



We exist to support and promote outstanding opportunities through recreation for children and adults with disabilities in cooperation with Northwest Special Recreation Association.

**Regular Meeting
January 26, 2021 - 3:30 p.m.**

**Via Zoom
<https://zoom.us/j/95734910529>**

Meeting ID: 957 3491 0529

Call In 312 626 6799

AGENDA

- I. Call to Order
Roll Call
- II. Introduction of Guests:
 - A. Andi Marfilus - Intern
 - B. Faithe Kazmark - Intern
 - C. Kathryn Schuermann - Intern
 - D. Jenny Wood – Intern
- III. Approval of Agenda
- IV. Approval of Minutes – Pages 3-6
- V. Correspondence
 - A. Written
 - B. Oral
- VI. Reports: - Pages 7-30
 - A. SLSF Reports –
 - 1. 2020 Year End Report
 - 2. COVID 2020 Event Budget vs. Actual Event Budget
 - 3. Celebrate Ability Gala 2020 Wrap Up
 - 4. 2020 Year End Grant Report
 - 5. 2020 Year End Strategic Goals
 - 6. 2019 vs. 2020 Annual Appeal Comparison
 - 7. 2019 vs. 2020 Annual Giving Comparison
 - 8. 2020 Year End Financial Wrap-up
 - B. Marketing and Public Relations Report
 - C. NWSRA Program Report – Oral Report
 - D. NWSRA Lightning Booster Club – Oral Report
- VII. Review of Financial Statements/Investments: - Pages 31-42
 - A. SLSF Investment Update
 - B. Organizational Cash Overview
 - C. SLSF Budget vs. Actual

- D. Balance Sheets
- E. 4th Quarter Financial Report
- F. Other
- VIII. Approval of Warrant: - Pages 43-47
 - A. Motion to approve Warrant# 11 - \$47,343.52
 - B. Motion to approve Warrant# 12 - \$20,444.52
 - C. Motion to approve Warrant #1 - \$153,439.38
- IX. Old Business:
 - A. SLSF Retreat Update - Oral
- X. New Business: Pages 48-60
 - A. Strategic Plan:
 - 1. 2018-2020 Strategic Plan Review
 - 2. 2021 Strategic Plan
 - 3. FY 2021 Goals
- XI. Information/Action Items:
 - A. 2020 Year in Review
 - B. Board Member Goals for 2021 – Oral
 - C. Other
- XII. Comments
- XIII. Adjournment

Mission Statement

We exist to support children and adults with disabilities through philanthropy for
Northwest Special Recreation Association

IV. Minutes

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**MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF
THE SPECIAL LEISURE SERVICES FOUNDATION
HELD VIA ZOOM ON THE 8th OF DECEMBER 2020**

Chairman Nowicki called the meeting to order at 3:39 p.m.

Those present were: Amy Charlesworth, Al Crook, Jay Morgan, Tony LaFrenere, Kathy Nowicki, Terri Oates, Tom Perkins, Kevin Romejko, Jonathan Salk and Dave Speers

Absent were: Carl Arthur, Tom Campone, Anthony Gattuso, Dennis Hanson, Diane Hilgers, Jim Houser, and Agnes Laton

Also present were: Tracey Crawford, President; Cathy Splett, Superintendent of Development; Andrea Griffin and Rachel Hubsch, Superintendents of Recreation; Brian Selders, Superintendent of Communications and IT; Darleen Negrillo, Superintendent of Administrative Services; Miranda Woodard, Accounting Manager; Liz Thomas, Foundation Manager; Megan O'Brien, Events Coordinator; Lily Moser, Intern and Jessica Vasalos, Administrative Manager, as recording secretary.

Chairman Nowicki asked Superintendent Splett to run the meeting of December 8, 2020.

Introduction of Guests

Superintendent Hubsch introduced Lily Moser, Intern. Superintendent Splett introduced the new Foundation Manager, Liz Thomas.

Approval of Agenda for December 8, 2020

Superintendent Splett asked for a motion to approve the agenda for December 8, 2020.

Director Oates made the motion and Director Perkins seconded the motion.

Upon voice vote, the motion carried.

