

# THE GOSPEL COALITION, INC.

Financial Statements  
With Independent Auditors' Report

December 31, 2024 and 2023



**THE GOSPEL COALITION, INC.**

**Table of Contents**

	<u>Page</u>
Independent Auditors’ Report	1
Financial Statements	
Statements of Financial Position	3
Statement of Activities–2024	4
Statement of Activities–2023	5
Statements of Cash Flows	6
Notes to Financial Statements	7

## INDEPENDENT AUDITORS' REPORT

Board of Directors  
The Gospel Coalition, Inc.  
Columbia, Missouri

### ***Opinion***

We have audited the accompanying financial statements of The Gospel Coalition, Inc. (a nonprofit organization), which comprise the statements of financial position as of December 31, 2024 and 2023, 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 financial statements referred to above present fairly, in all material respects, the financial position of The Gospel Coalition, Inc. as of December 31, 2024 and 2023, 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 audit in accordance with auditing standards generally accepted in the United States of America. 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 The Gospel Coalition, Inc. and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. 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 Gospel Coalition, Inc.'s ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Board of Directors  
The Gospel Coalition, Inc.  
Columbia, Missouri

***Auditors' Responsibility 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 generally accepted auditing standards 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 generally accepted auditing standards, 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 Gospel Coalition, 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 The Gospel Coalition, 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.

*Capin Crouse LLC*

Lawrenceville, Georgia  
April 10, 2025

# THE GOSPEL COALITION, INC.

## Statements of Financial Position

	December 31,	
	2024	2023
ASSETS:		
Cash and cash equivalents	\$ 1,246,104	\$ 836,196
Investments	1,827,966	2,914,052
Accounts receivable (net of allowance of \$15,882)	276,713	69,858
Prepaid expenses and other assets	71,329	65,981
Property and equipment-net	189,542	16,925
Total Assets	<u>\$ 3,611,654</u>	<u>\$ 3,903,012</u>
LIABILITIES AND NET ASSETS:		
Liabilities:		
Accounts payable and accrued expenses	\$ 285,822	\$ 236,078
Deferred revenues	1,742,803	680,462
Total liabilities	<u>2,028,625</u>	<u>916,540</u>
Net assets:		
Without donor restrictions	1,298,587	2,640,763
With donor restrictions	284,442	345,709
Total net assets	<u>1,583,029</u>	<u>2,986,472</u>
Total Liabilities and Net Assets	<u>\$ 3,611,654</u>	<u>\$ 3,903,012</u>

See accompanying notes to the financial statements

# THE GOSPEL COALITION, INC.

## Statement of Activities

Year Ended December 31, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
SUPPORT AND REVENUE:			
Support:			
Contributions	\$ 3,143,675	\$ 537,028	\$ 3,680,703
Revenue:			
Conference revenue	2,193,015	-	2,193,015
Content revenue	1,706,598	-	1,706,598
Other revenue	131,235	-	131,235
	<u>4,030,848</u>	<u>-</u>	<u>4,030,848</u>
Total Support and Revenue	<u>7,174,523</u>	<u>537,028</u>	<u>7,711,551</u>
RECLASSIFICATIONS:			
Net assets released from restrictions	<u>598,295</u>	<u>(598,295)</u>	<u>-</u>
EXPENSES:			
Program activities:			
Conferences and events	2,216,460	-	2,216,460
Other program services	2,924,597	-	2,924,597
	<u>5,141,057</u>	<u>-</u>	<u>5,141,057</u>
Supporting activities:			
General and administrative	2,904,571	-	2,904,571
Fundraising	1,069,366	-	1,069,366
	<u>3,973,937</u>	<u>-</u>	<u>3,973,937</u>
Total Expenses	<u>9,114,994</u>	<u>-</u>	<u>9,114,994</u>
Change in Net Assets	(1,342,176)	(61,267)	(1,403,443)
Net Assets, Beginning of Year	<u>2,640,763</u>	<u>345,709</u>	<u>2,986,472</u>
Net Assets, End of Year	<u>\$ 1,298,587</u>	<u>\$ 284,442</u>	<u>\$ 1,583,029</u>

