

Annual Report

2025



2025 Highlights

In 2025, SQPN delivered the StarQuest Italy Pilgrimage, completed the full year of daily episodes of Vatican II In A Year, marked significant episode milestones on several of our shows, welcomed new sponsors and renewed existing ones, and engaged a professional fundraising partner to strengthen our long-term financial foundation.

The most visible undertaking of the year was the StarQuest Italy Pilgrimage in July, the network's first international pilgrimage in many years. In partnership with Trinity Tour Travels, the pilgrimage took our community on an extended tour through Rome, Assisi, and other holy sites at the heart of the Catholic world, with Jimmy Akin leading the group on behalf of StarQuest. Registration closed in April with more than sixty pilgrims. Trinity Tour Travels returned a portion of each registration to SQPN as agreed, and the pilgrims who shared their reactions after the trip indicated that they would gladly travel with StarQuest again. The pilgrimage was a meaningful experience for our community and a financially responsible undertaking for the network.

Vatican II In A Year, hosted by Fr. Matthew Schneider, LC, completed its year-long arc on December 31, 2025, taking listeners through the documents of the Second Vatican Council one day at a time across the full calendar year. The complete archive was preserved at the end of the year for future availability to the SQPN audience. The program represented our first sustained daily release schedule for a show that required unique content each day, and the year of production gave us a clear picture of what a daily format requires of our infrastructure and our audience.

Programming developments across the catalog continued the steady growth pattern of recent years. Secrets of Stargate passed 200 episodes in March. Secrets of Technology reached its 300th episode in May. At the start of the year, Spotify reported that Jimmy Akin's Mysterious World had ranked in the top one percent of all video podcasts on the platform in 2024. Secrets of Sacred Art continued its seasonal production through the year and began recording its next season in November. Secrets of Middle Earth maintained its biweekly cadence and welcomed Rob Leonardi to the panel. Secrets of Doctor Who continued its review of the classic Doctor Who television series. Secrets of Movies and TV Shows ran extended series on superhero films, anime, and Westerns.

Show sponsorship continued the steady, year-or-longer pattern that has defined the program. Holy Terror joined as a sponsor in August, Magis Center in September, and Triumph of the Heart in December. Live Action sponsored during the spring. The Grady Group renewed its sponsorship for another year, and Rosary Army renewed as well. Author John Dougherty sponsored in August in support of his novel and indicated his intention to return for the release of his next book. Kaitlyn Facista committed to sponsoring Secrets of Middle Earth in the spring of 2026.

To strengthen the donor side of the work, SQPN engaged Impact House Media as a fundraising consultant. After a search that considered several candidates earlier in the year, we signed an agreement with Impact House Media in June. The partnership shaped our planning for the 2025 Advent Giving Campaign and laid the groundwork for a more disciplined fundraising program in the years ahead.

Our community of donors and patrons sustained the work throughout the year. The 2024 Advent Giving Campaign carried into early 2025, the 2025 Summer Giving Campaign supported the network through the traditional summer dip in giving, and the 2025 Advent Giving Campaign closed the year with the help of our new fundraising partner. Patrons and one-time donors continued to support SQPN through Patreon, Stripe, and PayPal.

Distribution expanded in important ways. In January we added our shows to Pandora at the request of listeners on that platform. Vatican II In A Year was added to Castbox. Apple Podcasts began automatically generating chapter markers for shows that do not already include them, improving discovery and accessibility across the catalog.

Production infrastructure took a meaningful step forward. In March we standardized recording for all panelists on Streamyard, ending the long-standing requirement that each panelist maintain a local recording setup in third-party software. The change simplified the recording workflow for every show and removed a frequent source of technical friction for both hosts and panelists. The annual web site audit was completed in April with only minor issues, all corrected.

Production capacity grew through the addition of new contributors across the slate. Secrets of Technology welcomed Andrew Hermiz back to the rotation and added Tom Grelinger and Leo Devits as regular panelists. Praystation Portable began a transition of production responsibilities, with Nic Davidson preparing to take over the daily production of the program. These additions reduce the network's reliance on any single contributor and continue our work to build redundancy across every show.

Oasis Studio 7 continues to provide video editing and animation work for Jimmy Akin's Mysterious World, and the network added and retained additional paid and volunteer editors throughout the year to support the wider production slate.

The Coming Next Month graphics program continued to give patrons and social media followers a preview of each show's upcoming episodes. We continued our short-form video program across Instagram, TikTok, and YouTube, focused on Secrets of Doctor Who, Secrets of Star Trek, and Secrets of Stargate, and we extended that approach to additional shows as the year progressed.

