

FRIENDS OF PBS WISCONSIN, INC.
**FINANCIAL STATEMENTS AND
SUPPLEMENTARY INFORMATION**
YEARS ENDED JUNE 30, 2025 AND 2024



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YEARS ENDED JUNE 30, 2025 AND 2024**

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INDEPENDENT AUDITORS' REPORT

Board of Directors
Friends of PBS Wisconsin, Inc.
Madison, Wisconsin

Report on the Audit of the Financial Statements

Opinion

We have audited the accompanying financial statements of Friends of PBS Wisconsin, Inc., which comprise the statements of financial position as of June 30, 2025 and 2024, and the related statements of activities and changes in net assets, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Friends of PBS Wisconsin, Inc. as of June 30, 2025 and 2024, 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 Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Friends of PBS Wisconsin, Inc. 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 Friends of PBS Wisconsin, Inc.'s ability to continue as a going concern for one year after the date the financial statements are available to be issued.

Auditors' 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 auditors' 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.

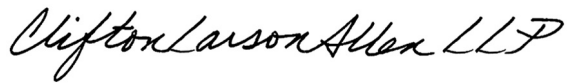
In performing an audit in accordance with GAAS, we:

- 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 Friends of PBS Wisconsin, Inc.'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 Friends of PBS Wisconsin, Inc.'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.

Supplementary Information

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The schedules of revenues are presented for purposes of additional analysis and are not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

A handwritten signature in cursive script that reads "CliftonLarsonAllen LLP".

CliftonLarsonAllen LLP

Middleton, Wisconsin
October 31, 2025

FRIENDS OF PBS WISCONSIN, INC.
STATEMENTS OF FINANCIAL POSITION
JUNE 30, 2025 AND 2024

	<u>2025</u>	<u>2024</u>
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 2,998,372	\$ 3,293,859
Short-Term Investments	1,656,670	1,267,226
Promises to Give, Net	928,765	332,389
Accounts Receivable	720	52,428
Prepaid Expenses	<u>271,331</u>	<u>259,822</u>
Total Current Assets	5,855,858	5,205,724
PROMISE TO GIVE, MULTI-YEAR	25,000	50,000
SOFTWARE, NET	91,618	147,876
ENDOWMENTS	21,326,495	17,048,778
BENEFICIAL INTEREST IN TRUSTS	966,549	1,372,412
LONG-TERM INVESTMENTS	<u>8,798,225</u>	<u>7,948,384</u>
Total Assets	<u><u>\$ 37,063,745</u></u>	<u><u>\$ 31,773,174</u></u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$ 109,487	\$ 84,404
Project Gifts Payable	878,033	769,589
Endowment and Other Gifts Payable	1,343,583	912,538
Accrued Other TV Support	47,432	5,122
Other Accrued Expenses	26,858	24,355
Unearned Revenue	<u>349,686</u>	<u>336,615</u>
Total Current Liabilities	2,755,079	2,132,623
NET ASSETS		
Without Donor Restrictions:		
Undesignated	3,406,533	2,232,943
Designated Endowment	21,476,713	17,052,261
Board-Designated	4,955,615	5,543,054
NEA	<u>351,266</u>	<u>324,254</u>
Total Without Donor Restrictions	30,190,127	25,152,512
With Donor Restrictions:		
Promises to Give	928,765	332,389
Promises to Give-Multi-Year Gift	25,000	50,000
Projects	1,604,980	2,139,993
Endowment-Donor Designated	182,867	182,867
Endowment-Perpetual Endowments	410,378	410,378
Beneficial Interest in Trusts	<u>966,549</u>	<u>1,372,412</u>
Total With Donor Restrictions	<u>4,118,539</u>	<u>4,488,039</u>
Total Net Assets	<u>34,308,666</u>	<u>29,640,551</u>
Total Liabilities and Net Assets	<u><u>\$ 37,063,745</u></u>	<u><u>\$ 31,773,174</u></u>

See accompanying Notes to Financial Statements.

FRIENDS OF PBS WISCONSIN, INC.
STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS
YEARS ENDED JUNE 30, 2025 AND 2024

	2025			2024		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE						
Membership	\$ 10,871,732	\$ 20,045	\$ 10,891,777	\$ 9,987,525	\$ 16,045	\$ 10,003,570
Investment Income	3,583,400	-	3,583,400	3,104,211	-	3,104,211
Fundraising Special Events	1,320,372	-	1,320,372	1,173,181	-	1,173,181
Major Gifts	3,689,332	221,012	3,910,344	3,567,147	275,652	3,842,799
Planned Giving	3,001,942	-	3,001,942	1,228,799	80,000	1,308,799
Corporate Development	317,625	300,388	618,013	305,618	273,095	578,713
Changes in Beneficial Interest in Trusts	-	204,144	204,144	-	135,437	135,437
Net Assets Released from Restrictions	1,115,089	(1,115,089)	-	1,565,461	(1,565,461)	-
Total Revenue	23,899,492	(369,500)	23,529,992	20,931,942	(785,232)	20,146,710
EXPENSES						
Program Services						
Support of Licensees:						
Direct Support	12,398,960	-	12,398,960	11,736,687	-	11,736,687
Airwaves Magazine	397,951	-	397,951	401,312	-	401,312
Total Support of Licensees	12,796,911	-	12,796,911	12,137,999	-	12,137,999
Fiscal Sponsorship	434,000	-	434,000	285,000	-	285,000
Total Program Services	13,230,911	-	13,230,911	12,422,999	-	12,422,999
Administration	682,673	-	682,673	729,665	-	729,665
Fundraising:						
General Development	3,890,045	-	3,890,045	3,552,937	-	3,552,937
Special Events	1,058,248	-	1,058,248	1,074,620	-	1,074,620
Total Fundraising	4,948,293	-	4,948,293	4,627,557	-	4,627,557
Total Expenses	18,861,877	-	18,861,877	17,780,221	-	17,780,221
CHANGES IN NET ASSETS	5,037,615	(369,500)	4,668,115	3,151,721	(785,232)	2,366,489
Net Assets - Beginning of Year	25,152,512	4,488,039	29,640,551	22,000,791	5,273,271	27,274,062
NET ASSETS - END OF YEAR	<u>\$ 30,190,127</u>	<u>\$ 4,118,539</u>	<u>\$ 34,308,666</u>	<u>\$ 25,152,512</u>	<u>\$ 4,488,039</u>	<u>\$ 29,640,551</u>

See accompanying Notes to Financial Statements.

