

EVERY MOTHER COUNTS

FINANCIAL STATEMENTS AND INDEPENDENT AUDITORS' REPORT

December 31, 2017 and 2016

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INDEPENDENT AUDITORS' REPORT

To the Board of Directors
Every Mother Counts

We have audited the accompanying financial statements of Every Mother Counts (the Organization), which comprise the statements of financial position as of December 31, 2017 and 2016, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility 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; this includes 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.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial statements 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 entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Every Mother Counts as of December 31, 2017 and 2016, 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.

HAN GROUP LLC

HAN GROUP LLC
Washington, DC
March 26, 2018

EVERY MOTHER COUNTS
 Statements of Financial Position
 December 31, 2017 and 2016

	<u>2017</u>	<u>2016</u>
Assets		
Cash	\$ 339,227	\$ 336,227
Grants and contributions receivable, net	1,169,103	502,258
Investments	3,205,630	2,854,369
Prepaid expenses and deposits	52,215	93,963
Property and equipment, net	35,025	23,112
Other assets	941	2,993
Total assets	<u>\$ 4,802,141</u>	<u>\$ 3,812,922</u>
Liabilities and Net Assets		
Liabilities		
Accounts payable and accrued expenses	\$ 66,703	\$ 62,685
Accrued salaries and vacation	22,371	33,973
Grants payable	205,000	160,000
Other liabilities	15,195	6,493
Total liabilities	<u>309,269</u>	<u>263,151</u>
Net Assets		
Unrestricted	3,287,099	1,972,766
Temporarily restricted	1,205,773	1,577,005
Total net assets	<u>4,492,872</u>	<u>3,549,771</u>
Total liabilities and net assets	<u>\$ 4,802,141</u>	<u>\$ 3,812,922</u>

See accompanying notes.

EVERY MOTHER COUNTS
Statement of Activities
Year Ended December 31, 2017

	Unrestricted	Temporarily Restricted	Total
Revenue and Support			
Grants and contributions	\$ 3,413,859	\$ 1,069,722	\$ 4,483,581
Donated goods and services	144,750	-	144,750
Other revenue	104,310	-	104,310
Investment income	77,583	-	77,583
Net assets released from restrictions:			
Satisfaction of purpose restrictions	1,440,954	(1,440,954)	-
Total revenue and support	<u>5,181,456</u>	<u>(371,232)</u>	<u>4,810,224</u>
Expenses			
Program services	3,501,550	-	3,501,550
Supporting services:			
Management and general	174,761	-	174,761
Fundraising	190,812	-	190,812
Total supporting services	<u>365,573</u>	<u>-</u>	<u>365,573</u>
Total expenses	<u>3,867,123</u>	<u>-</u>	<u>3,867,123</u>
Changes in Net Assets	1,314,333	(371,232)	943,101
Net Assets, beginning of year	<u>1,972,766</u>	<u>1,577,005</u>	<u>3,549,771</u>
Net Assets, end of year	<u>\$ 3,287,099</u>	<u>\$ 1,205,773</u>	<u>\$ 4,492,872</u>

See accompanying notes.

EVERY MOTHER COUNTS
Statement of Activities
Year Ended December 31, 2016

	Unrestricted	Temporarily Restricted	Total
Revenue and Support			
Grants and contributions	\$ 1,971,480	\$ 1,073,311	\$ 3,044,791
Donated goods and services	53,198	-	53,198
Other revenue	47,018	-	47,018
Investment income	56,944	-	56,944
Net assets released from restrictions:			
Satisfaction of purpose restrictions	559,480	(559,480)	-
Total revenue and support	<u>2,688,120</u>	<u>513,831</u>	<u>3,201,951</u>
Expenses			
Program services	2,454,619	-	2,454,619
Supporting services:			
Management and general	132,230	-	132,230
Fundraising	188,700	-	188,700
Total supporting services	<u>320,930</u>	<u>-</u>	<u>320,930</u>
Total expenses	<u>2,775,549</u>	<u>-</u>	<u>2,775,549</u>
Changes in Net Assets	(87,429)	513,831	426,402
Net Assets, beginning of year	<u>2,060,195</u>	<u>1,063,174</u>	<u>3,123,369</u>
Net Assets, end of year	<u>\$ 1,972,766</u>	<u>\$ 1,577,005</u>	<u>\$ 3,549,771</u>

See accompanying notes.