Future Planning

The strategic plan developed in January 2016 by the board and officers of SQPN continues to move forward. SQPN has been adjusting its strategic plan to ensure we continue to fulfill our mission.

Mission Statement/Purpose

SQPN's mission is to respond to the Catholic Church's call to use new media for evangelization and catechesis, education and formation. Pope St. John Paul II reiterated this call in his January 2005 Apostolic Letter, *The Rapid Development*, and encouraged Catholics to spread the Gospel using the latest in communications technology. SQPN fulfills this mission by creating audio and video productions that provide commentary and entertaining discussion on a variety of topics related to popular cultures and current trends in society.

Building a Foundation for the Future

1. Our monthly email newsletter will keep our community involved and engaged with the latest news from SQPN and all of our productions.
2. We will use all of our social media platforms to connect with our audiences and to encounter new listeners, with continued attention to short-form video on Instagram, TikTok, and YouTube where engagement is strongest.
3. We will continue to feature a strong slate of regular programming, and we will look for new shows and new talent to attract new audiences and diversify our offerings. We will continue to focus on our core competency of audio podcasting while expanding our video productions where it makes sense. With the completion of Vatican II In A Year as a daily program and the approaching conclusion of the classic Doctor Who review on Secrets of Doctor Who, we will study what we learned from a full year of daily release and consider what additional programming opportunities present themselves.
4. As we build our programming schedule, we will look for funding from new and current donors to support our efforts at producing quality and consistent shows. In addition to giving

campaigns, SQPN will look at other opportunities for funding our work that are consistent with our mission, including continued growth of the show sponsorship model that is now supporting an expanding portion of the catalog.

5. Cognizant of the need for financial resources to continue our apostolate, we will continue to reach out to listeners to grow the number of donors, especially those who will commit to a monthly pledge as we improve our offerings and begin new initiatives. The partnership with Impact House Media will help us bring greater discipline to that outreach.
6. Building on the success of the StarQuest Italy Pilgrimage in July 2025, we will plan and execute a second pilgrimage in the near future, again in partnership with Trinity Tour Travels, and continue to study informal regional gatherings as a complement to the larger international trip.
7. We will continue to invest in the production capacity of the network, including equipment refreshes as needed, expanded editor capacity, replacement of aging network storage infrastructure, and improvements to the systems that allow our hosts to participate in our programs from anywhere in the world.
8. In October 2026, SQPN will mark the twentieth anniversary of the network's founding. We will use that occasion to thank our community, to reflect on the work done, and to invite a wider audience into the next chapter of our mission.

Chief Executive Officer's Note

The financial report on the following pages reflects the resources entrusted to SQPN by our supporters, our community of listeners and viewers. They have been most loyal and dedicated to the mission of SQPN over the years of our existence, and 2025 was no exception.

The buffer of savings we restored in early 2024 continued to do its quiet work throughout 2025. It cushions us against the ordinary fluctuations of an audience-supported apostolate, and it gives us the freedom to invest when the right opportunity arises. We keep first and foremost that our mission is to proclaim the kingdom of God through the exploration of the intersection of faith and pop culture.

In the 2024 CEO Note I named four priorities for the year ahead. 2025 was, more than anything else, the year of executing on those commitments.

The first priority was to execute the StarQuest Italy Pilgrimage with the care it deserved. In July we did exactly that. More than sixty pilgrims traveled with us through Rome, Assisi, and other holy sites of central Italy in partnership with Trinity Tour Travels, with Jimmy Akin representing StarQuest on the road. The pilgrims I spoke with afterward indicated they would gladly travel with us again. The trip was a meaningful experience for our community and a financially responsible undertaking for the network.

The second priority was to study the early performance of Vatican II In A Year and consider what additional programming opportunities the daily format opens up. The program completed its year-long arc on December 30, 2025. We now have a clear picture of what daily production asks of our team and our infrastructure, and we will draw on that picture as we evaluate future programming.

The third priority was to expand the network's production capacity so that no single show depends entirely on a single contributor. We made meaningful progress. The standardization of recording on Streamyard in March eliminated a long-standing source of technical friction and simplified production for every show. We added new panelists across the slate, including Andrew Hermiz, Tom Grelinger, and Leo Devits on Secrets of Technology and Rob Leonardi on Secrets of Middle Earth. We began the careful transition of Praystation Portable to Nic Davidson and Jeff Vista, with continuity for our listeners as the first priority.

