

Annual Report

2021



2021 Highlights

In 2021, SQPN continued to highlight its success and expand its reach to new audiences. We continued to add new shows, including The Secrets of Stargate and Let's Science!, which quickly found audiences among both current listeners to other shows, but also brought new listeners to the network. We also continued to bring in new voices to join our shows and provide their unique perspectives.

Total downloads/streams of our shows continued to increase throughout 2020 as well. In the last month of 2020, listeners and viewers downloaded our shows more than 280,000 times, plus an additional 100,000 for PlayStation Portable. By the end of 2020, in December, downloads and streams were nearly 350,000 that month, plus 105,000 for PSP. (And the trend continues to accelerate through 2022.)

Financial support through Patreon also continued to increase and not only restored a financial safety net, but also allowed us to invest in better equipment and to bring in outside assistance in the form of video editors (as we added a more robust video version of Jimmy Akin's Mysterious World) and social media assistance.

Oasis Studio 7 now provides video editing and animation work for Mysterious World that has garnered much positive reaction from our audience, which is reflected in the growing part of the audience that chooses to watch the show on Youtube each week over downloaded as an audio podcast.

Irving Nestor has also joined the StarQuest team as social media coordinator, and he has been working to increase the number of followers and engagement in our various channels, with a particular focus on Instagram.

Several graphic artists, including Micah Murphy, helped us develop a series of show-related images to promote through the sales of merchandise, which began in 2022. Early indications are that the merchandise has been well received.

Show sponsorships continued to grow, capping at four sponsors for each episode of Jimmy Akin's Mysterious World. We would like to continue to grow the sponsorship model to include other programs and other aspects of our various endeavors.

Future Planning

The strategic plan developed in January 2016 by the board and officers of SQPN continues to move forward. SQPN has been adjusting its strategic plan to ensure we continue to fulfill our mission.

Mission Statement/Purpose

SQPN's mission is to respond to the Catholic Church's call to use new media for evangelization and catechesis, education and formation. Pope St. John Paul II reiterated this call in his January 2005 Apostolic Letter, *The Rapid Development*, and encouraged Catholics to spread the Gospel using the latest in communications technology. SQPN fulfills this mission by creating audio and video productions that provide commentary and entertaining discussion on a variety of topics related to popular cultures and current trends in society.

Building a Foundation for the Future

1. Our monthly email newsletter will keep our community involved and engaged with the latest news from SQPN and all of our productions.
2. We will use all of our social media platforms to connect with our audiences and to encounter new listeners.
3. We will continue to feature a strong slate of regular programming, and we will look for new shows and new talent to attract new audiences and diversify our offerings. We will continue to focus on our core competency of audio podcasting, but will expand as it seems possible into video productions.
4. As we build our programming schedule, we will look for funding from new and current donors to support our efforts at producing quality and consistent shows. In addition to giving campaigns, SQPN will look at other opportunities for funding our work that are consistent with our mission.
5. Cognizant of the need for financial resources to continue our apostolate, we will continue to reach out to listeners to grow the number of donors, especially those who will commit to a monthly pledge as we continue to improve our offerings and begin new initiatives.

Chief Executive Officer's Note

The financial report on the following pages reflects the resources entrusted to SQPN by our supporters, our community of listeners and viewers. They have been most loyal and dedicated to the mission of SQPN over the years of our existence.

We continue to restore the buffer of savings that SQPN had built up through the 2010s and that had been diluted as we rebuilt the network to serve its mission for the 2020s. Not only does the savings provide a cushion against economic downturns, it also gives us the freedom to invest in new talent, new equipment, and new initiatives as the opportunities arise and the Holy Spirit leads us. We always keep in mind, first and foremost that our mission is to proclaim the kingdom of God through the exploration of the intersection of faith and pop culture.

Among the future initiatives we continue to explore is the revitalization of our web site. Through 2021, SQPN's leadership worked to identify what our current and near future needs will be for the web site and to find a partner who can provide this new web site while allowing our current operations to continue and who can execute a vision in line with our mission, all with a financially responsible budget.

With the end of most COVID lockdowns and restrictions, we have begun to advance our plans for a new Catholic New Media Conference, possibly in late 2023 and possibly somewhere in the western US, where we have not yet held an event.

The Board continues to look at expanding the staff of SQPN, especially to provide additional production capability and a backup to myself so that we do not have a single point of failure for any of the shows.

We've recently upgraded some of our systems, including audio, computers, and software, but additional upgrades in the area of video equipment and audio equipment for show hosts will be needed in 2022.

Overall, the current situation of SQPN, Inc. is good and we look forward to continuing to grow to support our mission.

