

2021 Annual Fund Year in Review & Looking Forward to 2022

**Board of Directors Meeting
February 1, 2022**



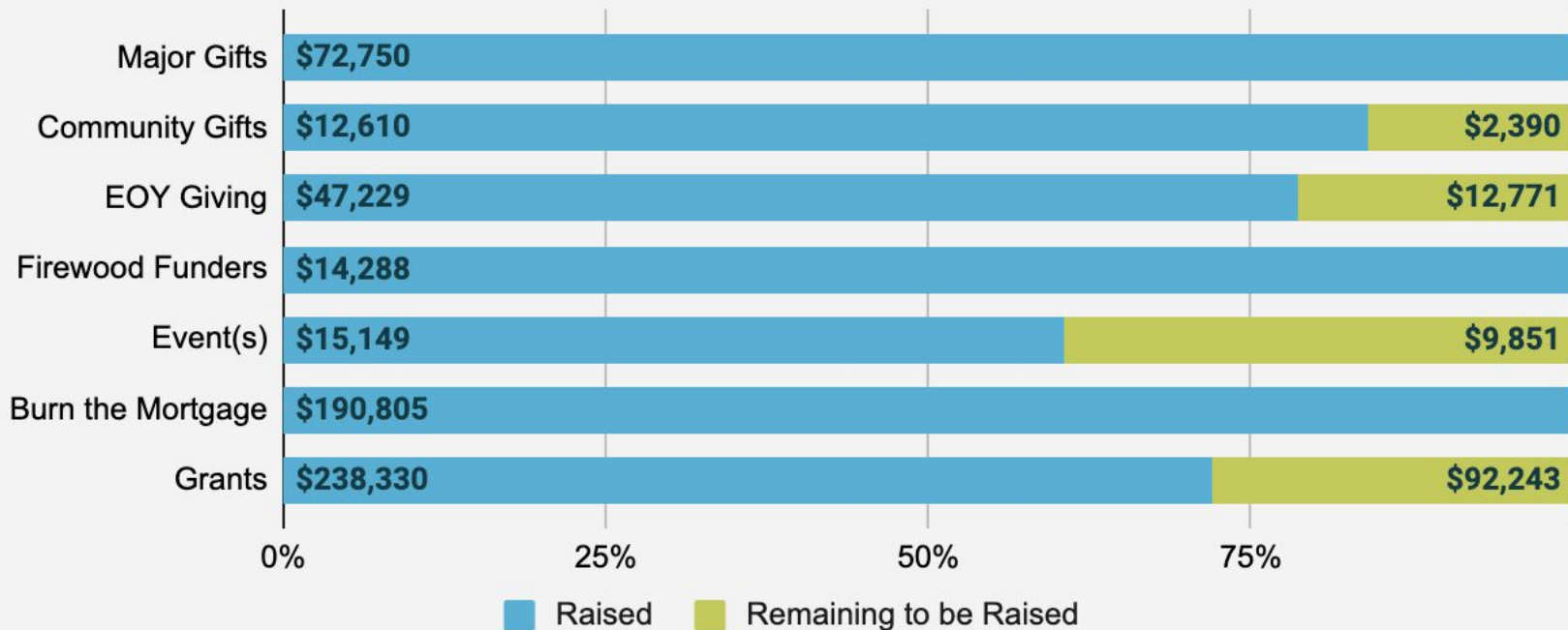
Total Raised in 2021

Raised in 2021

| | Goal | Raised | % |
|--------------------------|------------------|------------------|-------------|
| Major Gifts | \$42,000 | \$72,750 | 173% |
| Community Gifts | \$15,000 | \$12,610 | 84% |
| EOY Giving | \$60,000 | \$47,229 | 79% |
| Firewood Funders | \$14,000 | \$14,288 | 102% |
| Event(s) | \$25,000 | \$15,149 | 61% |
| Annual Fund Total | \$156,000 | \$162,026 | 104% |
| | | | |
| Burn the Mortgage | \$190,805 | \$190,805 | 100% |
| Grants | \$330,573 | \$238,330 | 72% |
| TOTAL | \$677,378 | \$591,160 | 87% |

Total Raised in 2021

Raised in 2021



Key 2021 Metrics

Key Metrics

| | FY19 | FY20 | FY21 |
|------------------|-------------|-----------|-----------|
| Total # of gifts | 721 | 755 | 704 |
| Total \$ | \$1,093,292 | \$623,563 | \$591,160 |
| Total Donors | 382 | 381 | 293 |
| Renewing Donors | 172 | 157 | 157 |
| Retention Rate | 44% | 41% | 41% |
| Firewood Funders | 14 | 33 | 46 |