FRIENDS OF PBS WISCONSIN, INC.
STATEMENTS OF FUNCTIONAL EXPENSES
YEARS ENDED JUNE 30, 2025 AND 2024

	2025				2024			
	Program Services	Administration	Fundraising	Total	Program Services	Administration	Fundraising	Total
Contractual Support to Licensees:								
Unrestricted Support to Licensees	\$ 3,720,000	\$ -	\$ -	\$ 3,720,000	\$ 3,500,000	\$ -	\$ -	\$ 3,500,000
Unrestricted Corporate Development Support	750,000	-	-	750,000	750,000	-	-	750,000
Unrestricted Support to UW-WPM	1,740,000	-	-	1,740,000	1,640,000	-	-	1,640,000
Friends Endowment Gift	1,234,100	-	-	1,234,100	903,838	-	-	903,838
Project Gifts	1,541,933	-	-	1,541,933	1,670,489	-	-	1,670,489
Other Direct TV Support	14,927	26,630	367,189	408,746	297,360	2,392	309,585	609,337
Education	1,140,000	-	-	1,140,000	700,000	-	-	700,000
Staff Investment	1,158,000	-	-	1,158,000	950,000	-	-	950,000
Community Engagement	600,000	-	-	600,000	525,000	-	-	525,000
Broadcast Interconnect	300,000	-	-	300,000	300,000	-	-	300,000
Facilities	200,000	-	-	200,000	500,000	-	-	500,000
Fiscal Sponsorships	434,000	-	-	434,000	285,000	-	-	285,000
Membership Expenses	-	-	2,232,163	2,232,163	-	-	1,971,627	1,971,627
Major Gifts/Planned Giving	-	-	986,386	986,386	-	-	933,182	933,182
Special Event Expenses	-	-	1,058,248	1,058,248	-	-	1,074,620	1,074,620
Airwaves Magazine: Production, Printing, and Mailing	397,951	-	-	397,951	401,312	-	-	401,312
Admin Salaries and Fringe Benefits	-	316,314	187,760	504,074	-	317,693	147,556	465,249
Volunteer Management	-	-	116,547	116,547	-	-	190,987	190,987
Elections and Board Expenses	-	114,093	-	114,093	-	49,020	-	49,020
Professional Services	-	36,209	-	36,209	-	107,377	-	107,377
Amortization	-	56,258	-	56,258	-	107,940	-	107,940
Accounting Software Subscription Costs	-	19,425	-	19,425	-	27,263	-	27,263
Other	-	71,580	-	71,580	-	37,925	-	37,925
Travel and Professional Development	-	15,714	-	15,714	-	23,473	-	23,473
Computer Services	-	25,738	-	25,738	-	28,194	-	28,194
Insurance	-	712	-	712	-	4,832	-	4,832
Uncollectible Promise to Give	-	-	-	-	-	23,556	-	23,556
Total Functional Expenses	<u>\$ 13,230,911</u>	<u>\$ 682,673</u>	<u>\$ 4,948,293</u>	<u>\$ 18,861,877</u>	<u>\$ 12,422,999</u>	<u>\$ 729,665</u>	<u>\$ 4,627,557</u>	<u>\$ 17,780,221</u>

See accompanying Notes to Financial Statements.

FRIENDS OF PBS WISCONSIN, INC.
STATEMENTS OF CASH FLOWS
YEARS ENDED JUNE 30, 2025 AND 2024

	<u>2025</u>	<u>2024</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Changes in Net Assets	\$ 4,668,115	\$ 2,366,489
Adjustments to Reconcile Changes in Net Assets to Net		
Cash Provided by Operating Activities:		
Depreciation and Amortization	56,258	107,940
Realized and Unrealized Gains on Investments	(2,819,317)	(2,288,638)
Change in Value of Beneficial Interest in Trusts	(204,144)	(135,437)
Contributions Received Under Beneficial Interest in Trusts	46,100	42,838
Provision for Uncollectible Pledges	3,262	23,556
Effects of Changes in Operating Assets and Liabilities:		
Promises to Give, Net	(10,732)	156,833
Accounts Receivable	51,708	(12,385)
Prepaid Expenses	(11,509)	(26,934)
Accounts Payable	25,083	(21,409)
Project Gifts Payable	108,444	334,581
Endowment and Other Gifts Payable	431,045	99,528
Accrued Other TV Support	42,311	705
Other Accrued Expenses	2,503	(117,002)
Unearned Revenue	13,071	28,407
Net Cash Provided by Operating Activities	<u>2,402,198</u>	<u>559,072</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from Sale of Long-Term Investments	233,727	822,915
Purchase of Long-Term Investments	(2,547,388)	(1,501,605)
Proceeds from Sale of Short-Term Investments	735,607	392,311
Purchases of Short-Term Investments	<u>(1,119,631)</u>	<u>(504,883)</u>
Net Cash Used by Investing Activities	<u>(2,697,685)</u>	<u>(791,262)</u>
NET DECREASE IN CASH AND CASH EQUIVALENTS	(295,487)	(232,190)
Cash and Cash Equivalents - Beginning of Year	<u>3,293,859</u>	<u>3,526,049</u>
CASH AND CASH EQUIVALENTS - END OF YEAR	<u><u>\$ 2,998,372</u></u>	<u><u>\$ 3,293,859</u></u>

See accompanying Notes to Financial Statements.

**FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024**

NOTE 1 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Nature of Operations

Friends of PBS Wisconsin, Inc. (the Organization) is the result of July 1, 2009 reorganization of Friends of WHA-TV. Friends of WHA-TV was formed in 1969 to raise, hold, and disburse funds on behalf of WHA-TV, licensee of the University of Wisconsin-Madison, and the University of Wisconsin Board of Regents (hereafter known as UW-WPM). Likewise, the Wisconsin Public Broadcasting Foundation (WPBF) was formed to receive and spend dollars generated on behalf of the Educational Communications Board, a state of Wisconsin agency which holds the licenses to five public television stations throughout the state (hereafter known as WI-ECB). The licensees and their financial support organizations operated as a partnership, Wisconsin Public Television, and received gifts from the federal government, grant makers, corporations, and individuals. Effective July 1, 2009, Friends of WHA-TV, Inc., changed its name to Friends of Wisconsin Public Television, Inc., and combined the fundraising efforts of Friends of WHA-TV and WPBF to support both licensees. Effective in 2019, Wisconsin Public Television and Friends of Wisconsin Public Television, Inc. changed their names to PBS Wisconsin and Friends of PBS Wisconsin, Inc., respectively. The Organization receives and disburses net revenues to the licensees in accordance with an annual allocation agreement. The net assets of the Organization as of June 30, 2009, are fully allocable to UW-WPM. Planned giving gifts, or bequests, received by the Organization are designated according to licensee and the related earnings are allocated between licensees. The Organization is primarily supported through membership fees, major gifts, corporate sponsorships, and fundraising events. For fiscal years after 2010, 50% of the change in unrestricted, nonsegregated net assets is allocable to UW-WPM and 50% to WI-ECB.

Basis of Presentation

The financial statements of the Organization have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America.

Cash and Cash Equivalents

Cash and cash equivalents consist of cash in checking accounts and investments held in short-term, highly liquid assets and any certificates of deposit that do not contain material early withdrawal penalties to be cash equivalents.

Accounts Receivable

The Organization considers accounts receivable to be fully collectible. Accordingly, no allowance for credit losses is required. If amounts become uncollectible, they will be charged to operations when that determination is made. Accounts receivable totaled \$720, \$52,428, and \$40,043 as of June 30, 2025, 2024, and 2023, respectively.

Investment and Endowments

Investments and endowments are carried at fair value as determined in an actively traded market. Unrealized and realized gains and losses are recognized in the statements of activities and changes in net assets as Investment Income.

**FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024**

NOTE 1 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Fixed Assets – Software

Software development and installation costs for the Constituent Relationship Management (CRM) and Accounting Software projects are stated at cost. Amortization is calculated using the straight-line method based on the useful life of the asset, which is estimated to be five years.

Beneficial Interest in Trusts

The Organization has been named as an irrevocable 100% beneficiary of a charitable trust held and administered by an independent trustee, as well as a 50% beneficiary of a charitable trust held and administered by an independent trustee. These trusts were created independently by donors and are administered by an outside agent designated by the donors. Therefore, the Organization has neither possession nor control over the assets of the trusts. At the date the Organization receives notice of a beneficial interest, a contribution with donor restriction is recorded in the statements of activities and changes in net assets, and a beneficial interest in trust is recorded in the statements of financial position at fair value. Thereafter, beneficial interests in the trust are reported at fair value in the statements of financial position, with changes in fair value recognized in the statements of activities and changes in net assets. During the year ended June 30, 2025, one of the lead beneficiaries passed away, resulting a reclassification of \$563,907 from beneficial interest in trusts to promises to give on the statement of financial position.

Upon receipt of trust distributions, net assets with donor restrictions are released to net assets without donor restrictions.

Project Gifts Payable

Project gifts payable represents gifts given to the Organization for PBS Wisconsin productions, program acquisitions, and community engagement. These amounts are assigned to licensees under agreement and are expected to be paid out shortly after year-end.

Endowment and Other Gifts Payable

Endowment and other gifts payable are investments and endowment funds to be paid to UW-WPM and WI-ECB in accordance with the investment and endowment terms (see Notes 5 and 8).

Unearned Revenue

Unearned revenue represents pre-payments received for fundraising special events occurring in the subsequent fiscal year. Unearned revenue totaled \$349,686, \$336,615, and \$308,208 as of June 30, 2025, 2024 and 2023, respectively.

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 1 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Classification of Net Assets

Net assets are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets of the Organization and changes therein are classified and reported as follows:

Net Assets Without Donor Restrictions – Net assets that are not subject to donor-imposed stipulations or where donor-imposed stipulations are met in the year of the contribution.

Net Assets With Donor Restrictions – Net assets that are subject to donor-imposed stipulations that may or may not be met, either by actions of the Organization and/or the passage of time. When a restriction expires, net assets with donor restrictions are transferred to net assets without donor restrictions and reported in the statements of activities and changes in net assets as net assets released from restrictions. Net assets with donor restrictions consist of contributions to be used for education, journalism, arts, history, various other programming projects, and the Beneficial Interest in Trusts. Net assets with donor restrictions also consist of donor-restricted gifts received to establish a permanent endowment and an endowment for donor restricted programming.

