

# FāVS NEWS



**FāVS News**  
**2025 Annual Report**

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## A Letter from the Executive Director

Dear Friends of FāVS News,

When we founded FāVS News in 2012, we envisioned a digital publication that would give voice to the diverse faith and nonfaith communities of the Inland Northwest. Nearly 14 years later, I'm proud to report that we've not only fulfilled that vision — we've exceeded it.

The year 2025 marked a pivotal moment in our organization's evolution. We began the year as a regional religion news wire and ended it as a high-traffic destination for readers seeking clarity on matters of faith, values and ethics. Our fourth-quarter metrics tell a remarkable story: direct traffic surged by 782%, new users increased by 143% and our engagement rate soared to more than 92%. These numbers reflect something profound — readers are no longer stumbling upon FāVS through search engines; they're coming directly to us as a trusted daily habit.

This transformation didn't happen by accident. Our team of 17 reporters and now an audio producer, along with 31 columnists, maintained our commitment to original, in-depth reporting on beats that other outlets have abandoned. We continued our investigative coverage of Christ Church's growing national influence, reported on religious liberty issues affecting diverse communities, covered Indigenous language preservation efforts and examined faith-based social justice initiatives from multiple perspectives. Our stories were syndicated to partners more than 175 times throughout the year, reaching audiences from Seattle to Washington, D.C., through outlets including Religion News Service, The States Newsroom and The Spokesman-Review.

In April, we brought together 65 community members for "Uniting the Inland Northwest," an event featuring workshops on homelessness, LGBTQA relationships with religion, interfaith dialogue in polarized times and building bridges with refugees and immigrants. This gathering embodied our mission of building community through engagement that emphasizes inclusion, acceptance, understanding and respect.

We also achieved an important milestone by joining the Institute for Nonprofit News, opening significant opportunities for collaboration, funding and professional development in nonprofit journalism.

Of course, growth brings challenges. We experienced a difficult second quarter that required strategic pivots in our communications approach. We also face the ongoing reality that quality journalism requires sustainable funding. While we've been good stewards of our financial resources, we know we must develop new revenue streams to ensure FāVS News continues serving this region for decades to come.

I'm grateful for the support we received in 2025 — from Humanities Washington's \$2,500 grant, the Episcopal Diocese of Spokane's \$5,000 gift for our Building Bridges series, and the \$10,000 raised through our year-end campaign. Most importantly, I'm grateful for every individual donor, sponsor and partner who believes in our mission.

As we look toward 2026, we're committed to meeting our readers where they are — optimizing for answer engine optimization as AI transforms search, doubling down on video storytelling for younger audiences, and exploring new ways to personalize our content for specific faith and ethical interests.

The need for quality religion journalism has never been greater. In an era of division and polarization, FāVS News remains committed to bridging divides through independent, transparent journalism that gives voice to the widest range of belief traditions.

Thank you for being part of this journey.

In gratitude,

Tracy Simmons  
Executive Director and Founder  
FāVS News

## **A Letter from the Board of Trustees President**

Dear FāVS News Stakeholders,

When I became President of the FāVS Board of Trustees in June 2025, we were taking the first steps to becoming a regional news organization. I am happy to say we are accomplishing that goal as we now have agreements in place with several for-profit and not-for-profit news groups in Washington and Idaho. We are currently working on expanding our agreements with more local news organizations in the region.

Why is this of importance? Today many local news groups do not have the staff to cover the issues of faith, ethics and values, FāVS core mission. Part of this is an economic issue for them, part is a lack of interest by already overwhelmed reporters, and part might be the editors may not realize there is a demand for religious and ethics news. While partnering with not-for-profits does not gain us money, it does gain us recognition. Our for-profit partners do pay us a nominal fee to use our news stories. Both groups credit FāVS with any work used.

While these agreements might not bring in a substantial financial reward, it certainly gives their readers/viewers/listeners news they want and promotes the work of our staff. We are hopeful such recognition will also translate into financial contributions from FāVS supporters, grant-giving organizations and others.

To continue our work, it does mean we do need to find ways of finding financial support. We have been good stewards with the cash resources on hand, but we know these funds will not last forever. Currently, our bookkeeper says we have about 10 years of resources. Therefore, a second effort for 2026 will be developing sustaining financial resources so FāVS News can continue well into the future.