EVERY MOTHER COUNTS

Statements of Cash Flows

Years Ended December 31, 2017 and 2016

	<u>2017</u>	<u>2016</u>
Cash Flows from Operating Activities		
Changes in net assets	\$ 943,101	\$ 426,402
Adjustments to reconcile changes in net assets to net cash provided by operating activities:		
Depreciation	22,602	23,385
Loss from disposal of property and equipment	650	-
Net realized and unrealized loss on investments	6,956	21,345
Changes in operating assets and liabilities:		
Grants and contributions receivable	(666,845)	20,094
Prepaid expenses and deposits	41,748	(46,723)
Other assets	2,052	5,557
Accounts payable and accrued expenses	4,018	47,777
Accrued salaries and vacation	(11,602)	8,043
Grants payable	45,000	(296,225)
Other liabilities	8,702	(3,303)
Net cash provided by operating activities	<u>396,382</u>	<u>206,352</u>
Cash Flows from Investing Activities		
Proceeds from sale of investments	3,841,204	2,084,181
Purchase of investments	(4,199,421)	(2,633,701)
Purchase of property and equipment	<u>(35,165)</u>	<u>(18,351)</u>
Net cash used in investing activities	<u>(393,382)</u>	<u>(567,871)</u>
Net Increase (Decrease) in Cash	3,000	(361,519)
Cash, beginning of year	<u>336,227</u>	<u>697,746</u>
Cash, end of year	<u>\$ 339,227</u>	<u>\$ 336,227</u>

See accompanying notes.

1. Nature of Operations

Every Mother Counts (the Organization) is a non-profit organization dedicated to making pregnancy and childbirth safe for every mother. The Organization informs, engages, and mobilizes new audiences to take actions and raise funds that support maternal health programs around the world. The Organization funds its program and supporting services primarily through grants and contributions from corporations, foundations and individuals.

2. Summary of Significant Accounting Policies

Basis of Accounting and Presentation

The accompanying financial statements of the Organization have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America (GAAP). Consequently, revenue is recognized when earned and expenses are recognized when the obligation is incurred.

Grants and Contributions Receivable

Grants and contributions receivable are stated at net realizable value. The Organization uses the allowance method to record potentially uncollectible receivables. Management determines the allowance for doubtful accounts based on historic bad debt percentages. Grants and contributions receivable are individually analyzed for collectability and written off when all collection efforts are exhausted.

Investments

Investments are measured at fair value and are composed of money market funds, corporate fixed income, government securities, municipal bonds, stocks and certificates of deposit. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date.

Unrealized gains or losses on investments are determined by the change in fair value at the beginning and end of the reporting period. Net realized and unrealized gains or losses on investments are included in investment income in the accompanying statements of activities. Money market funds held in the investment portfolios are included in investments in the accompanying statements of financial position.

2. Summary of Significant Accounting Policies (continued)

Property and Equipment

Property and equipment over \$1,000 with a projected useful life exceeding one year are capitalized and recorded at cost. Depreciation is computed using the straight-line method over the estimated useful lives of the related assets. Direct costs incurred during the application stage of the development of the Organization's website are capitalized and amortized over an estimated useful life of three years.

Expenditures for minor and routine repairs and maintenance are expensed as incurred. Upon retirement or disposal of assets, the cost and accumulated depreciation are eliminated from the accounts and the resulting gain or loss is included in revenue or expense.

Grants Payable

The Organization makes grants under its program services. The Organization records a liability for grants when the commitments have been made. At December 31, 2017 and 2016, the entire balance of grants payable was payable within one year.

Classification of Net Assets

- *Unrestricted net assets* represent funds that are not subject to donor-imposed stipulations and are available for support of the Organization's operations.
- *Temporarily restricted net assets* represent funds subject to donor-imposed restrictions that are met either by actions of the Organization or the passage of time.

Revenue Recognition

Unconditional grants and contributions are recognized as revenue when received or promised and are reported as temporarily restricted support if they are received with donor stipulations that limit the use of donated assets. When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statements of activities as net assets released from restrictions. Revenue from all other sources is recognized when earned.

2. Summary of Significant Accounting Policies (continued)

Donated Goods and Services

Donated goods and services are recorded based on their fair value at the date of donation. Donated services are recognized if the services received (1) create or enhance nonfinancial assets or (b) require specialized skills, are provided by individuals possessing those skills and would typically need to be purchased if not provided by donation.

