



2007



New Life Evangelistic Center, Inc.



ANNUAL REPORT

*"...through the glory of the Father,
we too may live a new life."
Romans 6:4*



Who we are:

New Life Evangelistic Center is a non-profit 501(c)(3) church center comprised of over 50 staff members and countless volunteers, all dedicated to providing effective support for the poor and homeless in Saint Louis and beyond. Founded by Rev. Larry and Penny Rice, NLEC has been headquartered at 1411 Locust Street in Saint Louis since 1972.

- ❖ **NLEC Mission:** The mission of New Life Evangelistic Center is to provide Christian hospitality and respect for life through the services of food, clothing, shelter, education, and extensive job training programs, as well as physical, mental and spiritual health care, to the poor and homeless in Saint Louis and beyond.
- ❖ **NLEC Values:** The New Life Evangelistic Center (NLEC) has founded its values on the love of Jesus Christ for all people, and especially for all who suffer from poverty, homelessness, addictions and abuse. NLEC holds the following values in highest regard: empathy, advocacy, empowerment, dignity, responsibility, faith, hope, and love.

What we do: NLEC Services

In 2007, New Life Evangelistic Center (NLEC) continued to develop its programs for the poor and homeless, for homeless veterans, for quality radio and television programming, and for public education and advocacy of sustainable living, with a special focus on educating the poor.

Summary of programs and accomplishments, 2007

Page 2	Homeless Ministry
Page 4	Veterans Come Home Program
Page 5	India Program
Page 6	Other Overseas Missions
Page 7	Missouri Renewable Energy (MORE)
Page 9	Here's Help Network
	9. TV & Radio Stations
	10. Digital & Satellite TV Ministry
	12. NLEC on the Web
Page 13	Financial Summary
Page 17	Board of Directors



New Life Evangelistic Center HOMELESS MINISTRY 2007

In 2007 New Life Evangelistic Center continued to pursue its most essential mission: direct services to the poor and homeless in Missouri and beyond. In 2007, NLEC carried out this mission through the following services and programs:

• **Emergency Shelters:**

- New Life Evangelistic Center continued to provide emergency shelter for homeless men, women and children at NLEC centers throughout the state of Missouri, with shelters also in Illinois and Arkansas. In 2007, thousands of men, women and children were given a place to sleep for at least one night, amounting to a total of over 55,000 “bed-nights” served.

• **Free Stores:**

- In 2007, NLEC “free stores” received some 13,000 visits from poor and homeless persons in search of shoes & clothing, hygiene items (“care kits”), and/or other basic needs (including small appliances, furniture, Christmas gifts for children, etc., when available). Such NLEC “free stores” are located throughout Missouri, and to a lesser degree also at NLEC centers in Illinois, Kansas, and Arkansas.¹ Free stores are run by NLEC trainees and volunteers.

• **Training Programs:**

- NLEC continued to provide 30-day, 60-day, and two-year training programs for homeless/marginalized men and women that showed a personal commitment to getting off the streets and bettering their lives. Training programs included the following services: food, shelter, and medical assistance, group counseling and accountability, isolation from temptations such as drugs and alcohol, training in skills and trades such as office work, personnel management, ministry, radio broadcasting, TV programming, and the fast-growing field of “green collar” jobs in renewable energy.
- NLEC trainees and graduates also run a thriving prison ministry which, in 2007, included the following services/accomplishments: response to over 1,000 letters from inmates, with referrals to medical and legal help & a robust resource list for inmates; production and distribution of New Life’s *Cry Justice Now* newsletter, a publication exclusively aimed at demanding justice and providing hope for inmates; letters and petitions to government representatives on behalf of those who may have been unfairly imprisoned.

• **Utility Assistance:**

- To prevent the cycle of homelessness from ever beginning for many Missourians, NLEC provided utility assistance to 997 applicants whose electricity service was subject to disconnection or had been already disconnected. Primary focus was on the greater Saint Louis area and, beginning in July of 2007, also in central Missouri. Successful applicants received an average assistance of \$55.18 toward their bill. Many also received two free CFL light bulbs, amounting to an average of \$60 savings on electric bills over the life of these bulbs.

¹ “Free Stores,” much like thrift stores, receive and process donations which are then made available to the general public. Unlike thrift stores, however, at NLEC free stores everything is absolutely free of charge.

