

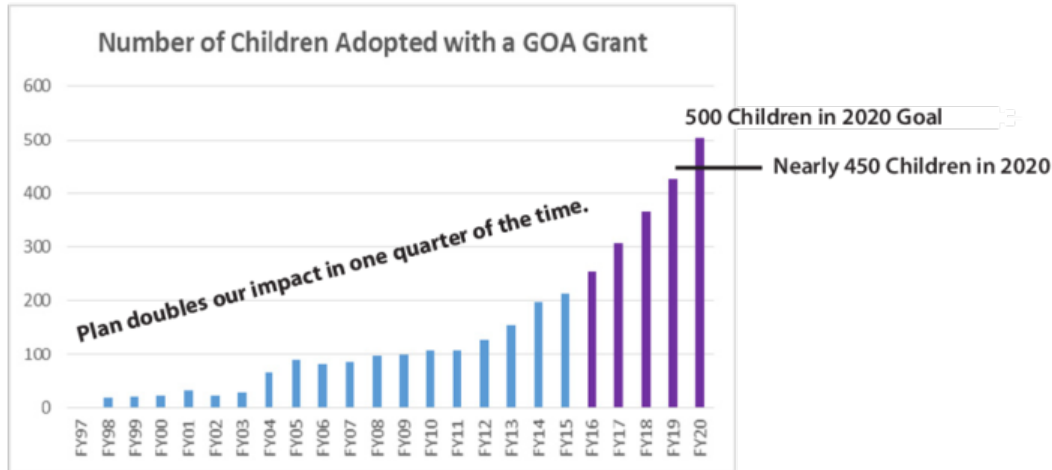
500 in 5 Growth Campaign Fully Funded

June 30th marks the end of Gift of Adoption's 2020 fiscal year, along with the end of the 500 in 5 Growth Campaign begun in July 2016. We are pleased to announce that we have reached our fundraising goal of \$1.375 million. The funds were invested in bringing 275 children home during the rapid growth of the past 5 years, along with the systems and infrastructure necessary to support the expansion of the chapter network, improvements in donor stewardship and an increase in brand awareness.

- Chapters: 10 chapters to 24 nationwide; cloud based chapter financials and donor reporting; event management system
- Donor Stewardship: Resource investment; cloud based donor management system; additional donor recognition programs; comprehensive impact feedback program
- Brand: Charity Navigator rating; PR and social media resource investment; corporate partnerships

Prior 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 forced 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 unite nearly 450 children with their permanent families by the end of our fiscal year on June 30, 2020, 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 Sharon at skomlofske@giftofadoption.org.