

**ROBERT C. MAYNARD INSTITUTE  
FOR JOURNALISM EDUCATION**

**Emeryville, California**

**FINANCIAL REPORT**

**DECEMBER 31, 2023**

## **C O N T E N T S**

	<b>Page</b>
<b>INDEPENDENT AUDITOR'S REPORT</b>	1 and 2
<b>FINANCIAL STATEMENTS</b>	
Statements of financial position	3
Statements of activities	4 and 5
Statements of cash flows	6
Notes to financial statements	7-11



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## INDEPENDENT AUDITOR'S REPORT

To the Board of Directors  
Robert C. Maynard Institute for Journalism Education  
Emeryville, California

### **Opinion**

We have audited the financial statements of Robert C. Maynard Institute for Journalism Education (the Institute), which comprise the statements of financial position as of December 31, 2023 and 2022, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of Robert C. Maynard Institute for Journalism Education as of December 31, 2023 and 2022, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### **Basis for Opinion**

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Institute and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Responsibilities of Management for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Institute's ability to continue as a going concern within one year after the date that the financial statements are issued or available to be issued.

## **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Institute's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Institute's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

*Yount, Hyde & Barbours, P.C.*

Winchester, Virginia  
March 11, 2024

**ROBERT C. MAYNARD INSTITUTE  
FOR JOURNALISM EDUCATION**

**Statements of Financial Position**  
December 31, 2023 and 2022

<b>Assets</b>	<b>2023</b>	<b>2022</b>
<b>Current Assets</b>		
Cash and cash equivalents	\$ 2,095,403	\$ 2,441,470
Accounts receivable	<u>3,000</u>	<u>58,307</u>
Total assets	<u><u>\$ 2,098,403</u></u>	<u><u>\$ 2,499,777</u></u>
 <b>Liabilities and Net Assets</b>		
<b>Current Liabilities</b>		
Accounts payable	\$ 311,482	\$ 43,410
Accrued expenses	<u>39,978</u>	<u>41,460</u>
Total current liabilities	<u>351,460</u>	<u>84,870</u>
 <b>Net Assets</b>		
Without donor restrictions	1,205,643	798,099
With donor restrictions	<u>541,300</u>	<u>1,616,808</u>
Total net assets	<u>1,746,943</u>	<u>2,414,907</u>
Total liabilities and net assets	<u><u>\$ 2,098,403</u></u>	<u><u>\$ 2,499,777</u></u>

See Notes to Financial Statements.

**ROBERT C. MAYNARD INSTITUTE  
FOR JOURNALISM EDUCATION**

**Statement of Activities**

For the Year Ended December 31, 2023

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
<b>Revenues and Other Support</b>			
Grants and contributions	\$ 1,302,871	\$ 46,000	\$ 1,348,871
Fault Lines session revenue	88,420	--	88,420
Interest income	<u>730</u>	<u>--</u>	<u>730</u>
Total revenues	1,392,021	46,000	1,438,021
Net assets released from restrictions	<u>1,121,508</u>	<u>(1,121,508)</u>	<u>--</u>
Total revenues and other support	<u>2,513,529</u>	<u>(1,075,508)</u>	<u>1,438,021</u>
<b>Expenses</b>			
Program	1,258,135	--	1,258,135
Management and general	701,426	--	701,426
Fundraising	<u>146,424</u>	<u>--</u>	<u>146,424</u>
Total expenses	<u>2,105,985</u>	<u>--</u>	<u>2,105,985</u>
Change in net assets	407,544	(1,075,508)	(667,964)
<b>Net assets, beginning of year</b>	<u>798,099</u>	<u>1,616,808</u>	<u>2,414,907</u>
<b>Net assets, end of year</b>	<u>\$ 1,205,643</u>	<u>\$ 541,300</u>	<u>\$ 1,746,943</u>

See Notes to Financial Statements.

**ROBERT C. MAYNARD INSTITUTE  
FOR JOURNALISM EDUCATION**

**Statement of Activities**  
For the Year Ended December 31, 2022

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
<b>Revenues and Other Support</b>			
Grants and contributions	\$ 608,826	\$ 1,089,907	\$ 1,698,733
Fault Lines session revenue	235,441	--	235,441
Interest income	196	--	196
Total revenues	<u>844,463</u>	<u>1,089,907</u>	<u>1,934,370</u>
Net assets released from restrictions	<u>929,566</u>	<u>(929,566)</u>	<u>--</u>
Total revenues and other support	<u>1,774,029</u>	<u>160,341</u>	<u>1,934,370</u>
<b>Expenses</b>			
Program	1,290,084	--	1,290,084
Management and general	666,880	--	666,880
Fundraising	190,239	--	190,239
Total expenses	<u>2,147,203</u>	<u>--</u>	<u>2,147,203</u>
Change in net assets	(373,174)	160,341	(212,833)
<b>Net assets</b> , beginning of year	<u>1,171,273</u>	<u>1,456,467</u>	<u>2,627,740</u>
<b>Net assets</b> , end of year	<u>\$ 798,099</u>	<u>\$ 1,616,808</u>	<u>\$ 2,414,907</u>

See Notes to Financial Statements.