• Transportation Assistance:

- NLEC provided transportation assistance in the form of bus vouchers to homeless individuals and families looking to pursue work, family support, or other opportunities nationwide. In 2007, Greyhound tickets totaled \$11,681.42; Metro tickets totaled \$28,862.18.

• Food Assistance:

- NLEC continued to provide food assistance through its meal programs in Saint Louis, providing over 200,000 sandwiches in 2007, along with occasional hot meals for its overnight guests. At its food pantries in Saint Louis, Jefferson City, Van Buren and Potosi, Missouri, NLEC also provided bread and non-perishable food items once monthly to those in need.

• Medical Services:

- As in prior years, NLEC provided a free nursing and dental clinic every Thursday, thereby granting to hundreds of homeless and marginalized individuals the services of dental work, blood pressure checks, diabetes testing, medical advice and/or referrals to other health services. Financial assistance is also provided for the purchase of medical prescriptions at various pharmacies.

• Addiction Counseling (by referral):

- In 2007 NLEC remained in close partnership with Agape House and Stepping into the Light – two Saint Louis-based addiction counseling care homes founded and run by former NLEC training program graduates. NLEC referred roughly 50 people to these sister organizations in 2007.

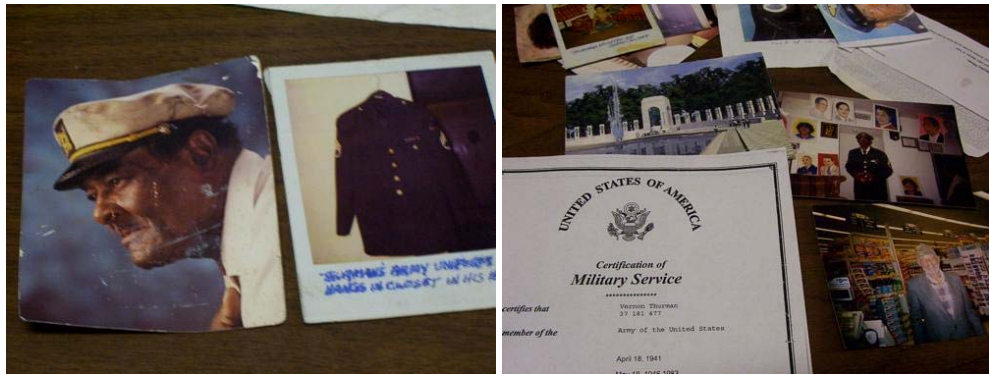
• Special Events and Programs:

- HOLIDAY DINNERS: New Life Evangelistic Center is known for its holiday dinners with the homeless, and 2007 was no exception. In Saint Louis alone, over 450 homeless persons and 250 volunteers came to each event (Thanksgiving and Christmas) for food and fellowship.
- WINTER PATROL: During the five coldest months at the beginning and end of 2007, some 40 NLEC volunteers forged out regularly into the chilly night to share food, blankets and companionship with homeless persons that do not come to shelters. Volunteers made some 1,500 visits in 2007.
- NIGHT OUT WITH THE HOMELESS: In October, 2007, NLEC also continued its Night Out with the Homeless, an awareness-raising annual event in which members of the Saint Louis community spent a night at Lucas Park in solidarity with the homeless.

• Other:

- FUNERAL ASSISTANCE: For those facing funeral expenses that demonstrate dire financial need, NLEC provided assistance when funds were available.
- SPECIAL CLOTHING ASSISTANCE: Along with free store clothing (see above), NLEC provided special clothing assistance to those interviewing for jobs or requiring certain types of clothes for new employment. Special clothing was also provided in winter months (coats, gloves, thick socks, etc.) to help the homeless combat the cold.
- BIRTH CERTIFICATES & PHOTO I.D.'S: In 2007 NLEC continued its campaign to equip homeless persons with the legal documentation necessary for access to various services, including emergency shelter, housing, federal assistance and employment. In total, NLEC helped 99 homeless persons acquire photo IDs and 42 with birth certificates, for a total cost of \$1452.25.
- FANS and BLANKETS: Summer heat and winter cold are not just a nuisance: they're life-and-death matters for the poor. In 2007 NLEC gave away hundreds of fans to the poor and elderly, and hundreds more blankets to the homeless.

