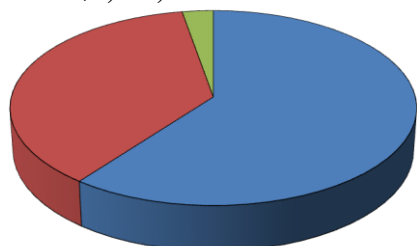




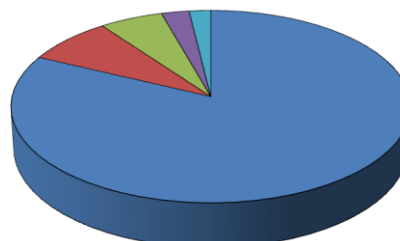
# ETV ENDOWMENT OF SOUTH CAROLINA, INC. 2011 ANNUAL REPORT

**Operating Revenues**  
\$6,721,444 for FY '11



- 60% Membership
- 37% Restricted Revenues
- 3% Corporate, Foundations, Individuals

**Operating Expenses**  
\$6,572,842 for FY '11



- 82% Payments on behalf of ETV and ETV Radio
- 8% Fundraising
- 6% Member Benefits
- 2% Administrative Support
- 2% Unfulfilled Contributions

**Note: Restricted project/production gifts are not always expended in the year in which they are received, reflected in the fact that expenses are not equal to revenues.**

The ETV Endowment of South Carolina, Inc., a nonprofit founded in 1977, provides ancillary support to ETV and ETV Radio. The Endowment exists solely to support the work of ETV and ETV Radio, South Carolina's unique voice in education and public broadcasting. The Endowment's activities are overseen by a self-perpetuating Board of Trustees.

The ETV Endowment has received an unqualified opinion on its financial statements for the 2011 fiscal year (July 1, 2010 to June 30, 2011). Since its founding, the ETV Endowment has never received anything other than an unqualified opinion on its financial statements.

**The ETV Endowment will never sell, exchange, rent or share your personal information.**

### **Fun facts for fiscal year 2011:**

Total number of contributions:	46,882
Number of new donors:	7,112
Average contribution per donor:	\$ 103
Total amount of additional gifts:	\$ 319,192
(Additional gifts are contributions above and beyond membership gifts)	
Members in President's Society:	269
(Donors who give at least \$1,000 per year)	
Number of known planned gifts to be realized:	67
States and territories represented by ETV Endowment donors:	49
Number of Sustaining Stars:	1,040
(Donors who choose automatic renewals)	