The fourth priority was to continue the conversation about how best to bring the StarQuest community together in person. The Italy Pilgrimage was the largest answer to that question this year, and the response of the pilgrims and of the wider community has encouraged us to plan a second international pilgrimage for 2026.

The year also saw an important step in the fundraising side of our work. After a careful search, SQPN engaged Impact House Media in June as a fundraising consultant. The partnership shaped our 2025 Advent

Giving Campaign and is helping us bring more discipline and intention to how we ask our community to support the work. Sponsorship continued to grow alongside that effort. New sponsors joined us during the year, existing sponsors renewed their commitments, and the model of mission-consistent sponsorship that began with Jimmy Akin's Mysterious World now extends across an expanding portion of our catalog.

Looking forward to 2026, our priorities are clear. We will plan and execute a second international pilgrimage with the same care we brought to the first. We will mark the twentieth anniversary of SQPN on October 5 with a celebration worthy of the work our community has built together over two decades. We will identify and develop new programming to refresh the catalog as the classic Doctor Who review on Secrets of Doctor Who reaches its long-planned conclusion. We will continue to grow the donor base and the sponsorship base, working with Impact House Media to strengthen our long-term financial footing. And we will replace aging core infrastructure, including our primary network storage, to keep the production work of the network sustainable for the years ahead.

The overall situation of SQPN, Inc. at the close of 2025 is good. The network produces more shows, on more platforms, to a broader audience, with a stronger fundraising program and deeper production redundancy than it had a year ago. We look forward to continuing that work in 2026 in service of our mission.

Respectfully submitted,

Domenico Bettinelli, Jr.
Chief Executive Officer and Executive Director
SQPN, Inc.

Financials

Balance Sheet

US-GAAP

ASSETS

CURRENT ASSETS		DEC 31, 2025
Cash		\$193,665
TOTAL CURRENT ASSETS		\$193,665
FIXED ASSETS		DEC 31, 2025
Computer Software and Equipment		\$10,684
TOTAL NET FIXED ASSETS		\$204,349

LIABILITIES AND EQUITY

LIABILITIES		Q4
Current Liabilities		\$0
TOTAL LIABILITIES		\$0
EQUITY		Q4
Total Equity		\$204,349
TOTAL LIABILITIES AND EQUITY		\$204,349

Income Statement

US-GAAP

INCOME

FISCAL YEAR END 12/31	2025
Donations	\$220,854
Conference Receipts	\$15,750
Interest	\$0
Other Income	\$14,562
TOTAL INCOME	\$251,166

EXPENSES

	2025
Wages	\$169,230
Insurance	\$42,807
Internet Services	\$8,654
Podcast Production	\$33,350
Contractors, Consultants, Professional Services	\$5,160
Travel and Meeting Expenses	\$206
Computer Expense	\$408
PR/Marketing/Communications	\$4,155
Fees	\$751
Office Supplies	\$628
Postage & Delivery	\$446
Taxes	\$0
Donor Incentives	\$129
Utilities	\$2,348
Miscellaneous and Uncategorized	\$303
TOTAL EXPENSES	\$268,575

	2025
Net Ordinary Income	-\$17,409
NET INCOME	-\$17,409

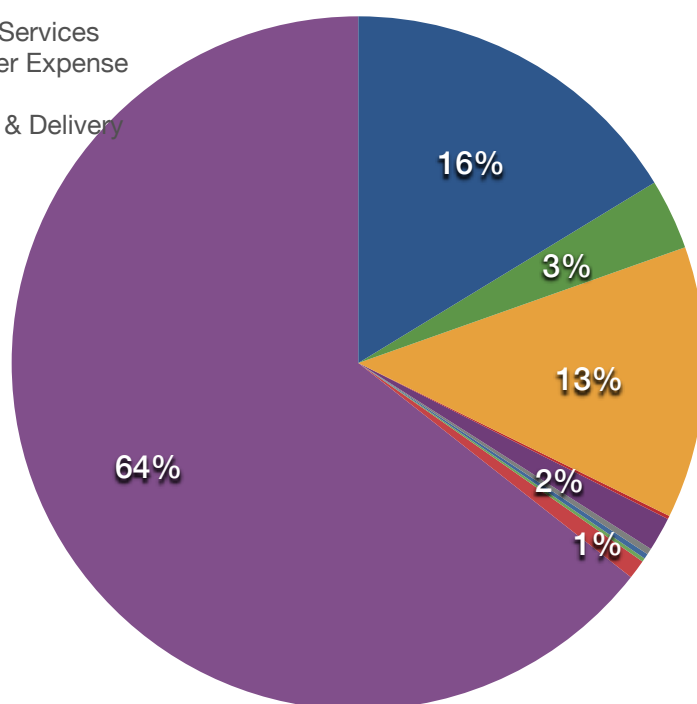
ESTIMATED MONTHLY INCOME	
Donations	\$18,405
Total Monthly Income, estimated	\$18,405