**ROBERT C. MAYNARD INSTITUTE  
FOR JOURNALISM EDUCATION**

**Statements of Cash Flows**  
For the Years Ended December 31, 2023 and 2022

	<b>2023</b>	<b>2022</b>
<b>Cash Flows from Operating Activities</b>		
Change in net assets	\$ (667,964)	\$ (212,833)
Adjustments to reconcile change in net assets to net cash (used in) operating activities:		
Decrease in accounts receivable	55,307	83,403
Increase in accounts payable	268,072	19,363
(Decrease) in accrued expenses	(1,482)	(2,457)
Net cash (used in) operating activities	(346,067)	(112,524)
Net (decrease) in cash and cash equivalents	(346,067)	(112,524)
 <b>Cash and Cash Equivalents</b>		
Beginning	2,441,470	2,553,994
Ending	\$ 2,095,403	\$ 2,441,470

See Notes to Financial Statements.

**THE ROBERT C. MAYNARD INSTITUTE  
FOR JOURNALISM EDUCATION**

**Notes to Financial Statements**

**Note 1. Nature of Operations**

Established in 1977, Robert C. Maynard Institute for Journalism Education (the Institute) a non-profit based in the San Francisco Bay area, promotes diversity in the news media through improved coverage, hiring, business practices, and training programs that equip journalists with leadership, multimedia skills, and subject expertise for news organizations across all platforms.

**Note 2. Significant Accounting Policies**

The financial statements of the Institute have been prepared on the accrual basis of accounting. The significant accounting policies followed are described below to enhance the usefulness of the financial statements to the reader.

**Classification of Net Assets**

The Institute reports information regarding its financial position and activities in two classes of net assets – without donor restrictions and with donor restrictions – based upon the existence or absence of donor-imposed restrictions.

*Net Assets Without Donor Restrictions* – Net assets available for use in general operations and not subject to donor restrictions.

*Net Assets With Donor Restrictions* – Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. Donor-imposed restrictions are released when a restriction expires, that is, when the stipulated time has elapsed, when the stipulated purpose for which the resource was restricted has been fulfilled, or both.

**Cash and Cash Equivalents**

For purposes of reporting cash flows, the Institute considers all highly-liquid debt instruments and certificates of deposit purchased with a maturity of three months or less to be cash equivalents. The Institute's cash accounts are maintained at a commercial bank and a brokerage firm. Balances in these may accounts, at times, exceed federally insured limits. The Institute has not experienced any loss in such accounts and does not believe it is exposed to any significant credit risk on cash and cash equivalents.

**Accounts Receivable**

Accounts receivable was \$3,000 and \$58,307 as of December 31, 2023 and 2022, respectively. There is no allowance for uncollectible accounts as of December 31, 2023 and 2022.

## Notes to Financial Statements

### Revenue Recognition

Revenue is recognized for all unconditional promises to give, including those with donor-imposed restrictions, at time of receipt of the promise. Institute reports gifts of cash and other assets as restricted support if they are received with donor stipulations that limit the use of the donated assets. When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

The Institute recognizes revenue in accordance with ASC Topic 606. This standard provides a five-step model for recognizing revenue from contracts with customers as follows:

- Identify the contract with a customer
- Identify the performance obligations in the contract
- Determine the transaction price
- Allocate the transaction price to the performance obligations in the contract
- Recognize revenue when or as performance obligations are satisfied

### Nature of Products and Services

Fault Lines session revenue is considered an exchange transaction and is recognized at the point in time the goods and services are provided.

### Transaction Price

The transaction price is the amount of consideration to which the Institute expects to be entitled in exchange for transferring goods and services to the customer.

### Contract Balances

Funds received by the Institute relating to revenue generating activities of future reporting periods would be recorded as a contract liability (deferred revenue) on the statement of financial position. The Institute does not recognize revenue in advance of the right to invoice and therefore has not recorded a contract asset as of December 31, 2023 and 2022.

### Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

## Notes to Financial Statements

### Income Tax Status

The Institute is exempt from income tax under Section 501(c)(3) of the Internal Revenue Code. The Institute will be taxed only to the extent it has taxable trade or business income unrelated to its exempt purpose.

### Allocation Methodology for Functional Expenses

The cost of providing the various programs and activities has been summarized in the statement of activities. Certain costs have been allocated among program, management and general, and fundraising. All expenses have been allocated based on direct costs.