Financials

Balance Sheet

US-GAAP

ASSETS

CURRENT ASSETS	DEC 31, 2021
Cash	\$96,578
TOTAL CURRENT ASSETS	\$96,578

FIXED ASSETS	DEC 31, 2021
Computer Software and Equipment	\$8,524
-Accumulated Depreciation	-\$5,483
TOTAL NET FIXED ASSETS	\$3,041

LIABILITIES AND EQUITY

LIABILITIES	Q4
Current Liabilities	\$155
TOTAL LIABILITIES	\$155

EQUITY	Q4
Net Assets	\$42,507
Net Income	\$56,957
TOTAL EQUITY	\$99,464
TOTAL LIABILITIES AND EQUITY	\$99,619

Income Statement

US-GAAP

INCOME

FISCAL YEAR END 12/31	2021
Donations	\$233,028
Unrelated Online Commissions	\$2,665
Interest	\$0
Other Income	\$2,607
TOTAL INCOME	\$238,300

EXPENSES

	2021
Wages	\$101,872
Insurance	\$27,593
Internet Services	\$6,859
Podcast Production	\$1,478
Contractors, Consultants, Professional Services	\$6,382
Travel and Meeting Expenses	\$0
Computer Expense	\$1,415
PR/Marketing/Communications	\$993
Fees	\$40
Bank Charges	\$85
Office Supplies	\$80
Postage & Delivery	\$357
Taxes	\$29,858
Donor Incentives	\$3,406
Misc. Expenses	\$925
TOTAL EXPENSES	\$181,343

	2021
Net Ordinary Income	\$56,957
NET INCOME	\$56,957

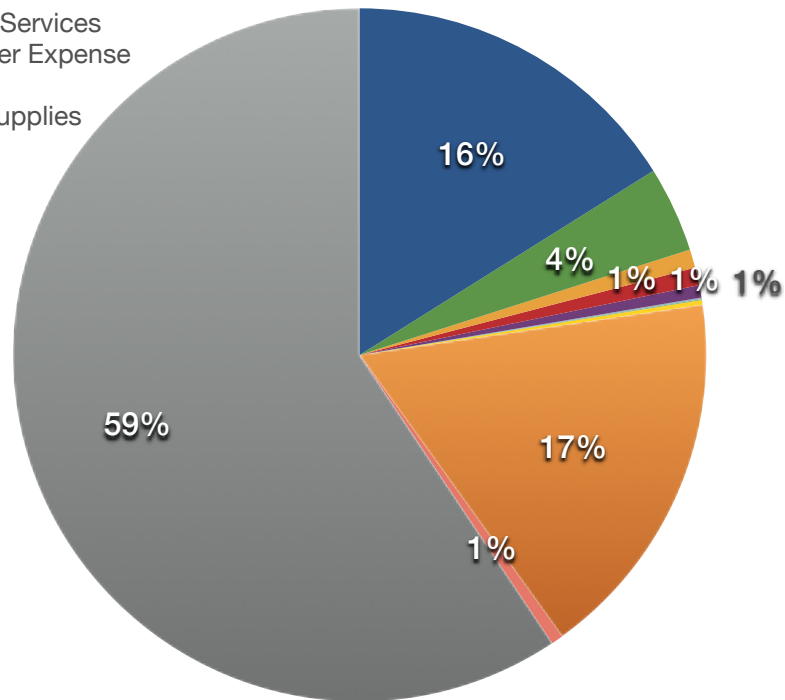
ESTIMATED MONTHLY INCOME	
Donations	\$19,419
Sales Commission Revenue	\$222
Total Monthly Income, estimated	\$19,641

ESTIMATED MONTHLY EXPENSES	
Salaries & Contractors	\$11,321
Online Services & Hosting	\$572
Office Supplies & Postage	\$36
Fees & Taxes	\$2,499
Total Monthly Expenses, estimated	\$14,427
Total Monthly Surplus/(Deficit) (Recurring expenses don't include one-time expenses)	\$5,214

Expense Breakdown

- Insurance
- Podcast Production
- PR/Marketing/Communications
- Bank Charges
- Postage & Delivery
- Misc. Expenses

- Internet Services
- Computer Expense
- Fees
- Office Supplies
- Taxes
- Wages



Monthly Operational Expenses include personnel; web site hosting; podcast hosting on a content distribution network; software services; and marketing services.

Statement of Cash Flows

US-GAAP

CASH FLOW FROM OPERATING ACTIVITIES

FISCAL YEAR END 12/31	2021
Net Income	\$56,957
NET CASH PROVIDED BY OPERATING ACTIVITIES	\$56,957

CASH AND EQUIVALENTS, END OF YEAR

	2021
Net Increase (Decrease) in Cash and Equivalents	\$56,382
Cash and Equivalents, Beginning of Year	\$40,196
CASH AND EQUIVALENTS, END OF YEAR	\$96,578

Officers and Directors

(For 2021)

Chief Executive Officer and Executive DirectorDomenico Bettinelli, Jr.
Chief Financial Officer.....Linda Nielsen
DirectorFr. George C. Hines
DirectorDanielle Bean
Director.....Steve Nelson
Director.....Jimmy Akin
ChaplainFr. Cory Sticha