



NEED HIM NATIONAL MEDIA OUTREACH, INC.

Financial Statements
With Independent Auditor's Report

June 30, 2025 and 2024

**NEED HIM NATIONAL
MEDIA OUTREACH, INC.**

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INDEPENDENT AUDITOR'S REPORT

Board of Directors
Need Him National Media Outreach, Inc.
Dallas, Texas

Opinion

We have audited the accompanying financial statements of Need Him National Media Outreach, Inc., which comprise the statements of financial position as of June 30, 2025 and 2024, and the related statements of activities, 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 Need Him National Media Outreach, 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. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are required to be independent of Need Him National Media Outreach, 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 these 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 Need Him National Media Outreach, 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
Need Him National Media Outreach, Inc.
Dallas, Texas

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with 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 Need Him National Media Outreach, 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 Need Him National Media Outreach, 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

Irving, Texas
January 12, 2026

**NEED HIM NATIONAL
MEDIA OUTREACH, INC.**

Statements of Financial Position

	June 30,	
	2025	2024
ASSETS:		
Cash and cash equivalents	\$ 70,772	\$ 271,825
Prepaid expenses and other assets	12,639	53,624
Property and equipment–net	96,646	142,032
Operating lease right-of-use assets	290,665	58,753
Total Assets	\$ 470,722	\$ 526,234
LIABILITIES AND NET ASSETS:		
Liabilities:		
Accounts payable	\$ 6,282	\$ 8,147
Accrued expenses	15,755	14,609
Operating lease liabilities	290,186	60,957
Total liabilities	312,223	83,713
Net assets:		
Without donor restrictions	158,499	363,921
With donor restrictions	-	78,600
Total net assets	158,499	442,521
Total Liabilities and Net Assets	\$ 470,722	\$ 526,234

See notes to financial statements

NEED HIM NATIONAL MEDIA OUTREACH, INC.

Statements of Activities

	Year Ended June 30,	
	2025	2024
CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS:		
SUPPORT AND REVENUE:		
Contributions of cash and financial assets	\$ 1,252,552	\$ 1,007,762
Contributions of non-financial assets—media	9,336,441	5,473,831
Contributions of non-financial assets—printing	127,425	300,314
Other income	9,790	7,331
	10,726,208	6,789,238
Reclassifications—net assets released from restrictions:		
Satisfaction of purpose restrictions	78,600	-
	10,804,808	6,789,238
EXPENSES:		
Program services:		
Program development and ministry to constituency	848,164	901,478
Donated media	9,336,441	5,473,831
Donated printing	127,425	300,314
	10,312,030	6,675,623
Supporting activities:		
Management and general	109,492	78,254
Fundraising	588,708	191,895
	11,010,230	6,945,772
Change in Net Assets Without Donor Restrictions	(205,422)	(156,534)
CHANGE IN NET ASSETS WITH DONOR RESTRICTIONS:		
Contributions of cash and financial assets	-	13,600
Reclassifications—net assets released from restrictions:		
Satisfaction of purpose restrictions	(78,600)	-
Change in Net Assets With Donor Restrictions	(78,600)	13,600
Total Change in Net Assets	(284,022)	(142,934)
Net Assets, Beginning of Year	442,521	585,455
Net Assets, End of Year	\$ 158,499	\$ 442,521

See notes to financial statements

**NEED HIM NATIONAL
MEDIA OUTREACH, INC.**

Statement of Functional Expenses

Year Ended June 30, 2025

	Supporting Activities				Total
	Program Services	Management and General	Fundraising	Total Supporting Activities	
Donated media	\$ 9,336,441	\$ -	\$ -	\$ -	\$ 9,336,441
Salaries and benefits	230,960	76,655	129,127	205,782	436,742
Meetings and conferences	9,058	-	386,253	386,253	395,311
Contract labor	352,805	-	-	-	352,805
Donated printing	127,425	-	-	-	127,425
Information technology	67,309	5,489	20,106	25,595	92,904
Depreciation	76,146	870	870	1,740	77,886
Occupancy	38,548	16,732	26,738	43,470	82,018
Advertising and marketing	63,608	-	-	-	63,608
Other	3,807	9,607	24,708	34,315	38,122
Travel and entertainment	5,923	139	906	1,045	6,968
	<u>\$ 10,312,030</u>	<u>\$ 109,492</u>	<u>\$ 588,708</u>	<u>\$ 698,200</u>	<u>\$ 11,010,230</u>