Approval of Minutes for October 20, 2020

Superintendent Splett asked for a motion to approve the minutes for the October 20, 2020 meeting. Director LaFrenere moved the motion and Director Crook seconded the motion. Upon voice vote, the motion carried.

Correspondence

Written:

None

Oral:

None

New Business

Installation of Officers

Superintendent Splett asked for a motion to approve the installation of new Board Member Ryan Risinger. Director Morgan moved the motion and Director Oates seconded the motion. Upon Voice vote, the motion carried.

Approval of Terms and Committees

Superintendent Splett asked for a motion to approve the Terms and Committees as presented.

Director Oates moved the motion and Director Charlesworth seconded the motion. Upon roll being called, the vote was as follows:

AYA: Amy Charlesworth, Al Crook, Jay Morgan, Tony LaFrenere, Kathy Nowicki, Terri Oates, Tom Perkins, Kevin Romejko, Jonathan Salk and Dave Speers

NAY: None

The motion carried.

Approval of Legal Counsel

Superintendent Splett asked for a motion to approve legal counsel of Robbins, Schwartz, Nicholas, Lifton & Taylor – Howard Metz as attorney. Director LaFrenere moved the motion and Director Perkins seconded the motion. Upon roll being called, the vote was as follows:

AYA: Amy Charlesworth, Al Crook, Jay Morgan, Tony LaFrenere, Kathy Nowicki, Terri Oates, Tom Perkins, Kevin Romejko, Jonathan Salk and Dave Speers

NAY: None

The motion carried.

Appointment of President

Superintendent Splett asked for a motion to approve Resolution R2020-5 appointing Tracey Crawford, President of SLSF. Director Perkins moved the motion and Director LaFrenere seconded the motion. Upon roll being called, the vote was as follows:

AYA: Amy Charlesworth, Al Crook, Jay Morgan, Tony LaFrenere, Kathy Nowicki, Terri Oates, Tom Perkins, Kevin Romejko, Jonathan Salk and Dave Speers

NAY: None

The motion carried.

Conflict of Interest Policy & Annual Statement

Superintendent Splett explained to the Board the Conflict of Interest Policy and Annual Statement. She asked the Board to review the document, and email the completed document to her by the next Board Meeting on January 20, 2021.

Information/Action Items

Proposed Budget 2021

Superintendent Splett and President Crawford explained the budget and addressed any questions that were raised. Upon no further questions, Superintendent Splett asked for a motion to approve the proposed 2021 budget as presented. Director Salk moved the motion and Director Perkins seconded the motion. Upon roll being called, the vote was as follows:

AYA: Amy Charlesworth, Al Crook, Jay Morgan, Tony LaFrenere, Kathy Nowicki, Terri Oates, Tom Perkins, Kevin Romejko, Jonathan Salk and Dave Speers

NAY: None

The motion carried.

Adjournment

Being no further business to come before the Board, Superintendent Splett called for a motion to adjourn the meeting at 4:10 pm. Director Oates moved and Director Crook seconded the motion. Upon voice vote, the motion carried.

Secretary

VI. Reports

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Date: January 2021
 To: Tracey Crawford, Executive Director
 From: Cathy Splett, Superintendent of Development
 RE: SLSF Update for the January SLSF Board Meeting

Sponsorships: Sponsorship dollars are part of the SLSF event budgets. In 2020 SLSF budgeted \$76,400 but received \$59,392.34 in event sponsorship. The amount is under budget due to the cancellation of one golf outing and decrease in sponsorships due to the financial effects of COVID-19 on our communities and businesses.

Grants: The FY 2020 budgeted grant total was \$86,000. SLSF applied for \$97,540 in private grants and \$10,088.37 in a governmental grant through IEMA/FEMA. From the proposals sent, \$74,636 in grant money has been approved and \$74,436 has been received in 2020.

