



Gift of Adoption Investor Webcast September 22, 2017

Thank you for joining the Gift of Adoption webcast. We'll begin in just a few moments.

Welcome



“Great news! On February 1, 2017 our son, Emerson, and daughter, Stella, arrived home from Haiti!

They moved from a chaotic, unsafe orphanage, where they received little care and poor nutrition, to a loving home.

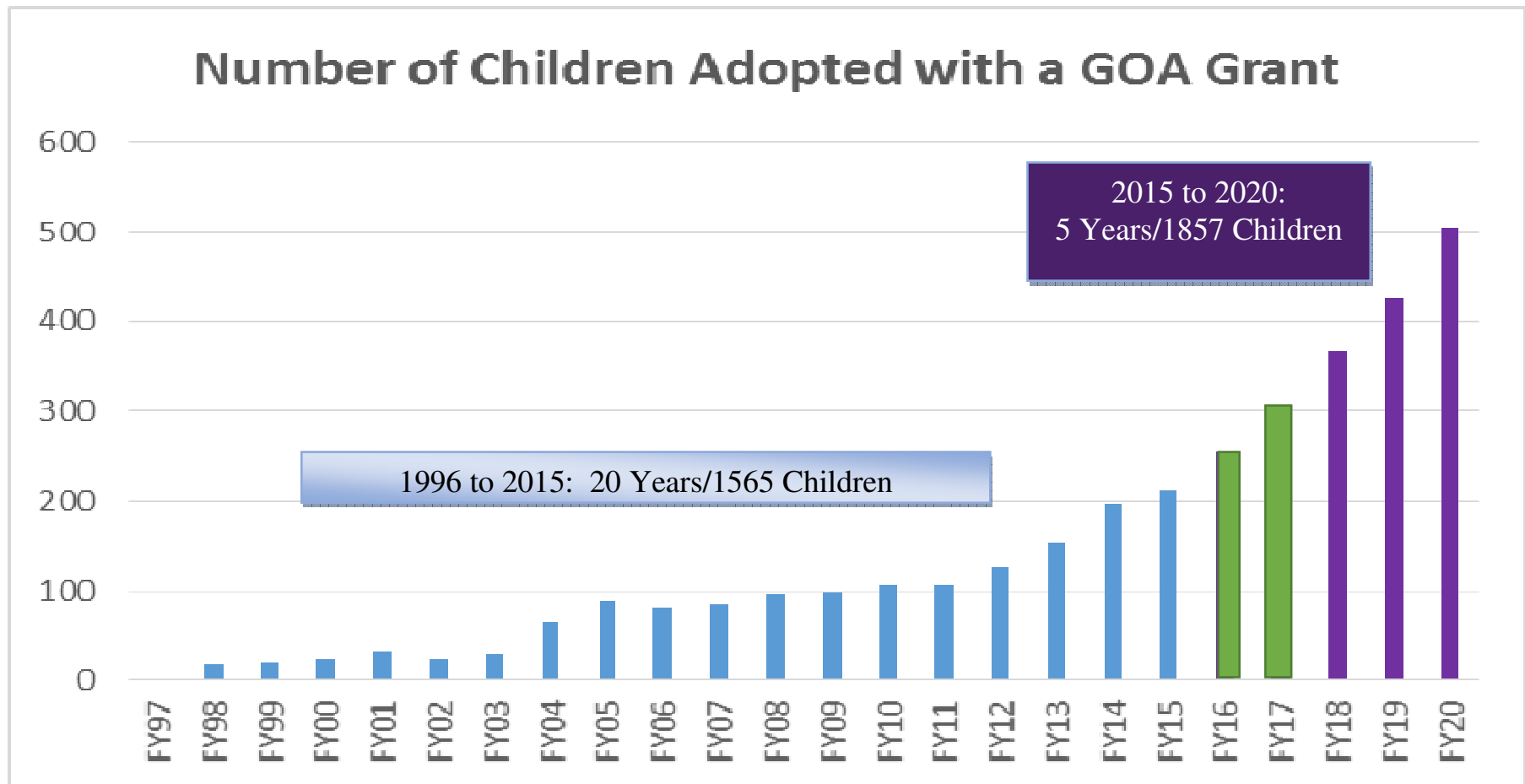
They now have siblings, grandparents, a community, and a church family, instead of the confines of a dingy orphanage.

