



NATIONAL
COMMUNICATION
ASSOCIATION

FINANCIAL STATEMENTS

December 31, 2024 and 2023

CONTENTS

Independent Auditor's Report	1
Statements of Financial Position.....	3
Statements of Activities	4
Statements of Functional Expenses	6
Statements of Cash Flows	8
Notes to Financial Statements	9

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
National Communication Association
Washington, D.C.

Opinion

We have audited the financial statements of National Communication Association, which comprise the statements of financial position as of December 31, 2024 and 2023, 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 accompanying financial statements present fairly, in all material respects, the financial position of National Communication Association as of December 31, 2024 and 2023, 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 (GAAS). 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 National Communication Association 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 the 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 National Communication Association's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

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 GAAS 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 GAAS, 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 National Communication Association'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 National Communication Association'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.



Wegner CPAs, LLP
Alexandria, Virginia
May 7, 2025

NATIONAL COMMUNICATION ASSOCIATION
STATEMENTS OF FINANCIAL POSITION
December 31, 2024 and 2023

	2024	2023
ASSETS		
Cash	\$ 307,521	\$ 211,435
Accounts receivable	211,913	72,652
Prepaid expenses	168,388	80,017
Investments	6,822,354	7,389,923
Property and equipment, net	<u>1,222,691</u>	<u>1,207,680</u>
Total assets	<u><u>\$ 8,732,867</u></u>	<u><u>\$ 8,961,707</u></u>
LIABILITIES		
Accounts payable	\$ 278,077	\$ 260,000
Accrued expenses	189,550	69,583
Accrued payroll and related liabilities	29,732	23,936
Deferred revenue	<u>224,096</u>	<u>240,882</u>
Total liabilities	721,455	594,401
NET ASSETS		
Without donor restrictions	7,060,336	7,418,522
With donor restrictions	<u>951,076</u>	<u>948,784</u>
Total net assets	<u><u>8,011,412</u></u>	<u><u>8,367,306</u></u>
Total liabilities and net assets	<u><u>\$ 8,732,867</u></u>	<u><u>\$ 8,961,707</u></u>

See accompanying notes.

NATIONAL COMMUNICATION ASSOCIATION
STATEMENT OF ACTIVITIES
Year Ended December 31, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES			
Program service revenue			
Convention revenue	\$ 1,000,817	\$ -	\$ 1,000,817
Royalties	985,380	-	985,380
Membership dues	725,984	-	725,984
Student organization	219,021	-	219,021
Editor stipends	172,857	-	172,857
Job placement and ad revenue	111,142	-	111,142
CIDD	11,000	-	11,000
Subscription & publication sales	<u>9,325</u>	<u>-</u>	<u>9,325</u>
Total program service revenue	3,235,526	-	3,235,526
Other revenue			
Contributions	4,600	26,000	30,600
Net investment return	397,150	35,281	432,431
Miscellaneous income	<u>19,440</u>	<u>-</u>	<u>19,440</u>
Total other revenue	421,190	61,281	482,471
Net assets released from restrictions			
Satisfaction of purpose restrictions	<u>58,989</u>	<u>(58,989)</u>	<u>-</u>
Total revenues	3,715,705	2,292	3,717,997
EXPENSES			
Program services			
Research	931,215	-	931,215
Membership	487,753	-	487,753
Communication	375,561	-	375,561
Convention	<u>1,135,125</u>	<u>-</u>	<u>1,135,125</u>
Total program services	2,929,654	-	2,929,654
Supporting activities			
Management and General	592,758	-	592,758
Executive Office	<u>551,479</u>	<u>-</u>	<u>551,479</u>
Total supporting activities	<u>1,144,237</u>	<u>-</u>	<u>1,144,237</u>
Total expenses	<u>4,073,891</u>	<u>-</u>	<u>4,073,891</u>
Change in net assets	(358,186)	2,292	(355,894)
Net assets at beginning of year	<u>7,418,522</u>	<u>948,784</u>	<u>8,367,306</u>
Net assets at end of year	<u>\$ 7,060,336</u>	<u>\$ 951,076</u>	<u>\$ 8,011,412</u>

See accompanying notes.