See accompanying notes to the financial statements

# THE GOSPEL COALITION, INC.

## Statement of Activities

Year Ended December 31, 2023

	Without Donor Restrictions	With Donor Restrictions	Total
SUPPORT AND REVENUE:			
Support:			
Contributions	\$ 2,577,471	\$ 1,019,709	\$ 3,597,180
Revenue:			
Conference revenue	2,318,996	-	2,318,996
Content revenue	1,408,086	-	1,408,086
Other revenue	170,228	-	170,228
	<u>3,897,310</u>	<u>-</u>	<u>3,897,310</u>
Total Support and Revenue	<u>6,474,781</u>	<u>1,019,709</u>	<u>7,494,490</u>
RECLASSIFICATIONS:			
Net assets released from restrictions	<u>762,157</u>	<u>(762,157)</u>	<u>-</u>
EXPENSES:			
Program activities:			
Conferences and events	1,906,912	-	1,906,912
Other program services	3,292,556	-	3,292,556
	<u>5,199,468</u>	<u>-</u>	<u>5,199,468</u>
Supporting activities:			
General and administrative	1,201,572	-	1,201,572
Fundraising	907,865	-	907,865
	<u>2,109,437</u>	<u>-</u>	<u>2,109,437</u>
Total Expenses	<u>7,308,905</u>	<u>-</u>	<u>7,308,905</u>
Change in Net Assets	(71,967)	257,552	185,585
Net Assets, Beginning of Year	<u>2,712,730</u>	<u>88,157</u>	<u>2,800,887</u>
Net Assets, End of Year	<u>\$ 2,640,763</u>	<u>\$ 345,709</u>	<u>\$ 2,986,472</u>

See accompanying notes to the financial statements

# THE GOSPEL COALITION, INC.

## Statements of Cash Flows

	Year Ended December 31,	
	2024	2023
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>		
Change in net assets	\$ (1,403,443)	\$ 185,585
Adjustments to reconcile change in net assets to net cash provided (used) by operating activities:		
Depreciation	8,087	1,253
Change in allowance for credit losses	15,882	-
Changes in operating assets and liabilities:		
Employee Retention Credit receivable	-	421,091
Accounts receivable	(222,737)	26,006
Prepaid expenses and other assets	(5,348)	80,964
Accounts payable and accrued expenses	49,744	(201,110)
Deferred revenues	1,062,341	295,580
Net Cash Provided (Used) by Operating Activities	(495,474)	809,369
<b>CASH FLOWS FROM INVESTING ACTIVITIES:</b>		
Proceeds from sell of investments	2,600,000	750,000
Purchases of investments	(1,513,914)	(1,566,170)
Purchases of fixed assets	(180,704)	(18,178)
Net Cash Provided (Used) by Investing Activities	905,382	(834,348)
Net Change in Cash and Cash Equivalents	409,908	(24,979)
Cash and Cash Equivalents, Beginning of Year	836,196	861,175
Cash and Cash Equivalents, End of Year	\$ 1,246,104	\$ 836,196

See accompanying notes to the financial statements



# THE GOSPEL COALITION, INC.

## Notes to Financial Statements

December 31, 2024 and 2023

### 1. NATURE OF ORGANIZATION:

The mission of The Gospel Coalition, Inc. (the Organization) was formed in 2006. The Organization is a fellowship of evangelical churches in the Reformed tradition deeply committed to renewing faith in the gospel of Christ and to reform ministry practices to conform fully to the Scriptures. The Organization does this by providing biblically faithful content through various media sources, hosting conferences, and through a community of churches and individuals.

The Organization is exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code (Code) and comparable state law. Contributions to the Organization are deductible from income taxes within the limitations prescribed by the Code. The Organization is not a private foundation under Section 509(a)(1) of the Code. The primary source of revenue for the Organization is contributions from the general public.

### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES:

The financial statements have been prepared on the accrual basis of accounting, in conformity with accounting principles generally accepted in the United States. The significant accounting policies followed are described below to enhance the usefulness of the financial statements to the reader.

#### USE OF ESTIMATES

The preparation of the financial statements in conformity with accounting principles generally accepted in the United States 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.

#### CASH AND CASH EQUIVALENTS

Cash and cash equivalents includes checking accounts and savings accounts. While occasionally deposits may be in excess of federally insured limits, the Organization has not experienced any losses in such accounts. At December 31, 2024, cash balances exceeded federally insured limits by \$402,426, and at December 31, 2023, cash balances did not exceed federally insured limits.

#### INVESTMENTS

Investments consist of a money market account that is reported at cost plus accrued interest with interest income included in the statements of activities. Donated investments are recorded at market value at the date of donation and liquidated upon receipt.