See notes to financial statements

**NEED HIM NATIONAL
MEDIA OUTREACH, INC.**

Statement of Functional Expenses

Year Ended June 30, 2024

	Program Services	Supporting Activities		Total Supporting Activities	Total
		Management and General	Fundraising		
Donated media	\$ 5,473,831	\$ -	\$ -	\$ -	\$ 5,473,831
Salaries and benefits	274,187	51,881	102,434	154,315	428,502
Donated printing	300,314	-	-	-	300,314
Contract labor	213,075	-	-	-	213,075
Information technology	81,074	5,603	16,511	22,114	103,188
Depreciation	94,229	1,192	1,192	2,384	96,613
Occupancy	53,725	10,414	20,402	30,816	84,541
Professional fees	73,747	-	-	-	73,747
Advertising and marketing	72,100	-	-	-	72,100
Meetings and conferences	26,424	-	27,636	27,636	54,060
Other	9,828	9,091	23,247	32,338	42,166
Travel and entertainment	3,089	73	473	546	3,635
	<u>\$ 6,675,623</u>	<u>\$ 78,254</u>	<u>\$ 191,895</u>	<u>\$ 270,149</u>	<u>\$ 6,945,772</u>

See notes to financial statements

**NEED HIM NATIONAL
MEDIA OUTREACH, INC.**

Statements of Cash Flows

	Year Ended June 30,	
	2025	2024
CASH FLOWS FROM OPERATING ACTIVITIES:		
Change in net assets	\$ (284,022)	\$ (142,934)
Adjustments to reconcile change in net assets to net cash provided (used) by operating activities:		
Depreciation	77,886	96,613
Change in:		
Prepaid expenses and other assets	40,985	(21,104)
Accounts payable	(1,865)	(818)
Accrued expenses	1,146	(424)
Operating lease	(2,683)	(1,515)
Net Cash Used by Operating Activities	(168,553)	(70,182)
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchases of property and equipment	(32,500)	(1,198)
Net Cash Used by Investing Activities	(32,500)	(1,198)
Net Change in Cash and Cash Equivalents	(201,053)	(71,380)
Cash and Cash Equivalents, Beginning of Year	271,825	343,205
Cash and Cash Equivalents, End of Year	\$ 70,772	\$ 271,825
SUPPLEMENTAL DISCLOSURES:		
Right-of-use assets obtained in exchange for operating lease liabilities	\$ 294,782	\$ -

See notes to financial statements

**NEED HIM NATIONAL
MEDIA OUTREACH, INC.**

Notes to Financial Statements

June 30, 2025 and 2024

1. NATURE OF ORGANIZATION:

Need Him National Media Outreach, Inc. (Need Him) is an evangelism ministry that uses media and partnerships to create live conversations about Jesus. The mission is to meet the hurting and broken with the Gospel of Jesus Christ. The vision is to see a world engaged in Gospel-focused conversation.

The ministry connects with over 470,000 people annually via online chats, phone calls, text messages, email, and reading plans. This is made possible by donor contributions, donated radio airtime, donated newspaper print, and response volunteers.

Need Him is a Texas nonprofit organization exempt from federal income taxes under Section 501(a) of the Internal Revenue Code of 1986, as amended, as an organization described in Section 501(c)(3) of the Code. Income generated from activities unrelated to Need Him's exempt purpose is subject to tax under Section 511 of the Code.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES:

Need Him maintains its accounts and prepares its financial statements on the accrual basis of accounting in conformity with accounting principles generally accepted in the United States of America. The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosures of any contingent assets and liabilities at the date of the financial statements, and the reported revenues and expenses during the reporting periods. Actual results could differ from the estimates. The significant accounting policies followed are described below to enhance the usefulness of the financial statements to the reader.

CASH AND CASH EQUIVALENTS

Cash and cash equivalents consist of cash held in checking and money market accounts. These accounts may, at times, exceed federally insured limits. As of June 30, 2025 and 2024, Need Him had approximately \$0 and \$26,000, respectively, of cash balances that exceeded federally insured limits.

PROPERTY AND EQUIPMENT—NET

Expenditures for property and equipment greater than \$500 are capitalized at cost. Expenditures for development of Need Him's response system greater than \$500 are capitalized at cost as software. Donated items are recorded at fair market value on the date of the gift. No assets were considered to be impaired as of June 30, 2025 and 2024.

Depreciation is computed on the straight line method over the estimated useful lives of the assets. A summary of depreciable lives follows:

Software	5-7 years
Furniture and equipment	5-7 years
Leasehold improvements	5 years

NEED HIM NATIONAL MEDIA OUTREACH, INC.