NATIONAL COMMUNICATION ASSOCIATION
STATEMENT OF ACTIVITIES
Year Ended December 31, 2023

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
REVENUES			
Program service revenue			
Convention revenue	\$ 877,656	\$ -	\$ 877,656
Royalties	857,912	-	857,912
Membership dues	699,932	-	699,932
Student organization	189,748	-	189,748
Editor stipends	158,397	-	158,397
Job placement and ad revenue	135,082	-	135,082
Subscription & publication sales	<u>7,200</u>	<u>-</u>	<u>7,200</u>
Total program service revenue	2,925,927	-	2,925,927
Other revenue			
Contributions	3,000	25,000	28,000
Net investment return	748,076	58,989	807,065
Miscellaneous income	<u>10,475</u>	<u>-</u>	<u>10,475</u>
Total other revenue	761,551	83,989	845,540
Net assets released from restrictions			
Satisfaction of purpose restrictions	<u>14,026</u>	<u>(14,026)</u>	<u>-</u>
Total revenues	3,701,504	69,963	3,771,467
EXPENSES			
Program services			
Research	852,362	-	852,362
Membership	398,047	-	398,047
Communication	553,945	-	553,945
Convention	<u>1,228,619</u>	<u>-</u>	<u>1,228,619</u>
Total program services	3,032,973	-	3,032,973
Supporting activities			
Management and General	659,616	-	659,616
Executive Office	<u>545,934</u>	<u>-</u>	<u>545,934</u>
Total supporting activities	<u>1,205,550</u>	<u>-</u>	<u>1,205,550</u>
Total expenses	<u>4,238,523</u>	<u>-</u>	<u>4,238,523</u>
Change in net assets	(537,019)	69,963	(467,056)
Net assets at beginning of year	<u>7,955,541</u>	<u>878,821</u>	<u>8,834,362</u>
Net assets at end of year	<u>\$ 7,418,522</u>	<u>\$ 948,784</u>	<u>\$ 8,367,306</u>

See accompanying notes.

NATIONAL COMMUNICATION ASSOCIATION
STATEMENT OF FUNCTIONAL EXPENSES
Year Ended December 31, 2024

	Program Services					Supporting Activities				Total Expenses
	Research	Membership	Communication	Convention	Total Program Services	Management and General	Executive Office	Total Supporting Activities		
Salaries and wages	\$ 223,897	\$ 197,920	\$ 189,003	\$ 245,698	\$ 856,518	\$ 158,236	\$ 162,007	\$ 320,243	\$ 1,176,761	
Employee benefits	51,587	40,272	38,458	49,994	180,311	31,178	32,965	64,143	244,454	
Payroll taxes	18,475	15,975	15,255	19,831	69,536	12,367	13,076	25,443	94,979	
Total personnel	293,959	254,167	242,716	315,523	1,106,365	201,781	208,048	409,829	1,516,194	
Professional services	7,879	8,214	10,949	229,122	256,164	307,631	37,217	344,848	601,012	
Travel and meetings	5,579	8,751	-	54,547	68,877	1,551	161,445	162,996	231,873	
Grants and sponsorships	227,677	-	-	-	227,677	-	-	-	227,677	
Audio and visual	-	-	-	201,262	201,262	-	-	-	201,262	
Information technology	35,024	23,609	22,575	78,347	159,555	18,278	19,325	37,603	197,158	
Editor stipends	183,015	-	-	-	183,015	-	-	-	183,015	
Dues and subscriptions	67,035	16,741	37,945	20,783	142,504	12,961	39,430	52,391	194,895	
Depreciation	20,069	17,353	16,571	21,541	75,534	13,434	14,204	27,638	103,172	
Office expenses	4,406	4,303	4,015	38,460	51,184	2,949	3,118	6,067	57,251	
Real estate taxes	10,767	9,309	8,890	11,557	40,523	7,207	7,620	14,827	55,350	
Food and beverage	-	-	-	97,858	97,858	1,544	5,474	7,018	104,876	
Building maintenance and utilities	21,820	18,866	18,016	23,421	82,123	14,606	15,443	30,049	112,172	
Bank and credit card fees	9,505	8,219	7,849	10,203	35,776	6,363	6,728	13,091	48,867	
Interest groups	-	50,758	-	-	50,758	-	-	-	50,758	
Advertising	25,067	-	-	-	25,067	-	-	-	25,067	
Insurance	6,651	5,752	5,493	13,631	31,527	4,453	4,708	9,161	40,688	
Awards	-	27,154	-	-	27,154	-	-	-	27,154	
Student organization merchandise	-	18,746	-	-	18,746	-	-	-	18,746	
Other	-	9,353	357	18,870	28,580	-	28,719	28,719	57,299	
Communication and outreach	1	6,458	185	-	6,644	-	-	-	6,644	
CIDD expenses	12,761	-	-	-	12,761	-	-	-	12,761	
Total expenses	\$ 931,215	\$ 487,753	\$ 375,561	\$ 1,135,125	\$ 2,929,654	\$ 592,758	\$ 551,479	\$ 1,144,237	\$ 4,073,891	

