2017 Annual Report



Nancy Brown, President & Board Chair Opportunity Alliance Nevada

Lynne Keller, Executive Director

January, 2018 opportunityalliancenv.org

Executive Summary

Opportunity Alliance NV is a registered 501(c)(3). It is the state leader of the CFED assets and opportunities network and operates as a non-profit organization that provides tools and resources to public, private and non-profit organizations, which strengthen the

financial capability of their clients and stakeholders. Opportunity Alliance Nevada is also a strong advocate for policies that increase the financial health of Nevadans.

This year (our third year in operation) was a year of transition and growth. generous grants from Schwab Bank, US Bank, the William G. McGowan Charitable Fund, CFED, and the Federal Home Loan Bank of San Francisco we were able to participate in the 2017 Nevada Legislative Day in Carson City, facilitate our Financial Coaching Institute training program licensed through Central New Mexico Community College, and complete a program with Crossroads of Nevada.



Opportunity Alliance Nevada was selected by

Prosperity Now (formerly CFED) to be their Community Champion for Nevada. In addition, we were selected by the Consumer Financial Protection Bureau (CFPB) to be their 2018 Cohort coordinator for financial literacy/education throughout the United States. We invite you to join the collaboration as we change lives using evidence based practices and metric driven strategies to further the financial well-being of Nevadans.



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Organization Description and Activities

As a statewide entity that partners with organizations to serve Nevadans, Opportunity Alliance Nevada seeks to integrate asset-building tools and resources into already established organizations and their programs to assist those organizations in helping their clients achieve long-term economic independence.

The Board of Directors consists of seven members:

- Nancy Brown, President (Charles Schwab Bank)
- Amy Nelson, Vice-President (University of Nevada, Reno)
- Vacant, Secretary (Community) Member)
- Eric Hollen, Treasurer (Community Member – Open Window Financial)

- Lisa-Marie Llghtfoot, (Washoe County School District Volunteer Services)
- Ta-Tiana Anderson Hall (Boys & Girls Club)
- Lynda Hascheff (AARP)

Opportunity Alliance Nevada operations are currently led by Lynne Keller, Executive Director, Tracy Sherwood, Office Manager, and Deb McDermed, Master Coach.

A Success Story

My direct contribution to OANV mission for the financial improvement of local Nevadans.

E is a single man working in a casino restaurant. During the Financial Peace University class series he stopped using credit cards for daily living and chose to live with the cash he received with tips. He also started a budget but struggled in understanding how to manage the daily tips he received. At the end of the class series he asked for one-on-one coaching and help. We initially met once a week to get a working budget organized and identify what his financial goals were. After a few weekly meetings we met every other week...the day after each pay day. He would update his budget and tracking plus prepare what the next pay day would look like during our meetings. It took four months to fund a starter emergency reserve of \$500 and to pay off a \$500 personal loan and now he is actively paying down his credit card debt using the debtsnowball method. A few months ago E was faced with a few "emergencies". His car had to be replaced or he would be riding a bike to work; plus he had no savings set aside for Christmas. Within a few meetings he was able to determine solutions that fit within his means for a "new" car and cash saved to purchase gifts. It required him to slow-down on his debt-snowball, but he was very excited to know he had a plan and is actively working it with each payday. We continue to meet monthly for accountability and brainstorming on how to pay off his remaining debt. Once his debt is paid off his next goal will be to increase his emergency funds to a 3-month reserve (a \$ figure he already knows) and will start saving for retirement. He also would like to strengthen his credit score to prepare for buying a house somewhere in the future. A personal note about E...he's over 40+ years of age and lives with his mother. His father was deported back to Mexico after he served a U.S. prison sentence and shortly thereafter passed-away. One sibling is currently serving time in prison and another is on extensive social services due to mental health issues.

Financial Coaching Institute

In 2017, OA-NV created its Financial Coaching Institute--The premier financial coaching education network in the state of Nevada.