As this report is being written, we are searching for someone to help us develop those sustaining relationships through gifts or underwriting on the website. Any assistance from our shareholders is, of course, greatly appreciated.

In all, 2025 was a good year for FāVS News and we look forward to continuing our work in 2026 and well beyond.

Sincerely,

Rebecca Tallent  
President, Board of Trustees

## **FāVS Board of Trustees**

Tracy Simmons, Executive Director

Dr. Rebecca Tallent, President

Puneet Bsanti, Secretary

Mari Haworth, Treasurer/Bookkeeper

Julie Banks, at-large member

Rebecca Cooney, at-large member

Rev. Heather VanDeventer, at-large member

## **FāVS News Staff**

Cassy Benefield, Associate Editor

Ethan Bakogiannis, Web and SEO Specialist

Mikayla Finnerty, Social Media Manager

Morgen White, TikTok and YouTube Producer



## FāVS News

### Who We Are, Mission, Values and Vision Statements

FāVS News, dba Spokane FāVS, stands as a vital online publication dedicated to covering religion and ethics in the Inland Northwest. Our commitment to informing and building faith and non-faith communities is upheld by our dedicated team of 17 reporters and an audio producer plus 31 columnists. We proudly serve as the region's religion news wire, amplifying diverse voices and fostering understanding. Our content is regularly featured by esteemed collaborators including The Spokesman-Review, Spokane Public Radio, and nationally, the Religion News Service, extending our reach and impact. Rooted in a history of nonsectarian coverage since 2012, FāVS News operates as a 501(c)3 non-profit, guided by our mission to bridge divisions through independent, transparent journalism, and engagement that emphasizes inclusion, acceptance, understanding, and respect.

#### **Mission Statement**

FāVS News informs and builds faith and non-faith community through digital journalism and online and offline engagement opportunities.

#### **Values Statement**

FāVS News believes in building community and in bridging divisions through independent, transparent journalism and commentary, and engagement that emphasizes inclusion, acceptance, understanding, and respect. We give voice to the widest range of belief traditions with a particular interest in those whose voices have been muted or ignored. We strive to be politically neutral but recognize the intersection of ethics and values in any discussion of religion, politics, and ideological diversity. We demonstrate a wide-ranging worldview but remain deeply rooted in our home, which is the Inland Northwest.

#### **Vision Statement**

FāVS News will be the primary place to articulate faith and nonfaith practices in the Inland Northwest in which divisions are healed and communities connected.

## The Year in Review: The Remote Newsroom



*Charlie Kirk, 31-year-old founder of Turning Point USA, at Washington State University on April 17 as part of his American Comeback Tour. The central theme of this tour harks back to one of the original reasons Kirk started TPUSA: his contention that "college is a scam." Here, he is seen throwing hats into the crowd on WSU's campus. / Photo by Aaron Hedge (FāVS News)*

The remote newsroom is the center of FāVS operations; it is where we process the original content by our reporters and columnists. Since 2012, FāVS News has transitioned from a blog to an online publication covering religion and ethics in the Inland Northwest to a news wire for our readers and partners. Our growing team of reporters and columnists supplies news and commentary to our direct readers, and we are able to serve as the region's religion news wire.

In 2025, FāVS News joined the Institute for Nonprofit News, a prestigious network that opens significant opportunities for collaboration, funding and professional development in nonprofit journalism.

In 2025, our original content output included:

- 4 original news articles published weekly (approximately 16 per month)
- 5 original commentaries and columns published weekly (approximately 20 per month)
- 100% of our total content consists of original reporting and commentary
- Our stories were picked up by news partners more than 175 times throughout the year

## **We Specialize in Beat Coverage**

As a nonsectarian news organization, we provide original reporting on beats that other regional outlets don't cover, including:

### **Interfaith community relations across all faith traditions**

- Coverage of Doug Wilson and Christ Church's growing national influence (<https://FāVS.news/with-new-campus-pastor-doug-wilson-grows-in-idaho/>)
- In-depth reporting on Moscow pastor's movement (<https://FāVS.news/moscow-event-pastor-doug-wilsons-movement-influence/>)

