

Chapter
Presidents
Meeting
February 4 2022



Mission Impact

Meet Blake & Hannah

“Two years after adopting Blake's biological sister, we fostered Blake for two years when he was two years old.

Blake was in foster care when he was a toddler. Two years after returning to his birthmother, he experienced homelessness. His mother struggled to support Blake and his three other siblings and their needs.

Recently his birth mother asked if we would take care of Blake while she takes care of her mental health and the health of the other children. After a few months of Blake living in our home, we all decided it would be best for Blake to be adopted to give him a stable home where he could be with his biological sister and receive the extra help he needs for his special needs.” - Natalie

Agenda

	Agenda	Lead
3	FY2021 Results	Brian
3	FY2022 Goals	Brian
7	Chapter Plans	Brian
7	Chapter and Board Member reports	Brian
10	How to Raise \$ ideas Future Training	Julie
10	Chapter Recruiting	Pam
10	Chapter Successes	Chapter Board
3	Upcoming Communications	Julie
3	Future Meeting Schedule	Brian
56		

FY21 Results

Grants (through December)

	Actual	Budget	Variance	FY22 Budget
Kids	548	525	23	620
Grants	456	410	46	485
Average	\$4,057	\$4,000	\$57	\$4,350
Total	\$1,850,214	\$1,640,000	\$210,214	\$2,109,750
Dom/Int	67%/32%	50%/50%	+17%/-17%	50%/50%
Tier 1	66%	80%	(14%)	80%

Note: FY21 Goals w/ Eckstein Family Foundation Grant is to award 450 grants at an average of \$4,089

Applications (through December)

	Actual	Budget	Variance	Vs. Last Year	Pipeline	FY22 Goal
Applications Received	844	900	(56)	+39 / +5% (Dom +4%, Int +6%)	688	875

Thru December 2021:

3,370 grants awarded, totaling \$12,434,744 to complete the adoptions of 4,185 children

FY21 Results

REVENUE	YTD FY21	YTD Budget	Favorable / (Unfavorable) to Budget		Annual Budget (Net Revenue)	Board Pipeline
National Programs	\$ 1,802,331	\$ 1,374,147	\$ 428,184	131.2%	\$ 1,374,147	
Total National Fund Revenue	\$ 69,402	\$ 85,000	\$ (15,598)	81.6%	\$ 85,000	
Total Chapter Revenue	\$ 1,738,486	\$ 1,264,500	\$ 473,986	137.5%	\$ 1,264,500	39
Total Revenue	\$ 3,610,219	\$ 2,723,647	\$ 886,572	132.6%	\$ 2,723,647	
EXPENSE						
Core Expenses (Operating)	\$ 1,018,479	\$ 1,035,949	(17,470)	98.3%	\$ 1,035,949	
National/Fund Grant Expense	\$ 523,170	\$ 375,500	147,670	139.3%	\$ 375,500	
Chapter Grant Expense	\$ 1,334,544	\$ 1,264,500	70,044	105.5%	\$ 1,264,500	
Total Expense	\$ 2,876,193	\$ 2,675,949	200,244	107.5%	\$ 2,675,949	
Net Income (incl Inv Gain/Loss)	\$ 734,026	\$ 47,698	686,328	1538.9%	\$ 47,698	
Investment Gain/Loss	\$ 97,100	\$ -	97,100		\$ -	
Net Income (excl Inv Gain/Loss)	\$ 636,925	\$ 47,698	589,227		\$ 47,698	
Program Service Expense Ratio	TBD	TBD	-	-	75%	
GRANT METRICS						
Total Amnt of Grants Awarded*	\$ 1,857,714	\$ 1,640,000	217,714	113.3%	\$ 1,640,000	
Grant Volume	456	410	46	111.2%	410	
Average Grant Amount	\$ 4,074	\$ 4,000	74	101.8%	\$ 4,000	
Total Children Helped	548	525	23	104.4%	525	

