



ANNUAL REPORT 2018

www.pcimedia.org


pci media
Tell a story, change the world

Who We Are

PCI Media is an award-winning non-profit organization that combines the power of storytelling and technology for social change around the world. In partnership with communities and local organizations, we produce culturally resonant television and radio programs, social media, and interpersonal communication campaigns to achieve local, national and global impact. We use strategic communication to position partners to create a more healthy, just, and sustainable world.



values the right of every being to live a self-determined life on a healthy planet



envisions a healthy, sustainable, just world where people author their own lives



inspires creativity, action and change



promises collaboration, authenticity and quality

2	Letter from our Board Chair
3	Letter from our President
5	Methodology
6	Highlights of 2018
7	Social Justice
9	Health
11	Environment
13	Programs
15	Awards
16	Partners
17	Staff, Board, and Donors
19	Financials

Contents

Letter from our Board Chair

My adventure with PCI began 15 years ago when I was asked to conduct a strategic planning session as a consultant for the board. I had grown up listening to my Grandfather's wonderful travel stories and listening to my mother's favorite soap operas. So naturally I was intrigued by the idea of an organization that used "soap operas for social change". As I learned more, I was captivated by its unique methods and mission. I knew I wanted to stay involved with this NGO that aligned with my values and desire to help make the world a better place. So I was thrilled when, at the end of my contract, I was asked to join the board.


The adventure continues and each year I find things that reinforce my faith in our work. We have an amazing creative staff producing new, exciting and innovative programs changing the lives of more and more people. Our success in finding and building strong partnerships with funders and NGO's has enabled us to expand our outreach. We have become a dependable communications resource for the UN and other large organizations. By expanding our areas of focus to include the interrelated areas of Health, Justice and Environment, we are better able to tackle many of the complex issues facing people around the world.

Although we have expanded over the years, our core principles still guide our work. PCI Media is an organization based on a philosophy that values the dignity of all people and strives to empower individuals and communities to choose how to improve their own lives. I have had the opportunity to see our work firsthand and see the impact it has on our audiences. It is truly life changing.

PCI Media gives me hope that positive change can happen. It has been a pleasure to work with our President, Sean, and help in building our amazing team of people. My commitment continues to grow and I am proud of the inspiring work we do around the world.

One of my favorite African writers, Chimamanda Adichie has said **"Stories matter. Many stories matter. Stories have been used to dispossess and to malign. But stories can also be used to empower and to humanize"**. My hope is that the stories in this report will excite and inspire you.

I thank you for your continued support and ask that you share our story with others so we can tell many, many, many more stories.



Letter from our President

Dear Friends,

Reflecting on PCI Media's 34-year history, I always return to the idea of story. The issues we address may differ over time, but, the magic woven in partnerships is at the heart of storytelling for social impact. Each collaboration is a reciprocal learning process dependent upon aligned goals, abundant creativity, and an unflinching belief in the power of good.

In 2018, PCI Media engaged with a growing range of partners to implement environmental, social justice, and public health projects from the Caribbean to Syria, from Peru to Laos and just about everywhere in between. Together we tackled issues such as trafficking of endangered species, childhood development, post conflict well-being, ending corporal punishment, food security, climate change and kindness, among others. We were graciously recognized for our work. Some highlights include:

Despite Peru's a rich gastronomic tradition, over 50% of the population under age 4 is anemic. We supported the World Food Program in its efforts to combat malnutrition with the production of a 130-episode reality TV cooking show called *Cocina Con Causa* (Cooking with a Cause). In its first two seasons, the show linked celebrity chefs and hosts with family recipes and local products. While we are excited that *Cooking with a Cause* won three awards in the Best Shorts Competition, we are most excited that it resulted in increased knowledge about how to prepare nutrient rich meals.

Bangladesh has some of the highest rates of youth marriage in the world. We partnered with UNICEF and Asiatic to create a series of public service announcements (PSAs) to end child marriage. The PSAs and a 26-episode television show called *Icchedana* (Wings of Wishes), that had a transmedia component, decreased viewers approval for childhood marriage, increased knowledge about its harmful consequences and its illegality, and increased understanding of benefits of preventing the marriage. Added to its previous seven awards, the project won five additional CommWard Awards. We are excited that an additional 52 new episodes have been added to the production for what will be a total of 78 episodes.