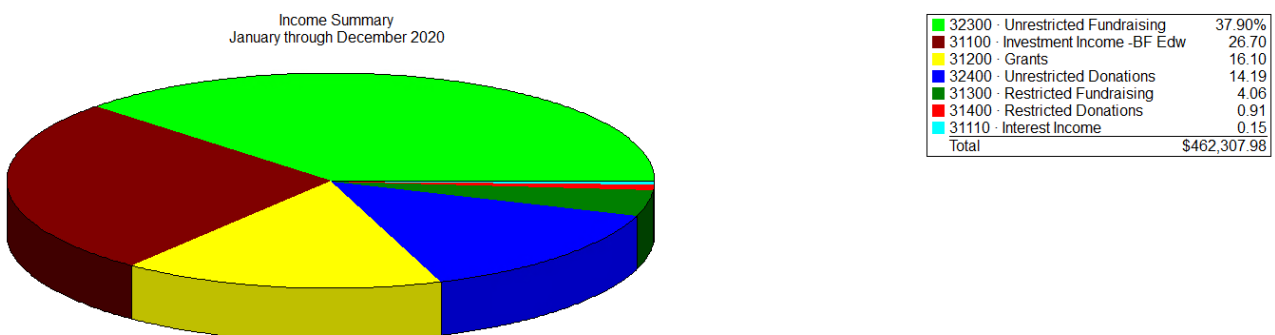
NWSRA was awarded a 14-passenger accessible vehicle from the 2018 IDOT grant that was submitted. SLSF has been contacting IDOT regarding the new delivery date.

Events: The FY 2020 Events budgeted amount was \$293,665. The total amount received was \$198,527 which was lower than budgeted due to COVID-19. State and local guidelines dictated the number of attendees for the golf outings which caused a decrease in revenue. SLSF was unable to host the Celebrate Ability Gala in person due to being in Tier 3 mitigations but decided to host a virtual Celebrate Ability Gala which grossed over \$40,000. A portion of those dollars represent event sponsorships as shown in the sponsorship portion of this report.

Additional Fundraising Campaigns:

Dakota K - proceeds from Fundraiser	\$ 991.00
High Five Campaign	\$ 1,740.00
Moretti's Dine and Earn	\$ 323.85
Virtual Trivia Nights	\$ 715.00
Tap House Golf Fundraiser	\$ 1,200.00
Tee Shirt Fundraiser	\$ 625.00
Popcorn Sales	\$ 2,155.00

Grants to NWSRA: FY 2020, the SLSF Board approved a grant to NWSRA in the amount of \$347,500; SLSF granted NWSRA a total of \$202,637.57. The amount granted was under budget due to lower scholarship requests, decrease in supply needs due to cancellation of programs and decrease in restricted athletic funding due to cancellation of tournaments. On May 19, 2020 the board approved that the budgeted money will be allocated where needed due to agency needs shifting because of COVID-19. SLSF has directly paid \$132,443.62 for the rent at the Wheeling and Buffalo Grove NWSRA programming spaces, RMCC storage and office spaces, furniture for NWSRA programming space in Wheeling, appliances, and the Sensory Garden.



