

# GRAVITY

# PAFR SOLUTION



## POPULAR ANNUAL FINANCIAL REPORTING (PAFR)

Turn your financials into a story the public understands

The Popular Annual Financial Report (PAFR) is your chance to build public trust by making complex financial information clear, accessible, and meaningful. Gravity makes that easier by connecting your data directly to a professionally formatted, citizen-facing report – no manual edits, no formatting struggles.

## MAKE YOUR PAFR MORE THAN A SUMMARY

Gravity helps finance teams create a compelling, transparent narrative built on real numbers. Because it's powered by the same data used in your ACFR, every update flows automatically to your PAFR, ensuring alignment without extra work.



## WHY PUBLIC SECTOR FINANCE TEAMS LOVE GRAVITY

- Publish polished, ADA-compliant PAFRs that meet GFOA guidelines
- Eliminate copy-paste and reformatting across sections
- Save time and reduce errors by connecting directly to your ACFR data
- Add charts, visuals, and narrative content without needing a designer
- Update figures and footnotes instantly with changes from source data
- Maintain reporting quality, even as team members change

## TRUSTED AND PROVEN



Used by over  
**230 governments**  
across 43 states



**10+ years** helping  
governments  
modernize their  
financial reporting



**\$310+ billion**  
annual financial  
managed and  
reported with Gravity



**80+ million**  
**citizens**  
served

### MDFM: CONSISTENCY WITHOUT THE CLEANUP

Gravity's Multidimensional Financial Model ensures your PAFR reflects the most current and accurate data from your ACFR, every time. It keeps data connected across every output, so your summary always matches your source.

### ERP READY AND FLEXIBLE

Gravity integrates with your ERP or accepts direct file uploads, giving you full control over how data flows into your reports.

### DISCLOSURE STUDIO

Customize your PAFR layout and content with ease. Use prebuilt templates or tailor your own brand book, logo, and color palette, all from within Gravity. Add narrative, visuals, and context with confidence – your data stays linked throughout.

“Our PAFR used to take weeks and required constant back-and-forth. Now it is a straightforward, collaborative process. And it looks better than ever.”

– Finance Director, City of Meridian



READY TO DELIVER A PAFR THAT INFORMS AND INSPIRES?



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