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# FINANCIAL STATEMENTS

for the year ended December 31, 2021

# INDEX TO FINANCIAL STATEMENTS

	Page(s)
Independent Auditor's Report	1 - 2
Financial Statements:	
Statement of Financial Position	3
Statement of Activities	4
Statement of Functional Expenses	5
Statement of Cash Flows	6
Notes to Financial Statements	7 - 12



#### **INDEPENDENT AUDITOR'S REPORT**

To the Board of Directors of Stop Soldier Suicide, Inc.

# **Opinion**

We have audited the accompanying financial statements of Stop Soldier Suicide, Inc. (a nonprofit organization), which comprise the statement of financial position as of December 31, 2021, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Stop Soldier Suicide, Inc. as of December 31, 2021, and the changes in net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

# **Basis for Opinion**

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. 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 Stop Soldier Suicide, Inc. and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. 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 Stop Soldier Suicide, Inc.'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 generally accepted auditing standards 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 generally accepted auditing standards, 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 Stop Soldier Suicide, Inc.'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 Stop Soldier Suicide, Inc.'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.

# **Report on Summarized Comparative Information**

We have previously audited Stop Soldier Suicide, Inc.'s 2020 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated March 26, 2021. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2020, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Garner, North Carolina

Langdon & Company LLP

April 29, 2022

# STATEMENT OF FINANCIAL POSITION

# December 31, 2021 with comparative totals as of December 31, 2020

# **ASSETS**

	<u>2021</u>		<u>2020</u>
Current assets:			
Cash and cash equivalents	\$ 9,009,507	\$	3,981,400
Accounts and other receivables Grants receivable	5,396		24,098
Promises to give, net	115,000 811,306		30,000 391,436
Prepaid expenses	134,889		591,430 59,567
Total current assets	10,076,098		4,486,501
Fixed assets:			
Furniture and equipment	12,612		12,612
Telephone system	2,649		2,649
Computer equipment and software	63,269		5,572
Leasehold improvements	 11,281	-	11,281
	89,811		32,114
Less accumulated depreciation	 (15,986)		(9,378)
	73,825		22,736
Other assets, deposit	 6,797		6,797
Total assets	\$ 10,156,720	\$	4,516,034
LIABILITIES AND NET ASSETS			
Current liabilities:			
Accounts payable	\$ 732,061	\$	179,138
Accrued payroll liabilities	63,104		105,626
Deferred rent	5,614		3,018
Current installments on the Paycheck Protection Program (PPP) loan	 -		128,034
Total current liabilities	800,779		415,816
Long-term liabilities:			
Deferred rent, net	12,888		18,502
Long-term Paycheck Protection Program (PPP) loan, less current portion			105,166
Total long-term liabilities	12,888		123,668
Total liabilities	 813,667		539,484
Net assets:			
Without donor restrictions:			
Undesignated	1,830,229		653,008
Board-designated - operating reserve fund	7,140,385		3,249,707
	8,970,614		3,902,715
With donor restrictions	372,439		73,835
Total net assets	9,343,053	_	3,976,550
Total liabilities and net assets	\$ 10,156,720	\$	4,516,034

The accompanying notes are an integral part of the financial statements.

# STATEMENT OF ACTIVITIES

# for the year ended December 31, 2021 with comparative totals for December 31, 2020

		2020		
	Without Donor Restrictions	With Donor Restrictions	Total	Total
Support and revenue:				
Contributions and gifts	\$12,838,111	\$ 100,000	\$ 12,938,111	\$ 5,064,393
In-kind contributions	206,047	-	206,047	176,345
Private grants	85,275	400,000	485,275	395,355
Interest income	12,182	-	12,182	15,589
Gain on extinguishment of debt (Paycheck				
Protection Program)	233,200	_	233,200	_
Other income	881	_	881	-
	13,375,696	500,000	13,875,696	5,651,682
Net assets released from restrictions	201,396	(201,396)	-	-
Total support and revenue	13,577,092	298,604	13,875,696	5,651,682
Expenses:				
Program services	5,480,863	_	5,480,863	2,189,895
Supporting services:	-,,		- , ,	, ,
Management & general	535,430	_	535,430	520,734
Fundraising	2,492,900	-	2,492,900	1,056,004
Total supporting services	3,028,330	-	3,028,330	1,576,738
		_		
Total expenses	8,509,193		8,509,193	3,766,633
Change in net assets	5,067,899	298,604	5,366,503	1,885,049
Net assets at beginning of year	3,902,715	73,835	3,976,550	2,091,501
Net assets at end of year	\$ 8,970,614	\$ 372,439	\$ 9,343,053	\$ 3,976,550