- Selected as CNM Ingenuity, Inc. first and licensed financial coaching training organization in the US
- The only accredited financial coaching and CNM licensee in the state of Nevada
- October/November OANV conducted the first CNN accredited financial coaching
- Financial Coaching Impact:
- 2 CNM trainers certified to conduct OANV trainings
- 2 CNM OANV trainers to be certified in 2018
- 29 participants 27 completed training (see Exhibit "A" for participating sectors)
- 4 coaching classes scheduled for 2018 - 2 in Reno & 2 in Las Vegas
- 4 Master Coach facilitated Network meetings
- o 6 to 16 coach participants per meetina.
- Master Coach monthly coaching tips
- o 26 coaches remaining from the original 47 coaches reported over 300 financial coaching sessions in 2017

The Financial Coaching Network plans to acquire an interactive mobile coaching tool and data tracking system in 2018.

- Chosen as Cohort for CFPB and lead train the trainer coordinator for their financial education cohorts across the nation.
- FCI Tools/Resources:
- Selected as an EARN national savings program partner to encourage savings habits by providing match.
- CFR Card service provider provision of responsible prepaid cards to allow for direct deposit for those that can't open bank accounts or distrust banks and financial institution.
 - Your Money Your Goals toolkit



In September of 2016, OA-NV received a grant from the William G. McGowan Charitable Fund. The use of these funds was directed to "From Poverty to Opportunity" with Crossroads Reno. The Crossroads Program is a collaboration between Washoe County Social Services (WCSS) and Catholic Charities of Northern Nevada that began in January of 2011. The

program provides a supportive living arrangement for men and women transitioning out of homelessness. Clients in the program are given a safe and caring environment to live in, along with wrap-around social services including drug and alcohol counseling, employment support, volunteer/work opportunities, and other tools to help them establish a new, more productive path in life. The goal of Crossroads is to prevent relapses into homelessness and substance abuse, and to reduce public costs associated with jail, hospital and other emergency services. The program has shown tremendous success with many community partners, and Washoe County estimates that Crossroads is saving the community about \$7 million per year. The first session was completed in 2016. The Second and third sessions were held from January 24, 2017 through March 16, 2017. This consisted of the "Getting Ahead in the Workplace" class followed with a Financial Empowerment program. This is a customized version of "Getting Ahead in a Just Getting-By World" that focuses on what it takes to be successful at work beyond just landing a job. It builds skills in:

- Thinking in the abstract while in chaos, overcoming the tyranny of the moment
- Listening skills
- Time management
- Planning backwards
- Importance/value of stability in daily life
- Building resources, including financial, emotional, mental, social, motivation, persistence, integrity, and trust.
- How to change, how to manage the stages of change
- Building income and wealth
- Work as a team

This program has successfully been tested in a national year-long study for the first phase of an evidence-based practice.

The journey at Crossroads has been a remarkable one in many ways. We completed 2 Getting Ahead classes and Financial Empowerment and Coaching for 20 individuals on March 23, 2017. These groups were the first two groups to have everyone complete the program, had less than 3 absences, did extra work, and met many of their goals. By putting Getting Ahead in the Workplace as the front runner to financial empowerment accomplished a number of things.

1- The relationships were built over time and trust was developed with both investigators and facilitators.

- The connection between learning how to navigate and building a resource simultaneously created powerful results.
- 3- Crossroads support and enthusiasm for the work added an additional layer of leadership for the entire team.
- 4- Graduates of our fall program (McGowan 1) co-facilitated which was an ingredient that led to leading by example and modeling the journey.
- 5- Adding Financial Empowerment at week 5 of Getting Ahead reinforced building a resource in real time while understanding the value of resource building as way to stability.
- 6- Providing on-going support and opportunity is key to stabilizing results.

At the request of Crossroads Reno, August 30, 2017, Opportunity Alliance Nevada applied for a second grant to continue the project for a second year. Approval was received the end of November 2017 and the project will begin January 2018.

Policy Committee

The Policy Committee serves as a resource for public, private and non-profit stakeholders on the causes and effects of the financial challenges facing many Nevadans and on best practices for programs and strategies to increase economic opportunity and reduce financial insecurity in Nevada.

