

SUMMARY, FULL REPORT RECEIPTS AND EXPENDITURES

C4
(3/97)

PDC OFFICE USE
110015904

04-12-2021

Candidate or Committee Name (Do not abbreviate. Include full name) M. Lorena Gonzalez (Lorena for Seattle)			
Mailing Address PO Box 23011		City Seattle, WA	
Zip + 4 98102	Office Sought (Candidates) MAYOR	Election Date 2021	*For PACs, Parties & Caucus Committees: During this report period, did the committee make an <u>independent expenditure</u> (i.e., an expense not considered a contribution) supporting or opposing a state or local candidate?
Report Period Covered From (last C-4) 03/01/21 To (end of period) 03/31/21	Final Report? Yes No X		

RECEIPTS

*See next page Yes No

1. Previous total cash and in kind contributions (From line 8, last C-4) (if beginning a new campaign or calendar year, see instruction booklet)	\$ \$57,016.92
2. Cash received (From line 2, Schedule A)	\$ \$117,115.00
3. In kind contributions received (From line 1, Schedule B)	\$0.00
4. Total cash and in kind contributions received this period (Line 2 plus 3)	\$117,115.00
5. Loan principal repayments made (From line 2, Schedule L)	\$0.00
6. Corrections (From line 1 or 3, Schedule C)	Show + or (-) \$0.00
7. Net adjustments this period (Combine line 5 & 6)	Show + or (-) \$0.00
8. Total cash and in kind contributions during campaign (Combine lines 1, 4 & 7)	\$174,131.92
9. Total pledge payments due (From line 2, Schedule B)	\$0.00

EXPENDITURES

10. Previous total cash and in kind expenditures (From line 17, last C-4) (If beginning a new campaign or calendar year, see instruction booklet)	\$4,014.33
11. Total cash expenditures (From line 4, Schedule A)	\$54,003.51
12. In kind expenditures (goods & services) (From line 1, Schedule B)	\$0.00
13. Total cash and in kind expenditures made this period (Line 11 plus line 12)	\$54,003.51
14. Loan principal repayments made (From line 2, Schedule L)	\$0.00
15. Corrections (From line 2 or 3, Schedule C)	Show + or (-) \$0.00
16. Net adjustments this period (Combine lines 14 & 15)	Show + or (-) \$0.00
17. Total cash and in kind expenditures during campaign (Combine lines 10, 13 and 16)	\$58,017.84

CANDIDATES ONLY	Won	Lost	Unopposed	Name not on ballot
Primary election	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General election	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Treasurer's Daytime Telephone No.:
(206) 218-3108

CASH SUMMARY

18. Cash on hand (Line 8 minus line 17)	\$116,114.08
[Line 18 should equal your bank account balance(s) plus your petty cash balance.]	
19. Liabilities: (Sum of loans and debts owed)	\$16,235.70
20. Balance (Surplus or deficit) (Line 18 minus line 19)	\$99,878.38

CERTIFICATION: I certify that the information herein and on accompanying schedules and attachments is true and correct to the best of my knowledge.

Candidate's Signature M. Lorena Gonzalez	Date 04/12/21	Treasurer's Signature Abbot Taylor	Date 04/12/21
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CASH RECEIPTS AND EXPENDITURE

SCHEDULE
to C4

A
(11/93)

2

Candidate or Committee Name (Do not abbreviate. Use full name.)

Report Date

M. Lorena Gonzalez (Lorena for Seattle)

03/01/21

03/31/21

1. CASH RECEIPTS (Contributions) which have been reported on C3. List each deposit made since last C4 report was submitted.

Date of deposit	Amount	Date of deposit	Amount	Date of deposit	Amount	Total deposits
03/02/2021	\$1,180.00	03/12/2021	\$450.00	03/19/2021	\$55.00	
03/05/2021	\$495.00	03/15/2021	\$1,095.00	03/19/2021	\$64,950.00	
03/08/2021	\$2,606.00	03/15/2021	\$1,250.00	See attached		

2. TOTAL CASH RECEIPTS

Enter also on line 2 of C4 \$ **\$117,115.00**

CODES FOR CLASSIFYING EXPENDITURES: If one of the following codes is used to describe an expenditure, no other description is generally needed. The exceptions are:

- 1) If expenditures are in-kind or earmarked contributions to a candidate or committee or independent expenditures that benefit a candidate or committee, identify the candidate or committee in the Description block;
- 2) When reporting payments to vendors for travel expenses, identify the traveler and travel purpose in the Description block; and
- 3) If expenditures are made directly or indirectly to compensate a person or entity for soliciting signatures on a statewide initiative or referendum petition, use code "V" and provide the following information on an attached sheet: name and address of each person/entity compensated, amount paid each during the reporting period, and cumulative total paid all persons to date to gather signatures.

CODE
DEFINITIONS
ON NEXT PAGE

C - Contributions (monetary, in-kind & transfers)
I - Independent Expenditures
L - Literature, Brochures, Printing
B - Broadcast Advertising (Radio, TV)
N - Newspaper and Periodical Advertising
O - Other Advertising (yard signs, buttons, etc.)
V - Voter Signature Gathering

P - Postage, Mailing Permits
S - Surveys and Polls
F - Fundraising Event Expenses
T - Travel, Accommodations, Meals
M - Management/Consulting Services
W - Wages, Salaries, Benefits
G - General Operation and Overhead

3. EXPENDITURES

- a) Expenditures of \$50 or less, including those from petty cash, need not be itemized. Add up these expenditures and show the total in the amount column on the first line below..
- b) Itemize each expenditure of more than \$50 by date paid, name and address of vendor, code/description, and amount.
- c) For each payment to a candidate, campaign worker, PR firm, advertising agency or credit card company, attach a list of detailed expenses or copies of receipts/invoices supporting the payment.