### **Religious liberty issues affecting diverse religious communities**

- Indigenous language preservation efforts (<https://FāVS.news/salish-school-of-spokane-nonprofit-indigenous-language/>)

### **Faith-based social justice initiatives from multiple perspectives**

- Charlie Kirk's Pacific Northwest organizing efforts (<https://FāVS.news/charlie-kirks-pacific-northwest-ground-game/>)
- Coverage of Kirk's controversial WSU appearance (<https://FāVS.news/charlie-kirk-draws-controversy-support-1200-wsu-stop/>)

### **Clergy accountability and transparency across denominations**

- Investigation of North Idaho church sexual abuse cases (<https://FāVS.news/north-idaho-church-members-sexual-abuse-investigations/>)
- Reporting on child abuse reporting legislation (<https://FāVS.news/child-abuse-reporting-bill-faces-catholic-opposition-in-washington/>)

### **Regional faith community news covering the full spectrum of belief traditions**

- Ongoing coverage of Christ Church's national reach (<https://FāVS.news/doug-wilson-christ-church-national-influence/>)

### **Secular and non-faith community perspectives on ethics and values**

- Commentary on religionless Christianity (<https://FāVS.news/what-does-religionless-christianity-look-like/>)
- Analysis of conservative political philosophy (<https://FāVS.news/conservatives-founders-inspiration-aeneid-bible/>)

## **Clear Content Attribution and Editorial Standards**

FāVS News maintains strict editorial standards that clearly distinguish our original content:

### **Byline System:**

- All original FāVS content carries clear bylines identifying our reporters and contributors
- Our website clearly differentiates between FāVS original content and syndicated material

### **FāVS has editorial independence:**

- All original reporting follows AP Style guidelines
- Editorial decisions are made independently by our news team
- No content is published without proper editorial oversight



*Literature and snacks offered under a small tent attempting to counter the hate Charlie Kirk brought to the campus on April 17, said Sierra Guadagnoli, booth organizer and WSU student. Photo by Lucille Stutesman (FāVS News)*

### **Our Role as Regional Religion News Wire**

FāVS News functions as a regional religion news wire service, with our original content being syndicated to partner outlets more than 175 times in 2025:

#### **Current Syndication Partners:**

*For-Profit Partners (who pay for content):*

- The Spokesman-Review
- Moscow-Pullman Daily News
- Lewiston Tribune

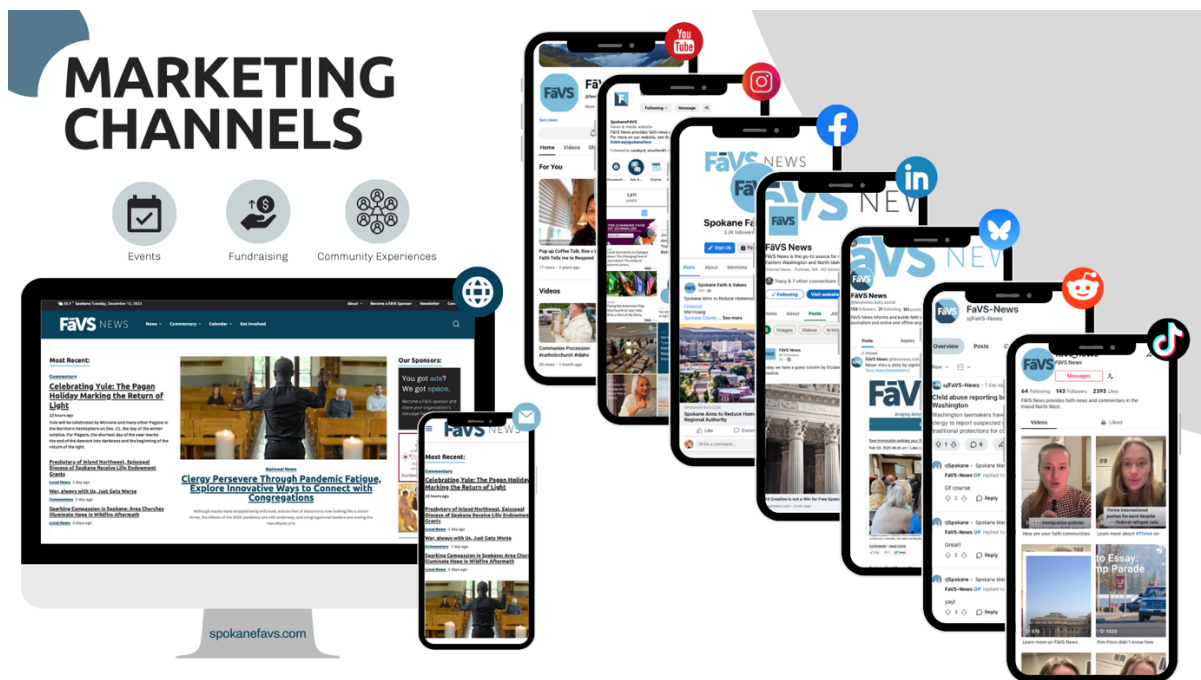
*Nonprofit Partners (who acknowledge FāVS editorial work with bylines):*

