DESIGNED FOR JOURNALISTS, BY JOURNALISTS

2025 annual financial summary

Crisis Ready Media is a 501(c)(3) nonprofit that trains journalists to work safely while on assignment. This summary shows where our 2025 funding came from, how we spent it, and what it delivered. Every dollar below is a real dollar. The donated time that made most of this work possible is described separately.

290
journalists trained in D-HEFAT

$49,312
total revenue

75%
spent on programs

1 What we delivered

12
Domestic Hostile Environment and First Aid Training (D-HEFAT) classes, two days each, for about 290 working journalists

2
Global HEFAT courses, five days each, for journalists on international assignment

6
Newsroom Readiness sessions for editors and newsroom leaders

97%
of participants reported feeling more prepared to work safely after training

2 Where the money came from

50%	34%	16%

Individual donations	$24,598	50%
Training fees paid by news organizations	$16,980	34%
In-kind contributions	$7,734	16%
Foundation or government grants	$0	0%
Total	**$49,312**	**100%**

Half of our support came from individual donors. One-third came from news organizations that paid to train their staff. We received no grant funding in 2025.

3 How we spent it

75%	19%	6%

Program services Instruction, travel, medical supplies, equipment, venues	$36,984	75%
Management and general Insurance, accounting, software, office	$9,475	19%
Fundraising	$2,853	6%
Total	**$49,312**	**100%**

Three of every four dollars went directly to training. Our largest program costs were getting instructors to class sites and the medical supplies used in hands-on practice.

4 What the numbers don't show

Our cash budget covered about $170 per journalist trained. The full cost of that training, counting the time our instructors and staff gave without pay, the classroom space our university partners provided and the protective equipment donated by Reporters Without Borders, was roughly $1,700 per journalist. Volunteers and partners carried about 90% of the real cost of our work in 2025.

That generosity is why a small organization could train 290 journalists on a $49,000 budget. It is also why we are now seeking foundation support: to begin paying the instructors who have given their time, and to make this work sustainable.

$170 our cash cost per journalist trained

$1,700 full cost per journalist trained

about 90% carried by volunteers and partners

5 Our partners

Reporters Without Borders, Getty Images, AFP, the National Press Photographers Association, the New York Press Photographers Association, the University of Minnesota, Southern Illinois University Carbondale and the Chicago Headline Club.

6 Accountability

Crisis Ready Media's 2025 financial statements were compiled by an independent CPA. We hold a Candid Gold Seal of Transparency. Our Form 990 and financial statements are available on request at bryan@crisisreadymedia.org.

Crisis Ready Media, Inc. Figures are unaudited and subject to final CPA compilation.

Crisis Ready Media
Safer journalists. Stronger stories.
A 501(c)(3) nonprofit. EIN 93-4927139.

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