Revenue and Support

Support that is restricted by the donor is reported as an increase in net assets without donor restrictions if the restriction expires in the reporting period in which the support is recognized. All other donor-restricted support is reported as an increase in net assets with donor restrictions, depending on the nature of the restriction.

All revenue received is considered to be available for general use unless specifically restricted by the donor. Income from unrestricted gifts deposited in the Organization's endowments (see Note 8) is considered designated. Income from these endowments is available for expenditure at the discretion of the board of directors.

Membership donations, major gifts, planned giving and corporate development support are recognized as income in the year received or when an unconditional promise to give is received. Fundraising special events revenue is recognized when the event occurs.

Promises to give (see Note 3) have been recorded as contributions based upon past practice and management assessment of the likelihood of collecting the funds. The Organization expects that a portion of the promises to give will not be collectible and, thus, established an allowance for uncollectible promises to give.

Expenses

Expenses are classified on a functional basis within the statements of activities and changes in net assets. The statements of functional expenses present the natural classification detail of expenses by function. Certain costs, such as admin salaries and fringe benefits, have been allocated based on a reasonable basis of estimated employee time and effort that is consistently applied.

**FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024**

NOTE 1 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

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 certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Income Tax Status

The Organization is exempt from income taxes under Section 501(c)(3) of the Internal Revenue Code. It is also exempt from Wisconsin franchise and income taxes.

Management analyzed the requirements for accounting for uncertain tax positions. The Organization determined that it was not required to record a liability related to uncertain tax positions as of June 30, 2025 and 2024.

NOTE 2 CONCENTRATION OF CREDIT RISK

The Organization maintains cash deposits at financial institutions which are insured by the Federal Deposit Insurance Corporation (FDIC) and the National Credit Union Administration (NCUA) up to \$250,000. Balances in excess of FDIC limits are uninsured. At times during the year, the balances in these accounts may exceed the insurance limits. The Organization maintained cash balances in excess of the insurance limits of approximately \$1,348,000 and \$1,796,000 at June 30, 2025 and 2024, respectively.

The Organization places its short-term investments with high credit qualified financial institutions. The short-term investments (see Note 5) consist of money market accounts at financial institutions located in Madison, Wisconsin. The balances in these accounts are insured up to the NCUA and FDIC limit of \$250,000.

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 3 PROMISES TO GIVE

The Organization records promises to give for pledges that were not collected as of the end of the year. The Organization established an allowance that management believes is adequate to cover other promises to give which will not be collected. The balance as of June 30 are as follows:

	2025	2024
Membership and Major Gifts Promises to Give	\$ 49,967	\$ 42,705
Planned Giving Promise to Give	563,907	-
Corporate Underwriting Promises to Give	319,813	276,473
Multi-Year - Promise to Give (Current)	-	14,871
Allowance for Uncollectible Promises to Give	(4,922)	(1,660)
Promises to Give, Net	<u>\$ 928,765</u>	<u>\$ 332,389</u>
Multi-Year - Promise to Give (Long-Term)	<u>\$ 25,000</u>	<u>\$ 50,000</u>

NOTE 4 SOFTWARE

Software consisted of the following:

	2025	2024
Software	\$ 539,616	\$ 539,616
Less: Accumulated Amortization	(447,998)	(391,740)
Software, Net	<u>\$ 91,618</u>	<u>\$ 147,876</u>

Amortization expense for the years ended June 30, 2025 and 2024 was \$56,258 and \$107,940, respectively.

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 5 INVESTMENTS

The balance at June 30 consists of the following:

	2025	2024
Short-Term Investments:		
Money Market Funds	\$ 781,816	\$ 440,057
Domestic Fixed Income	874,854	827,169
Total Short-Term Investments	<u>1,656,670</u>	<u>1,267,226</u>
Long-Term Investments:		
Domestic Fixed Income	3,405,486	3,104,104
International Fixed Income	375,685	318,288
Domestic Equity	2,931,491	2,835,333
International Equity	2,058,711	1,667,249
Private Stock	26,852	23,410
Total Long-Term Investments	<u>8,798,225</u>	<u>7,948,384</u>
Endowments:		
Domestic Fixed Income	3,146,215	2,554,324
International Fixed Income	1,324,940	1,080,786
Domestic Equity	10,138,846	8,479,807
International Equity	6,716,494	4,933,861
Total Endowments	<u>21,326,495</u>	<u>17,048,778</u>
 Total Investments	 <u><u>\$ 31,781,390</u></u>	 <u><u>\$ 26,264,388</u></u>

Investment returns as of June 30 consisted of the following:

	2025	2024
Interest	\$ 67,580	\$ 24,738
Dividends	761,130	669,902
Realized Gain	173,614	179,317
Unrealized Gain	2,645,703	2,288,638
Investment Fees	(64,627)	(58,384)
Total Investment Return	<u><u>\$ 3,583,400</u></u>	<u><u>\$ 3,104,211</u></u>

Investments, in general, are exposed to various risks, such as interest rate, credit, and overall market volatility. Due to the level of risk associated with certain investments, it is reasonably possible that changes in the value of certain investments will occur in the near term and that such changes could materially affect the amounts reported in the financial statements.

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 5 INVESTMENTS (CONTINUED)

Income from the long-term investments is available for use at the discretion of the board of directors. With the exception of the amounts noted in the following paragraph, 5% of the average balance of the 12 prior quarters of the long-term investment and endowment accounts established prior to July 1, 2009 is payable to UW-WPM, and 5% of the average balance of the 12 prior quarters of the endowment accounts established on or after July 1, 2009, is payable to UW-WPM and WI-ECB.

Two investment accounts are available for use at the discretion of the board of directors; however, earnings from these accounts are not subject to the distribution described above. The balance of these accounts as of June 30, 2025 and 2024 was \$7,843,851 and \$7,092,228 respectively.

