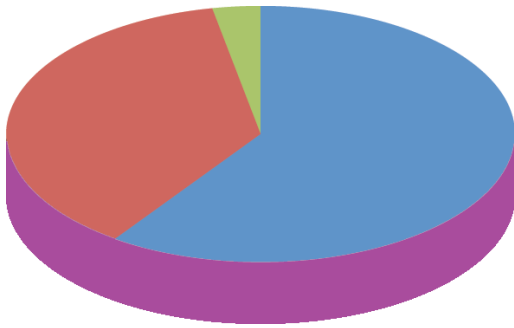




ETV ENDOWMENT OF SOUTH CAROLINA, INC. 2010 ANNUAL REPORT

OPERATING REVENUES

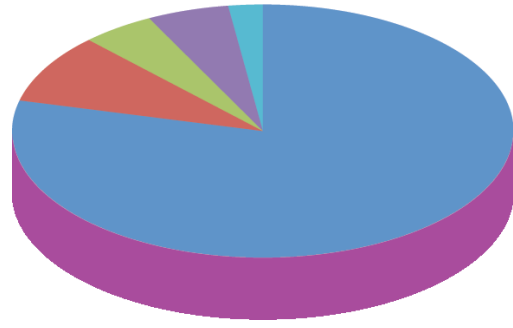
\$6,303,351 for FY '10



- 60% Membership
- 37% Restricted Revenues
- 3% Corporate/Foundation/Individuals

OPERATING EXPENSES

\$5,747,136 * for FY '10



- 79% Payments on Behalf of ETV and ETV Radio
- 9% Fundraising
- 5% Administrative Support
- 5% Member Benefits
- 2% Unfulfilled Contributions

The ETV Endowment of South Carolina, Inc., a nonprofit founded in 1977, provides ancillary support to ETV and ETV Radio. The Endowment exists solely to support the work of ETV and ETV Radio, South Carolina's unique media voices in education and public broadcasting. The Endowment's activities are overseen by a self-perpetuating Board of Trustees.

The ETV Endowment has received an unqualified opinion on its financial statements for the 2010 fiscal year (July 1, 2009 to June 30, 2010). Since its founding, the ETV Endowment has never received anything other than an unqualified opinion on its financial statements.

The ETV Endowment will never sell, exchange, rent or share your personal information.

FUN FACTS FOR FISCAL YEAR 2010:

Total number of contributions:	44,808
Number of new donors:.....	7,914
Average contribution per donor:	\$96
Total amount of additional gifts (Additional gifts are contributions above and beyond membership gifts):.....	\$323,203
Members in President's Society (Donors who give at least \$1,000 per year):.....	257
Number of known planned gifts to be realized:.....	44
States and territories represented by ETV Endowment donors:	49
Number of Sustaining Stars (Donors who choose automatic renewals):	759

*Restricted project/production gifts are not always expended in the year in which they are received, reflected in the fact that expenses are not equal to revenues.