NLEC VETERANS COME HOME PROGRAM, 2007



"One out of every three homeless men who is sleeping in a doorway, alley or box in our cities and rural communities has put on a uniform and served this country."
 National Coalition for Homeless Veterans

New Life Evangelistic Center's Veterans Come Home Program enjoyed a significant expansion with its acquisition of the former Social Security Building at 806 N. Jefferson Avenue, Springfield, Missouri. Under authority of the Stewart B. McKinney-Vento Act, the federal government awarded this property to NLEC on October 5, 2007. From the moment the ribbon was cut, NLEC has steadily worked to convert this surplus federal property into a homeless veteran's center with service to the entire Springfield area.

Program Objectives:

Expanding the initiative already begun in Saint Louis, the new Veterans Come Home Center in Springfield will be a valuable resource for the 500-plus homeless veterans already in Springfield and the surrounding region (US Census, 2000).

Services provided:

Case management services, education based on available federal and state services for veterans; job training and substance abuse counseling; and direct provision of basic needs such as food, clothing, laundry and transportation.

Veterans Come Home Program, Springfield, MO
 Service Statistics from first four months in operation:

MONTH	VETERANS HOUSED	NIGHTS	MEALS	BUS PASSES	REFERRALS IN	REFERRALS OUT	COUNSELING	PRAYERS	VETS SERVED
Sep-07	3	32	45	14	0	3	1	0	7
Oct-07	14	142	22	226	8	15	11	6	45
Nov-07	15	308	18	240	0	7	8	1	51
Dec-07	13	265	11	240	4	4	5	8	48
TOTAL	45	747	96	720	12	29	25	15	151

New Life Evangelistic Center

INDIA, 2007²

• **New Life Patrol:**

- In 2007, Night Patrol expanded from Kakinada to three other locations, also in east central India: bringing food, basic medicine and health care nightly to 300 to 350 people.

• **NLEC's Street Children Program:**

- Taking to the streets, NLEC fed and cared for street children in Kakinada several times weekly throughout 2007. Food, basic medicine, and basic education were provided.

• **New Life Water**

- NLEC's well water program continued to spread throughout east central India (each well serves villages for an average of five years). Program involves digging and maintaining wells during this period, and then relocating wells if and when they run dry. These wells are generally the *only* source of clean water in their respective villages.

• **New Life Clinics**

- Mobile medical camps: treating HIV, TB, asthma, blood pressure, diabetes, dysentery, scabies, etc. Four half-day camps are conducted monthly, moving from one village to the next. HIV/AIDS is more prevalent in east central India than anywhere else on the subcontinent. A separate program is also conducted for the 200-plus leper families in Kakinada, with the provision of special bandaging and medicines.

• **New Life Safe Mother and Child Program:**

- In 2007, NLEC provided monthly help to roughly 200 destitute pregnant women: nutritious food, vitamins and supplements to ensure healthy babies and healthy births.

• **New Life Schools:**

- As in prior years, NLEC provided free, comprehensive, Christian education at twelve schools, both in Kakinada and beyond. An average of 4,000 children per term attended one of the New Life Schools in 2007.

• **New Life Vocational Training:**

- At three centers in east central India, young girls and young widows are breaking free from the prostitution trade by learning sewing, pot painting, embroidery, and so on. Many of the girls already have HIV/AIDS, but have now broken free from the unhealthy lifestyle of prostitution.

• **New Life Orphanage:**

- Food, clothing, shelter and care for roughly 200 children (many of whom go to the New Life School – see above).

² NLEC contributed a total of 7.3% of its 2007 expenditures to its overseas missions, including India, Nigeria, Mongolia, Haiti, and the Philippines.



Other Overseas Missions, 2007

In 2007, New Life Evangelistic Center continued its overseas missions in various locations around the globe. As in prior years, humanitarian and evangelistic programs in Nigeria, Mongolia, Haiti and the Philippines received the most significant support.

Nigeria

NLEC has run and supported humanitarian and evangelistic programs in Nigeria since 1978. Nearing the 30th anniversary of its founding, in 2007 NLEC Nigeria continued its programs distributing garri (a popular West African food made from cassava tubers) and other food staples on a monthly basis, with special focus on widows, small children, the elderly and a local care home for the mentally ill. Along with its feeding program, NLEC continued to support the Bible College it founded in Apapa Lagos.

Mongolia

In 2007 NLEC continued to support the humanitarian efforts of Kathy Ribbs Ministries, an outreach to underprivileged, especially transient, children in Mongolia who otherwise could not afford official registration, and thereby were disqualified from attending public school. Through this program, many children earned the qualification to enter school and receive the education crucial to their successful employment as adults.