NOTE 6 FAIR VALUE MEASUREMENTS

Accounting principles generally accepted in the United States of America establish a framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1 measurements) and the lowest priority to unobservable inputs (Level 3 measurements). The three levels of the fair value hierarchy under accounting principles generally accepted in the United States of America are described as follows:

Level 1 – Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Organization has the ability to access.

Level 2 – Inputs to the valuation methodology include:

- quoted prices for similar assets or liabilities in active markets;
- quoted prices for identical or similar assets or liabilities in inactive markets;
- inputs other than quoted prices that are observable for the asset or liability;
- inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

Level 3 – Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

The asset or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs.

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 6 FAIR VALUE MEASUREMENTS (CONTINUED)

Following is a description of the valuation methodologies used at June 30, 2025 and 2024, for assets measured at fair value.

Mutual Funds: Are valued at quoted market prices, which represent the net asset value of shares held by the funds at year-end.

Money Market Accounts: Are valued at \$1 cost, which is the value at which the fund is traded and approximates fair value based on the value of the underlying investments.

Beneficial Interests in Trust: Are valued at quoted market prices of trust investments as reported by the trustee. This beneficial interest in the trust is valued at present value utilizing estimated inputs to calculate fair value of the Organization's proportional share of the underlying investments as reported to the Organization by the trustee. Beneficial interests are considered Level 3 measurements.

Fair values of assets measured on a recurring basis were as follows:

	2025			
	Level 1	Level 2	Level 3	Total
Money Market Funds	\$ 781,816	\$ -	\$ -	\$ 781,816
Mutual Funds:				
Domestic Fixed Income	7,426,555	-	-	7,426,555
Domestic Equity	13,070,337	-	-	13,070,337
International Fixed Income	1,700,625	-	-	1,700,625
International Equity	8,775,205	-	-	8,775,205
Private Stock	-	-	26,852	26,852
Beneficial Interest in Trusts	-	-	966,549	966,549
Total Investments at Fair Value	<u>\$ 31,754,538</u>	<u>\$ -</u>	<u>\$ 993,401</u>	<u>\$ 32,747,939</u>
	2024			
	Level 1	Level 2	Level 3	Total
Money Market Funds	\$ 440,056	\$ -	\$ -	\$ 440,056
Mutual Funds:				
Domestic Fixed Income	6,485,597	-	-	6,485,597
Domestic Equity	11,315,140	-	-	11,315,140
International Fixed Income	1,399,073	-	-	1,399,073
International Equity	6,601,110	-	-	6,601,110
Private Stock	-	-	23,410	23,410
Beneficial Interest in Trust	-	-	1,372,412	1,372,412
Total Investments at Fair Value	<u>\$ 26,240,976</u>	<u>\$ -</u>	<u>\$ 1,395,822</u>	<u>\$ 27,636,798</u>

During 2024, a private stock gift was received and there is no readily determinable market value for this gift. As such, this private stock investment is valued at the Net Asset Value as provided by the board of directors of the privately-held company and is classified as Level 3 in the fair value hierarchy. In 2025, there were no purchases or issuances of Level 3 assets or transfers in or out of Level 3 of the fair value hierarchy.

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 7 ALLOCATION OF NET ASSETS

The Organization solicits funds in the name of “PBS Wisconsin” (PBSW) on behalf of the Educational Communications Board (WI-ECB) and the University of Wisconsin System Board of Regents/University of Wisconsin – Madison (UW-WPM). WI-ECB operates WLEF-TV, WHRM-TV, WHWC-TV, WHLA-TV, and WPNE-TV. UW-WPM operates WHA-TV. Operating as PBSW, WI-ECB and UW-WPM operations include master control operations, broadcasting over six public television stations, program acquisition and program production, community outreach efforts and online content, special events, and other services. The Organization serves as recipient for all individual contributions, bequests and other planned gifts, matching gifts, major gifts, underwriting, special events revenue, and certain restricted and designated gifts from individuals and businesses intended for PBSW. The Organization, WI-ECB, and UW-WPM annually agree on the revenue and expense budget that stipulates projected gross revenue and expenses along with allocations to the licensees and payment schedules. This budget supports licensees’ responsibilities to track, report on, and maintain control of funds raised and held on its behalf. The equity interests of WI-ECB and UW-WPM in the Organization are calculated in accordance with affiliation agreements that currently allocate WI-ECB and UW-WPM with 50% each of the change in unrestricted, nonsegregated net assets.

Allocation of net assets without donor restriction consisted of the following at June 30:

	2025		
	WI-ECB	UW-WPM	Total
Allocated Net Assets - July 1, 2024	\$ 10,312,770	\$ 14,839,742	\$ 25,152,512
Support and Revenue Without Restriction	7,649,652	7,649,651	15,299,303
Investment Income	1,341,802	2,241,598	3,583,400
Planned Giving	991,498	2,010,444	3,001,942
Project Gifts	217,000	682,758	899,758
Released from Net Assets With Donor Restriction			
Restriction	135,007	980,082	1,115,089
Less: Directly Allocated Expenses	(680,751)	(3,604,734)	(4,285,485)
Less: Expenses Net of Contractual Support	(5,053,197)	(5,053,195)	(10,106,392)
Subtotal	14,913,781	19,746,346	34,660,127
Less: Contractual Support	(2,140,000)	(2,330,000)	(4,470,000)
Allocated Net Assets - June 30, 2025	<u>\$ 12,773,781</u>	<u>\$ 17,416,346</u>	<u>\$ 30,190,127</u>