In setting our goals for 2025, including taking on new topic areas, and use of emerging technologies, we've built a strong leadership team with expanded expertise and capabilities. We now have local staff in seven countries. We also reached a financial milestone by having our biggest project budget in the history of the organization. As we move forward, we are filled with inspiration and creativity. Each project is an opportunity to turn new and imaginative ideas into reality, to connect, to dream, to generate creative solutions. The excitement is palpable. Thank you for being part of it all.

Thank you for being part of it all.

Sean

Sean Sothey



**The shortest distance
between a human
being and the truth
is a story**

Anthony de Mello



How We Work:

The Entertainment-Education (EE) Process



Coalition Building & Formative Research

We identify and partner with a diverse group of local coalition members to drive formative research in its cultural context.

Training & Program Design

We host in-country workshops with coalition partners to analyze formative research, provide training on EE methodology and initiate campaign development.



Mentoring & Production

We mentor coalition partners. We help them develop and produce scripts and media materials using available radio, television and digital platforms.

Broadcast & Community Mobilization

With our partners, we broadcast and implement all components of the program, including interactive radio and TV call-in shows and community action campaigns.



Evaluation

As communicators, we focus on understanding the audience's needs as they evolve and change throughout the program, and adapting our interventions accordingly.

34 years

65 countries

160 programs and campaigns

12,000 drama episodes

3,000,000,000 reached

Footprint

Highlights of 2018

1

Implementation of 'Strong Women - Strong Choices' in Bolivia and the launch of the UNESCO 21-country 'Ending Unwanted Pregnancy' in Eastern and Southern Africa.

2

Office remodeling project, to reflect our personality.

3

Launch of our LGBT+ human rights campaign in the Caribbean with funding from the European Union.

4

The new coffee machine, dispensing world-class beverages and keeping our staff alert and happy!

5

Launch of two cooking shows in partnership with the World Food Program in Peru and Bangladesh.

6

Champions of the Earth Gala at Cipriani 42nd Street, our first such event on a global scale.

7

Expansion of leadership team and staff.

8

Won 11 awards from associations including the Accolades, IndieFEST, Best Shorts, New York Festivals, Hermes, Telly Awards, and the CommWards.

9

Best project funded year in the history of PCI Media.

Social Justice

Confronting LGBT+ Discrimination in St. Lucia with Radio

In the Caribbean, the LGBT+ community faces high levels of stigma and discrimination which are tied to social and cultural norms and religious beliefs. In a region where church and family are the pillars of social life, LGBT+ people can face rejection, harassment and physical violence from public and religious institutions and even from within their own homes. **Discriminatory attitudes that have been normalized reduce access to health services, divide families and compromise protection from law enforcement.** Some countries in the region still have colonial-era laws, such as that for “gross indecency”, which tend to inhibit LGBT+ people from reporting abuse.

Addressing such entrenched attitudes calls for creative solutions that facilitate community discussion and action. In February 2018, we launched One Community, Many Voices - a two-year communication program funded by the European Union, to improve attitudes and behaviors toward the LGBT+ population of the greater Eastern Caribbean region. One part of this is a radio drama that addresses these issues within a fictional storyline, broadcast on Radio Caribbean International. A post-drama call-in program creates a public space for community dialogue and reflection. PCI Media's Saint Lucia and New York teams have **partnered with United & Strong, a human rights NGO**, formed in 2001. Partnerships with government, local organizations, and youth groups have also been formed to ensure the program gets to the heart of the issues, and builds the necessary capacities for long-term impact.

Formative research has revealed just how entrenched and dangerous the anti-LGBT+ stereotypes can be. Human Rights Watch reports that a number of popular dancehall songs that contain strong homophobic language circulate widely through the islands and help incite hatred. Beliefs such as gay people are “cursed”, “hyper”, “emotional” and “contaminated” perpetuate fear and anger which have led to violence against the LGBT+ community. High levels of violence have even caused some LGBT+ community members to flee their countries.