Raised by Source in 2021

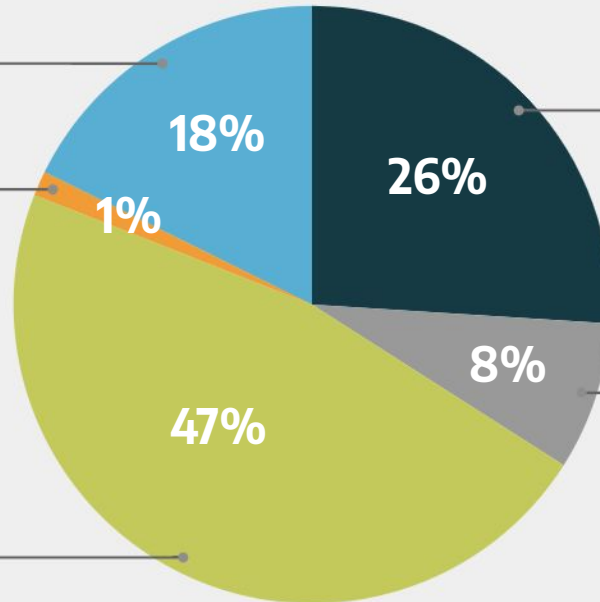
FY21 Raised by Source

Percentage by Source of Total Raised

Annual Fund
17.7%

Samara
1.3%

Government Contracts
46.9%



Grants & Foundations
26.0%

Direct Public Support (PPP)
8.0%

Key Takeaways from 2021

- COVID-good and “bad”
- Did not have an event like I am Tree yet we were able to raise money for the 10 year anniversary through sponsorships
- Because we ran a minor campaign to Burn the Mortgage, we did not actively solicit unrestricted major gifts...YET, we blew way past the goal
- Community gifts were slightly down but Tree Turns 10 helped
- FIREWOOD FUNDERS-big win!

2022:
Here We
Come!



Projections for 2022

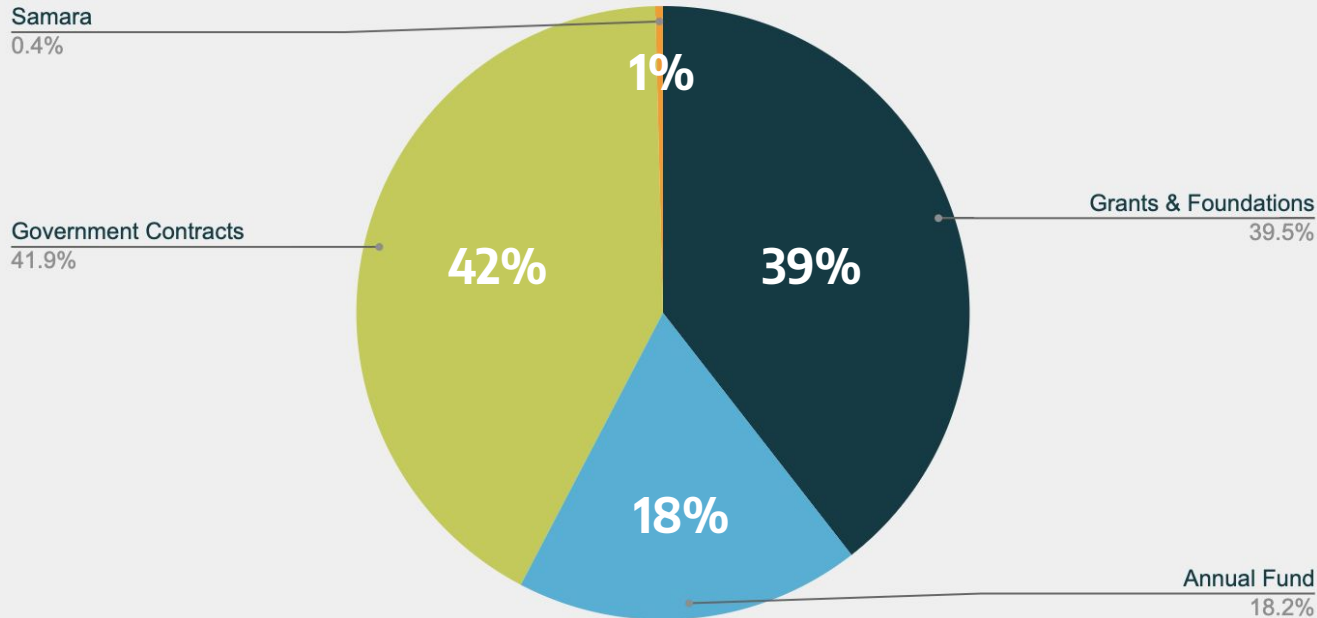
Raised To Date

| | Goal | Raised | % |
|--------------------------|------------------|-----------------|-----------|
| Major Gifts | \$75,000 | \$11,000 | 15% |
| Community Gifts | \$12,000 | \$555 | 5% |
| EOY Giving | \$40,000 | \$0 | 0% |
| Firewood Funders | \$15,000 | \$1,263 | 8% |
| Event(s) | \$30,000 | \$0 | 0% |
| Online Appeals | \$10,000 | \$0 | 0% |
| Annual Fund Total | \$182,000 | \$12,818 | 7% |
| | | | |
| Grants | \$394,386 | \$5,000 | 1% |
| TOTAL | \$576,386 | \$17,818 | 3% |

Projected Income by Source in 2022

FY22 Budget by Income Source

Percentage of Total Income Budgeted by Source



2022 Initiatives

- STEWARDSHIP of all donors with special emphasis on major donors (\$1000+)
- TREK-it's going to be great. Will need all hands on deck
- Theme for the year (in process). We have found that selecting a theme makes everyone's job easier (especially Alli's) and donors respond favorably
- BIG IDEA??? Emerging leaders fund; innovation fund; Samara Fund????



Thank you!