FY 2020 COVID Event Budget

Events		2020 Pre COVID Budget		COVID Budget	ACTUAL 2020 - COVID	Difference from COVID Budget to Actual COVID	Difference (2020 Budget to COVID)
Gold Medal Fashion Show	Gross*	\$ 59,350.00	Gold Medal Fashion Show		\$ 50,677.00		
	Expense	\$ 24,650.00			\$ 24,150.77		
	Net*	\$ 34,700.00		\$26,526.23	\$ 26,526.23	\$ -	\$ (8,173.77)
	# attending	460					
	cost per person	\$ 53.59					
Buffalo Grove Classic	Gross	\$ 32,175.00	Buffalo Grove Classic	\$17,052.75	\$29,512.00		
	Expense	\$ 7,618.00		\$4,037.54	\$5,422.87		
	Net	\$ 24,557.00		\$13,015.21	\$24,089.13	\$ 11,073.92	\$ (467.87)
	# attending	75		81			
	cost per person	\$ 101.57					
Palatine Hills Golf Classic	Gross	\$ 25,090.00	Palatine Hills Golf Classic	\$ 9,785.10	\$ 15,447.00		
	Expense	\$ 6,525.00		\$ 2,544.75	\$ 2,213.79		
	Net	\$ 18,565.00		\$ 7,240.35	\$ 13,233.21	\$ 5,992.86	\$ (5,331.79)
	# attending	93		36	62		
	cost per person	\$ 70.16			\$ 35.71		
Moretti's/NWSRA Golf Clas	Gross	\$ 28,450.00	Dine In	\$ 1,200.00	\$ 323.85	Morettis	
	Expense	\$ 4,640.00		\$ 1,500.00	\$ 104.72	Panera	
	Net	\$ 23,810.00	Trivia		\$715.00		
	# attending	80					
	cost per person	\$ 58.00	Tap House Proceeds		\$1,200.00		
			Tee Shirt Fundraiser		\$625.00		
			Popcorn sales		\$2,155		
			Total	\$ 2,700.00	\$ 5,123.57	\$ 2,423.57	\$ (18,686.43)
Arlington Classic	Gross	\$ 26,600.00	Arlington Classic	\$ 13,300.00	\$ 20,193.00		
	Expense	\$ 4,910.00		\$ 2,455.00	\$ 2,187.06		
	Net	\$ 21,690.00		\$ 10,845.00	\$ 18,005.94	\$ 7,160.94	\$ (3,684.06)
	# attending	80		40			
	cost per person	\$ 135.00					
Women's Only Outing	Gross	\$ 16,800.00	Women's Only Outing	\$ 11,928.00	\$ 21,112.41		
	Expense	\$ 4,270.00		\$ 3,031.70	\$ 3,850.64		
	Net	\$ 12,530.00		\$ 8,896.30	\$ 17,261.77	\$ 8,365.47	\$ 4,731.77
	# attending	70		50			
	cost per person	\$ 61.00					
T&M Golf Outing	Gross	\$ 16,000.00	T&M Golf Outing	\$ 16,000.00	\$ 17,366.64		
	Expense	\$ 5,730.00	Based on same attendance	\$ 5,730.00	\$ 1,815.29		
	Net	\$ 10,270.00		\$ 10,270.00	\$ 15,551.35	\$ 5,281.35	\$ 5,281.35
	# attending	35		35			
	cost per person	\$ 163.71					
Celebrate Ability	Gross	\$ 89,200.00	Celebrate Ability	\$ 35,680.00	\$ 39,926.19		
	Expense	\$ 31,300.00	Based on 100 attendees (44%)	\$ 10,300.00	\$ 5,166.81		
	Net	\$ 57,900.00	10 baskets x \$100/basket= \$1,000 expense on baskets	\$ 25,380.00	\$ 34,759.38	\$ 9,379.38	\$ (23,140.62)
	# attending	224	bucket o' cheer= \$4,000 revenue				
	cost per person	\$ 139.73					
Totals	Gross	\$ 293,665.00		\$ 132,972.08	\$ 199,357.81	\$ 66,385.73	\$ (94,307.19)
	Expense	\$ 89,643.00		\$ 54,625.22	\$44,807.23		
	Net	\$ 204,022.00	Net	\$ 104,873.09	\$ 154,550.58	\$ 49,677.49	\$ (49,471.42)

