



2017 Chapter Conference OPENING SESSION



OPENING SESSION - Welcome

WELCOME

AGENDA

2-2:30 State of the Union

2:30-3:30 Awards



BREAK

5:00 VIP and 5:30 General Reception

Check in on 5th Floor

SIGNATURE EVENT

STATE of The UNION

Where we're going

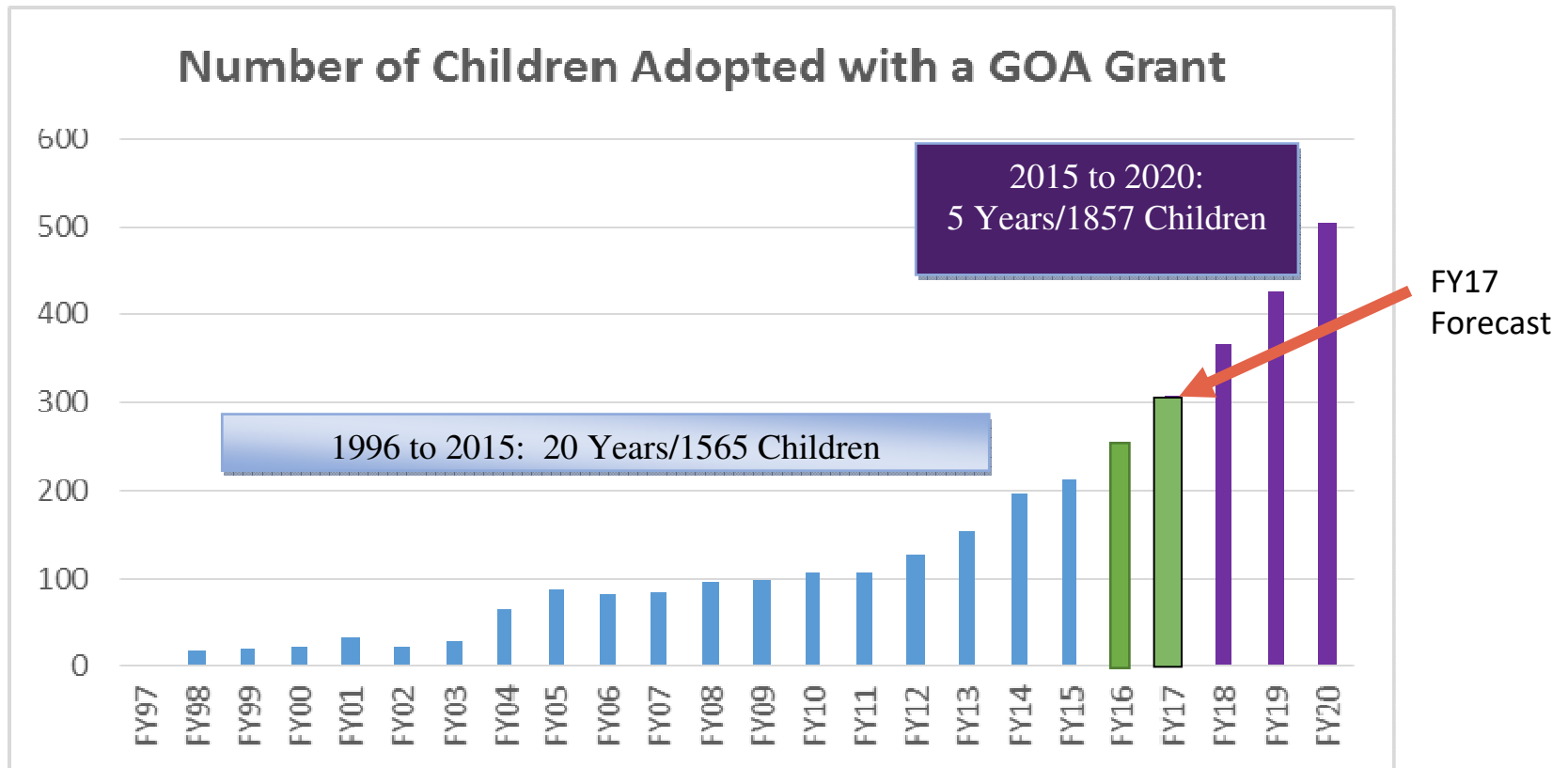
How we're getting there

How we're doing

What's next



500 in 5 Plan Doubles our Impact in One Quarter of the Time



Average grant award growing from \$3,500 to \$4,000 and program ratio improving from 76% to 81%