- Religion News Service (national syndication)
- KUOW (Seattle's NPR station)
- RANGE Media
- Spokane Public Radio
- Northwest Public Broadcasting
- United Methodist Insights

- Stonewall News Northwest
- The Idaho Capital Sun
- The Washington State Standard
- Religion Unplugged

Our syndication partnerships continue to grow, expanding our reach beyond the Inland Northwest to serve audiences across Washington state and nationally. This model allows us to maintain our focus on original, in-depth religion reporting while ensuring our journalism reaches the widest possible audience.

# Communications



## Overview

The year 2025 was transformative for FāVS News. We began the year maintaining a steady baseline as a regional religion news wire but finished as a high-traffic destination characterized by explosive growth. The data reveals a distinct narrative: a challenging second quarter that necessitated strategic pivots, followed by a record-breaking fourth quarter where our mission of providing clarity without clutter resonated with a rapidly expanding audience. Here are communication strategies and outcome highlights from January-December 2025.

## Where We Started: The Baseline (Q1 2025)

FāVS News began 2025 with a stable foundation. During the first quarter (January-March), our website welcomed 60,638 new users and logged 100,199 views, driven largely by organic search traffic which accounted for 26,055 sessions.

- **Content Drivers:** Our investigative reporting drove early traffic, specifically the story "Former North Idaho church members face sexual abuse investigations," which garnered more than 1,500 views.
- **Engagement:** At this stage, our engagement rate stood at 46.88%. While steady, we identified a need to convert casual search engine visitors into loyal, recurring readers.

### **Strategic Shifts and The Mid-Year Pivot (Q2–Q3 2025)**

The second quarter (April–June) presented significant headwinds. We experienced a decline across key metrics, with new users dropping by 44% (to 42,163) and total views falling by 25% to 75,311.

- **The Response:** Our communications team met to restructure our engagement strategy. We shifted our focus away from static news dissemination toward interactive community building, experimenting with polls, videos, and "go live" features to regain momentum.
- **Top Content:** Despite the traffic dip, our local reporting remained impactful. Coverage of political activist Charlie Kirk's visit to WSU generated 2,806 views, proving that localized, controversial topics were still strong drivers for our audience.

### **The Turnaround: A Shift to Direct Access (Q3 2025)**

By the third quarter (July–September), the tide turned. While organic search traffic remained relatively flat, we observed a massive behavioral shift: Direct traffic increased by 79%, reaching 10,366 sessions. This signaled that readers were beginning to bookmark FāVS News and navigate directly to our site rather than relying on third-party search engines.

- **Evergreen Success:** We also saw the power of evergreen resources. "A List of Greetings for Jewish Holidays," a resource originally published previously, resurfaced to generate nearly 4,000 views in Q3 alone, validating our strategy of maintaining a robust library of educational ethical content.
- **Data Calibration:** We identified and isolated a bot traffic issue in July that had temporarily skewed email metrics. Correcting this allowed for cleaner data analysis and strategy refinement heading into the final quarter.

### **Where We Ended: The Q4 Surge (Q4 2025)**

The year concluded with unprecedented growth in the fourth quarter (October–December), fundamentally reshaping our audience profile.