Themes that emerged from the research were woven into characters, storylines and plots to create “iRight”- men byen fet (“I am well made”). It is a serial radio drama exploring the lives of a family and the intricacies of life, love, drama and secrets within a small St. Lucian community.



It features a diverse cast of community members whose connections and stories are slowly revealed as they face extraordinary events in their lives.

Lincoln George, a main character on the show, is an abusive, homophobic, philandering, former police officer who rejects his lesbian daughter because he believes she is sub-human. Lincoln's daughter-in-law, Louise, struggles to defend herself and her children from domestic abuse by her husband. Al, a young, outspoken gay barber often experiences harassment throughout the storyline.

Challenges and conflicts between characters are built around actual human rights issues and violations in Saint Lucia.



The 'iRight' radio drama and call-in show launched on Saint Lucia's Independence Day, February 25th, 2019 and included community activities, collateral giveaways, social media promotion and an opening event. The call-in show discussion was just as lively as the drama itself, with one caller commenting on how much the characters were like people she knew in real life, and how she planned to tell others about the program. **Others have been calling in to offer Lincoln's wife Cynthia advice on how to protect herself,** and suggesting how Al can speak up for himself and get support. PCI Media looks forward to year two of the program implementation, including the youth and community outreach work, and the commencement of the regional component of the program across the Eastern Caribbean.

Themes that emerged from the research were woven into characters, storylines and plots

Health

ABIBA:

Young Women Promoting Gender Equality and Vaccination

Abiba, a 26-year-old high school graduate, lives with her partner and their two children, aged 3 and 7, in Nampula province in northern Mozambique. In her rural community, there is no electricity and so she, like many people, does not have television. She and others like listening to the battery powered radio. She says that “without the radio, the community doesn’t feel good. We sell beans and peanuts to buy batteries and to be able to listen to the radio. People never go to the town to sell beans and peanuts and come back without batteries.”

She listened to the Ouro Negro radio-drama for the first time by chance and was immediately drawn to the show and became a fan. Abiba tells us she enjoyed one episode in particular.

In this episode, one of the characters was pregnant, **did not have the support of a husband and had not undergone any prenatal medical examinations**. Finally, the woman gave birth while she was working in the fields and died. Bisheik, a kind and caring male character who had tried to help her, took care of the baby after her death.

According to Abiba, **this story provided an important lesson to her and the other women** in her community and also encouraged them to influence their husbands:

“... women are no longer doing things the way they did. After listening to the program, they now know certain things ... if this man wants the best for me or not ... he should advise me to go to the hospital, and partake in the childbirth Some men now are already doing these things ... it sounds like a joke, but now, after listening to (Ouro Negro) they are doing it.

“Without the radio,
the community
doesn’t feel good”



“Women are making men listen (to the radio). **Men complain that the program has come to ruin their lives** ... But now they are learning things, they are going to the fields together with their partners and helping ... this (happens) thanks to Ouro Negro”.

The radio drama story inspired Abiba and her friends to start explaining to their partners the risks of not receiving proper care during pregnancy and giving birth at home. Men, initially suspicious, began to listen to the radio drama with their wives to gain more information. They discovered that what they said was true. When we asked Abiba about her husband, she explained: **“He used to be one of those who did not help at home, but now this has changed.”** And it was through the radio. Now we listen (to Ouro Negro) together and if there is a part we haven’t understood, we pay more attention to the next episode.”

There is, however, still more room for change. According to Abiba, **the mamas (elder ladies) are still resistant to improving children’s healthcare.** The mamas argue that children should be cared for as they have done in the past, saying: “with our children we didn’t do any of that, but they survived and they had children now, like you”. So many women, especially those who give birth at home, still do not take their children to the Health Centers to be vaccinated.

In this context, once again, the radio drama **Ouro Negro offers Abiba and other young women the opportunity to become agents of change in their community.** When older ladies hear about vaccines in the radio-drama, they have begun to ask, “what vaccine are they talking about?” So Abiba and other younger women are able to explain that this is the first vaccine against tetanus, which is important for the baby for it protects him from infections in the case of a wound. And she argues: “No, Mom! You cannot rely on what happened before, we have to take our children to be vaccinated.” With Ouro Negro’s support, young women manage to convince their elders of the importance of these actions and some now take their babies to the Health Centers.