Haiti

In 2007, NLEC continued to support direct care programs for the poor in Haiti. Foremost among these is Nicholas Juste Ministries: a longstanding feeding program for many of the area's most destitute children.

The Philippines

In 2007, Grace Evangelical Mission, Inc. (GEM), celebrated its 10th year of support from NLEC for its service in Quezon City. In many ways, 2007 was a difficult year for GEM; January 13, 2007 marked the passing of Rev. Dr. Hilarion Gusto, GEM's founder and president. Despite this sad event, GEM continued its primary work of evangelistic outreach throughout the Philippines via church-planting and Christian missionary work, especially in the Luzon Island area.



New Life Evangelistic Center's Missouri Renewable Energy (MORE), 2007

Missouri Renewable Energy (MORE) was founded in 2002 as a subsidiary of New Life Evangelistic Center, celebrating its 5-year anniversary in 2007. Through this one-of-a-kind NLEC program, **formerly homeless and otherwise marginalized men have been given the opportunity to overcome addiction and adversity in a Christian community setting, where they learn, teach, and live by ecologically viable skills and methods.** Focus areas include: production and use of biofuels, sustainable building techniques, active and passive solar power, wind generation and raised-bed gardening, to name only a few. These trainees are then given the opportunity to hone their skills and develop their sense of self-worth by teaching these same techniques to the general public by way of monthly energy fairs and weekly in-depth workshops.

Since its inception, MORE has developed into a significant part of NLEC's public service efforts. The following achievements were met in 2007.

• NEW TERRITORIES

- In 2007, MORE expanded its geographic horizons beyond its headquarters in New Bloomfield, Missouri to two new locations in Marshfield and Saint Louis.
- **MARSHFIELD:** As in New Bloomfield, the new Marshfield Energy Center (3215 Highway OO) extended its educational outreach to fair-goers and workshop participants on basic renewable energy topics such as photovoltaics, wind generation, and sustainable gardening techniques; the Marshfield center also soon became the central location for dome home construction and other sustainable building techniques.
- **SAINT LOUIS:** Missouri Renewable Energy also extended its efforts to the greater Saint Louis area with the purchase of a new property at 3700 Tennessee Avenue. This location enjoyed its first two energy shows in 2007, and became the future location for a large and successful community garden in 2008, run in partnership with area youths and volunteers.

• ENERGY FAIRS

- In 2007, Missouri Renewable Energy presented FREE monthly energy fairs to the general public, drawing large crowds (up to 200 participants) to each event. At these fairs, participants are free to tour every renewable energy station for hands-on education and discussion with MORE trainees and staff.



Missouri Renewable Energy (MORE), 2007 Continued

• **IN-DEPTH WORKSHOPS**

- For deeper understanding of particular sustainable techniques and alternative energies, MORE provided all-day Saturday workshops in New Bloomfield and Marshfield on the individual topics listed above. Courses were available for \$50-\$65, and came with an exclusive MORE manual or DVD.

• **50,000 CFL CAMPAIGN**

- MORE believes in CFL light-bulbs so much that in 2007 the organization bought 50,000 bulbs to distribute for free and at wholesale costs to fair participants and those at risk of utility disconnection. By conservative estimate, the distribution of these bulbs amounts to \$1.5 million in savings to Missouri residents, 200,000 milligrams less mercury into our air and waterways, and 2.5 million fewer pounds of carbon emissions into the air.

• **Missouri Renewable Energy MANUALS and DVDs**

- In 2007, MORE continued to develop its growing line of educational manuals and DVDs. These DVDs and Manuals covered topics ranging from conservation and sustainable building to wind generation and aquaponics.



New Life Evangelistic Center's Here's Help Network, 2007

The Here's Help Network has been a subsidiary of NLEC for over 25 years, dedicated to the service of faith-based, wholesome and educational radio and television for the general public and, through these media, advocacy for the poor and homeless in Mid-America. The following TV and radio stations continued their service in 2007.