- **Explosive Growth:** Q4 witnessed a surge in site activity. New users climbed to 122,124 - a 143% increase over the previous quarter. Total views for the quarter alone exceeded 214,000.
- **The "Direct" Reader:** The trend that began in Q3 exploded in Q4. Direct traffic grew by 782%, reaching 91,431 sessions. This confirms that FāVS News has successfully transitioned into a primary daily habit for thousands of readers in the Inland Northwest.
- **Clarity Without Clutter:** While the average time on site dropped to 18 seconds, our Engagement Rate rose to 92.23%. This inverse relationship suggests we successfully fulfilled our mission of efficiency: readers found exactly what they needed immediately, without friction.



*The Kenworthy in Moscow, Idaho, was packed Aug. 8 for a Sons of Patriarchy live event/Tracy Simmons – FäVS News*

### Traffic Sources Evolution

The acquisition landscape shifted dramatically in 2025.

- **Organic Search:** Recovered from the mid-year dip to finish Q4 up 46% (22,744 sessions), aided by a new focus on "Answer Engine Optimization" (AEO) to capture traffic from AI-powered search tools.
- **Social Media:** Organic social traffic showed consistent upward momentum in the second half of the year, finishing Q4 with a 53% increase (3,487 sessions).
- **Referral & Email:** Referral traffic saw steady growth of 29% by Q4. Email remained a volatile channel due to the bot issues resolved in Q3, prompting a planned strategic overhaul for 2026.

### Social Media Performance

Our social channels saw divergent trends in 2025, clarifying where our community lives online.

- **Facebook:** This platform remained a pillar of community engagement. After a slow start to the year, reach increased by 55% in Q4, peaking at 44,800 unique users. Content

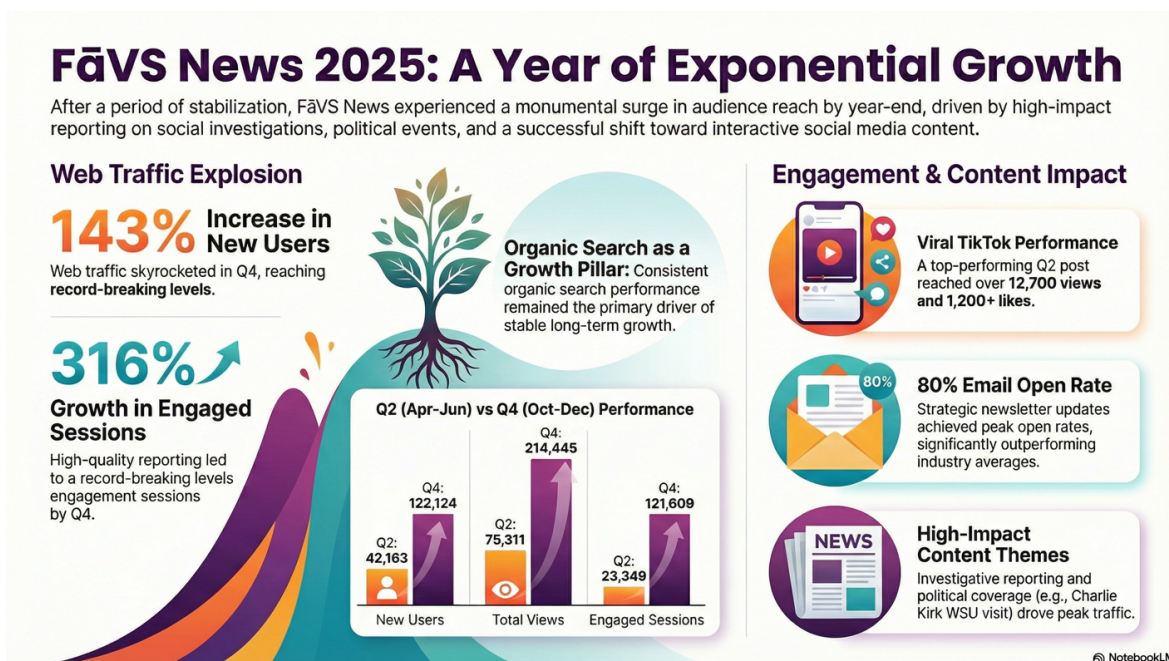
interactions more than doubled from Q1 to Q4, signaling that our reporting is resonating deeply in community discussions.