They have opportunity and a future, where before their prospects were very dim.”

AGENDA

- FY17 Results and FY18 Goals
- Strategic Pillar Update
- How You Can Help
- Question & Answers

Double Our Impact in ¼ Time

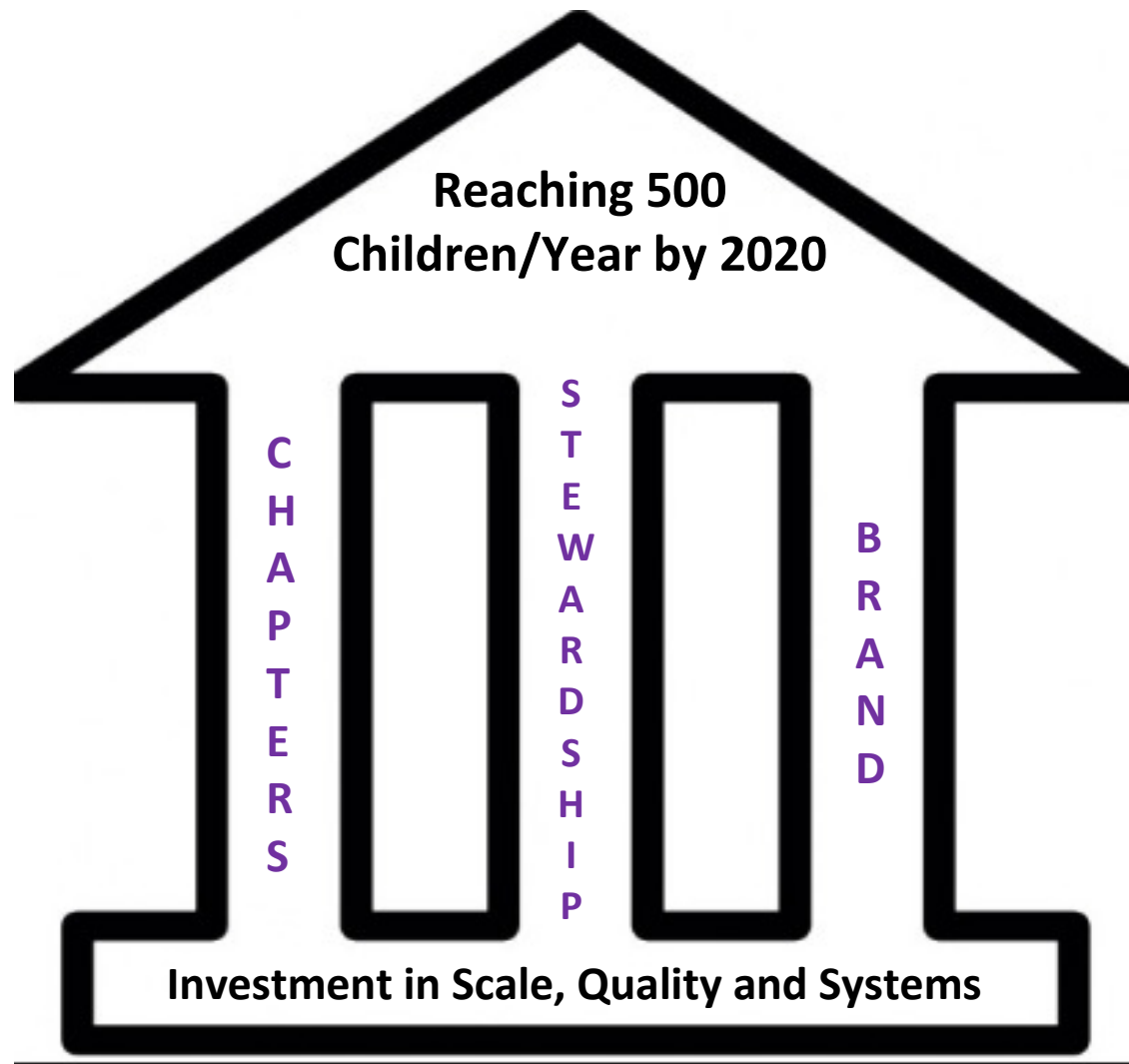


Three Pillars of 500 in 5 Growth Strategy

AND

proposition:

Helping more kids **now** while building organizational capacity for the **future**.



FY17 Audited Results | FY18 Goals

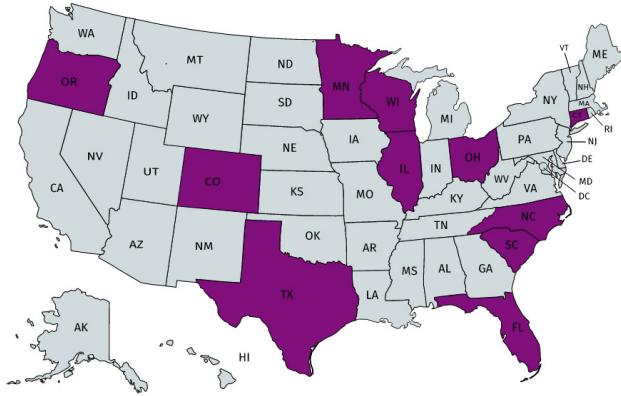
	FY17 Forecast	Impact (vs. FY16)	FY18 Goals
Children Adopted	306	51 more children adopted than previous year; 20% increase	367
Avg. Grant Amount	\$3,583	1% increase in avg. grant award (includes grant write-downs).	\$3,775
Operating Revenues	1,771,759	Up 13% year on year	\$1,839,000 (5%)* pledge effect
Total Expenses	\$1,637,690; \$740,842 to core \$896,848 to grants	Up about 20% with most of increase attributable to grants	\$1,807,000 up 13%; (-2%) incr. to core (24%) more to grants
Net Income	\$134,069	-	\$20,000
Program Ratio	78%	Improved by 2% over FY16	79%
Chapters no.	20	46% increase in no. of chapters	24

Since inception we have awarded \$6.2 million in grants.

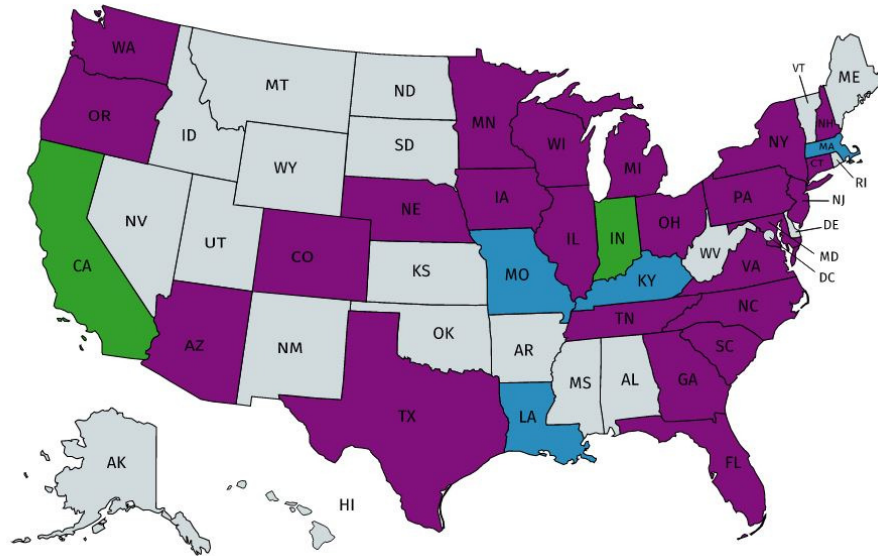
We've reached 2,131 children with the gift of family.