Television Stations

Full Power TV Station

St. Louis, MO--
KNLC TV, Channel 24

HDTV (High Definition TV Stations)

St. Louis, MO--
KNLC-DT, Channel 24.1

Low Power TV Stations (LPTV)

Aurora, MO
K61GJ-TV, Channel 61

Branson, MO
KNJD-LP, Channel 59

Springfield, MO
K54FX-TV, Channel 54

Green Forest, AR
K54FH, Channel 54

Joplin, MO
K64FW-TV, Channel 64

Lebanon, MO
K64FQ, Channel 64

Marshfield, MO
K17FU-TV, Channel 17



Radio Stations

**noncommercial stations*

Marshfield, MO

KMRF-AM 1510
(serving the greater
Springfield area) -power
increased from 1 kW to 5kW

Cuba, MO *

KNLQ-FM 91.9

Webb City, MO

KKLL-AM 1100

Marshfield, MO*

KNLM-FM 91.9

Cedar Hill, MO *

KNLH-FM 89.5

New Bloomfield, MO*

KNLG-FM 90.3

Potosi, MO*

KNLP-FM 89.7

Eureka Springs, AR

KTCN-FM 100.9

Shelbyville, IL

WINU-AM 870

Harrison*

KBPB-FM 91.9

Ellington, MO

KAUL-FM 106.7

East. St. Louis, IL*

WCBW-FM 89.7

Leavenworth, KS

KKLO-AM 1410

(serving metro
Kansas City)

Vienna, MO*

KNLN-FM 90.9

Van Buren, MO*

KBIY-FM 91.3

Here's Help Network: What's New in 2007

KNLC-TV/DT

After several years of work, NLEC was able to complete "full power" KNLC-DT (the new digital station) in St. Louis, Missouri, and also strengthen the power of KNLC-TV (analog). In early 2007 KNLC-TV's signal was transferred over to the new tower built in 2006, equipped with a specially designed dual antenna on its new 1,034 foot tower that brought viewers a whole new quality viewing experience on regular KNLC-TV Channel 24, and was ready for transmission from the same antenna and height when the new digital station, KNLC-DT Channel 14, was completed and went full-time on-the-air, effective October 2, 2007. KNLC-DT is transmitting 24/7 and remains on-the-air full power before and after the transition occurs on February 17, 2009 at 12:00 a.m.



Here's Help Network, 2007 contd.

To complete the KNLC-/DT project in St. Louis, NLEC decided to sell several radio stations, located in areas where it owned other stations. **After considerable prayer and serious discussions, a major decision was made in 2007 that it would be necessary to sell KNLJ-TV, Channel 25/and Digital Channel 20 in New Bloomfield, Missouri.** Fortunately, we had included in our plan to build-out KNLJ-DT (digital) in order to protect the television license that would have been lost in 2009 if we had not built KNLJ into a digital operation as well as maintain analog until the DTV transition. The older analog TV station, Channel 25, would have become worthless as of February 17, 2009.

Another aspect of this decision to sell KNLJ-TV/DT was that Rev. Larry Rice, had lost his dear wife, Penny, in February 2007, after she had endured a long bout with cancer. Shortly before Penny left us, NLEC was able to complete the sale of KNLJ-TV/DT to the Christian Television Network (CTN). Included in the sale was the construction permit for a non-commercial FM station in Macon, Missouri and five acres of land. KNLJ-TV was the station that Penny had help build and that she had managed since 1986. Shortly before Penny died, we met with Larry and Penny Rice and Bob D'Andrea, the president of CTN. At that meeting, Penny related to us that she was very pleased that what she had seen grow and had helped develop to the glory of God, was now going to continue with this strong biblically-based Christian satellite network that would bring the Gospel of Jesus Christ to many thousands in the years to come. This brought her much joy.

In 2007, the sale of the radio stations and KNLJ-TV/DT, plus the many large gifts and loans made by loyal supporters, made it possible for New Life Evangelistic Center to pay off all outstanding indebtedness to our bank and to those who had loaned NLEC money to complete the project.

In late 2007, NLEC began plans for designing and purchasing satellite equipment and a satellite space segment arrangement for a new *Green Satellite Channel* that would carry forth NLEC's major educational effort in renewable energy and sustainable living. The goal of the Green Satellite Channel will be to demonstrate in practical ways both the value of and means to achieving a proper stewardship of God's amazing creation, by utilizing alternative forms of energy and conservation techniques.

Dr. James Barnes
NLEC Missionary in Media – Media Consultant
August, 2008



NLEC: On the Web

Another major NLEC expansion in 2007 involved the development and maintenance of several web sites. Such sites have greatly enhanced and extended the efforts of NLEC's various ministries.

