

**Saskatchewan Interactive Media Association Inc.**  
**Financial Statements**  
*March 31, 2024*

## Independent Auditors' Report

To the Members of Saskatchewan Interactive Media Association Inc.:

### **Opinion**

We have audited the financial statements of Saskatchewan Interactive Media Association Inc. (the Entity), which comprise the statement of financial position as at March 31, 2024, and the statement of operations, statement of changes in net assets and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as at March 31, 2024 and the results of its operations and its cash flows for the year then ended in accordance with Canadian Accounting Standards for Not-for-Profit Organizations.

### **Basis for Opinion**

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Entity in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Responsibilities of Management and Those Charged with Governance for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian Accounting Standards for Not-for-Profit Organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgement and maintain professional skepticism throughout the audit. We also:

## INDEPENDENT AUDITORS' REPORT (continued)

- Identify and assess the risks of material misstatement of the financial statements (whether due to fraud or error), design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going-concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements (including the disclosures), and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Regina, Saskatchewan  
August 9, 2024



Robert D. Szautner  
Chartered Professional Accountant

# Saskatchewan Interactive Media Association Inc.

## Statement of Financial Position

As at March 31, 2024

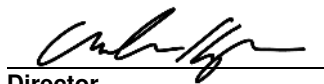
	2024	2023
<b>Assets</b>		
<b>Current</b>		
Cash	112,812	65,830
Accounts receivable	54,573	116,827
GST receivable	5,909	1,066
	<b>173,294</b>	<b>183,723</b>
<b>Liabilities</b>		
<b>Current</b>		
Accounts payable	48,107	79,649
Grants repayable – Creative Saskatchewan	40,661	32,258
Deferred contributions	22,744	23,867
	<b>111,512</b>	<b>135,774</b>
<b>Net Assets</b>		
Unappropriated	61,782	47,949
	<b>173,294</b>	<b>183,723</b>

Approved on behalf of the Board



Director

Johannes Moersch



Director

Andrew kuipers

The accompanying notes are an integral part of these financial statements.

# Saskatchewan Interactive Media Association Inc.

## Statement of Operations

For the year ended March 31, 2024

	2024	2023
<b>Revenue</b>		
Grants		
Creative Saskatchewan		
Annual funding	173,000	173,000
Project funding	84,063	36,402
Innovation Saskatchewan	51,250	-
Prairie Economic Development Canada	32,373	110,127
SaskCulture	2,000	8,000
Saskatchewan Indian Institute of Technology	-	3,215
SaskTel	9,450	-
Other income	-	400
	<b>352,136</b>	<b>331,144</b>
<b>Expenses</b>		
Advertising	4,617	2,156
Bank charges	646	337
Conferences	769	952
Insurance	2,475	2,599
Meetings	1,643	2,844
Memberships	590	744
Office	1,674	1,103
Professional development	41	-
Professional fees	9,150	6,726
Projects	96,550	123,661
Rental	4,978	3,555
Salaries and benefits	138,034	140,416
Software licenses	2,062	2,872
Sponsorships	33,299	26,325
Telephone	1,628	2,848
Travel	8,277	10,511
Website	31,870	1,470
	<b>338,303</b>	<b>329,119</b>
<b>Excess of revenues over expenses</b>	<b>13,833</b>	<b>2,025</b>

The accompanying notes are an integral part of these financial statements.