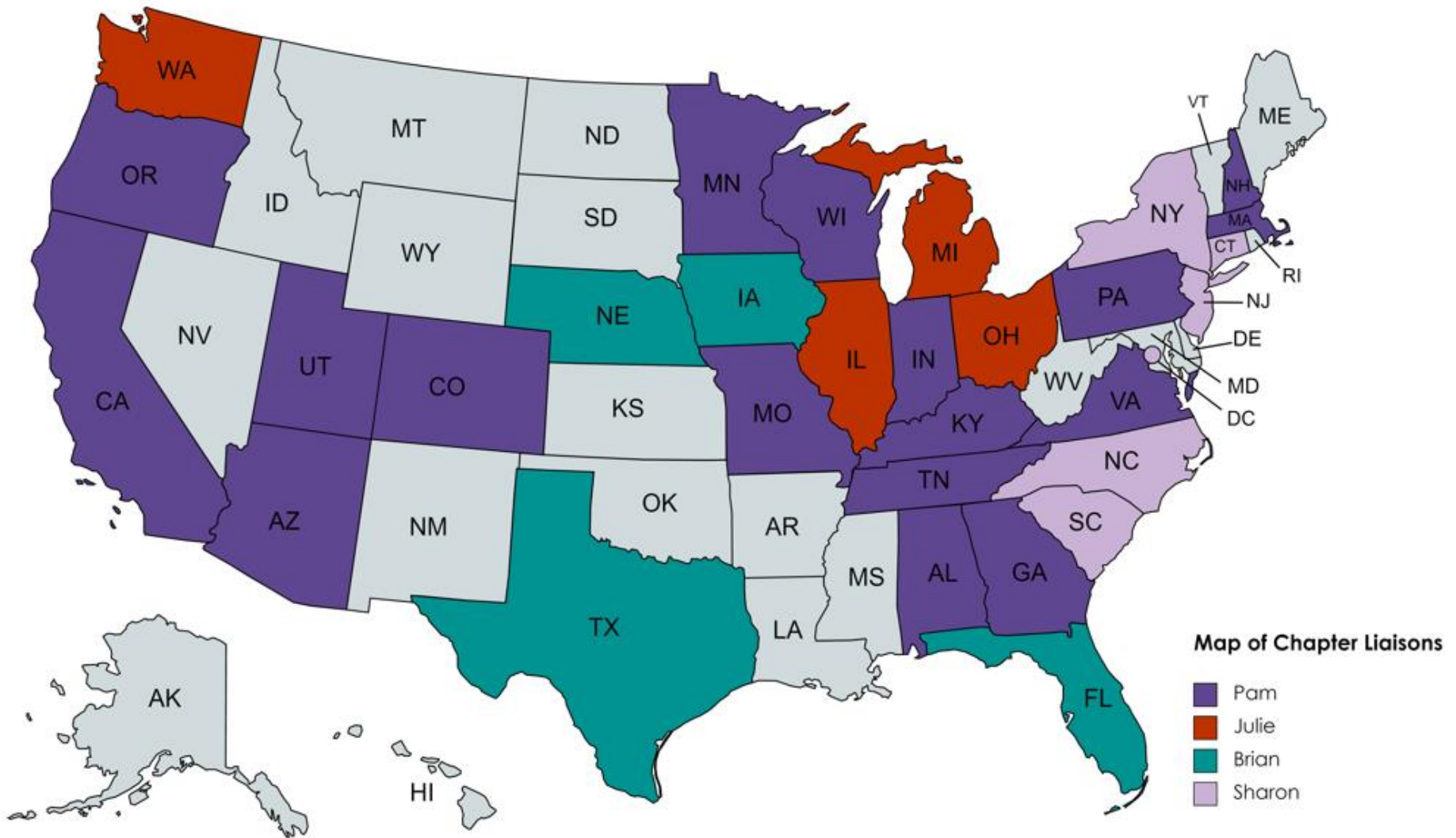
FY22 Goals

Metric	FY22 Plan	FY21 Actual	Change v FY21	% Change v FY21
Grants Awarded	485	456	29	6%
Children Adopted	620	548	72	13%
Avg. Grant Amount	\$4,350	\$4,057	\$293	7%
Grant Spend	\$2,109,750	\$1,850,214	\$252,036	14%
Core Cost Spend	\$1,173,481	\$1,018,479	\$155,002	15%
Total Spend	\$3,283,231	\$2,876,193	\$407,038	14%
National Rev	\$1,700,247	\$1,802,331	(\$101,984)	(6%)
Partner (fund) Rev	\$271,000	\$69,402	\$201,598	290%
Chapter Rev	\$1,343,000	\$1,738,486	(\$395,486)	(23%)
Total Revenue	\$3,314,247	\$3,610,219	(\$467,972)	(8%)
Net Income	\$31,016	\$734,026	-	-
Program Ratio	75%	78%	-3	-3%
Charity Navigator	>=***	>= ***	-	-
Chapter Number	29	26	3	11%
Cost / \$ Raised	11.89%	11.63%	(0.26)	2%

Chapter Plans

- Chapter Planning Docs created with Pilot Chapters (AZ, CO, FL, KY, TX chapters) in 2021
- Planning Docs available for each chapter on Google Drive (sample: https://docs.google.com/spreadsheets/d/1foSEjZlraF8G2kw0xWGdJT_pSQqgN71FnQDvL6M9RkU/edit#gid=504383290)
- Chapter Liaison will (or already has) connect with your chapter to walk through planning process in detail. See next slide for Chapter Liaisons.
- Please complete the Chapter Plan and FY22 Budget tab before 2/15/22.

Chapter Plans



Chapter Board Member Reports

- Chapter Board Member Give/Get report formats created with Pilot Chapters (AZ, CO, FL, KY, TX chapters) in 2021.
- Give Reports rolled out in Q4 FY21. (Currently checking in with any members who did not meet their Give commitment in tandem with Code of Conduct renewals.)