Chapter Growth: 10 to 20 in Two Years

July 2015



July 2017



Legend:



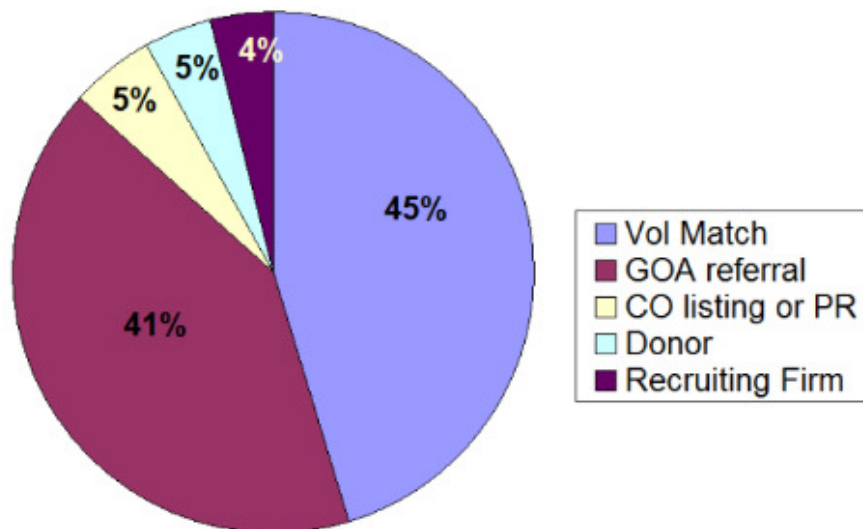
Existing Chapter
Emerging FY2017
Pipeline FY17-18

Strong Leaders & New Systems

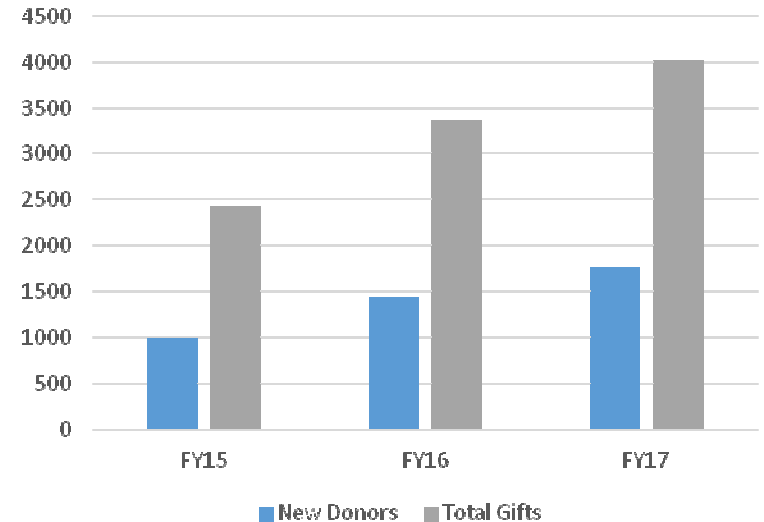
Increases in number of dedicated volunteers, referrals, new donors and total donations:

- Number of board members grew 49% from FY16; 198 board members committed to a “give and get”
- Importantly, we retained 84% from FY16
- Successful leadership transitions