See accompanying notes.

NATIONAL COMMUNICATION ASSOCIATION
STATEMENT OF FUNCTIONAL EXPENSES
Year Ended December 31, 2023

	Program Services					Supporting Activities				Total Expenses
	Research		Membership		Communication	Convention		Total Program Services	Management and General	Executive Office
Salaries and wages	\$ 217,055	\$ 157,176	\$ 241,075	\$ 229,239	\$ 844,545	\$ 151,609	\$ 140,367	\$ 291,976	\$ 1,136,521	
Employee benefits	65,306	34,579	53,702	51,065	204,652	30,762	31,268	62,030	266,682	
Payroll taxes	17,924	12,024	18,619	17,705	66,272	10,666	10,841	21,507	87,779	
Total personnel	300,285	203,779	313,396	298,009	1,115,469	193,037	182,476	375,513	1,490,982	
Professional services	51,916	-	61,092	335,559	448,567	388,461	77,102	465,563	914,130	
Travel and meetings	11,230	15,000	-	43,739	69,969	1,367	163,651	165,018	234,987	
Grants and sponsorships	140,400	-	-	-	140,400	-	1,500	1,500	141,900	
Audio and visual	-	-	-	221,692	221,692	-	-	-	221,692	
Information technology	37,536	25,531	39,158	100,660	202,885	24,626	23,010	47,636	250,521	
Editor stipends	184,000	-	-	-	184,000	-	-	-	184,000	
Dues and subscriptions	19,382	6,873	71,605	9,974	107,834	5,611	36,145	41,756	149,590	
Depreciation	17,520	11,943	18,318	17,419	65,200	11,520	10,666	22,186	87,386	
Office expenses	4,930	3,361	5,155	52,962	66,408	3,242	3,171	6,413	72,821	
Real estate taxes	12,215	8,327	12,771	12,144	45,457	8,032	7,436	15,468	60,925	
Food and beverage	-	52	-	85,979	86,031	2,063	5,318	7,381	93,412	
Building maintenance and utilities	15,469	10,545	16,174	15,380	57,568	10,171	9,417	19,588	77,156	
Bank and credit card fees	8,509	5,800	8,896	8,459	31,664	5,595	5,180	10,775	42,439	
Interest groups	-	51,381	-	-	51,381	-	-	-	51,381	
Advertising	25,899	-	-	-	25,899	-	-	-	25,899	
Insurance	6,849	4,668	7,160	12,443	31,120	4,503	4,169	8,672	39,792	
Awards	-	41,886	-	-	41,886	-	-	-	41,886	
Student organization merchandise	-	8,901	-	-	8,901	-	-	-	8,901	
Other	-	-	-	14,200	14,200	1,388	16,693	18,081	32,281	
Communication and outreach	576	-	220	-	796	-	-	-	796	
CIDD expenses	15,646	-	-	-	15,646	-	-	-	15,646	
Total expenses	\$ 852,362	\$ 398,047	\$ 553,945	\$ 1,228,619	\$ 3,032,973	\$ 659,616	\$ 545,934	\$ 1,205,550	\$ 4,238,523	

See accompanying notes.