Date Paid	Vendor or Recipient (Name and Address)	Code	Purpose of Expense and/or Description	Amount
N/A	Expenses of \$50 or less	N/A	N/A	\$161.69
03/02/21	Anedot 1340 Poydras St, Ste 1770 New Orleans, LA 70112	G	Credit Card Processing	\$52.64
03/02/21	M. Lorena Gonzalez 4456 44th Ave SW, Apt 2 Seattle, WA 98116	G	Zoom (San Jose, CA) - Campaign Account	\$165.04
03/02/21	Abbot Taylor 349 16th Ave E, Apt 60 Seattle, WA 98112	M	Treasury Services	\$766.40
03/02/21	Heather Weiner 1741 S Snoqualmie St Seattle, WA 98108	M	Feb Communications	\$3,500.00
03/05/21	Katherine Bobman Consulting LLC 11900 NE 1st St, Ste 300 Bellevue, WA 98005	M	Feb Fundraising	\$6,000.00
03/05/21	Katherine Bobman Consulting LLC 11900 NE 1st St, Ste 300 Bellevue, WA 98005	G	L2 (Bellevue) - Voter Lists	\$495.45

Total from attached pages \$ **\$42,862.29**

4. TOTAL CASH EXPENDITURES

Enter also on line 11 of C4 \$ **\$54,003.51**

EXPENDITURES CONTINUATION SHEET (Attachment to Schedule A)

Page 3

Candidate or Committee Name (Do not abbreviate. Use full name.)

Report Date

M. Lorena Gonzalez (Lorena for Seattle)

03/01/21

03/31/21

Date Paid	Vendor or Recipient (Name and Address)	Code	Purpose of Expense and/or Description	Amount
03/05/21	NGP VAN, Inc. 1445 New York Ave NW, Ste 200 Washington, DC 20005	G	Data Services	\$2,807.55
03/08/21	Anedot 1340 Poydras St, Ste 1770 New Orleans, LA 70112	G	Credit Card Processing	\$110.96
03/30/21	Greenberg Quinlan Rosner 1101 15th St NW, Ste 900 Washington, DC 20005	S	Phone Poll of Seattle Voters - 3/23-3/28	\$29,000.00
03/31/21	Maya Gillett 6223 23rd Ave NE Seattle, WA 98115	W	Campaign Wages	\$3,030.40
03/31/21	Raven McShane 11291 Samish Island Rd Bow, WA 98232	M	Feb Consulting	\$7,500.00
03/31/21	Raven McShane 11291 Samish Island Rd Bow, WA 98232	G	Canva.com - Editing Software	\$119.40
03/31/21	Raven McShane 11291 Samish Island Rd Bow, WA 98232	G	Google (Mountain View, CA) - Email Services	\$94.08
03/31/21	Trade Printery 317 S Bennett St Seattle, WA 98108	L	1,000 Envelopes	\$199.90

Page Total \$ \$42,862.29

Attachment to Schedule A Additional Deposits

for the period: 03/01/21 03/31/21

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Name

M. Lorena Gonzalez (Lorena for Seattle)

Date of Deposit	Amount	Date of Deposit	Amount	Date of Deposit	Amount
03/22/21	\$2,395.00				
03/29/21	\$3,200.00				
03/31/21	\$1,124.00				
03/31/21	\$34,150.00				
03/31/21	\$4,165.00				

IN KIND CONTRIBUTIONS, PLEDGES,
ORDERS, DEBTS, OBLIGATIONS

SCHEDULE
TO C4

B
(11/93)

Candidate or Committee Name (Do not abbreviate. Use full name.)
M. Lorena Gonzalez (Lorena for Seattle)

Report Date
03/01/21 03/31/21

3. ORDERS PLACED, DEBTS, OBLIGATIONS. (Give estimate if actual amount not known. Exclude loans. Report loans on Schedule L.)

Expenditure Date	Vendor's/Recipient's Name and Address	Amount Owed	Code OR	Description of Obligation
03/31/2021	WA State Democrats PO Box 4027 Seattle WA, 98194	3988.07	G	VoteBuilder Access
03/31/2021	Abbot Taylor 349 16th Ave E, Apt 60 Seattle WA, 98112	893.60	M	Treasury Services
03/31/2021	Heather Weiner 1741 S Snoqualmie St Seattle WA, 98108	3500.00	M	Communications Consulting
03/31/2021	Internal Revenue Service PO Box 932100 Louisville KY, 40293	1574.90	W	Payroll Taxes
03/31/2021	Katherine Bobman Consulting LLC 11900 NE 1st St, Ste 300 Bellevue WA, 98005	6000.00	M	Fundraising
03/31/2021	Paragon Payment Solutions 2141 E Broadway Rd, Ste 202 Tempe AZ, 85282	279.13	G	Credit Card Processing
TOTAL THIS PAGE		16235.70		