Legislative Day is an existing event of the Nevada state legislature held each session; and March 9, 2017 was chosen for the day for the 2017 session. Thanks to the grant from CFED, OA-NV was able to participate in this event. Attached is the events calendar for March 9th. Opportunity Alliance Nevada had eight participants:

- Five members of the Board of Directors of OA-NV
- Two members from Community Chest
- One member from AARP

In addition to a booth in the lobby of the legislature, each participant was afforded the opportunity to sit with the assemblyman for their respective district. We were able to sit with five different assemblymen to discuss our organization, CFED, and the What It's Worth book as a catalyst for discussion of support and passage of an Act to create a Nevada Task Force on Financial Security to conduct a comprehensive examination during 2017-2018 of the economic stability of individuals and families in Nevada and to propose policy and best practices to improve conditions in Nevada (SB118).

We were able to distribute close to 100 books to people associated with the legislature along with information on Opportunity Alliance Nevada (see attached flyer and book mark distributed with book). We are continuing to work with our legislators in support of SB118, OA-NV is in support of SB118, the creation of a Nevada Financial Security Task Force. The task force would not only investigate the economic stability of Nevadans but identify asset building best practices that can be integrated into the fabric of Nevada. At the end of the day a reception was held at a local facility nearby (Bella Fiore). We were

able to meet with legislators, their staff, and lobbyists with the goal of promoting What It's Worth and Opportunity Alliance Nevada.

The Policy Committee created the Education, Policy, Advocacy Network (EPA) to disseminate information to Nevadans regarding the 2017 legislature, more specifically the Nevada Financial Security Task Force (NFST) and the Nevada Affordable Housing Task Force created by the legislature. Presentations were held in Reno (November 13th) and Las Vegas (December 7th). The NFST will be meeting four times in 2018 and Opportunity Alliance Nevada will be the fiscal agent for this group.

Youth Committee

The Youth Committee works in partnership with the Washoe County School District Volunteer Program, Junior Achievement and other organizations to integrate savings



and financial education into the elementary curriculum and communicate to information on the financial benefits of the State Treasurer's College Kick Start program. committee is currently preparing for pilot Financial Wellness program centered around the Kick Start program to be held the first guarter of 2017 at two pilot elementary schools in Washoe County. This will begin with a "Your Money,

Your Goals" program for parents and lead in to a college savings account enrollment campaign providing incentives to students for their 529 accounts

In addition, the Youth Committee has identified a need for an asset map data base of youth financial education services and worked with Washoe County School District Volunteer Services and the University of Nevada, Reno to create such an asset map. This tool can be used by the schools, parents of school-aged children, and the entire community to identify services provided to each school and gaps in services provided.

Financials

The following pages are a report of the financial position of Opportunity Alliance Nevada for the calendar year 2017.

Opportunity Alliance Nevada Statement of Financial Position

As of December 31, 2017

	Dec 31, 17	Dec 31, 16	\$ Change	% Change	
ASSETS					
Current Assets					
Checking/Savings					
11100 · Wells Fargo Bank	88,706.04	91,226.88	-2,520.84	-2.76%	
11200 · Wells Fargo Savings Account	5,004.82	5,002.32	2.50	0.05%	
11201 · Petty Cash	3.51	0.00	3.51	100.0%	
Total Checking/Savings	93,714.37	96,229.20	-2,514.83	-2.61%	
Accounts Receivable					
12000 · Accounts Receivable	295.00	0.00	295.00	100.0%	
Total Accounts Receivable	295.00	0.00	295.00	100.0%	
Other Current Assets					
13000 · Prepaid Expenses	5,645.45	576.72	5,068.73	878.89% (1	12)
Total Other Current Assets	5,645.45	576.72	5,068.73	878.89%	
Total Current Assets	99,654.82	96,805.92	2,848.90	2.94%	
TOTAL ASSETS	99,654.82	96,805.92	2,848.90	2.94%	
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
20000 · Accounts Payable	1,740.00	2,000.00	-260.00	-13.0%	
Total Accounts Payable	1,740.00	2,000.00	-260.00	-13.0%	
Other Current Liabilities					
24000 · Payroll Liabilities	178.02	0.00	178.02	100.0%	
25100 · FCI Scholarship					
25101 · Schwab Bank Scholarship	590.00	0.00	590.00	100.0%	
Total 25100 · FCI Scholarship	590.00	0.00	590.00	100.0%	
25800 · Unearned or Deferred Revenue	1,975.68	17,259.86	-15,284.18	-88.55% (1	13)
Total Other Current Liabilities	2,743.70	17,259.86	-14,516.16	-84.1%	
Total Current Liabilities	4,483.70	19,259.86	-14,776.16	-76.72%	
Total Liabilities	4,483.70	19,259.86	-14,776.16	-76.72%	
Equity					
31500 · Temp. Restricted Net Assets	50,000.00	57,387.15	-7,387.15	-12.87% (1	14)
32000 · Unrestricted Net Assets	20,158.91	9,851.37	10,307.54	104.63%	
Net Income	25,012.21	10,307.54	14,704.67	142.66%	
Total Equity	95,171.12	77,546.06	17,625.06	22.73%	
TOTAL LIABILITIES & EQUITY	99,654.82	96,805.92	2,848.90	2.94%	