NATIONAL COMMUNICATION ASSOCIATION
STATEMENTS OF CASH FLOWS
Years Ended December 31, 2024 and 2023

	<u>2024</u>	<u>2023</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ (355,894)	\$ (467,056)
Adjustments to reconcile change in net assets to net cash flows from operating activities		
Contributions and investment income restricted for endowments	(26,000)	(25,000)
Net realized and unrealized (gains) losses on investments	(263,097)	(617,224)
Depreciation	103,172	87,386
(Increase) decrease in assets		
Accounts receivable	(139,261)	44,968
Prepaid expenses	(88,371)	17,254
Increase (decrease) in liabilities		
Accounts payable	18,077	(4,934)
Accrued expenses	119,967	64,360
Accrued payroll and related liabilities	5,796	21,186
Deferred revenue	<u>(16,786)</u>	<u>(31,389)</u>
Net cash flows from operating activities	(642,397)	(910,449)
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from sales of investments	1,000,000	625,000
Interest and dividends reinvested	(169,334)	(189,841)
Purchases of property and equipment	<u>(118,183)</u>	<u>(107,474)</u>
Net cash flows from investing activities	712,483	327,685
CASH FLOWS FROM FINANCING ACTIVITIES		
Contributions and investment income restricted for endowments	<u>26,000</u>	<u>25,000</u>
Net change in cash	96,086	(557,764)
Cash at beginning of year	<u>211,435</u>	<u>769,199</u>
Cash at end of year	<u><u>\$ 307,521</u></u>	<u><u>\$ 211,435</u></u>

See accompanying notes.

NATIONAL COMMUNICATION ASSOCIATION
NOTES TO FINANCIAL STATEMENTS
December 31, 2024 and 2023

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Nature of Activities

National Communication Association (NCA) was founded in 1914 and is headquartered in Washington, D.C. NCA has thousands of members from every state and all around the globe. NCA serves the scholars, teachers, and practitioners who are its members by enabling and supporting their professional interests in research and teaching. Dedicated to fostering and promoting free and ethical communication, NCA promotes the widespread appreciation of the importance of communication in public and private life, the application of competent communication to improve the quality of human life and relationships, and the use of knowledge about communication to solve human problems. NCA is supported primarily by royalties, membership dues, and convention revenue.

Accounts Receivable

Accounts receivable primarily represent amounts due from royalties, convention rebates and membership dues owed to NCA. NCA uses historical loss information based on aging of accounts receivable as the basis to determine expected credit losses. Management believes composition of accounts receivable is consistent with historical conditions and accounts receivable are expected to be settled within a relatively short time frame based on current conditions. As such, credit losses are expected to be insignificant.

Investments

NCA reports investments in equity securities with readily determinable fair values and all investments in debt securities at their fair values in the statements of financial position. Unrealized gains and losses are included in the change in net assets in the accompanying statements of activities. Investment securities, in general, are exposed to various risks, such as interest rates, credit, and overall market volatility. Due to the level of risk associated with certain investment securities, it is reasonably possible that changes in values of investment securities will occur in the near term and that such change could materially affect the amounts reported in the statements of financial position.

Revenue Recognition

NCA's revenue consists of convention revenue, royalties, membership dues, student organization dues, editor stipends, job placement and ad revenue, subscription & publication sales.

NCA recognizes revenue from membership dues ratably over the applicable membership period, which is one year beginning on the individual member's join-date anniversary. Membership dues received in advance of the applicable membership period are deferred and recognized as revenue in that future period. Membership dues are nonrefundable.

Revenues from events (for example, convention revenue), royalties, editor stipends, job placement and ad revenue, subscription & publication sales, and similar services are recognized at a point in time or over the period of the event. Sales and other taxes NCA collects concurrent with revenue-producing activities are excluded from revenues.