ESTIMATED MONTHLY EXPENSES	
Salaries & Contractors	\$18,100
Online Services & Hosting	\$721
Office Supplies & Postage	\$89
Fees & Taxes	\$63
Total Monthly Expenses, estimated	\$18,973
Total Monthly Surplus/(Deficit) (Recurring expenses don't include one-time expenses)	(\$568)

Expense Breakdown

- Insurance
- Podcast Production
- PR/Marketing/Communications
- Office Supplies
- Taxes
- Wages

- Internet Services
- Computer Expense
- Fees
- Postage & Delivery
- Utilities



Monthly Operational Expenses include personnel; web site hosting; podcast hosting on a content distribution network; software services; and marketing services.

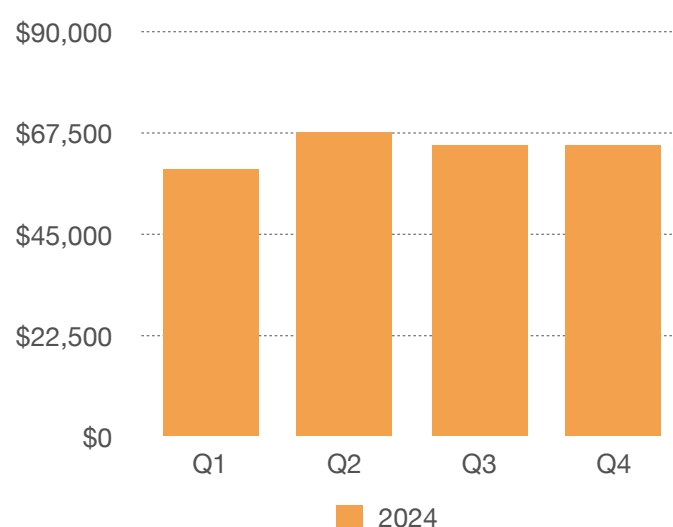
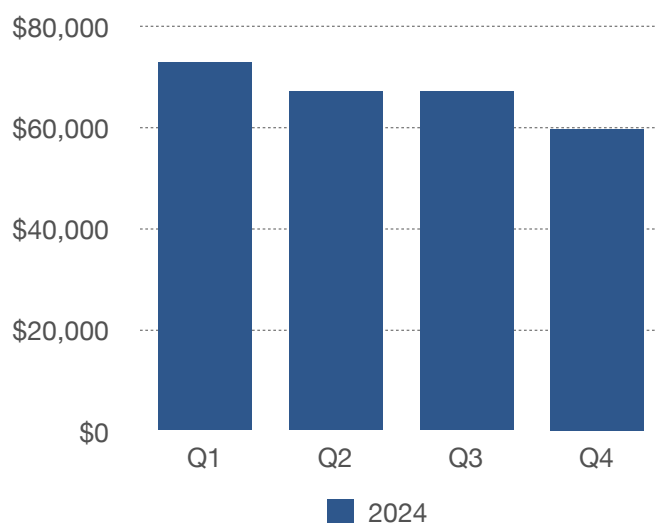
Year on Year Comparisons

REVENUE

	2024	2025
Q1	\$73,054	\$60,652
Q2	\$67,345	\$59,722
Q3	\$67,184	\$68,256
Q4	\$59,785	\$62,536

EXPENSE

	2024	2025
Q1	\$59,741	\$63,826
Q2	\$68,115	\$65,147
Q3	\$64,884	\$66,855
Q4	\$65,201	\$75,932



Statement of Cash Flows

CASH FLOW FROM OPERATING ACTIVITIES

FISCAL YEAR END 12/31	2025
Net Income	-\$17,409
NET CASH PROVIDED BY OPERATING ACTIVITIES	-\$17,409

CASH AND EQUIVALENTS, END OF YEAR

	2025
Net Increase (Decrease) in Cash and Equivalents	-\$19,583
Cash and Equivalents, Beginning of Year	\$213,248
CASH AND EQUIVALENTS, END OF YEAR	\$193,665

Officers and Directors

(For 2025)

Chief Executive Officer and Executive Director.....Domenico Bettinelli, Jr.
Chief Financial OfficerLinda Little
DirectorFr. George C. Hines
DirectorSteve Nelson
DirectorJimmy Akin
ChaplainFr. Jason Tyler