Environment

Anthropomorphism: Applying the Science of Visual Communication to Create Empathy.

Wildlife is currently facing its greatest threat in the history of our planet. The loss of habitat as a result of farming, mining, new development, and climate change, as well as an illegal demand for and trade of wildlife products, are adding new species to the endangered list every month. UN Environment and PCI Media joined forces in the creative design, planning, content, launch and implementation of the #WildforLife Campaign, now in its fourth year. It aims to support governments, businesses, and local communities in tackling the illegal trade. The campaign responds to part of the 2030 agenda of the UN Sustainable Development Goals (SDGs) that explicitly focuses on **protecting the integrity of our ecosystems by targeting environmental crimes.**

In a world where many of us are physically and emotionally removed from the animals that need protection, PCI Media grappled with how to create the empathy needed to generate widespread interest. The answer was **anthropomorphism**, a term coined by the Greek philosopher Xenophanes, to mean **the act of attributing human characteristics to non-humans.** In ancient times, for example, the Greeks depicted their gods in human form as a way to explain natural phenomenon. Jane Goodall in her research on chimpanzees, used anthropomorphism to describe animal behavior that led to greater global understanding and even adoration for these animals.



Neuroscience research from Harvard and the University of Chicago that examined such psychology has shown that people tend to like people who are like themselves and this extends to animals. **Humans will demonstrate greater care for an animal they perceive to be like themselves.** Dr. Julia Lee and Jonathan Hochberg's research shows that images of animals that generate interest also inspire curiosity and motivate learning. Images generating outrage inspire sharing of information and donations. Content generating compassion triggers public commitments and behavior change.

The #WildforLife campaign took the concept a step further by assigning animal characteristics to people as a way to make wildlife conservation personal. Visitors to the website answered a quiz that revealed the animal that most corresponded to their personality. Artist renditions of celebrity portraits morphed with the faces of their “kindred species” were effective in generating pledges to protect animals. In this case, anthropomorphism facilitated the process of seeing our similarities to animals in the wild. It connected people to their natural history and created the empathy needed to work towards conservation.



One campaign highlight of 2018 was the Big Cats Team Challenge. Aligning with World Wildlife Day's 2018 theme of “big cats”, ten celebrity ambassadors from around the world asked users to pledge to protect their favorite big cat from wildlife trafficking. To reach our audience in China, the largest consumer of illegal wildlife products in the world, six Chinese celebrities represented four big cat species on social media. **Major transport hubs had exhibitions to raise awareness of the cross-border trafficking of illegal wildlife.** At Beijing International airport, 48 billboards and 54 digital screens displayed anti-trafficking messages. Shenzhen Airport hosted 21 screens, and six ports between Shenzhen and Hong Kong featured the campaign messaging. In China alone, it generated social media engagement of 110 million, and 2,901,516 pledges were made.

Since its launch in May 2016, **#WildForLife has reached over 1.1 billion people** and has prompted 3.7 million social media engagements, making it the UN Environment's most successful digital campaign ever. The campaign was named one of the “top 10 most influential advocacy campaigns of 2016 in China” by Weibo, the Chinese equivalent of Twitter. Most recently, #WildForLife won the Webby People's Voice Award, elevating it to among the best green websites in the world according to the Academy of Digital Arts and Sciences. Its other awards include a Shorty Silver Award and Accolade Award of Excellence.