	2024		
	WI-ECB	UW-WPM	Total
Allocated Net Assets - July 1, 2023	\$ 8,399,005	\$ 13,601,785	\$ 22,000,790
Support and Revenue Without Restriction	7,091,491	7,091,491	14,182,982
Investment Income	1,132,949	1,971,262	3,104,211
Planned Giving	507,238	721,561	1,228,799
Project Gifts	142,500	707,989	850,489
Released from Net Assets With Donor Restriction			
Restriction	232,889	1,332,572	1,565,461
Less: Directly Allocated Expenses	(701,444)	(3,905,060)	(4,606,504)
Less: Expenses Net of Contractual Support	(4,461,858)	(4,461,858)	(8,923,716)
Subtotal	12,342,770	17,059,742	29,402,512
Less: Contractual Support	(2,030,000)	(2,220,000)	(4,250,000)
Allocated Net Assets - June 30, 2024	<u>\$ 10,312,770</u>	<u>\$ 14,839,742</u>	<u>\$ 25,152,512</u>

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 7 ALLOCATION OF NET ASSETS (CONTINUED)

Allocation of net assets with donor restriction consisted of the following at June 30:

	2025		
	WI-ECB	UW-WPM	Total
Beginning Net Assets - July 1, 2024	\$ 927,725	\$ 3,560,314	\$ 4,488,039
Restricted Contributions	-	226,011	226,011
Promises to Give Restricted Until Received	141,258	174,176	315,434
Released from Net Assets With Donor Restriction	(135,007)	(980,082)	(1,115,089)
Changes in Beneficial Interests in Trust	113,808	90,336	204,144
Ending Net Assets - June 30, 2025	<u>\$ 1,047,784</u>	<u>\$ 3,070,755</u>	<u>\$ 4,118,539</u>

	2024		
	WI-ECB	UW-WPM	Total
Beginning Net Assets - July 1, 2023	\$ 904,568	\$ 4,368,704	\$ 5,273,272
Restricted Contributions	-	215,650	215,650
Planned Giving-Donor Designated	80,000	-	80,000
Promises to Give Restricted Until Received	131,446	217,695	349,141
Released from Net Assets With Donor Restriction	(232,889)	(1,332,572)	(1,565,461)
Changes in Beneficial Interests in Trust	44,600	90,837	135,437
Ending Net Assets - June 30, 2024	<u>\$ 927,725</u>	<u>\$ 3,560,314</u>	<u>\$ 4,488,039</u>

NOTE 8 ENDOWMENTS

The endowments of the Organization consist of funds established for the furtherance of the purpose and work of the Organization. These include funds designated by the board of directors (quasi-endowment), the National Endowment for the Arts (NEA) grant from the University of Wisconsin Foundation, designated by the donor, and funds perpetually restricted by the donor. As required by accounting principles generally accepted in the United States of America, net assets associated with endowment funds are classified and reported based on the existence or absence of donor-imposed restrictions.

The Organization has adopted investment and spending policies for endowment assets that attempt to provide a predictable stream of funding to programs supported by its endowment while seeking to preserve the purchasing power of endowment assets. Under the Organization's investment policy, as approved by the board of directors, the endowment assets are invested in a manner to protect principal, grow the aggregate portfolio value in excess of the rate of inflation and achieve an effective annual rate of return that is equal to or greater than the designated benchmarks for the various types of investment vehicles, and to ensure that any risk assumed is commensurate with the given investment vehicle and the Organization's objectives.

To achieve its investment goals, the Organization targets an asset allocation that will achieve a balanced return of current income and long-term growth of principal while exercising risk control. The Organization's asset allocations include a blend of equity and debt securities and cash equivalents.

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 8 ENDOWMENTS (CONTINUED)

Interest, dividends, and net appreciation in fair value of donor-restricted endowment funds are classified as net assets with donor restrictions if the earnings are restricted by the donor for a specific purpose or as board-designated if the earnings are not donor-restricted. Interest and dividends on donor restricted endowment funds are appropriated for distribution at the discretion of the board of directors. Unrestricted principal balances are appropriated for distribution at the discretion of the board of directors.

These endowments are as follows for June 30:

	2025		
	Board Designated	Donor Designated	Total
Without Donor Restrictions - Endowment	\$ 20,365,984	\$ -	\$ 20,365,984
Without Donor Restrictions - NEA Endowment	367,266	-	367,266
With Donor Restrictions	-	182,867	182,867
With Donor Restrictions - Perpetual Endowment	-	410,378	410,378
Total Endowment Investments	20,733,250	593,245	21,326,495
Appropriation of Endowment Assets for Expenditure	(1,099,000)	-	(1,099,000)
Endowment Assets Held in Short-Term Investments	689,743	-	689,743
Endowment Assets Held in Cash and Cash Equivalents	1,503,986	-	1,503,986
Total Net Assets - June 30, 2025	<u>\$ 21,827,979</u>	<u>\$ 593,245</u>	<u>\$ 22,421,224</u>

	2024		
	Board Designated	Donor Designated	Total
Without Donor Restrictions - Endowment	\$ 16,151,711	\$ -	\$ 16,151,711
Without Donor Restrictions - NEA Endowment	303,822	-	303,822
With Donor Restrictions	-	182,867	182,867
With Donor Restrictions - Perpetual Endowment	-	410,378	410,378
Total Endowment Investments	16,455,533	593,245	17,048,778
Appropriation of Endowment Assets for Expenditure	(773,000)	-	(773,000)
Endowment Assets Held in Short-Term Investments	137,996	-	137,996
Endowment Assets Held in Cash and Cash Equivalents	1,555,986	-	1,555,986
Total Net Assets - June 30, 2024	<u>\$ 17,376,515</u>	<u>\$ 593,245</u>	<u>\$ 17,969,760</u>

Endowment investments, in general, are exposed to various risks, such as interest rate, credit, and overall market volatility. Due to the level of risk associated with certain investments, it is reasonably possible that changes in the value of certain investments will occur in the near term and that such changes could materially affect the amounts reported in the financial statements.