# STATEMENT OF FUNCTIONAL EXPENSES

for the year ended December 31, 2021 with comparative totals for December 31, 2020

2021									2020						
		Program Services Supporting Services							Supporting Services						
	Wellne	ess Center	Edu	cation and	Tota	al Program	Ma	nagement			To	tal Supporting			
	<u>Op</u>	<u>erations</u>	<u><b>A</b>v</u>	<u>wareness</u>	<u>s</u>	<u>Services</u>	and	l General	<u>Fu</u>	ndraising		<u>Services</u>	<b>Grand Total</b>	Gr	and Total
Salaries, benefits, & taxes	\$	2,435,527	\$	98,777	\$	2,534,304	\$	182,784	\$	521,605	\$	704,389	\$ 3,238,693	\$	1,901,631
Outside consultants		913,727		11,635		925,362		178,545		186,500		365,045	1,290,407		393,667
In-kind outside consultants		14,559		-		14,559		17		7,337		7,354	21,913		72,168
Professional fees		40,297		4,386		44,683		58,229		224		58,453	103,136		115,892
Marketing & promotion		-		-		-		27,464		1,624,101		1,651,565	1,651,565		664,090
In-kind Google & Facebook services for client outreach		122,336		-		122,336		145		61,652		61,797	184,133		74,227
Online community management		399,412		1,147,695		1,547,107		-		-		-	1,547,107		218,407
In-kind supplies		-		-		-		-		-		-	-		29,950
Emergency assistance		670		-		670		-		-		-	670		851
Travel & meetings		19,637		3,058		22,695		8,802		14,805		23,607	46,302		25,041
Building rental & maintenance		60,699		2,256		62,955		5,957		14,031		19,988	82,943		82,907
Telephone & internet		21,408		661		22,069		748		4,431		5,179	27,248		30,468
Services fees		501.00		-		501		14,154		27,730		41,884	42,385		14,409
Insurance		4,814		195		5,009		361		1,035		1,396	6,405		5,529
Office supplies & expense		17,099		199		17,298		16,733		4,272		21,005	38,303		17,428
Technology & website		97,861		387		98,248		37,545		16,171		53,716	151,964		81,490
Noncapitalizable furniture & computer hardware		16,677		-		16,677		-		-		-	16,677		1,079
Equipment lease		35,021		1,329		36,350		3,584		7,968		11,552	47,902		28,988
Depreciation & amortization		4,827		196		5,023		362		1,038		1,400	6,423		5,308
Miscellaneous		5,017		-		5,017				_		-	5,017		3,103
Total expenses	\$	4,210,089	\$	1,270,774	\$	5,480,863	\$	535,430	\$	2,492,900	\$	3,028,330	\$ 8,509,193	\$	3,766,633

# STATEMENT OF CASH FLOWS

# for the year ended December 31, 2021 with comparative totals for December 31, 2020

	<u>2021</u>	<u> 2020</u>
Cash flows from operating activities:		
Cash received from contributions, grants, and gifts	\$ 12,937,219	\$ 5,180,975
Cash received from other	881	-
Cash paid to employees, contractors and suppliers	(7,864,663)	(3,465,166)
Interest received	12,182	15,589
Interest paid	-	-
Net cash provided by operating activities	5,085,619	1,731,398
Cash flows used in investing activities, purchase of fixed assets	(57,512)	(5,572)
Cash flows provided by financing activities, debt proceeds (PPP)	 	233,200
Net increase in cash	5,028,107	1,959,026
Cash at beginning of year	3,981,400	2,022,374
Cash at end of year	\$ 9,009,507	\$ 3,981,400
Non-cash financing activities, PPP forgiveness	\$ 233,200	\$ -