Board Member Sourcing FY17



New Donors and Total Gifts



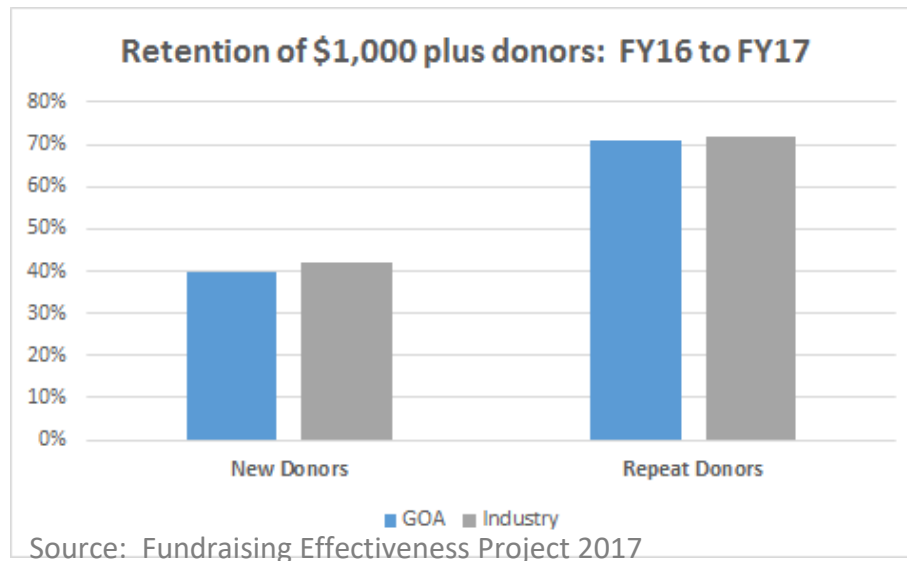
Embedding systems In the network:

- New Chapter Development procedures
- Communications: PR/Social media and chapter donor communications
- HR Systems:
 - Training/Coaching
 - Planning and accountability

Best Practices in Donor Stewardship

Making sure ALL donors are connected to our mission

- Calling all new donors to thank and welcome them
- Over 50% of our grants were assigned to donors in FY16 and FY17
- Increasing meetings and updates for our major donors



*Plus: 84% Renewal rate for Gather for the Gift sponsorships

Introducing new programs and systems to identify new donors and engage existing donors beyond events

- Welcome Home Club
- Airport Greetings
- “Where are they now” feedback systems
- Lifetime giving milestones
- Corporate engagement package
- Volunteer Projects

Brand Awareness and Stature

FY 2018 Brand-Building Activities

1. Maintaining BBB, Guidestar, GreatNonprofits and exploring Charity Navigator

2. Leveraging National Adoption Month as mobilizing focal point

Partnership with 3rd Coast to generate national media attention in magazines and social media supported by celebrity influencers

Featuring 5 key 'grass root' and 30 'gotcha day' events celebration

3. Developing Cause Marketing Program

4. Working to Increase Social Media Exposure

Optimizing Google Adwords Grant. In FY17 received 142,000+ impressions and \$11,000 in kind ad placements

Gaining more YouTube views and Facebook followers. In FY17 generated 10,000 views on YouTube and Facebook.

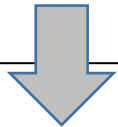
Gaining more Twitter impressions. In FY17 generated 150,000 impressions

Relevance of GOA Mission

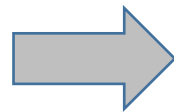
National Adoption Trends:

- 88% of 2014 domestic adoptions were “special needs”, defined as children with disabilities, sibling groups, older children or children of ethnic or minority backgrounds
- 38% of children adopted internationally were over 5 years old
- Average adoption costs range from \$35,000 to \$45,000

Source: National Council on Adoption



GOA grant
program
adjustments to
help most
vulnerable



Results

- 48% of FY17 grants are Tier 1 and 47% domestic, up from 20% and 37% in FY16
- Avg. grant increasing to \$3700 this year
- 64% more grant applications through targeted outreach efforts

How You Can Help

Board Member Introductions:

Introduce your colleagues to GOA and invite them to consider national or chapter board membership

Contributor Introductions:

Introduce GOA to donors, foundations and corporate leaders who are committed to improving the lives of children

Share our Message:

Join our social media outreach by following us on Facebook (facebook.com/giftofadoptionfund), Twitter ([@giftofadoption](https://twitter.com/giftofadoption)) and LinkedIn (linkedin.com/company/gift-of-adoption-fund).

Questions & Answers

- On your screen you will see a prompt to type in your questions
- Our moderator will direct your questions to a member of the national board or staff team for reply

Thank You

- Thank you for joining us.
- We will send you a recording of this Webcast – please share it with others.
- We look forward to another exciting year!