Among the sites most developed in 2007 are the following:

www.newlifeevangelisticcenter.org

NLEC's official "website headquarters" gives a wealth of information on the ministries of New Life Evangelistic Center. Here the public can access shelter and free store information, volunteer opportunities, testimonies, a detailed history of NLEC, a memorial tribute to Penny Ann Rice, updates on mission work and renovation projects, and much more. In 2007, NLEC worked hard to make this website an important resource for the public.

www.moreenergy.org

NLEC's Missouri Renewable Energy (MORE) website is a great resource for information on upcoming free fairs, workshops, and other creation-care seminars and events. In 2007, this site also added an official MORE blog, Larry Rice's vision of Christian stewardship, online videos, information on CFL bulbs, "green collar" employment opportunities, and the chance to obtain high-quality merchandise such as solar panels, educational books, and MORE's own line of renewable energy DVDs.

www.larryriceministries.org

Build yourself up on the Word! Larry Rice Ministries is an excellent resource for over 100 Bible studies and sermons from Reverend Larry Rice. Many of these Bible Studies were added to the site in 2007 – studies which further share the message of hope to the poor and needy, and fill followers of Christ with courage and enthusiasm to follow *Him* and *His* call to feed the orphan and widow, tend the sick, act justly, love mercy, and walk humbly with our God.

www.keepourveteranssafe.com

In early 2007, NLEC launched the website, "Keep Our Veterans Safe," in order to lay out its plans for a Homeless Veterans Center in Springfield, Missouri, and to address the striking need for such assistance, not only in Springfield but also nationwide. This site features detailed information on the new "Veterans Come Home" program in Springfield, gives links to resources on homeless vets, and provides a response to arguments that homeless veterans should not be served in downtown Springfield.



New Life Evangelistic Center 2007 Independent Financial Audit

Audited Financial Statements for the Year Ended December 31, 2007*

"In our opinion, the financial statements referred to [below] present fairly, in all material respects, the financial position of New Life Evangelistic Center, Inc. as of December 31, 2007, and the changes in its net assets and its cash flows for the year then ended in conformity with generally accepted accounting principles."

*Audit: [Fick, Eggemeyer & Williamson](#),
Certified Public Accountants, PC, April 29, 2008

FINANCIAL SUMMARY, January 1 – December 31, 2007

TAX STATUS: This organization is tax-exempt under section 501(c)(3) of the Internal Revenue Code. It is eligible to receive contributions deductible as charitable donations for federal income tax purposes.

<u>ASSETS:</u>	<u>TOTAL</u>
CASH	\$ 479,299
ACCOUNTS RECEIVABLE	92,068
PROPERTY & EQUIPMENT LESS: ACCUMULATED DEPRECIATION (decreased value over time)	13,089,916 (8,492,306)
DUE FROM OTHER FUNDS	141,682
PREPAID INSURANCE	27,314
NOTES RECEIVABLE	9,000
INVENTORY	1,860
<u>TOTAL ASSETS</u>	<u>\$ 5,348,833</u>

LIABILITIES & FUND BALANCES:

ACCOUNTS PAYABLE	\$ 100,101	
PAYROLL & PAYROLL TAXES PAYABLE	22,801	
DUE TO OTHER FUNDS	<u>141,682</u>	
TOTAL LIABILITIES	<u>264,584</u>	
FUND BALANCES		
UNRESTRICTED	4,877,513	
TEMPORARILY RESTRICTED	206,736	
PERMANENTLY RESTRICTED	<u>-</u>	
TOTAL FUND BALANCES	<u>5,084,249</u>	
TOTAL LIABILITIES & FUND BALANCES	<u>\$ 5,348,833</u>	