Opportunity Alliance Nevada Statement of Financial Income and Expense

January through December 2017

	Total CrossRoads	Education Policy Advocacy	Total Financial Coach Training	Financial Coaching Institute	Legislative	Operations	TOTAL
Income							
43300 · Direct Public Grants							
43330 · Foundation and Trust Grants	32,387.15	0.00	0.00	10,000.00	0.00	2,500.00	44,887.15 (1)
Total 43300 · Direct Public Grants	32,387.15	0.00	0.00	10,000.00	0.00	2,500.00	44,887.15
43400 · Direct Public Support							
43410 · Corporate Contributions							
43411 · Corp Contribution - US Bank	0.00	0.00	0.00	2,000.00	0.00	0.00	2,000.00 (2)
43412 · Corp Contribution - CFED	0.00	0.00	0.00	0.00	3,000.00	0.00	3,000.00 (3)
43410 · Corporate Contributions - Other	0.00	2,500.00	0.00	0.00	0.00	0.00	2,500.00 (9)
Total 43410 · Corporate Contributions	0.00	2,500.00	0.00	2,000.00	3,000.00	0.00	7,500.00
43440 · Gifts in Kind - Goods	0.00	0.00	0.00	334.85	0.00	309.39	644.24
43450 · Individ, Business Contributions	0.00	0.00	0.00	30.00	0.00	344.50	374.50
Total 43400 · Direct Public Support	0.00	2,500.00	0.00	2,364.85	3,000.00	653.89	8,518.74
43500 · Grant Income							
43501 · Charles Schwab Bank Grant	0.00	0.00	0.00	23,500.00	0.00	40,000.00	63,500.00 (8)
43506 · FHLBSF Ahead Grant	0.00	0.00	25,000.00	0.00	0.00	0.00	25,000.00 (1)
43507 ⋅ Other Institutional Grants	0.00	0.00	0.00	0.00	0.00	2,903.55	2,903.55 (4)
43508 · Non-Institutional Grants	0.00	0.00		0.00	0.00	15,000.00	15,000.00 (5)
Total 43500 · Grant Income	0.00	0.00	25,000.00	23,500.00	0.00		106,403.55
45000 · Investments						,	,
45030 · Interest-Savings, Short-term CD	0.00	0.00	0.00	0.00	0.00	2.50	2.50
Total 45000 · Investments	0.00	0.00		0.00	0.00	2.50	2.50
46400 · Other Types of Income	0.00	0.00	0.00	0.00	0.00	2.50	2.50
46420 · Financial Coaching Services	4,486.50	0.00	13,348.36	0.00	0.00	0.00	17,834.86 (1)
46430 · Miscellaneous Revenue	0.00	0.00	ŕ	30.00	0.00	0.00	30.00
Total 46400 · Other Types of Income	4,486.50	0.00		30.00	0.00	0.00	17,864.86
47200 · Program Income	4,400.50	0.00	13,340.30	30.00	0.00	0.00	17,004.00
47240 · Program Service Fees	0.00	0.00	0.00	9,145.00	0.00	0.00	9,145.00 (7)
Total 47200 · Program Income	0.00	0.00		9,145.00	0.00	0.00	9,145.00
				·			
Total Income	36,873.65	2,500.00	•	45,039.85	3,000.00		186,821.80
Gross Profit	36,873.65	2,500.00	38,348.36	45,039.85	3,000.00	61,059.94	186,821.80
Expense	0.00	0.00	0.00	0.00	2.22	4 750 00	4 750 00
60100 · Advertising & Promotion	0.00	0.00	0.00	0.00	0.00	1,750.00	1,750.00
60900 · Business Expenses	0.00	0.00	0.00	0.00	2.22	50.00	50.00
60920 · Business Registration Fees	0.00	0.00		0.00	0.00	50.00	50.00
Total 60900 · Business Expenses	0.00	0.00	0.00	0.00	0.00	50.00	50.00
62100 · Contract Services							
62105 - FCI Curriculum	0.00	0.00		10,000.00	0.00	0.00	10,000.00
62110 · Accounting Fees	0.00	0.00		0.00	0.00	2,500.00	2,500.00
62140 · Legal Fees	0.00	0.00	0.00	0.00	0.00	37.50	37.50
62150 · Outside Contract Services							
62160 · Finan Coaching Sv - Crossroads	21,700.00	0.00		0.00	0.00	0.00	21,700.00
62161 · Master Coach Services	0.00	0.00		0.00	0.00	0.00	12,000.00
62162 · FCI - Facilitator	0.00	0.00		8,400.00	0.00	0.00	8,400.00
62163 · Finan Coach Sv-Various Projects	0.00	0.00		0.00	0.00	0.00	11,600.00
62164 · Executive Director	0.00	0.00		0.00	0.00	12,000.00	12,000.00
62165 · General Support	2,700.00	0.00		240.00	720.00	6,595.00	10,255.00
62150 · Outside Contract Services - Other	1,200.00	0.00	500.00	0.00	0.00	0.00	1,700.00 (10
Total 62150 · Outside Contract Services	25,600.00	0.00	24,100.00	8,640.00	720.00	18,595.00	77,655.00
Total 62100 · Contract Services	25,600.00	0.00	24,100.00	18,640.00	720.00	21,132.50	90,192.50
62800 · Facilities and Equipment							
62890 · Rent, Parking, Utilities	0.00	0.00	0.00	0.00	0.00	3,723.00	3,723.00
Total 62800 · Facilities and Equipment	0.00	0.00	0.00	0.00	0.00	3,723.00	3,723.00