### Recently Adopted Accounting Pronouncements

Effective January 1, 2023, the Organization adopted Accounting Standards Update (ASU) No. 2016-13, *Financial Instruments—Credit Losses (Topic 326): Measurement of Credit Losses on Financial Instruments*. The ASU replaces the incurred loss impairment methodology with a current expected credit losses model for all financial assets measured at amortized cost. Financial assets held by the Organization that are subject to the ASU include grants receivable. The Organization adopted the standard using a modified retrospective approach as of the effective date. No cumulative-effect adjustment to net assets was required. The adoption of the standard did not have a material impact on the financial statements.

### Note 3. Liquidity and Availability of Resources

The Institute had \$1,557,103 and \$882,969 of financial assets available in 2023 and 2022 of the statements of financial position date to meet cash needs for general expenditures. The Institute has a policy to structure its financial assets to be available as its general expenditures, liabilities and other obligations come due.

	<u>2023</u>	<u>2022</u>
Financial assets, at year-end:		
Cash and cash equivalents	\$ 2,095,403	\$ 2,441,470
Accounts receivable	<u>3,000</u>	<u>58,307</u>
Total financial assets	<u>2,098,403</u>	<u>2,499,777</u>
Less amounts not available to be used within one year, restricted by donors for purpose	<u>541,300</u>	<u>1,616,808</u>
Financial assets available to meet cash needs for general expenditures within one year	<u>\$ 1,557,103</u>	<u>\$ 882,969</u>

## Notes to Financial Statements

### Note 4. Net Assets with Donor Restrictions

Net assets with donor restrictions were available for the following purposes as of December 31, 2023 and 2022:

	<u>2023</u>	<u>2022</u>
Subject to expenditure for specified purpose:		
Knight Cultural Competency	\$       --	\$     28,571
Knight Table Stakes	--	231,956
Facebook Digital Education	219,646	219,646
Converse and Convene	--	119,989
Poynter Institute	--	13,000
Vision 25	22,857	35,394
Inclusive Storytelling	288,797	958,252
	<u>531,300</u>	<u>1,606,808</u>
Funds held in perpetuity	<u>10,000</u>	<u>10,000</u>
Total net assets with donor restrictions	<u>\$   541,300</u>	<u>\$ 1,616,808</u>

Net assets were released from donor restrictions for the years ended December 31, 2023 and 2022 by incurring expenses satisfying the purpose specified by the donor as follows:

	<u>2023</u>	<u>2022</u>
TCE Voices	\$       --	\$     48,996
Knight Cultural Competency	28,571	504
Google News	--	302,855
Ford Foundation	--	260,170
Knight Table Stakes	256,956	51,105
Facebook Digital Education	--	79,354
Converse and Convene	119,989	54,863
Poynter Institute	28,000	32,000
Vision 25	12,537	14,606
Inclusive Storytelling	675,455	85,113
	<u>\$ 1,121,508</u>	<u>\$   929,566</u>

## Notes to Financial Statements

### Note 5. Schedule of Functional Expenses

Expenses by natural and functional classification for the years ended December 31, 2023 and 2022:

2023				
	Program	Management and General	Fundraising	Total
Conferences and training	\$ 350	\$ 14,002	\$ --	\$ 14,352
Consultants	517,306	45,608	6,667	569,581
Honorarium	100,947	2,000	--	102,947
Insurance	--	6,129	--	6,129
Office expenses	101,457	82,877	--	184,334
Professional fees	--	39,215	--	39,215
Rent	--	1,565	--	1,565
Salaries, taxes and benefits	442,220	473,358	138,519	1,054,097
Travel	95,855	36,672	1,238	133,765
	\$ 1,258,135	\$ 701,426	\$ 146,424	\$ 2,105,985
2022				
	Program	Management and General	Fundraising	Total
Conferences and training	\$ 2,234	\$ 1,979	\$ --	\$ 4,213
Consultants	80,507	93,228	2,500	176,235
Honorarium	168,152	-	--	168,152
Insurance	--	8,493	--	8,493
Office expenses	212,475	54,510	42	267,027
Professional fees	--	37,262	--	37,262
Rent	--	3,250	--	3,250
Salaries, taxes and benefits	490,314	461,310	185,650	1,137,274
Travel	336,402	6,848	2,047	345,297
	\$ 1,290,084	\$ 666,880	\$ 190,239	\$ 2,147,203

### Note 6. Subsequent Events

In preparing these financial statements, the Institute has evaluated events and transactions for potential recognition or disclosure through March 11, 2024, the date the financial statements were available to be issued. The Institute has determined there are no subsequent events that require recognition or disclosure.