NATIONAL COMMUNICATION ASSOCIATION
NOTES TO FINANCIAL STATEMENTS
December 31, 2024 and 2023

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

NCA's contract assets and liabilities from contracts with customers are as follows:

	<u>2024</u>	<u>2023</u>
Accounts receivable at beginning of year	\$ 72,652	\$ 117,620
Accounts receivable at end of year	211,913	72,652
Deferred revenue at beginning of year	\$ 240,882	\$ 272,271
Deferred revenue at end of year	224,096	240,882

Property and Equipment

Purchases of property and equipment are carried at cost. Depreciation is computed using the straight-line method.

Contributions

Contributions received are recorded as increases in net assets without donor restrictions or net assets with donor restrictions, depending on the existence of any donor restrictions. When a restriction expires (that is, when a stipulated time restriction ends or purpose restriction is accomplished), net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

Expense Allocation

The financial statements report certain categories of expenses that are attributable to more than one program service or supporting activity. Therefore, these expenses require allocation on a reasonable basis that is consistently applied. The expenses that are allocated include personnel, depreciation, insurance, real estate taxes, and building maintenance and utilities, which are allocated on the basis of estimates of time and effort.

Estimates

Management uses estimates and assumptions in preparing the financial statements. Those estimates and assumptions affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported revenue and expenses. Actual results could differ from those estimates.

Income Tax Status

NCA is exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code.

Date of Management's Review

Management has evaluated subsequent events through May 7, 2025, the date which the financial statements were available to be issued.

NOTE 2 – CONCENTRATIONS OF CREDIT RISK

NCA maintains its cash balances at one financial institution located in Washington, D.C. The balances are insured by the Federal Deposit Insurance Corporation up to \$250,000. At December 31, 2024, NCA's uninsured cash balances totaled approximately \$58,000. At December 31, 2023, NCA's cash balances were fully insured.

NATIONAL COMMUNICATION ASSOCIATION
NOTES TO FINANCIAL STATEMENTS
December 31, 2024 and 2023

NOTE 3 – INVESTMENTS

Investments consist of the following:

	<u>2024</u>	<u>2023</u>
Money market fund	\$ 18,496	\$ 53,900
Bonds	23,153	22,005
Mutual funds	<u>6,780,705</u>	<u>7,314,018</u>
Investments	<u>\$ 6,822,354</u>	<u>\$ 7,389,923</u>

Fair values for mutual funds are valued at unadjusted quoted prices reported on the active markets on which the individual securities are traded, which are Level 1 fair value measurements. Bonds are valued using a market approach that uses as inputs observed interest rates and yield curves, prices in active markets for similar assets, and prices for identical assets in inactive markets that have been adjusted by observable indexes, which are Level 2 fair value measurements.

NOTE 4 – PROPERTY AND EQUIPMENT

Property and equipment consist of the following:

	<u>2024</u>	<u>2023</u>
Land	\$ 235,107	\$ 235,107
Buildings and improvements	2,161,337	2,144,629
Furniture and fixtures	178,005	178,005
Office equipment	23,276	23,276
Computers and software	<u>207,814</u>	<u>326,078</u>
 Property and equipment	 2,805,539	 2,907,095
Less accumulated depreciation	<u>1,582,848</u>	<u>1,699,415</u>
 Property and equipment, net	 <u>\$ 1,222,691</u>	 <u>\$ 1,207,680</u>

NOTE 5 – ENDOWMENT

NCA's endowment consists of donor-restricted endowment funds established for a variety of purposes. As required by generally accepted accounting principles, net assets associated with endowment funds are classified and reported based on the existence or absence of donor-imposed restrictions. NCA has interpreted the District of Columbia Uniform Prudent Management of Institutional Funds Act (UPMIFA) as requiring the preservation of the fair value of the original gift as of the date of the donor-restricted contribution to the endowment fund, unless a donor stipulates the contrary. As a result of this interpretation, when reviewing its donor-restricted endowment funds, NCA considers a fund to be underwater if the fair value of the fund is less than the sum of (a) the original value of initial and subsequent gift amounts donated to the fund and (b) any accumulations to the fund that are required to be maintained in perpetuity in accordance with the direction of the applicable donor gift instrument. NCA has interpreted UPMIFA to permit spending from underwater funds in accordance with the prudent measures required under the law.

