

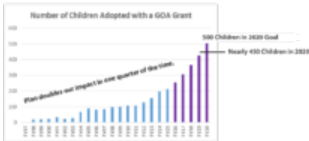
500 in 5 Growth Campaign Fully Funded

June 2024 marks the end of Gift of Adoption's 2020 fiscal year, along with the end of the 500 in 5 Growth Campaign (beginning July 2016). We are pleased to announce that we have now met our fundraising goal of \$1.275 million. The funds were invested in bringing 270 children home during the rapid growth of the year 2023, along with the systems and infrastructure necessary to support the expansion of the chapter network, improvements in donor stewardship and an innovative brand awareness.

- **Chapters:** 10 chapters to 24 nationwide, cloud-based chapter financials and donor reporting, events management system
- **Donor Stewardship:** Resource investment, cloud-based donor management systems, additional donor recognition programs, comprehensive impact feedback program
- **Brand:** Charity Navigator rating (3B) and social media resource investment, corporate partnerships

Due to the COVID-19 pandemic, Gift of Adoption had a clear line of sight to reaching our five-year goal of helping 500 children annually. The pandemic led to the cancellation of all spring fundraisers, including our signature event, Gather for the Gift in Chicago. Many chapters pivoted to online events or postponed events until the summer.

We expect to write nearly 450 children with their permanent families by the end of our fiscal year on June 30, 2024, a slight increase over the 441 children helped last year. As we move beyond this unprecedented time, we know that the investments made in the three pillars of the 500 in 5 Growth Strategy put us in a strong position to serve 500 and more children each year going forward.



The pandemic has made it clear that the role of the Investor Board is a key factor in the ability of our organization to operate during a crisis. Thank you for standing with us in bringing these vulnerable children home.

If you would like a personal update, please contact us here at investor@giftofadoption.org.