



# American INSIGHT

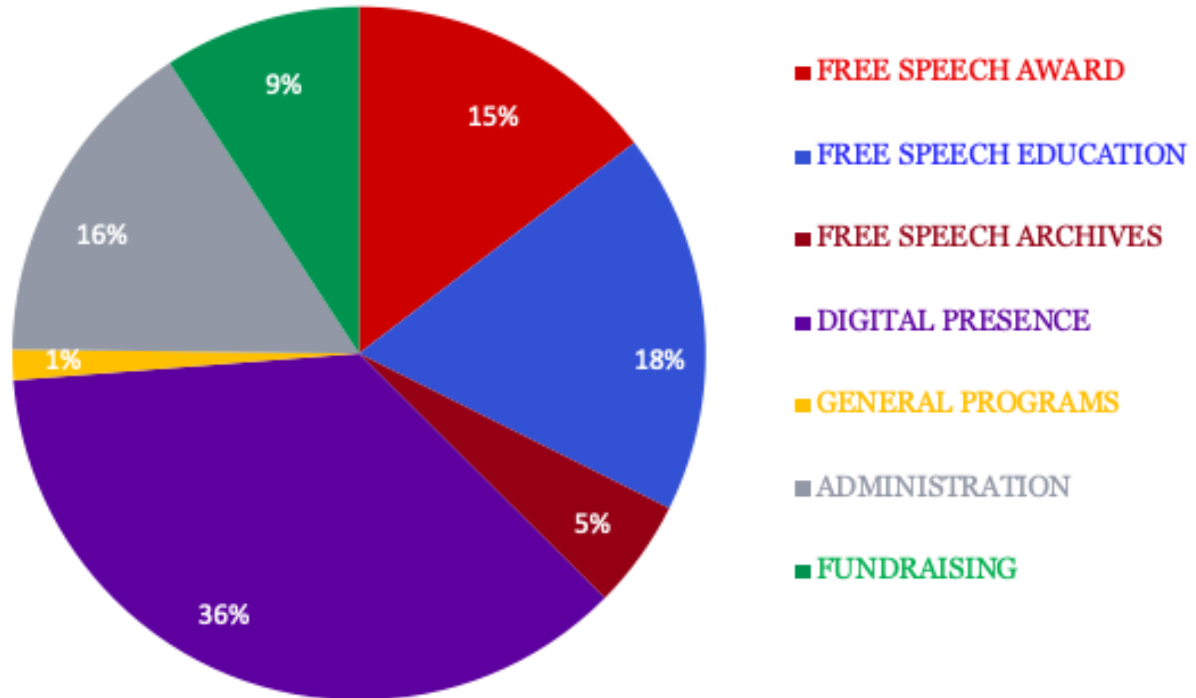
## Annual Report FY'2024

### Summary

Mission: To promote the history and values of Free Speech, Human Rights, and the Rule of Law by empowering students and filmmakers to use their voice to discuss how these values are expressed in societies around the world.

Fiscal year 2024 was a year spent investing in a solid foundation for growth. The pie chart below illustrates how funds have been invested.

### FY'24 EXPENSES : \$134,270



For the past three years, our goal has been to create a secure, successful and sustainable online organization. Success and sustainability will be achieved through: organizational excellence, superior programs, and significant and recurring earned income.

### Accomplishments

#### **Governance**

- We embarked on the path to achieve the PANO Standards for Excellence certification, to help establish an ethics and accountability code for American



# American INSIGHT

INSIGHT, create a reputation for organizational excellence and integrity, and facilitate future fundraising and grant applications.

- Started the Basic Application process.
- Drafted and approved 11 new policies, primarily those noted in the IRS Form 990, which is the source for the general public to learn about our financial status each year.
- Drafted, approved, and signed new annual Board member agreements.
- We focused on developing our Board and creating an Advisory Council:
  - Expanded our Board of Directors from eight to twelve highly qualified individuals.
  - Created a new Advisory Council of twelve highly qualified individuals.
  - Established a formal committee structure to improve Board productivity and accountability.
- We established an organizational calendar to help better organize, execute, and track our major business processes and program success.