Opportunity Alliance Nevada Statement of Financial Income and Expense

January through December 2017

	Total CrossRoads	Education Policy Advocacy	Total Financial Coach Training	Financial Coaching Institute	Legislative	Operations	TOTAL
65000 · Operations							
65005 ⋅ Bank Charges	34.00	0.00	0.00	523.39	0.00	281.06	838.45
65010 · Books, Subscriptions, Reference	0.00	0.00	0.00	0.00	0.00	160.62	160.62
65015 · Internet-Website	0.00	0.00	0.00	0.00	0.00	6,957.36	6,957.36
65020 · Postage, Mailing Service	0.00	0.00	0.00	0.00	31.07	0.00	31.07
65030 · Printing and Copying	0.00	6.91	23.46	0.00	257.89	38.97	327.23
65040 · Supplies	547.61	0.00	239.06	374.96	48.58	1,156.28	2,366.49
Total 65000 · Operations	581.61	6.91	262.52	898.35	337.54	8,594.29	10,681.22
65100 · Other Types of Expenses							
65110 · Advertising Expenses	0.00	0.00	0.00	0.00	0.00	3,000.00	3,000.00
65120 · Insurance - Liability, D and O	0.00	0.00	565.00	0.00	0.00	566.38	1,131.38
65135 · Licensing	0.00	0.00	0.00	23,500.00	0.00	0.00	23,500.00
65150 · Memberships and Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00
65160 · Other Costs	8,610.00	0.00	0.00	0.00	0.00	2,070.00	10,680.00 (1
65170 · Staff Development	0.00	0.00	0.00	0.00	0.00	2,200.00	2,200.00 (6)
65200 · Special Events Expense							
65210 · Financial Coach Training Expens	0.00	0.00	86.05	1,796.69	0.00	0.00	1,882.74
65220 · Crossroads expenses	1,997.88	0.00	0.00	0.00	0.00	0.00	1,997.88
65225 · EPA Meeting Expenses	0.00	2,109.10	0.00	0.00	0.00	0.00	2,109.10
65200 · Special Events Expense - Other	0.00	20.00	23.84	0.00	1,496.87	65.72	1,606.43
Total 65200 · Special Events Expense	1,997.88	2,129.10	109.89	1,796.69	1,496.87	65.72	7,596.15
Total 65100 · Other Types of Expenses	10,607.88	2,129.10	674.89	25,296.69	1,496.87	7,902.10	48,107.53
66000 · Payroll Expenses	0.00	0.00	0.00	0.00	0.00	4,951.21	4,951.21
68300 · Travel and Meetings							
68310 · Conference, Convention, Meeting	0.00	0.00	0.00	0.00	34.50	427.67	462.17
68320 · Travel	0.00	211.96	82.00	0.00	0.00	877.57	1,171.53
68330 · Travel - Lodging	0.00	0.00	0.00	0.00	0.00	550.43	550.43
68340 · Travel - Meals & Entertainment	0.00	0.00	0.00	0.00	170.00	0.00	170.00
Total 68300 · Travel and Meetings	0.00	211.96	82.00	0.00	204.50	1,855.67	2,354.13
otal Expense	36,789.49	2,347.97	25,119.41	44,835.04	2,758.91	49,958.77	161,809.59
Ordinary Income	84.16	152.03	13,228.95	204.81	241.09	11,101.17	25,012.21
Income	84.16	152.03	13,228.95	204.81	241.09	11,101.17	25,012.21