- **LinkedIn:** After a mid-year slump, LinkedIn emerged as a high-growth professional channel. Impressions rebounded 217% in Q3 and continued to climb in Q4. We ended the year with record highs in reactions (75) and unique visitors (57), suggesting our ethics reporting is reaching a professional class of readers.
- **Instagram:** Instagram faced headwinds. Despite a temporary spike in Q3 (12,000 views), views dropped to 7,300 in Q4. This decline suggests a need to pivot our strategy away from static posts toward Reels and video storytelling to recover lost reach.
- **Emerging Platforms (TikTok & YouTube):** We found success with younger demographics here. TikTok ended the year with 11,300 likes (up 20% in Q4). Our "Trump Car Parade" video became a top performer. YouTube subscribers grew 22% in Q4, driven by Short content.

### Top Performing Content of 2025

Throughout 2025, our most read stories reflected a mix of breaking local news, investigative reporting, and evergreen theological resources:

1. "A List of Greetings for Jewish Holidays For Non-Jews" – 3,983 views (Q3)
2. "Political activist Charlie Kirk announces plans to come to WSU" – 2,806 views (Q2)
3. "Former North Idaho church members face sexual abuse investigations" – 1,530 views (Q1)
4. "The Polar Express Is a Metaphor for Faith" – 1,112 views (Q4)
5. "Mike Tyson: How faith and redemption transformed his life" – 1,075 views (Q1)



## Looking Ahead: Strategic Recommendations for 2026

<p><b>Optimize for the "Direct" &amp; "Search" Reader</b></p> <p>With Direct traffic soaring by 782% and Organic Search rising 46% in Q4, readers are now actively seeking out FāVS.</p> <p><b>Recommendation:</b> Prioritize Answer Engine Optimization (AEO). AEO are AI-powered search engines. As search engines shift toward AI-generated summaries in 2026, ensure our "Ask A..." series and ethical commentaries are structured as clear, authoritative answers to complex religious questions.</p>	<p><b>Pivot Social Strategy: LinkedIn &amp; Facebook vs. Instagram</b></p> <p>LinkedIn and Facebook have proven to be our strongest community-building engines, while Instagram views plummeted by 39% in Q4.</p> <p><b>Recommendation:</b> Double down on LinkedIn Carousels and Facebook community interactions. On Instagram, shift away from static posts toward short-form vertical video (Reels) that features "behind-the-scenes" ethics reporting to humanize our mission and recover lost reach.</p>	<p><b>Re-Engage via Personalization &amp; SMS</b></p> <p>Email traffic remained a low-volume channel in 2025, dipping significantly in Q2 and Q3.</p> <p><b>Recommendation:</b> Move beyond generic newsletters to segmented email campaigns tailored to specific faith or ethical interests. Explore SMS for time-sensitive community alerts or event registrations, which industry benchmarks suggest see open rates as high as 99%.</p>	<p><b>Leverage "Clarity" in Video &amp; Emerging Platforms</b></p> <p>YouTube and TikTok showed high-potential "viral" moments in late 2025, such as our top-performing Short reaching 2,000 views.</p> <p><b>Recommendation:</b> Scale YouTube Shorts and TikTok content that simplifies complex religious topics into "10-second micro-moments," making faith and ethics accessible to the 18-34 demographic that currently makes up 40% of our audience.</p>
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## 2025 Metrics Highlights Table