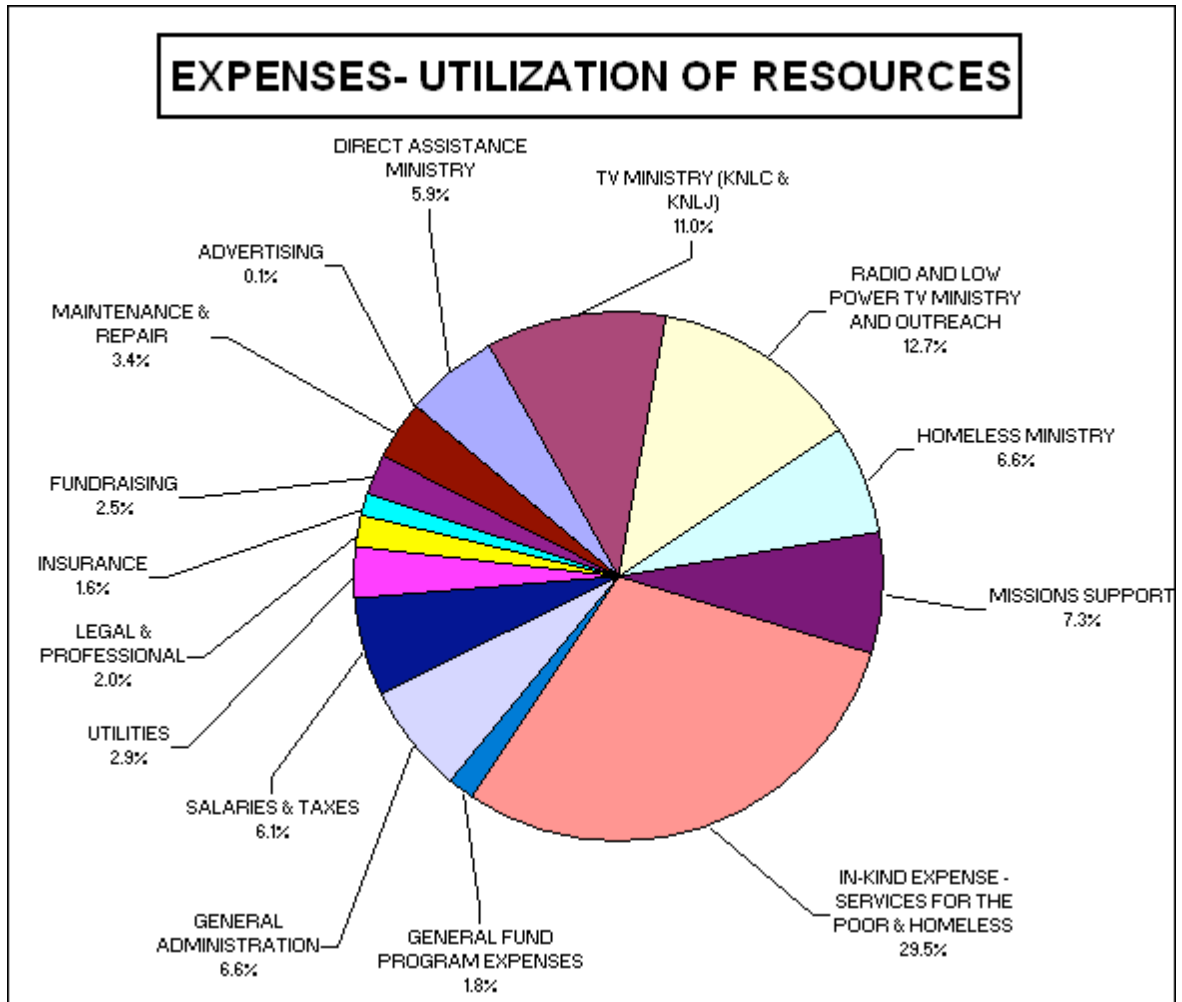
2007 EXPENSES, NLEC:**PROGRAM AND SERVICES:**

DIRECT ASSISTANCE MINISTRY	274,255	5.9%
TV MINISTRY (KNLC & KNLJ)	510,420	11.0%
RADIO AND LOW POWER TV MINISTRY AND OUTREACH	584,989	12.7%
NEEDY & HOMELESS MINISTRY	306,296	6.6%
MISSIONS SUPPORT	338,583	7.3%
IN-KIND EXPENSE – SERVICES FOR THE POOR & HOMELESS	1,361,816	29.5%
GENERAL FUND PROGRAM EXPENSES	<u>80,886</u>	1.8%
TOTAL PROGRAM EXPENSES	<u>3,457,245</u>	74.8%

SUPPORT SERVICES:

GENERAL ADMINISTRATION	305,381	6.6%
SALARIES & TAXES	283,348	6.1%
UTILITIES	134,981	2.9%
LEGAL & PROFESSIONAL	90,788	2.0%