Our Programs

Social Justice

Global
Kindness
Campaign
World Vision

Bangladesh
Preventing
Early Marriage
UNI

St Lucia
LGBTQI+
Discrimination
The EU

USA
Ending Corporal
Punishment
National Summit

South Africa
Unsafe
Abortion
SafAIDS

Health

Global
Human
Papilloma Virus
UNICEF

Peru
Healthy
Eating
WFP

Tanzania
Positive
Parenting
UNICEF

Syria
Psychosocial
Wellbeing
UNICEF

Mozambique
Child Health
and Development
UNICEF

Canada
Reproductive
Health
MOZ

Environment

Caribbean
Integrated
Watershed and
Ecosystem
UNEP

Belize
Sustainable
Fishing
WCS

USA
Environmental
Sustainability
NEPECA

Global
Ozone Depletion
and Climate
Change
UNEP

Global
Illegal Trade in
Wildlife and
Forest Resources
UNEP

“The universe is
made of stories,
not atoms”

Muriel Rukeyser

**South + East
Africa**
Early/Unintended
Pregnancy
EUP

Myanmar
Maternal and
Child Health

UNICEF

Global
Early Childhood
Development

UNICEF

Global
Food
Security

FAO MOZ

Ethiopia
Child Feeding
Campaign

UNICEF

Laos
Positive
Parenting

UNICEF

Bolivia
Reproductive
Health
MULTIPLE
DONORS

West Africa
Biodiversity and
Climate Change

WABiCC

Global
Sustainable
Development
Goals
United Nations

Global
Environmental
Sustainability

UNEP



Awards 2018



February 2018

Outstanding Achievement for Humanitarian Work from the Accolade Global Film Competition



IndieFEST Film Awards



Best Shorts Competition

'This is Who We Are'; 'Violence Against Children in Malawi'; '27 Empty School Buses'; 'One World Many Children: Immunization for All'; 'Sin Arrugar (Don't Back Down)'; 'Road to Recovery'.



March 2018

Best Shorts Award of Excellence Special Mention in Documentary Shorts

'27 Empty School Buses'.



April 2018

New York Festivals Documentary, Information Program Promotion category

27 Empty School Buses' short film, produced with UNICEF.



April 2018

Platinum Hermes in Audio Programs

Platinum Hermes in Print Media

Gold Hermes in Digital Marketing Campaigns

Gold Hermes in Print Media

'Familiando'; 'Timor Leste Nutritional Cookbook'; 'Ozone Heroes'; 'Comics Uniting Nations'.



May 2018

The 2018 Bronze Telly Award for Public Service and Activism

'Immunization for All' for UNICEF.



November 2018

Award of Excellence Special Mention for Contemporary Issues and Awareness Raising from the Accolade Global Film Competition

'#WildforLife' in partnership with UN Environment.



November 2018

3x CommWard Grand Prix for Social, Women, and Efficacy Campaigns

1x CommWard Gold for Integrated Campaigns

1x CommWard Silver for Film

'Ending Child Marriage Campaign' produced for UNICEF, Asiatic and the Ministry of Women and Children Affairs of Bangladesh.

A few of our Partners in 2018



Staff

Sean Southey, President
Nemeesha Brown, Executive Director
Anthony Scala, Chief Financial Officer
Emma Markham, Program Operations Officer
Durdona Djalilova, Officer Manager
David Andrews, Director of Development
Kate Milkens, Grants Manager
Gina Margillo, Director of Communications
Marco Rodriguez, Creative Communications Manager
Alannah Rose, Digital Communications Officer
David Wood, Vice President of Global Programs
Carina Schmid, Global Health Programs Director
Bee-Ah Kang, Health Programs Officer
Loretta Cheung, Environment Program Manager
Amanda Brown, Environment Program Officer
Graciela Leal, Social Justice/Monitoring & Evaluation Program Manager
Jocelyn Iverson, Social Justice Program Officer
Alleyne Regis, Caribbean Regional Program Manager
Della Ashby, Caribbean Program Officer
Bennet Charles, Caribbean Communications Officer
Javier Ampuero, Latin America Regional Program Manager
Johnny Anaya Lopez, Latin America Program Manager
Monica Suarez, Latin America Program Officer
Patricia Aba Mensah, WABiCC, Senior Comms Specialist
Darius Barrolle, WABiCC, Communications Specialist
Fatmata Katta, WABiCC, Communications Officer
Eduzi Nyomi, WABiCC, Communications Officer
Patricia David e Silva Bettencourt, Program Director, Ouro Negro
Francilia Jonaze, Scriptwriter, Ouro Negro
Elena Colonna, Message Coordinator, Ouro Negro
Alberto Guambe, Accountant, Ouro Negro
Absalao Silindane, Logistics, Ouro Negro
Luzo Boss, Radio Coordinator, Ouro Negro
David Aduama, Comms Specialist, Ghana
Johnny Anaya, Program Manager, Bolivia