Notes to Financial Statements

June 30, 2025 and 2024

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, continued:

OPERATING LEASES RIGHT-OF-USE ASSETS AND LIABILITIES

Right-of-use assets and related liabilities are recognized at commencement date based on the net present value of lease payments over the lease term discounted using a risk-free rate. The value of an option to extend or terminate a lease is reflected to the extent it is reasonably certain management, will exercise the option. Lease expense for lease payment is recognized on a straight-line basis over the lease term. Need Him has elected the practical expedient to separate lease and non-lease components, and the accounting policy election to exclude short-term leases with lease terms of 12 months or less, which are expensed as incurred. The additional lease disclosures can be found in Note 5.

CLASSES OF NET ASSETS

The financial statements report amounts by class of net assets:

Net assets without donor restrictions are currently available for operations under the direction of the board.

Net assets with donor restrictions are stipulated by donors for specific operating purposes, including projects, or for the acquisition of property and equipment.

SUPPORT AND REVENUE

Contributions are recorded when made, which may be when cash is received, unconditional promises are made, or ownership of other assets is transferred to Need Him. Gifts of cash and other assets are recognized as contributions with donor restrictions if they are received with donor stipulations that limit the use of the donated assets. Need Him's policy is to record support and revenue restricted for specific purposes that is received and spent in the same year as contributions without donor restrictions. Similarly, Need Him records conditional support and revenue restricted for specific purposes where the donor-imposed conditions and restrictions have been met in the same year as contributions without donor restrictions.

Need Him reports gifts of land, buildings, and equipment as net assets without donor restrictions unless explicit donor stipulations specify how the donated assets must be used. Gifts of long-lived assets with explicit restrictions that specify how the assets are to be used and gifts of cash or other assets that must be used to acquire long-lived assets are reported as restricted support. Need Him reports expirations of donor restrictions when the donated or acquired long-lived assets are placed in service.

Need Him receives donated services in the form of donated airtime and print. These donated services are considered to create or enhance nonfinancial assets or require specialized skills that would typically need to be purchased if not contributed. Need Him's policy related to donated services is to utilize the assets given in carrying out the mission of the ministry. Donated services are not held for sale by Need Him. Donated services received by Need Him do not have donor imposed restrictions.

NEED HIM NATIONAL MEDIA OUTREACH, INC.

Notes to Financial Statements

June 30, 2025 and 2024

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, continued:

SUPPORT AND REVENUE, continued

Need Him receives donated airtime (media) for use in ministry program, in the form of radio spots. Such gifts are recorded at their estimated fair value on the date of receipt and reported as expense when utilized. These spots represent air-time or advertising provided at no cost to Need Him in the form of 30 and 60-second commercials that air many times each week on approximately 190 radio stations. The commercials are produced by Need Him and provided to leading Christian broadcasters. The commercials contain 30 or 60-second presentations of the Gospel of Jesus Christ that give people an opportunity to respond to www.chataboutjesus.com or 888-NEEDHIM. The recorded value represents the estimated fair value of similar-airtime in the U.S. radio markets. The fair market value of donated media is based on market sources. Donated media totaling \$9,336,441 and \$5,473,831 during the years ended June 30, 2025 and 2024, respectively, is reported in the statements of activities as nonfinancial contributions without donor restrictions.

Need Him received \$127,425 and \$300,314 for the years ended June 30, 2025 and 2024, respectively, in contributed printing which consisted of newspaper advertisement pages in national media with Gospel related messages. The value recorded represents the fair market value to purchase an advertisement in the newspaper.

All donated services expensed are recorded as program services in the statements of activities.

EXPENSES AND FUNCTIONAL ALLOCATION

Expenses are reported when costs are incurred in accordance with the accrual basis of accounting.

Advertising expenses are expensed when incurred. As of June 30, 2025 and 2024, Need Him incurred \$63,608 and \$72,100, respectively, of advertising costs.

The costs of providing the various program services and supporting activities have been summarized in the statements of activities. Accordingly, certain costs, such as depreciation and payroll, have been allocated among program services and supporting activities. Depreciation is allocated based on usage of space, and other categories have been allocated based upon estimates of time and effort.

NEED HIM NATIONAL MEDIA OUTREACH, INC.

Notes to Financial Statements

June 30, 2025 and 2024

3. LIQUIDITY AND FUNDS AVAILABLE:

The following reflects Need Him's financial assets as of the statement of financial position date, reduced by amounts not available for general use because of contractual or donor-imposed restrictions within one year of the statement of financial position date:

	June 30,	
	2025	2024
Financial assets as of year-end:		
Cash and cash equivalents	\$ 70,772	\$ 271,825
Less those not available within one year:		
Donor restricted funds—restricted for capital projects	-	(65,000)
Financial assets available for general expenditure within one year	\$ 70,772	\$ 206,825

As part of Need Him's liquidity management, it has a policy to structure its financial assets to be available as its general expenditures, liabilities, and other obligations become due. Restricted net assets that will be used in the course of general expenditures are \$0 and \$10,000 for the years ended June 30, 2025 and 2024, respectively.