## **Financial Management**

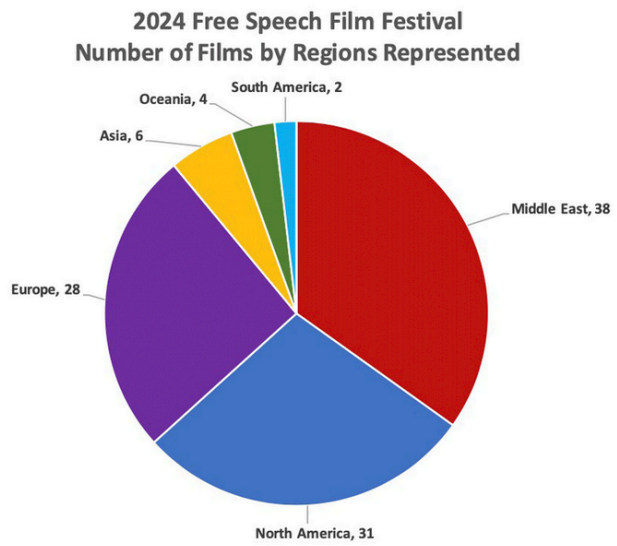
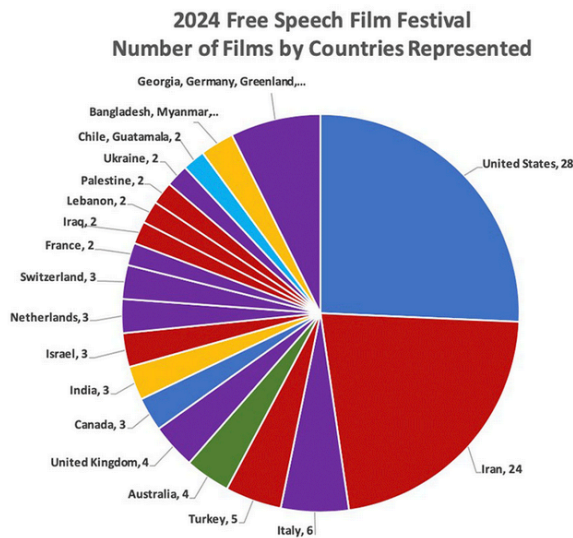
- We upgraded our bookkeeping process by engaging Jitasa, an accounting firm exclusively serving non-profits, for bookkeeping services.
- We updated our Chart of Accounts, with Jitasa's help, to conform to the Unified Chart of Accounts (UCOA) for nonprofit organizations. The UCOA was created by a number of major nonprofit support organizations and is designed so that nonprofits can quickly and reliably translate their financial statements into the categories required by the IRS Form 990, the federal Office of Management and Budget, and other standard reporting formats.
- We hired an independent contractor and received a professional Fundraising Plan.

## **Digital Presence**

- We implemented a new easier to maintain and more secure Website infrastructure using 48in48, a non-profit organization that provides free website development, design, and marketing resources to help elevate an organization's digital presence.
- We created clarity and consistency in language and branding throughout our website and printed material.

## **2024 Free Speech Award**

- We are in the 12th year of managing our annual Free Speech Award, and completed the initial round of judging to select the top 10 semi-finalist films for open public screening, to choose the six Official Selection films and the one Free Speech Award winner. Overall, we received 84 films, representing 29 countries.



## Free Speech Archives

- We continued to organize the substantial quantity of documents and files that have been collected during American INSIGHT's past four decades.
- We started to digitize our large analogue film/video library.

## Make History Every Day!

- We continue to enhance existing Course content based on user and tester feedback.

## Clarity in Value Proposition

- We have created clarity and consistency in describing our value proposition: to enable individuals (e.g., students and filmmakers) to exercise their right of responsible free expression to speak out. Through participating in American INSIGHT Programs, individuals will gain:
  - **Awareness.** Learn how democratic principles of free speech, human rights, and the rule of law have evolved and are expressed in societies around the world, including American society; and develop a better understanding of one's own personal values in the context of historical norms, figures and events, and of today's societal norms.
  - **Agency.** Given a better understanding of democratic and one's own personal principles and values, and using the safe space of a teaching environment, users gain confidence in learning how to speak out effectively and responsibly through storytelling and through multimedia capabilities (e.g., written word... blogs, articles, etc; spoken word...podcasts; visual word....film, art, dance, etc.).



# American INSIGHT

- **Advocacy.** Apply the lessons learned and a renewed self-confidence to advocate for oneself and for the wider community. Publicly leverage the right of responsible free expression to speak out, to be heard, and to build a global following: in an educational setting, with one’s friends, within the community, with social media, with voting, etc.....successful story telling can have tremendous power. Successful stories can inspire millions of strangers to cooperate and work toward common goals. American INSIGHT provides a platform with the global reach needed for individuals (e.g., filmmakers, bloggers, students, etc.) to help reach a large audience, and to help facilitate and accomplish personal advocacy.
- Our value proposition is ultimately reflected in this sentence from *Democracy’s Edge* by Francis Lappe Moore: “The heart of democracy is voice – the capacity of citizens to have a say in those critical choices shaping their lives and their futures.”

## Opportunities

With a solid foundation of Governance, Financial Management, Digital Presence, structured Archives, online Course content, and our established Free Speech Film Festival’s annual Free Speech Award program now in place, we are now better positioned to realize our mission and value proposition, and to become a sustainable organization.

Clarity of target markets will help drive Program marketing and sales, producing significant recurring earned income revenue stream.



## American INSIGHT

07.24

### Strategy Chart

**Mission:** To promote the history and values of Free Speech, Human Rights, and the Rule of Law

**Objective:** Create a trusted **value stream** of educational courses and content

**Objective:** Create an earned **income stream** to sustain and grow organizational excellence

#### DIGITAL PRESENCE