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Opportunity Alliance Nevada A/P Aging Summary As of December 31, 2017

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
On The Right Track	1,000.00	0.00	0.00	0.00	0.00	1,000.00
Social Entrepreneurs, Inc.	0.00	740.00	0.00	0.00	0.00	740.00
TOTAL	1,000.00	740.00	0.00	0.00	0.00	1,740.00

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Opportunity Alliance Nevada A/R Aging Summary As of December 31, 2017

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Boys & Girls Club-Truckee Meadows	0.00	0.00	0.00	295.00	0.00	295.00
TOTAL	0.00	0.00	0.00	295.00	0.00	295.00

Notes to Financial Statement

(1)	Deferred Revenue from 2016	
	Financial Coaching Services	4 000 00
	Child Protective Services Nevada Hopes	4,000.00 7,973.36
	Crossroads	4,486.50
		17,259.86
	Temporary Restricted Funds from 2016	
	Ahead Grant	25,000.00
	McGowan Grant	32,387.15
	Total Funds from 2016	57,387.15 74,647.01
		74,047.01
	Luna Lena Fund Grant from M. Mullarkey (February, 2017)	10,000.00
	Nv Volunteers Presentation (July, 2017)	275.00
	US Bank Grant (September, 2017)	2,500.00
	Truckee Meadows Parks Foundation YMYGs	
	presentations	300.00
		07 700 04
	Total Note 1	87,722.01
	Total Accounts 43330, 43506,46420	87,722.01
(2)	US Bank Sponsorship FIC Class	2,000.00
(3)	CFED Grant for Legislative Day 3/9/2017	3,000.00
(4)	Google Ad Grant	2,903.55
	Prosperity Now Grant to advance financial capability & economic well-being through coalition-building work & the creation of a more vibrant	
(5)	national network	15,000.00
(6)	Board Training Session w/Phil Johncock	2,200.00
(7)	FCI Class Enrollment (31 enrolled)	9,145.00
(0)	Crant from Caburah Bank to nurshage avaluation	
(8)	Grant from Schwab Bank to purchase exclusive license from CNM Ingenuity, Inc. for FCI program	23,500.00
(9)	Schwab Bank funding EPA events	2,500.00
(3)	Schwab Bank funding EFA events	2,300.00
(10)	Outside Contract Services - Other	
` '	Mindful Media - Crossroads	1,200.00
	Amy Nelson - YMYG classes	500.00
(11)	Other Costs	1,700.00
(11)	Other Costs Crossroads - stipends	8,610.00
	Operations - Retreat facilitator costs	2,070.00
		10,680.00
	•	

(12)	Prepaid Expenses	
	CFR - Prepaid debit cards - Crossroads 2018	2,000.00
	Vertical Dimension - Jan, 2018	3,645.45
		5,645.45
(13)	Unearned/Deferred Revenue	
	2018 FCI - Reno	1,975.68
(14)	Temporary-Restricted Net Assets	
	McGowan Grant for Crossroads 2018	50,000.00