## NOTES TO FINANCIAL STATEMENTS

# 1. OPERATIONS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### **Organization**

Stop Soldier Suicide, Inc. (the "Organization"), a not-for-profit organization, was incorporated in New York State on October 19, 2010. The Organization promotes awareness for active and veteran service members who are considering suicide and provides an opportunity for them to openly and, without shame, ask for and receive help and support. The Organization has the appropriate resources available, through a network of mental health professionals and partner organizations, to refer service members to the proper care and assistance that they need. The Organization's major programs include the following:

Wellness Center Operations – is defined as the identification, acquisition, staffing, and support of clients at risk for suicide. This includes online community management efforts, intake processes, personalized wellness care, direct therapies/therapeutic support, resourcing/partner management, life coaching, ongoing case management, as well as staff training and educational support.

*Education and Awareness* – is defined as activities related to ensuring the U.S. public, key partners, military and veteran family and allies, and potential clients are aware of and educated on the military suicide epidemic at large, including key facts, drivers, prevention methods, and how they can help.

# **Cash and Cash Equivalents**

For purposes of the statements of cash flows, the Organization considers all highly liquid investments with an initial maturity of three months or less to be cash equivalents. The Organization maintains its cash accounts with financial institutions which, at times, may exceed federally insured limits. The Organization has not experienced any losses in such accounts.

#### **Fixed Assets**

Fixed assets are recorded at cost if purchased or at estimated fair value at the date of the gift, if donated, less accumulated depreciation. Maintenance and repairs are expensed as incurred. Gains or losses on dispositions are included in the statement of activities. Fixed assets are capitalized and depreciated if the life is expected to be greater than one year and if the cost exceeds \$2,500. Assets are depreciated using a straight-line method over the estimated useful lives, which is 5 years.

Included in computer equipment & software on the accompanying statement of financial position is approximately \$57,697 of assets purchased not yet placed in service.

## Paycheck Protection Program ("PPP")

Funds received pursuant to PPP under Division A, Title I of the CARES Act, enacted March 27, 2020, have been recorded as debt. Interest will be recorded at the stated interest rate of 1%. Under the terms of the PPP, certain amounts of the loan may be forgiven if they are used for qualifying expenses as described in the CARES Act. The Organization's PPP loan was forgiven and the Organization was legally released in April 2021. The Organization has recognized a gain on extinguishment of debt in the amount of \$233,200 in the accompanying statement of activities.

# Advertising

Advertising costs, which consist primarily of digital ads on various social media platforms, are expensed as incurred. Advertising costs amounted to \$3,198,672 and \$882,497 for the years ended December 31, 2021 and 2020, respectively.

## NOTES TO FINANCIAL STATEMENTS

# 1. OPERATIONS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

# **Net Assets**

Net assets, revenues, gains, and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets and changes therein are classified and reported as follows:

*Net Assets Without Donor Restrictions* – Net assets available for use in general operations and not subject to donor restrictions. As discussed in Note 8, the governing board has designated, from net assets without donor restrictions, net assets for an operating reserve.

Net Assets With Donor Restrictions – Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. Donor-imposed restrictions are released when a restriction expires, that is, when the stipulated time has elapsed, when the stipulated purpose for which the resource was restricted has been fulfilled, or both.

## **Estimates**

The presentation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from estimates.

# **Accounts and Other Receivables**

Accounts and other receivables are recorded at net realizable value and primarily consist of sales tax and other receivables. The Organization provides an allowance for doubtful accounts equal to the estimated losses that are expected to be incurred during collection. The allowance is based on historical collection experience and a review by management of the current status of the existing receivables. As of December 31, 2021 and 2020, all accounts and other receivables were deemed collectible by management.

# **Revenue Recognition**

Contributions, gifts, and private grants received are recorded as revenue with donor restrictions or revenue without donor restrictions depending on the existence and/or nature of any donor-imposed restrictions. Conditional promises to give – that is, those with a measurable performance or other barrier and right of return - are recognized when the conditions on which they depend are substantially met. Unconditional promises to give that are expected to be collected within one year are recorded at net realizable value. Unconditional promises to give due in subsequent years are recorded at the present value of their net realizable value using a risk adjusted discount rate.