**Saskatchewan Interactive Media Association Inc.**  
**Statement of Changes in Net Assets**

*For the year ended March 31, 2024*

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	<b>2024</b>	<b>2023</b>
<b>Unappropriated surplus, beginning of year</b>	<b>47,949</b>	45,924
<b>Excess of revenues over expenses</b>	<b>13,833</b>	2,025
<b>Unappropriated surplus, end of year</b>	<b>61,782</b>	47,949

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*The accompanying notes are an integral part of these financial statements.*

# Saskatchewan Interactive Media Association Inc.

## Statement of Cash Flows

For the year ended March 31, 2024

	2024	2023
<b>Cash provided by (used for) the following activities</b>		
<b>Operating activities</b>		
Excess of revenues over expenses	13,833	2,025
Change in working capital accounts:		
Accounts receivable	62,255	(116,550)
GST receivable	(4,844)	825
Accounts payable	(23,139)	84,724
Deferred contributions	(1,123)	(10,188)
Prepaid expenses	-	499
	<b>46,982</b>	<b>(38,665)</b>
<b>Increase (decrease) in cash resources</b>	<b>46,982</b>	<b>(38,665)</b>
<b>Cash resources, beginning of year</b>	<b>65,830</b>	<b>104,495</b>
<b>Cash resources, end of year</b>	<b>112,812</b>	<b>65,830</b>

The accompanying notes are an integral part of these financial statements.

# Saskatchewan Interactive Media Association Inc.

## Notes to the Financial Statements

For the year ended March 31, 2024

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### 1. Incorporation and commencement of operations

Saskatchewan Interactive Media Association (SIMA) was incorporated under the Non-Profit Corporations Act of Saskatchewan. The purpose of the organization is to represent the media industry to policy makers, educators and consumers. SIMA is incorporated as a not-for-profit organization under the *Income Tax Act* (the "Act") and as such is exempt from income taxes.

### 2. Significant accounting policies

The financial statements have been prepared in accordance with Canadian Accounting Standards for Not-for-Profit Organizations using the following significant accounting policies:

#### ***Cash and cash equivalents***

The organization's policy is to present bank balances and term deposits with a maturity period of three months or less from the date of acquisition under cash and cash equivalents.

#### ***Revenue recognition***

SIMA follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions, fundraising and sponsorships are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

#### ***Capital assets***

SIMA recognizes the cost of acquisition of capital assets as an expense in the period that the asset is purchased. During the year, capital assets in the amount of \$0 (2023 - \$1,998) were expensed.

#### ***Measurement uncertainty***

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in excess of revenues and expenses in the periods in which they become known.

#### ***Financial instruments***

SIMA recognizes its financial instruments when the organization becomes party to the contractual provisions of the financial instrument. All financial instruments are initially recorded at their fair value.

At initial recognition, the organization may irrevocably elect to subsequently measure any financial instrument at fair value. The organization has not made such an election during the period. Cash, accounts receivable, and accounts payable have been designated to be subsequently measured at their amortized cost.

#### ***Financial asset impairment:***

SIMA assesses impairment of all of its financial assets measured at cost or amortized cost. When there is an indication of impairment, the organization determines whether it has resulted in a significant adverse change in the expected timing or amount of future cash flows during the period. If so, the organization reduces the carrying amount of any impaired financial assets to the highest of: the present value of cash flows expected to be generated by holding the assets; the amount that could be realized by selling the assets; and the amount expected to be realized by exercising any rights to collateral held against those assets. Any impairment, which is not considered temporary, is included in current period excess (deficiency) of revenues over expenses.



**Saskatchewan Interactive Media Association Inc.**  
**Notes to the Financial Statements**  
*For the year ended March 31, 2024*

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**3. Financial instruments**

SIMA as part of its operations carries a number of financial instruments. It is management's opinion that the organization is not exposed to significant interest, currency or credit risks arising from these financial instruments except as otherwise disclosed.

***Liquidity risk***

Liquidity risk is the risk that the organization may not be able to meet a demand for cash or fund its obligations as they come due. The organization is exposed to liquidity risk with respect to its accounts payable. The organization manages its liquidity risk by holding assets that can be readily converted into cash.

**4. Economic dependence**

The organization receives significant revenue in contracts from Creative Saskatchewan. As a result, the organization is dependent upon the continuance of these contracts to maintain operations at their current level.

**5. Comparative figures**

Certain comparative figures have been reclassified to conform to the current year's presentation.