*money received in previous year allocated for event

FY 2020 COVID Event Budget

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	Expense	\$ 7,618.00		\$4,037.54	\$5,422.87		
	Net	\$ 24,557.00		\$13,015.21	\$24,089.13	\$ 11,073.92	\$ (467.87)
	# attending	75		81			
	cost per person	\$ 101.57					
Palatine Hills Golf Classic	Gross	\$ 25,090.00	Palatine Hills Golf Classic	\$ 9,785.10	\$ 15,447.00		
	Expense	\$ 6,525.00		\$ 2,544.75	\$ 2,213.79		
	Net	\$ 18,565.00		\$ 7,240.35	\$ 13,233.21	\$ 5,992.86	\$ (5,331.79)
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	cost per person	\$ 70.16			\$ 35.71		
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	Expense	\$ 4,640.00		\$ 1,500.00	\$ 104.72	Panera	
	Net	\$ 23,810.00	Trivia		\$715.00		
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	cost per person	\$ 58.00	Tap House Proceeds		\$1,200.00		
			Tee Shirt Fundraiser		\$625.00		
			Popcorn sales		\$2,155		
			Total	\$ 2,700.00	\$ 5,123.57	\$ 2,423.57	\$ (18,686.43)
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	Expense	\$ 4,910.00		\$ 3,031.70	\$ 3,850.64		
	Net	\$ 12,530.00		\$ 8,896.30	\$ 17,261.77	\$ 8,365.47	\$ 4,731.77
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	# attending	35		35			
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	Expense	\$ 31,300.00	Based on 100 attendees (44%)	\$ 10,300.00	\$ 5,166.81		
	Net	\$ 57,900.00	10 baskets x \$100/basket= \$1,000 expense on baskets	\$ 25,380.00	\$ 34,759.38	\$ 9,379.38	\$ (23,140.62)
	# attending	224	Bucket O' Cheer= \$4,000 revenue				
	cost per person	\$ 139.73					
Totals	Gross	\$ 293,665.00		\$ 132,972.08	\$ 200,757.81	\$ 67,785.73	\$ (92,907.19)
	Expense	\$ 89,643.00		\$ 54,625.22	\$44,807.23		
	Net	\$ 204,022.00	Net	\$ 104,873.09	\$ 155,950.58	\$ 51,077.49	\$ (48,071.42)

*money received in previous year allocated for event

Date: November 6, 2020

To: Tracey Crawford

From: Megan O'Brien

Event: ***Celebrate Ability Gala***

Event History: The Gala started in 1993 as the Special Olympics Awards and Recognition Dinner. Through the years, it has morphed from an awards dinner to a Fundraising Gala, the highest grossing fundraising event of the SLSF year.

of years event held: 27 years

Event Explanation: The Gala consists of a dinner, silent auction, a motivational speech or video from a participant or their family or a NWSRA staff member followed by the Impact Auction. The funds raised in the Impact Auction are for the specific cause addressed in the speech/video. Another raffle held at the Gala is the "Bucket o' Cheer," which consists of alcoholic beverages donated by NWSRA and SLSF board members, NWSRA staff and the gala committee members. The winner takes home two eight foot tables worth of beverages, cocktail napkins and other assorted bar accessories.

This year the price of the Gala ticket was lowered to \$100 to accommodate the pivot from an in-person event to a virtual event. Guests who paid for a ticket received entry into the \$100 raffle, an arm's length of tickets for the Bucket o' Cheer, access to the online silent auction and wish list items and the Zoom link for the night of the event.

Event Preparation: The Gala committee begins meeting in May to plan the November event. However, the committee members are gathering ideas all year long from one Gala to the next. Letters for donations for the silent auction were sent in October due to the pandemic, in past years letters are mailed in July. In previous years, there is an Impact Auction that gives guests the opportunity to donate money for a specific ask. This year, the committee and the SLSF team created a wish list of items with the help of the NWSRA staff. The Wish List included items that each department and programming space wanted to add to their space to help participants and enhance programming. The committee and SLSF team added 6 jewelry items from a consignment vendor in California. Items consisted of 3 pairs of earrings, a necklace, a bracelet and cuff links. Four of the six items had bids placed and were purchased.

Invitations were mailed the last week of September. The Foundation Manager began contacting sponsors in September, typically sponsors are contacted in July. Programs are printed which highlight the events of the evening as well as advertisements from the sponsors. This year a virtual program was created and emailed to guests the week of the Gala. The program book consisted of sponsor ads, highlights of the evening and the schedule of the night.

The SLSF team ran numerous tech run throughs prior to the event to ensure all technology, sound, videos and the flow of the event would work the night of. The SLSF team had the committee join on the final tech run through the week of the event to provide feedback on the production.

The mobile bidding platform, GiveSmart Inc., is contacted in March and a contract is signed. The mobile bidding eliminates the need to print the silent auction items in the program and allows people to bid from offsite. The use was a success as the guests were able to bid from their homes, as the event was virtual. Guests were notified when they were out bid and received text messages throughout the night informing them of when events were happening and reminders about the raffles. The Wish List was included on the GiveSmart platform for guests. These items were listed as “Buy it Now” items. 30 of the Wish List items were purchased and the wish list was left open for a week after the event.