Functional Allocation of Expenses

The costs of providing various programs and other activities have been summarized on a functional basis in the accompanying statements of activities. Accordingly, certain costs have been allocated among the program and supporting services benefited.

Use of Estimates

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 amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates.

3. Concentrations of Credit Risk

Financial instruments that potentially subject the Organization to significant concentrations of credit risk consist of cash deposits and investments. The Organization maintains cash deposits and investments with various financial institutions that exceed insurable limits under the Federal Deposit Insurance Corporation (FDIC) and the Securities Investor Protection Corporation (SIPC).

The Organization has not experienced any losses on its cash deposits and investments to date as it relates to FDIC or SIPC insurance limits. Management periodically assesses the financial condition of the institutions and believes that the risk of any loss is minimal.

In addition, the Organization invests funds in a professionally managed portfolio of marketable securities. Such investments are exposed to market and credit risks. Therefore, the Organization's investments may be subject to significant fluctuations in fair value. As a result, the investment balances reported in the accompanying financial statements may not be reflective of the portfolio's value during subsequent periods.

4. Grants and Contributions Receivable

Grants and contributions receivable is comprised of unconditional promises to give and is receivable as follows at December 31:

	<u>2017</u>	<u>2016</u>
Receivable in less than one year	\$ 846,444	\$ 502,258
Receivable in one to five years	<u>363,000</u>	<u>-</u>
Total grants and contributions receivable	1,209,444	502,258
Less: discount on multi-year pledges	(30,341)	-
Less: allowance for doubtful accounts	<u>(10,000)</u>	<u>-</u>
Grants and contributions receivable, net	<u>\$ 1,169,103</u>	<u>\$ 502,258</u>

At December 31, 2017, grants and contribution receivable are shown at the present value of estimated future cash flows using a discount rate 2.98%, which is based on available data for risk-free interest rates for the year in which outstanding pledges were received. At December 31, 2016, no discount to present value or allowance for doubtful accounts were recorded as entire balance was deemed by management to be fully collectible within one year.

5. Investments

Investments consist of the following at December 31:

	<u>2017</u>	<u>2016</u>
Money market funds	\$ 499,176	\$ 839,113
Corporate fixed income	1,608,066	1,590,513
Government securities	893,348	239,988
Municipal bonds	194,860	125,635
Stocks	10,180	19,024
Certificates of deposit	<u>-</u>	<u>40,096</u>
Total investments	<u>\$ 3,205,630</u>	<u>\$ 2,854,369</u>

5. Investments (continued)

Investment income consists of the following for the years ended December 31:

	<u>2017</u>	<u>2016</u>
Interest and dividends	\$ 84,539	\$ 78,289
Realized gain	11,727	19,375
Unrealized loss	<u>(18,683)</u>	<u>(40,720)</u>
Total investment income	<u>\$ 77,583</u>	<u>\$ 56,944</u>

6. Fair Value Measurements

The three levels of the fair value hierarchy for recurring fair value measurements are prioritized based on the inputs to valuation techniques used to measure fair value and are as follows:

- Level 1: Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Organization has the ability to access.
- Level 2: Inputs to the valuation methodology include (1) quoted prices for similar assets or liabilities in active markets; (2) quoted prices for identical or similar assets or liabilities in inactive markets; (3) inputs other than quoted prices that are observable for the asset or liability; and (4) inputs that are derived principally from or corroborated by observable market data by correlation or other means. If the asset or liability has a specified (contractual) term, the level 2 input must be observable for substantially the full term of the asset or liability.
- Level 3: Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

6. Fair Value Measurements (continued)

The following is a summary of input levels used to determine fair values, measured on a recurring basis, of investments at December 31, 2017:

	<u>Level 1</u>	<u>Total</u>
Money market funds	\$ 499,176	\$ 499,176
Corporate fixed income	1,608,066	1,608,066
Government securities	893,348	893,348
Municipal bonds	194,860	194,860
Stocks	<u>10,180</u>	<u>10,180</u>
Total investments	<u>\$ 3,205,630</u>	<u>\$ 3,205,630</u>

The following is a summary of input levels used to determine fair values, measured on a recurring basis, of investments at December 31, 2016:

	<u>Level 1</u>	<u>Total</u>
Money market funds	\$ 839,113	\$ 839,113
Corporate fixed income	1,590,513	1,590,513
Government securities	239,988	239,988
Municipal bonds	125,635	125,635
Stocks	19,024	19,024
Certificates of deposit	<u>40,096</u>	<u>40,096</u>
Total investments	<u>\$ 2,854,369</u>	<u>\$ 2,854,369</u>

7. Operating Leases

In November 2013, the Organization entered into a non-cancellable lease agreement for office space for a term from December 2013 through November 2016. In September 2016, the Organization extended the lease for an additional three years through November 2019. Rent expense was \$137,114 and \$132,898 for the years ended December 31, 2017 and 2016, respectively.