Board

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Rita Fredricks Salzman (Vice Chair)
Adam Albright (Treasurer)
Stone, Richard (Secretary)
Jon Kurland
Robert M. Allen
Paal Frisvold
Theana Iordanou
Terry Mollner
Anna Nazarenko
Pamela Newman, Ph.D.
Paula Denise Patnoe-Woodley
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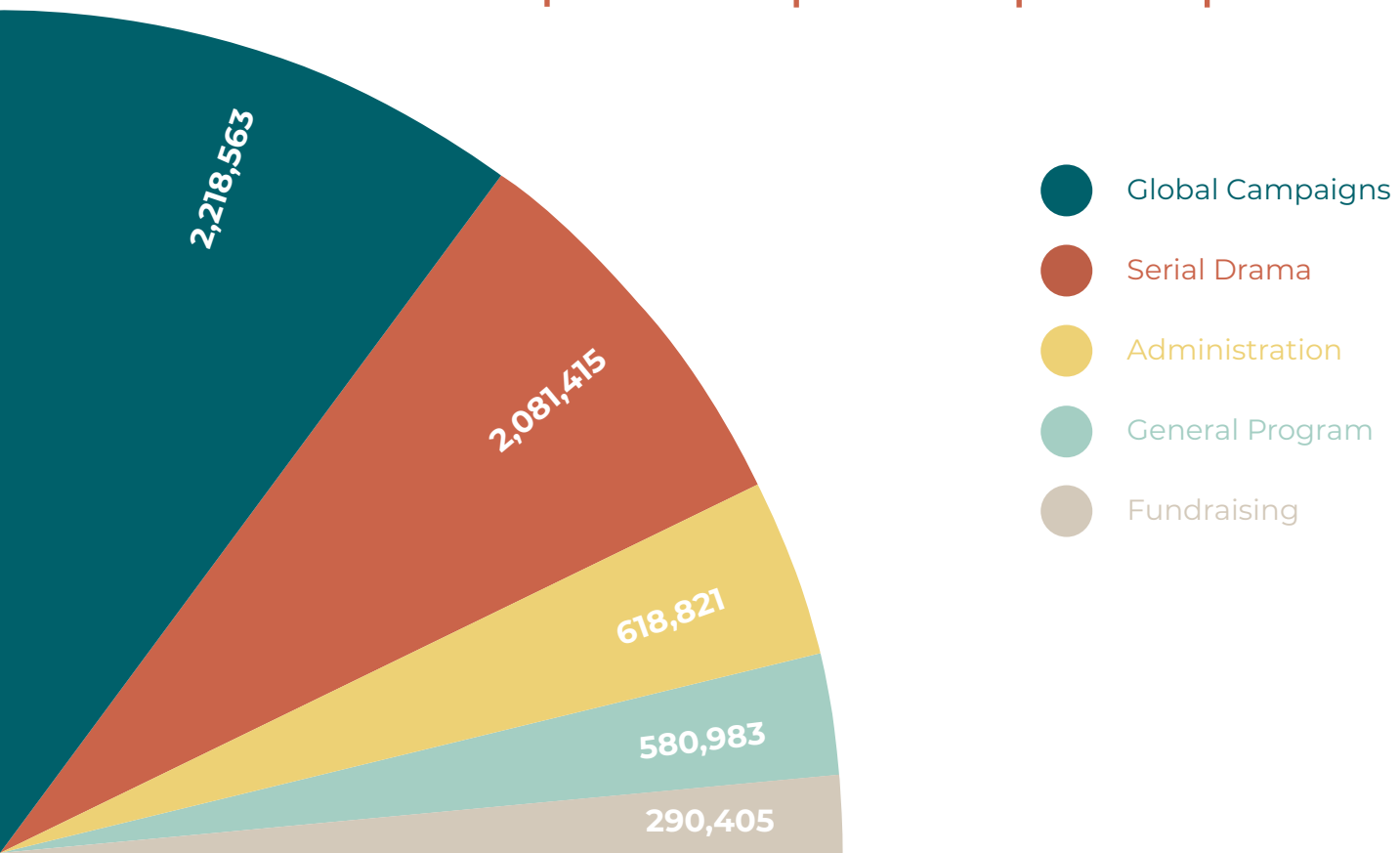
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Save the Children
Tetra Tech
The Department of Industrial Works (DIW)
United Nations Children's Fund (UNICEF)
United Nations Environment Program (UNEP)
United Nations Population Fund
Wildlife Conservation Society
World Associations of Zoos and Aquariums
World Bank
World Food Program
World Vision