On the day of the Gala, the SLSF team set up the banquet room for production of the virtual event. In past years, the committee and SLSF would meet at Chevy Chase in the morning to set up the banquet room, silent auction and bucket o’ cheer. Former NWSRA staff member and committee member Angie Lee created a lovely centerpiece that was available for guests to bid on in the silent auction.

Guests who won silent auction items, the \$100 raffle and the Bucket o’ Cheer were all contacted via email the night of to schedule a pick up for Saturday, November 7th or during the week of November 9th. Silent Auction items were all prepackaged and labeled with the basket number and the winners name to allow for a quick and safe pick up. Guests who won jewelry items from Jewels with a Purpose were emailed to let them know that their items would be mailed to them directly.

Committee Names:

Marge Janovics	Terri Oates
Beth Anne Ausnehmer	Maureen Kerrigan
Nuala Gewargis	Angie Lee

Actual day of explanation:

6:00 p.m.	30 mins	Waiting Room	<ul style="list-style-type: none"> 2 -- Scrolling Screen (Cohost)(MS) <ul style="list-style-type: none"> “Share music or sound only” feature on “share mode” Celebrate Ability Logo Sponsors Pictures of Participants Guests in breakout rooms by table “Snap a screenshot of your ‘table’” 1 – Live video prepped but off (BS) <ul style="list-style-type: none"> Host “Stop Sharing” to bring to live Mute all
6:30 p.m.	8-10 mins	Live Welcome	<ul style="list-style-type: none"> 1- Live Welcome w/ hosts (Cohost) <ul style="list-style-type: none"> TC welcomes group & gives a rundown of the event CS will explain GiveSmart and what to look for there Preview of Silent Auction and Bucket o’ Cheer TC introduces the RMCC space Chat shares GiveSmart link 1 - Turn off Main Camera & Mic and swap cohost

			<ul style="list-style-type: none"> • 2 – RMCC Video prepped <ul style="list-style-type: none"> ○ Video and mic off • Text: “The Celebrate Ability Gala has begun!”
6:40 p.m.	3 mins	Rolling Meadows Programming Space	<ul style="list-style-type: none"> • 1 – Mic and Video off • 2 – Presentation up in full screen <ul style="list-style-type: none"> ○ Runtime: 2 minutes, 59 seconds • 1 – Mic and Video on standby <ul style="list-style-type: none"> ○ Host “Stop Sharing” to bring to live at 2:55
6:45 p.m.	2 mins	Live Check In	<ul style="list-style-type: none"> • 1 - Main Camera & Mic on <ul style="list-style-type: none"> ○ CS reads a parent statement ○ Introduction to HP • 2 – HP Video prepped <ul style="list-style-type: none"> ○ Video and mic off
6:48 p.m.	4 mins	Hanover Park Programming Space	<ul style="list-style-type: none"> • 1 – Mic and Video off • 2 – Presentation up in full screen <ul style="list-style-type: none"> ○ Runtime: 3 minutes, 10 seconds • 1 – Mic and Video on standby <ul style="list-style-type: none"> ○ Host “Stop Sharing” to bring to live at 3:08
6:52 p.m.	8 mins	Live Check In	<ul style="list-style-type: none"> • 1 - Main Camera & Mic on <ul style="list-style-type: none"> ○ TC reads statement from Devo Family about the sensory garden and 2019 impact auction ○ Introduction to MP • 2 – MP Video prepped <ul style="list-style-type: none"> ○ Video and mic off
7:00 p.m.	3 mins	Mt. Prospect Programming Space	<ul style="list-style-type: none"> • 1 – Mic and Video off • 2 – Presentation up in full screen <ul style="list-style-type: none"> ○ Runtime: 2 minutes, 14 seconds • 1 – Mic and Video on standby <ul style="list-style-type: none"> ○ Host “Stop Sharing” to bring to live at 2:10 • Text alert: Auction closing at 7:30 pm
7:03 p.m.	10 mins	Live Check In	<ul style="list-style-type: none"> • 1 - Main Camera & Mic on • 3 – Good Morning America check - in <ul style="list-style-type: none"> ○ TC checks in with Terri Oates to say hello <ul style="list-style-type: none"> ▪ CS Thanks Sponsors ▪ 30 second Video from Clearbrook • 2 – Wheeling Video prepped <ul style="list-style-type: none"> ○ Video and mic off
7:13 p.m.	4 mins	Wheeling Programming Space	<ul style="list-style-type: none"> • 1 – Mic and Video off • 2 – Presentation up in full screen <ul style="list-style-type: none"> ○ Runtime: 3 minutes, 55 seconds