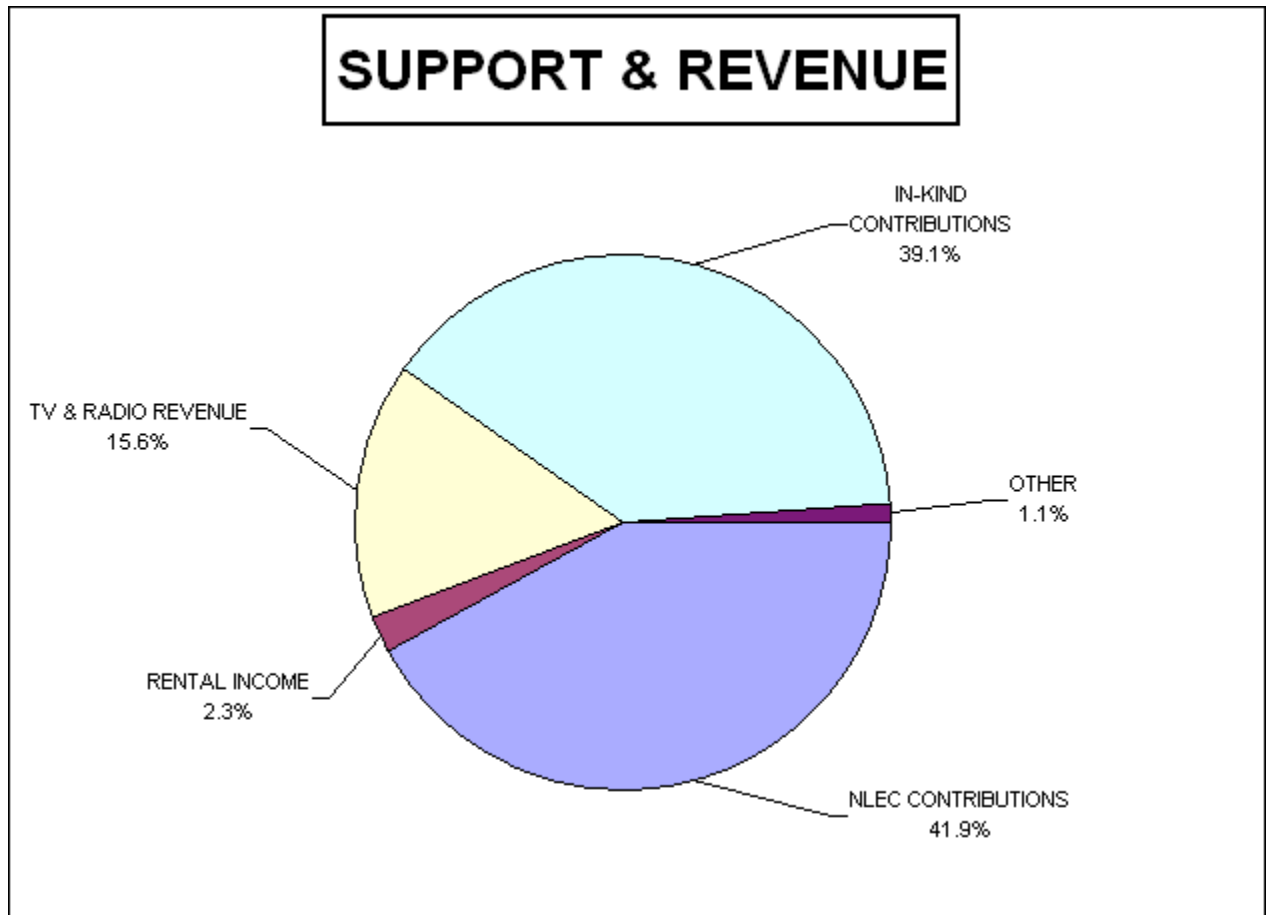
INSURANCE	73,015	1.6%
FUNDRAISING	115,374	2.5%
MAINTENANCE & REPAIR	155,298	3.4%
ADVERTISING	5,458	0.1%
TOTAL SUPPORT EXPENSES	1,163,643	25.2%
TOTAL EXPENSES	4,620,888	100.0%



2007 REVENUE (INCOME), NLEC:

%

NLEC CONTRIBUTIONS	1,544,460	41.9%
RENTAL INCOME	83,636	2.3%
TV & RADIO REVENUE	575,415	15.6%
IN-KIND CONTRIBUTIONS	1,441,432	39.1%
OTHER	42,128	1.1%
TOTAL REVENUE	<u>3,687,071</u>	<u>100.0%</u>



NLEC 2007 Board of Directors

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