- Give and Get reports will both be sent to all Chapter Board Members each quarter beginning in April 2022 (Q1 reports).
- Continue to let us know who is generating your chapter gifts to improve accuracy of the Get reports.

How You Can Raise Money - Events

- Participate in the Online Chapter Auction
 - 9 chapters raised \$28K
 - Will happen again in 2022 - moved forward to August
 - Successful packages included vacation stays, city-specific tourist opportunities, unique or one-of-a-kind opportunities
- Go for the Gift – more flexibility in 2022
 - Chapters may choose to do at any time; will not be one national timeframe
 - Works best when there are chapter/team champions
 - Consider an in-person stair climb event
- Gather for the Gift
 - Tables, sponsorships and all Gather chapter activity credited to chapter
 - National event planned for Sept 22nd at Four Seasons, no livestreamed program; keynote speaker TBD
- Tutorial for in-person event fundraising planned for 2Q 2022

How You Can Raise Money – Non-Event

- Friend of the Chapter program
 - Friends commit to \$1,000/year for three years
 - Matches work well to incent membership
- Giving Circles and Facebook Fundraising (LY \$68K raised through 1,400 donors)
- Cultivation of major donor prospects
- Community Support
 - Local Giving Days
 - Kiwanis, Rotary
 - Community Foundation Listings
- Family and Corporate Foundations
 - Commit to researching prospects, staff can train

Chapter Recruiting

Trends in GOA Recruiting in 2021:

- More rigor in screening
- More year end resignations

Shift in sourcing of new board member:

- Referrals from existing board members moved from 48% to 22% in '21.