EVERY MOTHER COUNTS
Notes to Financial Statements
December 31, 2017 and 2016

7. Operating Leases (continued)

At December 31, 2017, future minimum lease payments for the non-cancellable operating lease are as follow:

Years ending December 31:		
2018	\$	139,943
2019		<u>131,800</u>
Total future minimum lease payments	\$	<u><u>271,743</u></u>

8. Property and Equipment

The Organization carried the following property and equipment at December 31:

	<u>2017</u>	<u>2016</u>
Website	\$ 86,301	\$ 86,301
Furniture and equipment	51,113	47,115
Leasehold improvements	20,380	-
Software	<u>-</u>	<u>2,340</u>
Total property and equipment	157,794	135,756
Less: accumulated depreciation	<u>(122,769)</u>	<u>(112,644)</u>
Property and equipment, net	<u>\$ 35,025</u>	<u>\$ 23,112</u>

9. Temporarily Restricted Net Assets

Temporarily restricted net assets consist of the following at December 31:

	<u>2017</u>	<u>2016</u>
Bangladesh	\$ 667,291	\$ -
Grants program	<u>538,482</u>	<u>1,577,005</u>
Total temporarily restricted net assets	<u>\$ 1,205,773</u>	<u>\$ 1,577,005</u>

10. Donated Goods and Services

The Organization received \$136,400 of donated fundraising event promotional materials and supplies and \$8,350 of donated accounting services during the year ended December 31, 2017. The Organization received \$49,598 of donated fundraising event promotional materials and supplies and \$3,600 of donated accounting services during the year ended December 31, 2016.

11. Related Party Transactions

The Organization received a corporate grant from entities whose officers are board members with the Organization. The amount of such grant was \$144,577 and \$103,839 for the years ended December 31, 2017 and 2016, respectively.

12. Retirement Plan

The Organization maintains a 401(k) plan for eligible employees. Subject to certain limitations, participants may elect to make pre-tax contributions up to the maximum permitted by law. In addition, the Organization makes contributions 100% on the first 3% of each employee's eligible earnings that the employee defers as an elective deferral and an additional 50% on the next 2% of each employee's eligible earnings that the employee defers as an elective deferral. The Organization contributed \$18,767 and \$18,909 to the plan for the years ended December 31, 2017 and 2016, respectively.

13. Income Taxes

Under Section 501(c)(3) of the Internal Revenue Code, the Organization is a nonprofit organization and is exempt from federal taxes on income other than net unrelated business income. No provision for federal or state income taxes is required for the years ended December 31, 2017 and 2016, as the Organization had no taxable net unrelated business income.

The Organization follows the authoritative guidance relating to accounting for uncertainty in income taxes included in Accounting Standards Codification Topic 740-10, *Income Taxes*. These provisions provide consistent guidance for the accounting for uncertainty in income taxes recognized in an entity's financial statements and prescribe a threshold of "more likely than not" for recognition and derecognition of tax positions taken or expected to be taken in a tax return.

The Organization performed an evaluation of uncertain tax positions for the years ended December 31, 2017 and 2016, and determined that there were no matters that would require recognition in the financial statements or that may have any effect on its tax-exempt status. At December 31, 2017, the statute of limitations for tax years ended December 31, 2014 through 2016 remains open with the U.S. federal jurisdiction or the various states and local jurisdictions in which the Organization files tax returns. It is the Organization's policy to recognize interest and/or penalties related to uncertain tax positions, if any, in income tax expenses.

14. Subsequent Events

In preparing these financial statements, the Organization has evaluated events and transactions for potential recognition or disclosure through March 26, 2018, the date the financial statements were available to be issued. There were no subsequent events that require recognition of, or disclosure in, the financial statements.