YOUR MANAGEMENT & FINANCIAL HIGHLIGHTS

RESPONSIBLE STEWARDSHIP OF DONOR SUPPORT GOVERNED KEXP’S FISCAL DECISION-MAKING IN 2015, ALLOWING US TO INVEST IN NEW SHOWS, SPECIAL PROGRAMS, AND GROWING TERRESTRIAL AUDIENCE. KEXP’S TOTAL OPERATING REVENUES IN 2015 WERE $7,791,215.

INDIVIDUAL AND BUSINESS SUPPORT
Contributions from 15,195 individual donors, donor-directed funds, corporate matching programs, and family foundations generated $3,153,392, representing 40.5 percent and the largest portion—of KEXP’s total operating revenue. Support from businesses met projections this year, with 288 local and national businesses accounting for $1,927,731 (or 24.7 percent of total revenue).

PROGRAM SERVICE REVENUE
Programming ventures beyond the airwaves—including concession and ticket sales at events and concerts—accounted for 0.4 percent of total revenue.

EXPENSES
KEXP’s total operating expenses in 2015 were $7,383,859, with 58 percent of that amount dedicated to programs. Fundraising and administrative costs accounted for the remaining 34 percent and 8 percent, respectively.

CORPORATE, FOUNDATION, AND GOVERNMENT SUPPORT
Funding for KEXP’s annual operations in 2015 was provided by the Corporation for Public Broadcasting, which not only supported KEXP’s broadcast service, but also made possible the launch of KEXP’s syndicated live performance program Under the Needle, which can now be heard on over 50 radio stations around the world.

Support for operations was also provided by 4Culture’s Sustained Support program, the City of Seattle’s Civic Partners program, and the Bill and Melinda Gates Foundation and United HealthCare, who supported KEXP’s World AIDS Day events.

IN-KIND SUPPORT
KEXP received notable in-kind support from individuals, organizations, and local and national businesses in the form of goods and services worth $1,708,900. Of that in-kind support, $1.2M (or 72 percent) came from KEXP’s key partner, the University of Washington, from whom we received fundraising and technology support.
2015 OPERATING FUND REVENUE

- **Individual Support**
  - $3,153,392 (40.5%)
- **Business Support**
  - $1,927,731 (24.7%)
- **In - Kind**
  - $1,708,900 (21.9%)
- **Government**
  - $678,435 (8.7%)
- **Online Ads/Royalties**
  - $282,334 (3.6%)
- **Corporate/Foundation**
  - $7,500 (0.1%)
- **Miscellaneous**
  - $789 (0.0%)
2015 OPERATING FUND EXPENSES

PROGRAMS
$4,287,420 (58%)

FUNDRAISING
$2,524,529 (34%)

ADMIN
$571,871 (8%)
2015 NEW HOME REVENUE

INDIVIDUAL SUPPORT
$2,976,047 (46.3%)

GOVERNMENT
$2,774,000 (43.2%)

CORPORATE/FOUNDATION
$82,983 (1.3%)

IN - KIND
$391,564 (6.1%)

SPECIAL EVENTS
$196,592 (3.1%)