Grants receivable and promises to give consist of unconditional promises to give and are stated at unpaid balances, less an allowance for doubtful accounts. All are expected to be collected; thus, no allowance for doubtful accounts is necessary. Approximately 65% and 100% of grants receivable as of December 31, 2021 and 2020, respectively was from one grantor. Approximately 51% and 52% of promises to give as of December 31, 2021 and 2020, respectively, was due from one contributor.

## NOTES TO FINANCIAL STATEMENTS

# 1. OPERATIONS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

# **Revenue Recognition (Continued)**

When a restriction expires, such as a stipulated time restriction ends or a 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.

The Organization recognizes donated services that create or enhance nonfinancial assets or that require specialized skills and would typically need to be purchased if not provided by donation. The Organization received \$21,913 and \$72,168 of donated consulting services for the years ended December 31, 2021 and 2020, respectively. Additionally, the Organization received \$184,133 and \$104,177 of donated Google and Facebook ads for the years ended December 31, 2021 and 2020, respectively.

Certain individuals volunteer their time and perform a variety of tasks that assist the Organization with its programs, campaign solicitations, and various other assignments. These services are significant and form an integral part of the efforts of the Organization. The Organization does not control the activities of the volunteers as it would paid employees and there is no clearly measurable basis for an amount of contributed services to be recorded. Therefore, the Organization does not record the amount of volunteer services rendered as contributions and a corresponding amount as expense.

#### **Functional Allocation of Expenses**

The costs of program and supporting services activities have been summarized on a functional basis in the statement of activities. The statement of functional expenses presents the natural classification detail of expenses by function. The financial statements report certain categories of expenses that are attributed to more than one program or supporting function. Therefore, expenses require allocation on a reasonable basis that is consistently applied.

The Organization directly codes certain expenses that are identifiable with a specific function. Other expenses are allocated to functions on the basis of estimates of time and effort and include the following: salaries, benefits, and taxes, building rental and maintenance, telephone and internet, depreciation and amortization, insurance, and equipment lease.

## **Income Taxes**

The Organization is exempt from income taxes under Section 501(c)(3) of the Internal Revenue Code and is classified as other than a private foundation.

The Organization evaluates any uncertain tax positions. Accordingly, the Organization's policy is to record a liability for any tax positions taken that is beneficial to the Organization, including any related interest and penalties, when it is more likely than not the position of management with respect to a transaction or class of transactions will be overturned by a taxing authority upon examination. Management does not believe any significant income tax uncertainties exist as of December 31, 2021 and 2020.

# **Comparative Totals**

The financial statements include certain prior year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with accounting principles generally accepted in the United States of America. Accordingly, such information should be read in conjunction with the Organization financial statements for the year ended December 31, 2020, from which the summarized information was derived.

## NOTES TO FINANCIAL STATEMENTS

# 2. LIQUIDITY AND AVAILABILITY

The Organization primarily receives contributions, grants, and gifts without donor restrictions. As part of the Organization'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. The Organization invests cash in excess of daily requirements into a money market account. In accordance with the Organization's policies, the board has also designated \$7,140,385 and \$3,249,707 to an operating reserve fund in 2021 and 2020, respectively. This fund may be drawn upon in the event of an immediate liquidity need if the governing board approves this action.

The following reflects the Organization's financial assets as of the statement of financial position date, reduced by amounts not available for general use because of contractual or donor-imposed restrictions or board-designations, within one year of the statement of financial position date.

Financial assets at year-end:	2021	2020
Cash and cash equivalents	\$ 9,009,507	\$ 3,981,400
Accounts and other receivables	5,396	24,098
Grants receivable	115,000	30,000
Promises to give, net	811,306	391,436
	9,941,209	4,426,934
Less amounts not available to be used within one year, due to:		
Donor-restricted for purpose	372,439	73,835
Board-designated - operating reserve fund	7,140,385	3,249,707
	7,512,824	3,323,542
Financial assets available to meet general expenditures within one year	\$ 2,428,385	\$1,103,392

# 3. <u>NET ASSETS WITH DONOR RESTRICTIONS</u>

At December 31, 2021 and 2020, net assets with donor restrictions were available for the following purposes:

	 2021	 2020	
Restricted for purpose:			
Suicide prevention among New York City veterans	\$ 54,106	\$ 73,835	
Black Box project	100,000	-	
Suicide prevention among Colorado Springs veterans	35,000	-	
Suicide prevention among South Carolina veterans	58,333	-	
Suicide prevention among Delaware veterans	125,000	-	
	\$ 372,439	\$ 73,835	

## NOTES TO FINANCIAL STATEMENTS

# 3. NET ASSETS WITH DONOR RESTRICTIONS (Continued)

Net assets were released from donor restriction by incurring expenses satisfying the restricted purpose or by occurrence of the passage of time or other events specified by the donors as follows for the years ended December 31, 2021 and 2020:

	2021		 2020	
Subject to expenditure for specific purpose:				
Suicide prevention among Mecklenburg County and,	\$	-	\$ 25,000	
more broadly, North Carolina veterans				
Suicide prevention among Colorado Springs veterans		15,000	-	
Suicide prevention among South Carolina veterans		41,667	-	
Suicide prevention among Delaware veterans		25,000	-	
Suicide prevention among New York City veterans		119,729	 76,165	
	\$	201,396	\$ 101,165	

## 4. CONCENTRATIONS

One of the Organization's primary sources of funding is through Facebook fundraisers (approximately 77% and 74% of total public support and revenue for the years ended December 31, 2021 and 2020, respectively). In addition to internal resources, the Organization invests significant resources with outside consultants (approximately \$1,624,101 and \$631,657 for the years ended December 31, 2021 and 2020, respectively) to accelerate and advance the capabilities of the internal team. This includes advertising strategy, advertising placement, analytics and insights, creative services, marketing content creation and placement, and online community management across digital channels.

#### 5. OPERATING LEASES

The Organization leases office space under an operating lease with escalating rent clauses with a term in May 2024. Rent expense charged to operations in connection with the existing lease agreements amounted to \$82,943 and \$82,907 for the years ended December 31, 2021 and 2020, respectively.

Future minimum lease payments are as follows:

Year ending December 31,	
2022	89,133
2023	91,806
2024	39,400
	\$ 220,339

## 6. RETIREMENT PLAN

In 2020, the Organization introduced a Simple IRA plan for employees. Eligible employees may elect to defer a percentage of their gross salary to the plan with the Organization matching dollar-for-dollar up to 3% of each employee's compensation. Total employer contributions for the years ended December 31, 2021 and 2020 was \$26,149 and \$27,645, respectively.

## NOTES TO FINANCIAL STATEMENTS

7. RELATED PARTY TRANSACTIONS

The Organization has a contract for marketing/promotion services with a company owned/controlled by two board members. Amounts paid during the years ended December 31, 2021 and 2020 were \$351,512 and \$152,878, respectively. Amounts due to this company as of December 31, 2021 and 2020 were \$56,670 and \$8,676, respectively.

#### 8. GOVERNING BOARD DESIGNATIONS

In September 2020, the Board of Directors voted to approve a financial goal of maintaining a reserve fund equal to nine months of average recurring operating costs as measured in a rolling six-month increment. At December 31, 2021 and 2020, the reserve funds amounted to \$7,140,385 and \$3,249,707, respectively.

# 9. CONTINGENCY

The COVID-19 pandemic, who effects first became known in January 2020, is having a broad and negative impact on commerce and financial markets around the world. The United States and global markets experienced significant declines in value resulting from uncertainty caused by the pandemic. The Organization is closely monitoring its liquidity and is actively working to minimize the impact of these declines. The extent of the impact of COVID-19 on the Organization's operational and financial performance will depend on certain developments, including the duration and spread of the outbreak and its impact on the Organization's employees and vendors, all of which at present, cannot be determined. Accordingly, the extent to which COVID-19 may impact the Organization's financial position and changes in net assets and cash flows is uncertain and the accompanying financial statements include no adjustments relating to the effects of this pandemic.

## 10. SUBSEQUENT EVENTS

The Organization is involved in litigation arising in the normal course of business. Although the outcome cannot be predicted with certainty, management believes that there are no existing claims or proceedings that are likely to have a material effect on the financial position, results of operations, or cash flows.

The Organization has evaluated subsequent events April 29, 2022, the date which the financial statements were available for issue.