Quarter	New Users	Total Views	Top Performing Post Title	Top Post Views	Engagement Rate	Primary Traffic Source	Social Media Follows	Email Open Rate
Q1 (Jan-Mar 2025)	60,638 (↓1%)	100,199 (↑12%)	Former North Idaho church members face sexual abuse investigations	1,530	46.88% (↓0.2%)	Organic search	Facebook: 70 (↑133%), Instagram: 23 (↓51%), LinkedIn: 8 (↑29%)	17.8%
Q2 (Apr-June 2025)	42,163 (↓44%)	75,311 (↓25%)	Political activist Charlie Kirk announces plans to come to WSU	2,806	47.04% (no change)	Organic search	Facebook: 45 (↓36%), Instagram: 15 (↓35%), LinkedIn: 2 (↓75%)	75%-80% (Regular newsletters)
Q3 (July-Sep 2025)	50,353 (↑19%)	87,342 (↑16%)	A List of Greetings for Jewish Holidays For Non-Jews	3,983	49.35% (↑5%)	Organic search	Facebook: 44 (↓2%), Instagram: 33 (↑120%), LinkedIn: 11 (↑139%)	14.9% (↓15.8%)
(Oct-Dec 2025)	122,124 (↑143%)	214,445 (↑146%)	'The Polar Express' Is a Metaphor for Faith	1,112	92.23% (↑87%)	Direct traffic	Facebook: 73 (↑66%), Instagram: 22 (↓33%), LinkedIn: 14 (↑27%)	Not in source

## Events



Joann Muneta speaks during a community event in Moscow, Idaho. (Photo by Tracy Simmons)

On April 27, 2025, FāVS NEWS hosted *Uniting the Inland Northwest*, a free community event at the Montvale Center. It featured a keynote speaker from Humanities Washington, Gonzaga University Religion Studies Assistant Professor Itohan Idumwonyi, PhD, who spoke about the universality of the Ubuntu philosophy in bridging social divides and building community, putting the idea of "I am because we are" into practice. This was followed by a series of six workshops with speaker panels on a variety of topics including:

- Understanding the complexities of homelessness
- The LGBTQA's relationship with religion
- How food and faith unite communities
- Interfaith dialogue in polarized times
- The next generation's view of religion
- How to build bridges with refugees and immigrants

Speakers came from such varied groups as the Spokane Housing Authority, Feast World Kitchen, Odyssey Youth Movement, Youth for Christ, Sravasti Abbey, South Hill LDS Stake, Transitions Ministry, and the WSU LGBTQA Survey.

The event drew 65 attendees from Spokane and the surrounding area.

FāVS is currently looking for new opportunities for regular meetings like the old coffee talks.

## Grants

As a 501(c)(3) organization, FāVS is a true tax-exempt nonprofit organization, dependent on sponsorships, grants and donor support. In 2019, FāVS was gifted a building, which was sold in 2022 for \$900,000. Since that time, the FāVS board of trustees and staff have worked diligently to be good stewards of the money, but FāVS is expensive to operate each month and the service frequently operates at a loss, dependent on financial reserves to pay the bills.

Previous funding has been provided by Humanities Washington and the National Endowment for the Humanities (NEH) as part of the Coronavirus Aid, Relief and Economic Security (CARES) Act economic stabilization plan of 2020. Funding has also been provided by the Spokane County Board of Commissioners and Greater Spokane Inc. as part of the Open Together Small Business and Non-Profit Grant Program of the federal CARES Act.

In 2025, FāVS received significant support from both institutional and individual donors. Humanities Washington awarded FāVS a \$2,500 grant, continuing its history of supporting the organization's mission. The Episcopal Diocese of Spokane contributed a \$5,000 gift specifically designated for the Building Bridges series, reflecting the growing recognition of FāVS's role in fostering dialogue across faith traditions. Our End of Year fundraising campaign brought in \$10,000, demonstrating the strength of our donor community's commitment to independent religion journalism.

Most of our funding, however, continues to come from individual donors and sponsorships, plus advertising on the website.