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 8 ENDOWMENTS (CONTINUED)

Income from endowments is available for use at the discretion of the board of directors. The balances in the endowments at June 30 consisted of the following:

	2025	2024
Fixed Income Funds	\$ 4,471,155	\$ 3,635,110
Equity Funds	16,855,340	13,413,668
Total	<u>\$ 21,326,495</u>	<u>\$ 17,048,778</u>

Changes in endowment net assets as of June 30 are as follows:

	2025		
	Board Designated	Donor Restricted	Total
Balance - June 30, 2024	\$ 17,376,515	\$ 593,245	\$ 17,969,760
Contributions	2,979,866	-	2,979,866
Investment Return:			
Interest and Dividends	513,741	-	513,741
Net Realized and Unrealized Gain	2,099,991	-	2,099,991
Subtotal	22,970,113	593,245	23,563,358
Appropriation of Endowment Assets for			
Expenditure	(1,099,000)	-	(1,099,000)
Investment Fees	(43,134)	-	(43,134)
Balance - June 30, 2025	<u>\$ 21,827,979</u>	<u>\$ 593,245</u>	<u>\$ 22,421,224</u>

	2024		
	Board Designated	Donor Restricted	Total
Balance - June 30, 2023	\$ 14,722,864	\$ 513,245	\$ 15,236,109
Contributions	1,212,654	80,000	1,292,654
Investment Return:			
Interest and Dividends	426,512	-	426,512
Net Realized and Unrealized Gain	1,825,362	-	1,825,362
Subtotal	18,187,392	593,245	18,780,637
Appropriation of Endowment Assets for			
Expenditure	(773,000)	-	(773,000)
Investment Fees	(37,877)	-	(37,877)
Balance - June 30, 2024	<u>\$ 17,376,515</u>	<u>\$ 593,245</u>	<u>\$ 17,969,760</u>

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 8 ENDOWMENTS (CONTINUED)

Quasi-Endowment

The board of directors has set aside certain net assets without donor restrictions for endowment purposes. As these amounts are not restricted by the donor, but are restricted only by the board's policy, the amounts have been classified as net assets without donor restrictions. The board's intent is that the amount of net assets without donor restrictions that are classified as quasi-endowment will always be equal to the market value of the funds invested in the quasi-endowment investment trust. Accordingly, changes in the fair value of quasi-endowment investments are classified as a transfer between the Organization's two categories of net assets without donor restrictions. The board may designate additional amounts from time-to-time to be added to the quasi-endowment fund.

Donor Designated Endowment

Prior to 2024, the Organization received donor-restricted bequests from a sole donor to be utilized for fine arts programming. In 2024, a donor-designated bequest was received to be utilized for non-Wisconsin programming.

Perpetually Restricted Endowment

The Organization received donor-restricted bequests in which the gift corpus is to be held in perpetuity. The board of directors considers the Uniform Prudent Management of Institutional Funds Act (UPMIFA) as requiring the preservation of the historic value of the original gift as of the gift date of the donor-restricted endowment funds absent explicit donor stipulations to the contrary. As a result, the Organization classifies as net assets with donor restriction the original value of gifts donated to the permanent endowment. From time to time, the fair value of assets associated with individual donor-restricted endowment funds may fall below the level that the donor or UPMIFA requires to be retained as a fund of perpetual duration. As of June 30, 2025 and 2024, there were no deficiencies of this nature. The board continues to review the impact of UPMIFA on endowment policy.

NOTE 9 COMMITMENTS AND CONTRIBUTED USE OF SPACE

The Organization has commitments for exhibition hall rental events in Madison, WI for the Great Wisconsin Quilt Show in September 2025 and the Garden and Green Living Expo in February 2026. The amounts committed to these contracts as of June 30, 2025 and 2024 are \$171,901 and \$151,244, respectively.

As part of a multi-year agreement the Organization entered into for calendar years 2022 through 2024, the Organization received a discount on the fair market value of the charges for each of the three years. These discounts are considered contributed use of space and \$341,943 was recorded as contributed use of space revenue for the year ended June 30, 2022. A portion of this revenue is restricted for future years, and therefore, as of June 30, 2025 and 2024, the remaining promise to give balance was \$-0- and \$14,871, respectively. This revenue is released from restriction as the events are held. During 2025 and 2024, \$14,871 and \$65,759, respectively, was released from restriction.

FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024

NOTE 10 RELATED PARTIES

The Organization raises funds in the name of PBS Wisconsin on behalf of UW-WPM and WI-ECB. UW-WPM provides facilities as well as administrative and clerical services to the Organization. These services are recorded within various activity centers. Other TV support also includes support for services provided by UW-WPM and includes *Airwaves* membership magazine and WHA-TV production services for auction, pledge, and other fundraising events. Related party transactions are summarized below for the years ended June 30, 2025 and 2024:

	2025			2024		
	WI-ECB	UW-WPM	Total	WI-ECB	UW-WPM	Total
Support of Licensees						
Direct TV Support:						
Unrestricted Licensee Support	\$ 1,860,000	\$ 1,860,000	\$ 3,720,000	\$ 1,750,000	\$ 1,750,000	\$ 3,500,000
Unrestricted Corporate						
Underwriting Support	280,000	470,000	750,000	280,000	470,000	750,000
PBS Dues	-	-	-	82,000	120,000	202,000
Endowment Gift	377,000	857,100	1,234,100	315,000	588,838	903,838
Project Gifts	-	1,391,933	1,391,933	-	1,670,489	1,670,489
Programming Support	-	1,740,000	1,740,000	-	1,640,000	1,640,000
Education	-	900,000	900,000	-	700,000	700,000
Community Engagement	-	600,000	600,000	-	525,000	525,000
Facilities	-	200,000	200,000	-	500,000	500,000
Staff Investment	-	1,158,000	1,158,000	-	950,000	950,000
Broadcast Interconnect	300,000	-	300,000	300,000	-	300,000
Direct TV Support	2,031	432,600	434,632	3,332	404,006	407,338
Total Direct Licensee Support	<u>\$ 2,819,031</u>	<u>\$ 9,609,634</u>	<u>\$ 12,428,665</u>	<u>\$ 2,730,332</u>	<u>\$ 9,318,333</u>	<u>\$ 12,048,665</u>
Airwaves Production	<u>\$ -</u>	<u>\$ 46,283</u>	<u>\$ 46,283</u>	<u>\$ -</u>	<u>\$ 48,600</u>	<u>\$ 48,600</u>
Friends Administrative Support	<u>\$ -</u>	<u>\$ 2,438,374</u>	<u>\$ 2,438,374</u>	<u>\$ -</u>	<u>\$ 2,417,767</u>	<u>\$ 2,417,767</u>
Intercompany Receivable	<u>\$ -</u>	<u>\$ 362</u>	<u>\$ 362</u>	<u>\$ -</u>	<u>\$ 51,845</u>	<u>\$ 51,845</u>
Prepaid Administrative Support	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 7,302</u>	<u>\$ 7,302</u>
Endowment Gift Payable	<u>\$ 377,000</u>	<u>\$ 857,100</u>	<u>\$ 1,234,100</u>	<u>\$ 315,000</u>	<u>\$ 588,838</u>	<u>\$ 903,838</u>
Accrued TV Support	<u>\$ -</u>	<u>\$ 47,432</u>	<u>\$ 47,432</u>	<u>\$ -</u>	<u>\$ 5,122</u>	<u>\$ 5,122</u>
Accrued Administrative Support	<u>\$ -</u>	<u>\$ 109,483</u>	<u>\$ 109,483</u>	<u>\$ -</u>	<u>\$ 8,700</u>	<u>\$ 8,700</u>
Project Gifts Payable	<u>\$ -</u>	<u>\$ 504,933</u>	<u>\$ 504,933</u>	<u>\$ -</u>	<u>\$ 769,589</u>	<u>\$ 769,589</u>

**FRIENDS OF PBS WISCONSIN, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2025 AND 2024**

NOTE 11 LIQUIDITY AND AVAILABILITY OF RESOURCES

As part of the Organization's liquidity management, it invests cash in excess of daily requirements in short-term investments.

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the statement of financial position date, comprise the following:

	<u>2025</u>	<u>2024</u>
Financial Assets at Year-End		
Cash and Cash Equivalents:		
Checking	\$ 1,567,471	\$ 1,712,280
CD Ladder-Endowment	1,430,901	1,581,579
Total Cash and Cash Equivalents	<u>2,998,372</u>	<u>3,293,859</u>
Short-Term Investments	1,656,670	1,267,226
Accounts Receivable	720	52,428
Promises to Give, Current	928,765	332,389
Less Amounts Restricted for a Specific Purpose:		
Endowment - CD Ladder and Cash Held for CD Ladder	(1,430,901)	(1,581,579)
Short-Term Investments-Endowment	(761,677)	(164,498)
Funds to be Transferred to Endowment Account	(205,070)	(107,887)
Endowment Promise to Give	(563,907)	-
Endowment Gift Payable	(46,100)	(42,838)
Project Gifts Payable	(878,033)	(769,589)
Project Gifts Designated to Future Periods	(226,011)	(215,650)
Total	<u><u>\$ 1,472,828</u></u>	<u><u>\$ 2,063,861</u></u>

NOTE 12 SUBSEQUENT EVENTS

Management evaluated subsequent events through October 31, 2025, the date the accompanying financial statements were available to be issued. Events or transactions occurring after June 30, 2025, but prior to October 31, 2025, that provided additional evidence about conditions that existed at June 30, 2025, have been recognized in the accompanying financial statements for the year ended June 30, 2025. Events or transactions that provided evidence about conditions that did not exist at June 30, 2025 but arose before the accompanying financial statements were available to be issued have not been recognized in the accompanying financial statements for the year ended June 30, 2025.

FRIENDS OF PBS WISCONSIN, INC.
SCHEDULES OF REVENUES
YEARS ENDED JUNE 30, 2025 AND 2024
(SEE INDEPENDENT AUDITORS' REPORT)

	<u>2025</u>	<u>2024</u>
MEMBERSHIP		
Renewal Memberships	\$ 3,819,399	\$ 3,657,418
Direct Mail	4,008,524	3,596,844
Website	1,381,518	1,243,304
On-Air Pledge Drives	606,736	636,927
Canvassing	130,324	134,731
Email	261,524	243,722
Other Membership	683,752	490,624
Total Membership Revenue	<u>10,891,777</u>	<u>10,003,570</u>
INVESTMENT INCOME	3,583,400	3,104,211
FUNDRAISING SPECIAL EVENTS	1,320,372	1,173,181
MAJOR GIFTS	3,910,344	3,842,799
CORPORATE DEVELOPMENT	618,013	578,713
PLANNED GIVING	3,001,942	1,308,799
CHANGES IN BENEFICIAL INTERESTS IN TRUST	<u>204,144</u>	<u>135,437</u>
Total Revenue	<u><u>\$ 23,529,992</u></u>	<u><u>\$ 20,146,710</u></u>



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