GROWTH STRATEGIES

CHAPTER EXPANSION

BRAND DEVELOPMENT

DONOR STEWARDSHIP

BRAND DEVELOPMENT

CAUSE RELATED MARKETING (CRM)

Team Formed w/
MGO + volunteers

Focus on less-well-
know brands related
to the lifecycle of
adoption (diapers,
bicycles, kids clothing
stores, family
activities, etc.)

An initial area of
exploration is hotels

INFLUENCER / CELEBRITY OUTREACH

Access Database
Repository

Support in negotiations
+ engagement and
opportunity to leverage
relationships nationally

Develop cadre of
specified 'offerings'

NOVEMBER 30-DAY BRAND CAMPAIGN

Where we Finish, A Family Starts[®]
Bifurcated Strategy

- a. Focus on 5 to 8 Key
markets w/ influencers
and media grabbing
events
- b. Gotcha Day visits on
balance of Nov days

Leverage new pro-bono
relationship with 3rd
Coast PR Agency in
Chicago (influencer +
national media)

DONOR STEWARDSHIP

Upping our Donor Stewardship + Cultivation: Implementing best-practices:

More frequent communications / touches

- First time donor calls, Airport welcomes, Post-event thank yous, e-news more frequently, Individual cultivation plans and stories for major donors, Scrapbooks, cubes, other unique ways of sharing impact

Meet with major donors to garner advice, engage in central projects / issues

Annual report recognizing outstanding levels of support

National and Investor Board

- Growing board membership from 12 to 16 since start of planning period
- Engaging Investors around the country – up to 54 Investors presently
- Putting shoulder behind our Growth Campaign (\$1.38m over 3 years)

HOW WE'RE DOING: FY17 Forecast

	FY16 Actual	Year-End Forecast	Impact
Children Adopted	255	306	51 more Children adopted; 20% increase
Grant Avg.	\$3, 569	\$3,725	4% increase in avg. grant award
Operating Revenues	\$1,554,321	\$1,830,773	18% increase in revenues
Total Expense	\$1,366,385	\$1,618,856	18% increase [14% increase to core, 22% increase to grants]
Net Income	\$187,936	\$211,917	-
Program Ratio	76%	76 or 77%	-
Chapters no.	13	18 or 19!	38% or 46% increase in no. of chapters

By the close of FY17 GOA will anticipates having awarding \$6.2M in grants to unite 2,126 children with loving families.

WHAT'S COMING IN FY2018

MORE GROWTH – MORE IMPACT!!

20% Growth in Grants: Reaching **365 children** with a family

Bump in Program Ratio: Improving from 76% to 79%

New and Existing Chapter Momentum

- Anticipate 1 or 2 new chapters by fiscal-year close
- Look to have a total of **22 or 23 chapters** by close of FY2018

****Save-the-Date****

Thursday, June 14, 2018 Signature Event

+ Chapter Conference in Chicago (June 14 & 15, 2018)



Lots to Recognize and Celebrate!