# THE GOSPEL COALITION, INC.

## Notes to Financial Statements

December 31, 2024 and 2023

### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, continued:

#### ACCOUNTS RECEIVABLE–NET

Accounts receivables consist of amounts billed to companies partnering with the Organization for participation in its annual conference. Accounts receivable are presented net of an allowance for credit losses, which is an estimate of amounts that may not be collectible. The estimate is based on management's historical collection experience, adjusted for management's expectations about current and future economic conditions. As of December 31, 2023, the Organization had not established an allowance as it expected all amounts to be fully collected. As of December 31, 2024, the Organization established an allowance and estimated a loss rate of 1% due to rising inflation and indicators of a potential recession. As of December 31, 2024 and 2023 the accounts receivable balance was \$276,713 and \$69,858.

#### PROPERTY AND EQUIPMENT–NET

Items capitalized as property and equipment are stated at cost or, if donated, at market value on the date of donation. The Organization generally capitalizes all property and equipment acquisitions in excess of \$2,500. Expenditures for repairs and maintenance are charged to expense as incurred, and additions and improvements that significantly extend the lives of assets are capitalized at cost. Depreciation is computed using the straight-line method over the estimated useful lives of the assets, ranging from three to seven years.

#### DEFERRED REVENUE

Deferred revenue consists solely of event revenues received in the fiscal year prior to events being carried out. The amount is earned and recognized when the event obligation has been satisfied. As of December 31, 2024 and 2023 the deferred revenues balance was \$1,742,803 and \$680,462.

#### CLASSES OF NET ASSETS

The financial statements report amounts separately by class of net assets:

*Net assets without donor restrictions* are currently available for operating purposes under the direction of the board, or invested in property and equipment, net of accumulated depreciation.

*Net assets with donor restrictions* are stipulated by donors for specific operating purposes or programs, with time restrictions, or not currently available for use until commitments regarding their use have been fulfilled.

All contributions are considered available for use without donor restrictions unless specifically restricted by the donor or subject to other legal restrictions.

# THE GOSPEL COALITION, INC.

## Notes to Financial Statements

December 31, 2024 and 2023

### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, continued:

#### SUPPORT AND REVENUES, RECLASSIFICATIONS, AND EXPENSES

Revenue is recognized when earned and contributions when cash, securities or other assets; an unconditional promise to give; or a notification of a beneficial interest is received. Conditional promises to give—that is, those with a measurable performance or other barrier and a right of return—are not recognized until the conditions on which they depend have been met.

The Organization reports gifts of cash and other assets as support with donor restrictions if they are received with donor stipulations that limit the use of the donated amounts. When a stipulated time restriction ends or purpose restriction is satisfied, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as reclassifications. As of December 31, 2024 and 2023, the Organization had \$284,442 and \$345,709, respectively, in donor restricted funds for the purpose of programs and international relief.

Conference revenues are recognized in the fiscal year in which the event takes place. Content revenue is recognized when goods are delivered or services are performed. Payments received for future periods are deferred at year-end. Substantially all deferred payments are recognized as revenue during the following year.

Expenses are recorded when incurred in accordance with the accrual basis of accounting. The costs of providing various program services and supporting activities of the Organization have been summarized on a functional basis in the statements of activities. Accordingly, certain costs have been allocated among the program services and supporting activities benefited.

### 3. LIQUIDITY AND FUNDS AVAILABLE:

The following table reflects the Organization's financial assets as of December 31, 2024 and 2023, reduced by amounts not available for general expenditure within one year. Financial assets are considered unavailable when illiquid or not convertible to cash within one year. The Organization considers general expenditures to be all expenditures related to fulfilling its vision as well as the conduct of services undertaken to support those activities to be general expenditures.

# THE GOSPEL COALITION, INC.

## Notes to Financial Statements

December 31, 2024 and 2023

### 3. LIQUIDITY AND FUNDS AVAILABLE, continued:

	December 31,	
	2024	2023
Financial assets, at year-end and available to meet cash needs for general expenditures within one year:		
Cash and cash equivalents	\$ 1,246,104	\$ 836,196
Investments	1,827,966	2,914,052
Accounts receivable-net	276,713	69,858
	<u>\$ 3,350,783</u>	<u>\$ 3,820,106</u>

As part of the Organization's liquidity management, it has a policy to structure its financial assets to be available as its general expenditures, liabilities, and other obligations come due. As of December 31, 2024 and 2023, the Organization had \$284,442 and \$345,709, respectively, in net assets with donor restrictions for its programs. These funds are considered available to meet needs for general expenditures within one year.