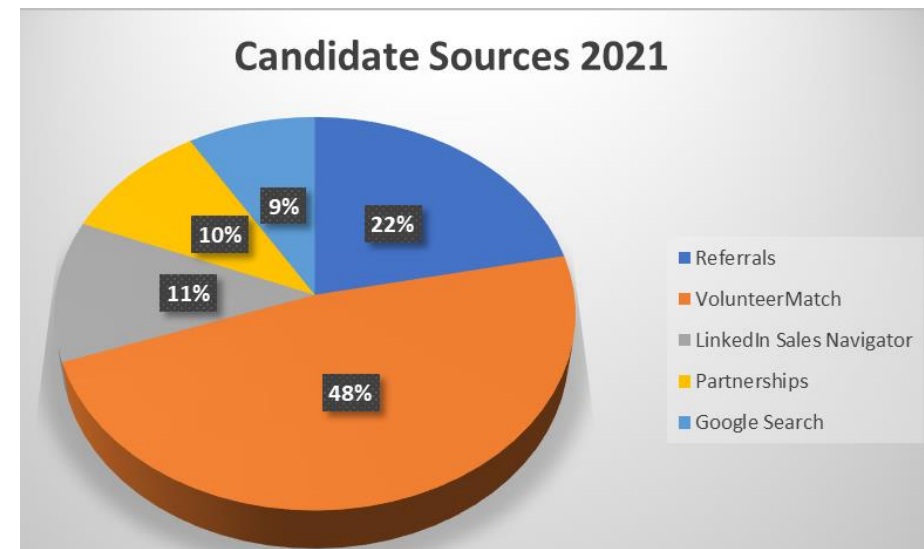
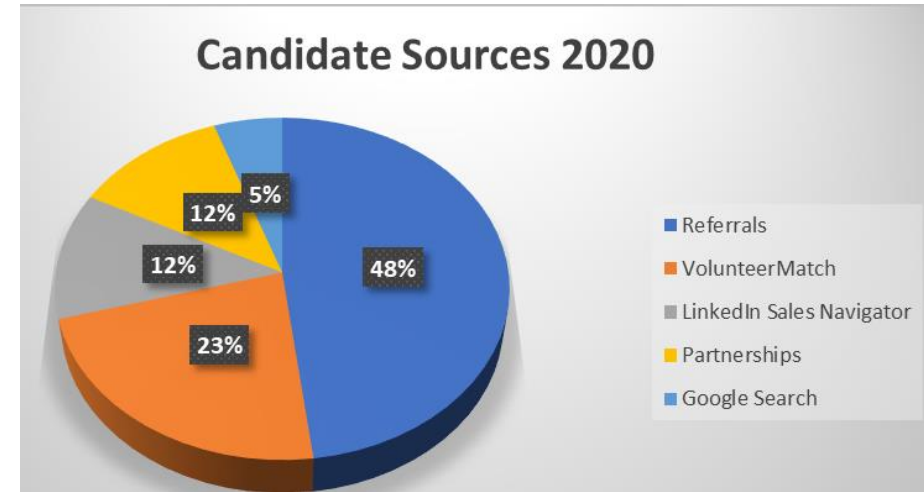
For 2022:

Increasing outside resource from 10 to 28 hour per week

Leveraging directed Investor Bord gift to direct more resource to recruiting / reinvigorating the GOA CT Chapter.

Thoughts about a referral bonus program?

- Q1&2 emphasis on Board recruiting
- \$250 bonus in Dec 2022 to chapters for each new board member recruited to their own | another GOA chapter during Q1 & Q2 of 2022
- New board member would need to be actively participating in the chapter and have met or exceeded their respective chapters' give/get goals.





Chapter Successes

Harrison, Adopted from Bulgaria by Durham, NC, grant recipients Lee-Ann and William

Upcoming Communications/Trainings

- Year-in-review mailing to major donors in Feb
- Investor Webcast in April
- GOA Annual Report in April
- Ongoing social media content sharing
 - (please confirm chapter contact if not done so)
- Monthly Stories to Celebrate
- Event fundraising tutorial and 'who does what' at national – 2Q
- Also...we'll be refreshing giftofadoption.org!

Future Meetings

1. Propose Fridays each quarter (do Fridays tend to work)

First Friday in May, May 6

First Friday in August, August 5

First Friday in November, November 4

2. Time of Day 10am CST or a better time?

3. President or another board member from your chapter / recording