# Financials

## Statement of Financial Position

### Spokane FÄVS

As of December 31, 2025

Distribution account	Total
Assets	
Current Assets	
Bank Accounts	
Ameriprise	0.00
Contributing Expense	3,224.88
Fidelity Money Market	705,922.84
PayPal	9.31
STCU Checking	6,290.63
STCU Money Market	2,510.42
Stripe	0.00
Stripe Revenue Hub	173.19
xNumerica Money Market	0.00
xNumerica Non Profit	0.00
<b>Total for Bank Accounts</b>	<b>\$718,131.27</b>
Other Current Assets	
Due from Spokane FÄVS LLC	0.00
Inventory Asset	557.93
<b>Total for Other Current Assets</b>	<b>\$557.93</b>
<b>Total for Current Assets</b>	<b>\$718,689.20</b>
Fixed Assets	
Fixed Assets	
Accumulated Depreciation	0.00
Buildings	0.00
Furniture and Equipment	0.00
Security System	0.00
<b>Total for Fixed Assets</b>	<b>\$0.00</b>
<b>Total for Fixed Assets</b>	<b>\$0.00</b>
Other Assets	
Inland NW Money	0.00
<b>Total for Other Assets</b>	<b>\$0.00</b>
<b>Total for Assets</b>	<b>\$718,689.20</b>
Liabilities and Equity	
Liabilities	

Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
<b>Total for Accounts Payable</b>	<b>\$0.00</b>
Other Current Liabilities	
Out Of Scope Agency Payable	0.00
Prepaid Rent/Deposits	0.00
Washington State Department of Revenue Payable	0.00
<b>Total for Other Current Liabilities</b>	<b>\$0.00</b>
<b>Total for Current Liabilities</b>	<b>\$0.00</b>
<b>Total for Liabilities</b>	<b>\$0.00</b>
Equity	
Retained Earnings	753,753.35
Net Income	-35,064.15
<b>Total for Equity</b>	<b>\$718,689.20</b>
<b>Total for Liabilities and Equity</b>	<b>\$718,689.20</b>

**Statement of Activity**  
**Spokane FāVS**  
**January-December, 2025**

Distribution account	Total
Income	
Direct Public Support	
Corporate Contributions~Matching Funds	19,904.13
Individ, Business Contributions	23,913.21
<b>Total for Direct Public Support</b>	<b>\$43,817.34</b>
Grants - Corporate Grants	2,500.00
Other Types of Income	1,430.00
Bequest	36,247.51
Interest	60,411.07
Miscellaneous Revenue	3,808.21
Sponsored Posts	4,087.04
<b>Total for Other Types of Income</b>	<b>\$105,983.83</b>
Sales of Product Revenue	537.78
<b>Total for Income</b>	<b>\$152,838.95</b>
Cost of Goods Sold	
Cost of Goods Sold	230.10
<b>Total for Cost of Goods Sold</b>	<b>\$230.10</b>
<b>Gross Profit</b>	<b>\$152,608.85</b>
Expenses	
Advertising Expense	167.70
Bank Fees	136.10
Contract Services	
Accounting Fees	1,400.00
Bookkeeping	3,385.66
Development Director	37,500.03
Editor	17,696.15
Event Coordinator	675.00
Grant Writing	1,287.50
Interns	2,333.78
Journalists	32,250.00
Media Consultant	6,000.00
News Revenue Hub - Consulting	14,000.00
Tik Tok Consultant	3,300.00
Website Posting	2,418.33
<b>Total for Contract Services</b>	<b>\$122,246.45</b>

Credit Card Fees	946.67
Fees and Licenses	110.50
Membership Dues	350.00
Operations	
Books, Subscriptions, Reference	3,732.84
Other Business Expenses	
Events	4,041.94
<b>Total for Other Business Expenses</b>	<b>\$4,041.94</b>
Postage, Mailing Service	193.85
Printing and Copying	42.04
Supplies	167.88
<b>Total for Operations</b>	<b>\$8,178.55</b>
Other Types of Expenses	419.47
Insurance - Liability, D and O	3,294.00
<b>Total for Other Types of Expenses</b>	<b>\$3,713.47</b>
Payroll Expenses	1,968.60
Director Wages	31,563.01
Payroll Taxes	8,925.25
<b>Total for Payroll Expenses</b>	<b>\$42,456.86</b>
Promotions and contests	155.00
Purchases	
Tshirts	797.38
<b>Total for Purchases</b>	<b>\$797.38</b>
Travel and Meetings	1,005.07
Travel	105.00
<b>Total for Travel and Meetings</b>	<b>\$1,110.07</b>
Website fee	7,304.25
<b>Total for Expenses</b>	<b>\$187,673.00</b>
<b>Net Operating Income</b>	<b>-\$35,064.15</b>
<b>Net Other Income</b>	
<b>Net Income</b>	<b>-\$35,064.15</b>