### 4. ACCOUNTS RECEIVABLE-NET:

Accounts receivable-net consist of:

	December 31,	
	2024	2023
Accounts receivable	\$ 292,595	\$ 69,858
Less allowance for credit losses	(15,882)	-
	<u>\$ 276,713</u>	<u>\$ 69,858</u>

### 5. PROPERTY AND EQUIPMENT-NET:

Property and equipment-net consist of:

	December 31,	
	2024	2023
Equipment	\$ 20,214	\$ 8,302
Furniture and fixtures	11,546	11,546
	31,760	19,848
Less accumulated depreciation	(11,010)	(2,923)
	20,750	16,925
Construction in progress	168,792	-
	<u>\$ 189,542</u>	<u>\$ 16,925</u>

# THE GOSPEL COALITION, INC.

## Notes to Financial Statements

December 31, 2024 and 2023

### 6. EXPENSES BY BOTH NATURE AND FUNCTION:

The financial statements report certain categories of expenses that are attributable to one or more program or supporting functions of the Organization. Therefore, these expenses require allocation on a reasonable basis that is consistently applied. Payroll and benefits are allocated on an analysis of employee time and effort for the employees incurring the expense. All other expenses are allocated based on an analysis of the employee or event incurring the expense.

Functional expenses by natural classification for the year ended December 31, 2024:

	Program Activities			Supporting Activities			
	Conference and Events	Other Program Services	Total Program Activities	General and Administrative	Fundraising	Total Supporting Activities	Total
Payroll and benefits	\$ 493,482	\$ 1,548,797	\$ 2,042,279	\$ 1,460,532	\$ 592,408	\$ 2,052,940	\$ 4,095,219
Contractor fees	16,287	650,032	666,319	499,588	147,910	647,498	1,313,817
Professional fees	-	-	-	29,087	-	29,087	29,087
Travel and meetings	248,739	207,014	455,753	289,265	113,359	402,624	858,377
Technology	115,494	164,507	280,001	120,219	62,453	182,672	462,673
Marketing	217,474	87,160	304,634	123,597	79,188	202,785	507,419
Production and design	669,353	133,308	802,661	159,940	4,420	164,360	967,021
Other	455,631	133,779	589,410	222,343	69,628	291,971	881,381
	<u>\$ 2,216,460</u>	<u>\$ 2,924,597</u>	<u>\$ 5,141,057</u>	<u>\$ 2,904,571</u>	<u>\$ 1,069,366</u>	<u>\$ 3,973,937</u>	<u>\$ 9,114,994</u>

# THE GOSPEL COALITION, INC.

## Notes to Financial Statements

December 31, 2024 and 2023

6. EXPENSES BY BOTH NATURE AND FUNCTION, continued:

Functional expenses by natural classification for the year ended December 31, 2023:

	Program Activities			Supporting Activities			
	Conference and Events	Other Program Services	Total Program Activities	General and Administrative	Fundraising	Total Supporting Activities	Total
Payroll and benefits	\$ 557,995	\$ 1,727,953	\$ 2,285,948	\$ 636,514	\$ 451,650	\$ 1,088,164	\$ 3,374,112
Contractor fees	63,942	639,420	703,362	181,169	181,169	362,338	1,065,700
Professional fees	-	8,082	8,082	25,593	-	25,593	33,675
Travel and meetings	234,675	173,319	407,994	99,308	22,694	122,002	529,996
Technology	73,764	248,391	322,155	93,944	52,522	146,466	468,621
Marketing	135,237	224,165	359,402	2,578	120,180	122,758	482,160
Production and design	488,958	39,799	528,757	-	39,799	39,799	568,556
Other	352,341	231,427	583,768	162,466	39,851	202,317	786,085
	<u>\$ 1,906,912</u>	<u>\$ 3,292,556</u>	<u>\$ 5,199,468</u>	<u>\$ 1,201,572</u>	<u>\$ 907,865</u>	<u>\$ 2,109,437</u>	<u>\$ 7,308,905</u>

# **THE GOSPEL COALITION, INC.**

## **Notes to Financial Statements**

December 31, 2024 and 2023

7. SUBSEQUENT EVENTS:

Subsequent events have been evaluated through April 10, 2025, which represents the date the financial statements were available to be issued. Subsequent events after that date have not been evaluated.