4. PROPERTY AND EQUIPMENT—NET:

Property and equipment—net consist of:

	June 30,	
	2025	2024
Software	\$ 1,664,910	\$ 1,599,910
Furniture and equipment	39,172	39,172
Leasehold improvements	4,867	4,867
	1,708,949	1,643,949
Software development in progress	-	32,500
Less accumulated depreciation	(1,612,303)	(1,534,417)
	\$ 96,646	\$ 142,032

5. OPERATING LEASE RIGHT-OF-USE ASSETS AND LIABILITIES:

Need Him leases office space under one noncancelable lease agreement. Need Him's lease expired in May 2025 and a new lease for the same space was signed expiring in October 2030. The office space has an optional 5-year renewal period under the control of Need Him (which Need Him is not reasonably certain to exercise). The office space lease requires monthly payments totaling \$5,326 per month, which increases \$99 each year starting after the first 17 months. The discount rate represents the risk-free rate using a period comparable with that of the individual lease term on the inception date of the lease.

**NEED HIM NATIONAL
MEDIA OUTREACH, INC.**

Notes to Financial Statements

June 30, 2025 and 2024

5. OPERATING LEASE RIGHT-OF-USE ASSETS AND LIABILITIES, continued:

	June 30,	
	2025	2024
Assets:		
Operating lease right-of-use asset	\$ 290,665	\$ 58,753
Liabilities:		
Operating lease obligations	\$ 290,186	\$ 60,957
Lease costs:		
Operating lease costs	\$ 64,737	\$ 65,056
Cash paid for amounts included in the measurement of lease liabilities:		
Operating leases	\$ 67,419	\$ 66,572
Weighted average discount rate—operating lease	4.01%	2.88%
Weighted average remaining lease term (years)—operating lease	4.74	0.90

Future minimum lease payments required under operating leases that have an initial or remaining non-cancelable lease term in excess of one year are as follows:

Year Ending June 30,	Operating Amounts
2026	\$ 37,280
2027	64,698
2028	65,882
2029	67,065
2030	68,249
Thereafter	22,881
	326,055
Less imputed interest	(35,869)
	\$ 290,186

**NEED HIM NATIONAL
MEDIA OUTREACH, INC.**

Notes to Financial Statements

June 30, 2025 and 2024

6. NET ASSETS:

Net assets consist of the following:

	June 30,	
	2025	2024
Net assets without donor restrictions:		
Operating	\$ 158,499	\$ 363,921
Net assets with donor restrictions based on purpose or time:		
Software projects	\$ -	\$ 68,600
Events	-	10,000
	\$ -	\$ 78,600

7. CONTRIBUTIONS OF NON-FINANCIAL ASSETS:

Need Him receives donated media and print for use in carrying out the mission of the ministry.

Contributed non-financial assets recorded within the statements of activities included:

	June 30,	
	2025	2024
Media	\$ 9,336,441	\$ 5,473,831
Printing	127,425	300,314
	\$ 9,463,866	\$ 5,774,145

Donated media is recorded as contributions of non-financial assets revenue and expenses on the date of contribution. Need Him estimates fair value based on similar-airtime in the U.S. radio markets.

Donated print is recorded as contributions of non-financial assets revenue and expenses on the date of contribution. Need Him estimates fair value based the cost to purchase an advertisement in the same

Need Him’s policy related to contributions of non-financial assets is to utilize the assets given in carrying out the mission of the ministry. If an asset is contributed that does not allow Need Him to utilize it in its normal course of business, the asset will disposed of. Need Him does not hold contributed non-financial assets for sale. None of the contributed non-financial assets have donor-imposed restrictions.

**NEED HIM NATIONAL
MEDIA OUTREACH, INC.**

Notes to Financial Statements

June 30, 2025 and 2024

8. RELATED PARTY TRANSACTIONS:

During the years ended June 30, 2025 and 2024, Need Him received \$150,000 and \$30,000, respectively, in contributions from the President of Need Him. This represented approximately 12% and 3% of total contributions of non financial assets revenue for the years ended June 30, 2025 and 2024, respectively.

Additionally, during the years ended June 30, 2025 and 2024, Need Him received approximately \$353,000 and \$146,000, respectively, in contributions from members of the board of directors and related family members. This represented approximately 28% and 14% of total contributions of non financial assets revenue as of June 30, 2025 and 2024, respectively.

9. SUBSEQUENT EVENTS:

Subsequent events have been evaluated through January 12, 2026, which represents the date the financial statements were available to be issued. Subsequent events after that date have not been evaluated.