viewers, there's the net neutrality Title II repeal (passed, but yet to be argued in court) and the egregious new tax bill (passed by party lines, going into effect this coming year if nothing interrupts it). Those two things are the most likely to affect yours truly. And we'll cross those bridges when we get to them.

But you've been here for me this long, and for that, I thank you infinitely. I know I say it a lot, but it's never enough. I thank you for letting me into your inbox, for your contributions to my food and rent and website bills, and no matter how much I give back to you all, it never feels like I did enough. With all my heart, I thank you. You are the best.

2017 was a godawful, slimy wretch of a year. But you made it worth living.

I hope you'll come with me as we fight our way through the next one.

Yours truly,
JD Laclede
Professional Werewolf