NATIONAL COMMUNICATION ASSOCIATION
NOTES TO FINANCIAL STATEMENTS
December 31, 2024 and 2023

NOTE 5 – ENDOWMENTS (continued)

Additionally, in accordance with UPMIFA, NCA considers the following factors in making a determination to appropriate or accumulate donor-restricted endowment funds: (1) the duration and preservation of the fund, (2) the purposes of NCA and the donor-restricted endowment fund, (3) general economic conditions, (4) the possible effect of inflation and deflation, (5) the expected total return from income and the appreciation of investments, (6) other resources of NCA, and (7) the investment policies of NCA.

Investment Return Objectives, Risk Parameters and Strategies. NCA has adopted investment and spending policies, approved by the Executive Committee, for endowment assets. Those policies attempt to provide a predictable stream of funding to programs supported by its endowment funds while also maintaining the purchasing power of those endowment assets over the long-term. Accordingly, the investment process seeks to achieve an after-cost total real rate of return, including investment income as well as capital appreciation, which exceeds the annual distribution with acceptable levels of risk. Investment risk is measured in terms of the total endowment fund; investment assets and allocation between asset classes and strategies are managed to prevent exposing the fund to unacceptable levels of risk.

Spending Policy. NCA has a policy of appropriating for distribution each year up to 2.55% return of its endowment fund's fair value from the preceding calendar year in which the distribution is planned. In establishing this policy, NCA considered the long-term expected return on its endowment. NCA has a policy that permits spending from underwater endowment funds depending on the degree to which the fund is underwater, unless otherwise precluded by donor intent or relevant laws and regulations.

Changes in endowment net assets for the years ended December 31 were as follows:

	2024	2023
Endowment net assets, beginning of year	\$ 948,784	\$ 878,821
Contributions	26,000	25,000
Net investment return	35,281	58,989
Amounts appropriated for expenditure	<u>(58,989)</u>	<u>(14,026)</u>
Endowment net assets, end of year	<u><u>\$ 951,076</u></u>	<u><u>\$ 948,784</u></u>

NOTE 6 – NET ASSETS WITH DONOR RESTRICTIONS

Net assets with donor restrictions are subject to the endowment spending policy and are restricted for NCA awards and scholarships.

NOTE 7 – RETIREMENT PLAN

NCA sponsors a defined contribution plan with TIAA covering all full-time staff members. NCA contributes to the plan each year equal to 100% of the amount deferred by the employee up to a maximum of 7% of employee's base compensation. NCA's contributions to the plan for the years ended December 31, 2024 and 2023 totaled \$96,841 and \$62,318, respectively.

NATIONAL COMMUNICATION ASSOCIATION
NOTES TO FINANCIAL STATEMENTS
December 31, 2024 and 2023

NOTE 8 – COMMITMENTS

NCA has entered into agreements with several hotels for preferred room rates for future conventions to take place on dates through November 2030. In the event of cancellation, the maximum liquidating damages NCA would incur totals approximately \$1,500,000.

NOTE 9 – LIQUIDITY AND AVAILABILITY

The following table reflects NCA's financial assets as of December 31, 2024 and 2023, reduced by amounts not available for general use within one year because of donor-imposed restrictions.

	<u>2024</u>	<u>2023</u>
Cash	\$ 307,521	\$ 211,435
Accounts receivable	211,913	72,652
Investments	<u>6,822,354</u>	<u>7,389,923</u>
 Financial assets at year-end	 7,341,788	 7,674,010
 Less amounts not available for general expenditures within one year:		
Restricted by donor with purpose restrictions	(951,076)	(948,784)
 Financial assets available to meet cash needs for general expenditures within one year	 <u>\$ 6,390,712</u>	 <u>\$ 6,725,226</u>

As part of NCA's liquidity management, it has a policy to structure its financial assets to be available as its general expenditures, liabilities, and other obligations come due. NCA invests cash in excess of daily requirements in short-term investments and money market funds.