Recognition: Years of Service

Years of Service with Gift of Adoption



#AdoptHerHeart

Take a moment to write on your name badge the number of years you've been with Gift of Adoption

Recognition: Angels in Adoption

Congressional Coalition on Adoption: Angels in Adoption Award

2017 NOMINEES ARE:

Deb Holtorf and Rod Simons Family

Roberta Braun Curtin, GOA Volunteer

Virginia Frank, CO Chapter Board

Steve Hayes, WI Chapter Board

Sharon Komlofske, GOA staff member, IB member and Past Ntl. Board President

Jeff Krygiel, WI Chapter Board

Gary and Lana Stachlowski, IB members, Col. River Chapter Board, Ntl. Board

Ralph and Eileen Swett, founders of the Ralph and Eileen Swett Foundation and longstanding and generous supporters of Gift of Adoption

Jeanne Tate, FL Chapter Board

Gene and Lucy Wyka, Gift of Adoption Founders

The Gift of Adoption Florida Chapter Board

Gift of Adoption Fund (20th anniversary for GOA as an organization)



Angels in Adoption™

Recognition: Core Values



Gift of Adoption Core Values

- **Honor** all involved: I was treated with kindness.
- **Amplify** gifts of time and treasure: I get so much more out of it than I put in
- **Be Scrappy**: I can't believe how much they get done on a shoestring budget

Honor All Involved



“OH MAN! This is our son Sage! We are so beyond honored and blessed to have been awarded a grant from Gift of Adoption!! We don't have the right words to express our thanks!”

Gift of Adoption Core Values

- Be Scrappy | Honor all involved | Amplify gifts of time and treasure

GOA 2017 Honor Award Recipient



Rod Simons

Golf for the Gift X

SET THE DATE!
#G4GX: June 22, 2017



Gift of Adoption Core Values

- Be Scrappy | Honor all involved | Amplify gifts of time and treasure

GOA 2017 Honor Award: Rod Simons

View Rod Simons Memorial Video:

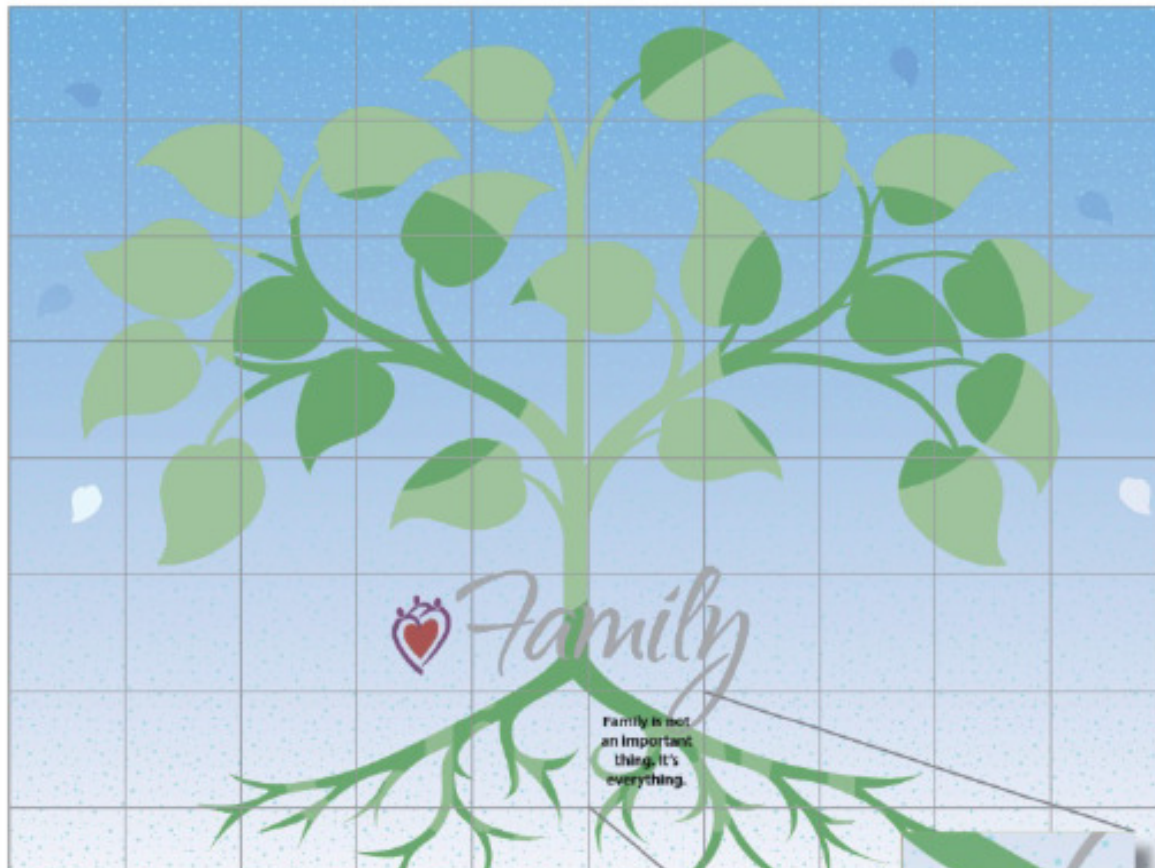
<https://youtu.be/4LvTEQsZRoY>

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HONOR AWARD RECOGNITION

TILE on the GOA 20th Anniversary *“Celebration of Family”* Mural



Amplify Gifts of Time and Treasure



*“For Nora, **everything** has changed.”*

Gift of Adoption Core Values

- Be Scrappy | Honor all involved | Amplify gifts of time and treasure

GOA 2017 Amplify Award Recipient

For the past 10 years, the Florida Chapter has AMPLIFIED their event revenue by partnering with Birdies of Tampa Bay to earn a 10-15% match on gifts in support of their annual event.

Jeanne Tate has AMPLIFIED her GOA Florida involvement by making sure we are known by Quad-A attorneys and helping to secure funding from the Hillsborough County Bar Foundation

The FL Chapter Board AMPLIFIED Loreen Spencer's contributions by nominating her for a Tampa Bay Lightning Community Hero award - which resulted in a \$50,000 donation to the chapter.

David Alexander AMPLIFIES his involvement by helping to secure a \$10,000 grant from the Triad Foundation each year.

David Conn has AMPLIFIED his involvement by taking specific grant stories to the Tampa Kiwanis for funding - building a bridge between these two organizations to help people in their shared community.



Gift of Adoption Core Values

- Be Scrappy | Honor all involved | Amplify gifts of time and treasure²⁰

Be Scrappy

Gift of Adoption is my #1 charity. Why?

Because it does such heart-warming work with great determination and passion.

It runs on a shoestring because the priority it awarding the grants to support adoptions.



Gift of Adoption Core Values

- Be Scrappy | Honor all involved | Amplify gifts of time and treasure 21

GOA 2017 Be Scrappy Award Recipient



CONGRATULATIONS JOHN RHODES and the Colorado Chapter

March Madness, Fall Corporate, November Walk, November Fall Event, Engaging his Company Davita.

GOA CO revenues - from \$12k to \$30k this year

Gift of Adoption Core Values

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GOA 2017 Be Scrappy Award Recipient

View John Rhodes Video:

<https://youtu.be/zBE9sID3PI8>

Gift of Adoption Core Values

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Disney Park Hopper Passes + SWA flights

Being Scappy PAYS!

Awarded:

Two 2-day Disney Park Hopper Passes for use at upcoming GOA event

PLUS

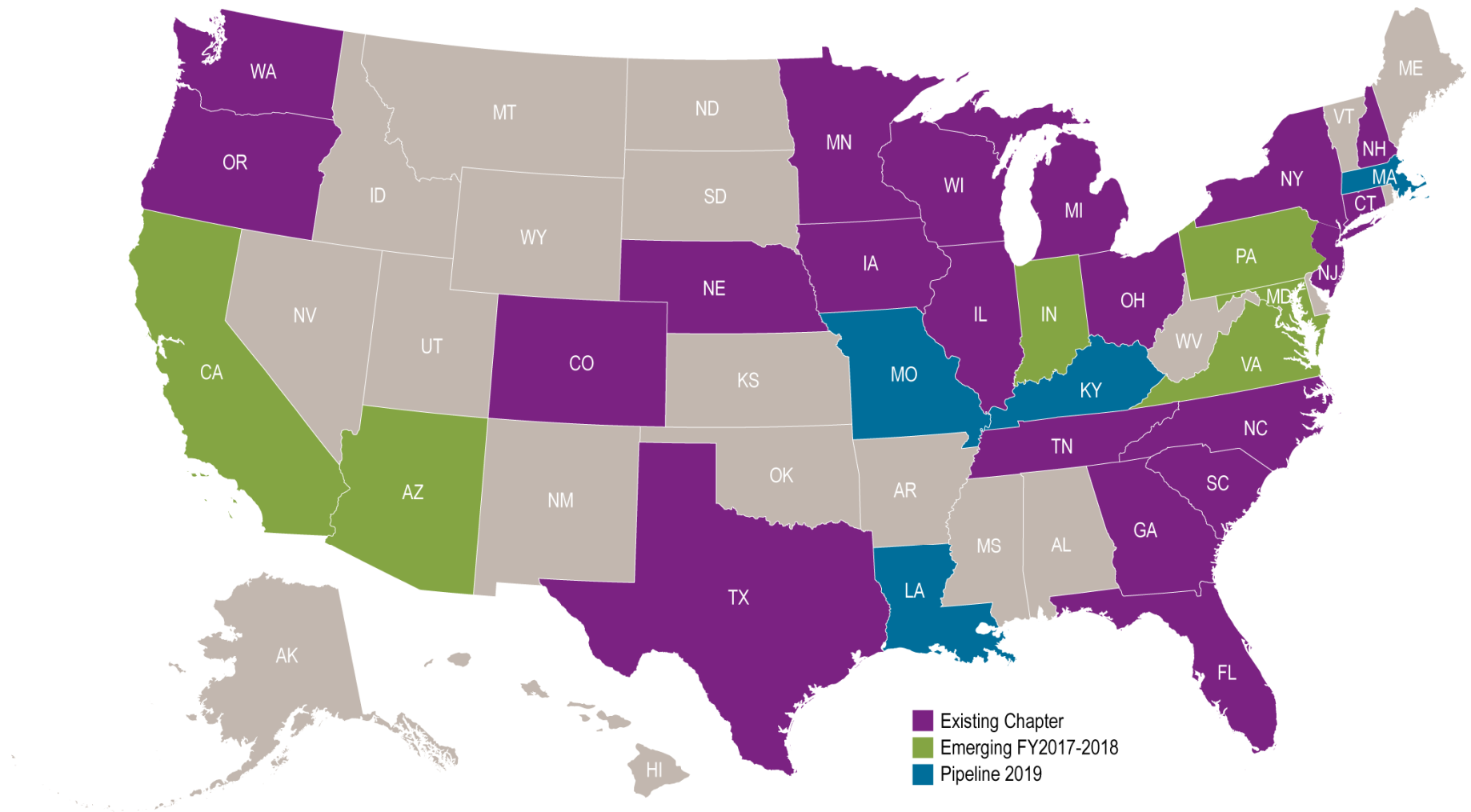
\$1,000 in SWA travel vouchers.



Gift of Adoption Core Values

- Be Scappy | Honor all involved | Amplify gifts of time and treasure

Chapters Expansion 12-17 joining since last conference



Recognition: Celebrate New Chapters!!



Recognition: Celebrate New Chapters!!



Lucky Number 13

Recognition: 14th Chapter NE / IA



Recognition: 15th Chapter Washington



Recognition: Sweet 16th Chapter: Georgia



Recognition: Celebrate Metro New York!

#17



Conference Announcements

Tonight's Event

- VIP 5pm; General Reception 5:30pm 5th Floor check in
- 360 guests: cocktail, dinner, program, auction
- *Informal* post-event drink – Rendezvous Room – Cash bar

Tomorrow's Start

- **Full Breakfast** 8-9am (chapters here; Ntl Board Room: 2nd FL)
- Rides to airport sign up sheet

Need Anything? Call or text Brian or Pam

Thank You

We believe that having a loving family is a basic right for children everywhere.

Thank you for giving hundreds of children a family.

Where we Finish a Family Starts.®