Financials

PCI-Media Impact, Inc.
Statement of Activities and Changes in Net Assets
Monday, December 31, 2018

Revenue	Without Donor Restrictions	With Donor Restrictions	Total	2017 Total
Contributions and grants	\$660,874	\$5,093,745	\$5,754,619	\$4,889,516
Investment return, net	7,748	-	7,748	1,544
Other income	31,536	-	31,536	33,132
Sub Total Revenue	700,158	5,093,745	5,793,903	4,924,192
Net assets released from restrictions	5,027,198	(5,027,198)	-	-
Total operating revenue and support	5,727,356	66,547	5,793,903	4,924,192
Operating expenses				
Program Expenses				
Serial drama	2,081,415	-	2,081,415	2,241,934
Global campaigns	2,218,563	-	2,218,563	1,299,403
General program	580,983	-	580,983	413,708
Supporting Expenses				
Administration	618,821	-	618,821	579,141
Fundraising	290,405	-	290,405	200,906
Total operating expenses	5,790,187	-	5,790,187	4,735,092
Change in net assets from operations	(62,831)	66,547	3,716	189,100
Non-operating changes				
Bequests	292,436	-	292,436	162,352
Changes in the value of split-interest agreements	4,471	-	4,471	1,189
Total non-operating Activities	296,907	-	296,907	163,541
Change in net assets	234,076	66,547	300,623	352,641
Net assets, beginning of year	1,460,292	424,716	1,885,008	1,532,367
Net assets end of year	\$1,694,368	\$491,263	\$2,185,631	\$1,885,008



PCI-Media Impact, Inc.
Statement of Financial Position
Monday, December 31, 2018

Assets	2018	2017
Cash and cash equivalents	\$165,263	\$624,903
Contributions and grants receivable	1,128,776	565,197
Promissory Note Receivable	24,525	39,583
Prepaid expenses and other assets	41,233	42,825
Investments	819,269	1,049,216
Beneficial interest in charitable remainder trust	-	16,763
Leasehold improvements and equipment, net	286,439	83,339
Total assets	\$2,465,505	\$2,421,826

Liabilities And Net Assets	2018	2017
Liabilities.		
Accounts payable and accrued expenses	\$258,471	\$328,731
Advances Payable	21,403	208,087
Total Liabilities	\$279,874	\$536,818

Net Assets	2018	2017
Without Donor Restriction		
Operating	\$870,295	\$408,402
Board designated	819,602	1,051,890
Sub Total Net Assets W/out Donor Restrictions	\$1,689,897	\$1,460,292
With Donor Restrictions		
Time restricted for future periods	60,000	16,763
Purpose restricted	435,734	407,953
Sub Total Net Assets With Donor Restrictions	495,734	424,716
Total net assets	\$2,185,631	\$1,885,008
Total Liabilities and net assets	\$2,465,505	\$2,421,826



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For more information, please contact Gina Margillo, Director of Communications
gmargillo@pcimedia.org
212-618-3176

PCI-Media Impact, Inc. is an independent, non-profit organization with tax exempt status under Section 501(c)(3) of the Internal Revenue Code. A copy of the complete audited financial statements represented here and/or a copy of the IRS form 990 may be obtained by writing to: PCI-Media Impact, Inc., 777 United Nations Plaza, 5th Floor, New York, New York 10017-3521 or to the Office of the Attorney General, New York State Department of Law, Charities Bureau, 28 Liberty Street New York, NY 10005