			<ul style="list-style-type: none"> • 1 – Mic and Video on standby • Host “Stop Sharing” to bring to live at 3:53
7:17 p.m.	4 mins	Live Check In	<ul style="list-style-type: none"> • 1 - Main Camera & Mic on <ul style="list-style-type: none"> ○ CS reminds guests about Silent Auction, Wish List, and makes last push for additional \$100 Raffle and Bucket o’ Cheer ○ Introduction to BG • 2 – BG Video prepped <ul style="list-style-type: none"> ○ Video and mic off • Text Alert: “Check out what the Silent Auction and Wish List have to offer! Don’t forget to get your last minute raffle tickets in: slsfgala2020.givesmart.com !” • E
7:21 p.m.	3 mins	Buffalo Grove Programming Space	<ul style="list-style-type: none"> • 1 – Mic and Video off • 2 – Presentation up in full screen <ul style="list-style-type: none"> ○ Runtime: 2 minutes, 20 seconds (may have additional time) • 1 – Mic and Video on standby <ul style="list-style-type: none"> ○ Host “Stop Sharing” to bring to live at 2:15 • EC to bring up Bucket o’ Cheer Raffle Drum to hosts
7:24 p.m.	10 mins	Live Check In	<ul style="list-style-type: none"> • 1 – Swapped to Cohost, Mic & Video on • 3 – Good Morning America check - in <ul style="list-style-type: none"> ○ CS Checks in with the Gallery <ul style="list-style-type: none"> ▪ Jump to Beth Anne about the BG space ▪ Pull Bucket O’ Cheer ▪ Silent Auction Closing (7:30 p.m.) ○ Text: “The Silent Auction is now CLOSED! But don’t worry, you can still purchase Wish List items, Bucket o’ Cheer, and \$100 Raffle tickets!”
7:34 p.m.	3 mins	Live Check In	<ul style="list-style-type: none"> • 1 - Main Camera & Mic on <ul style="list-style-type: none"> ○ TC introduction to Meet Lucas • 2 – Lucas Video prepped <ul style="list-style-type: none"> ○ Video and mic off
7:37 p.m.	2 mins	Meet Lucas	<ul style="list-style-type: none"> • 1 – Mic and Video off • 2 – Keep video off and presentation up in full screen, mic on • Runtime: 1 minute, 36 seconds • 1 – Mic and Video on standby <ul style="list-style-type: none"> ○ Host “Stop Sharing” to bring to live at 1:35

			<ul style="list-style-type: none"> EC brings up \$100 Raffle Drum to hosts
7:39 p.m.	15 mins	Live Check In	<ul style="list-style-type: none"> 1 - Main Camera & Mic on <ul style="list-style-type: none"> Cathy shares the ways to give <ul style="list-style-type: none"> Donate & Wish List Silent Auction Closed \$100 Raffle Pull Text: "To make a donation, click here: slsfsgala2020.givesmart.com
7:55 p.m.	10 mins	Closing Remarks	<ul style="list-style-type: none"> 1 - Main Camera & Mic on 2 – Prep for dance party <ul style="list-style-type: none"> Video off, low music playing to close Playlist prepped for
8:05 – 8:30 p.m.	25 mins	Virtual Dance Party	<ul style="list-style-type: none"> 1 –Video optional 2 – Dance Party Music with video

Evaluation responses from guests. The committee is scheduling a wrap up meeting for the end of 2020 or the beginning of 2021.

- Great job last night, fun Gala!
- What a great night Friday turned out to be – Feedback I have received has been awesome.
- Congratulations on the success of your virtual gala. I want to take a moment to mention my appreciation for all of the hard work that went into this project in these challenging times. As someone who orchestrated over 7 circle concert scenarios this summer, I know what you were up against. Great job! The program was tight and fluid recognizing throughout that people have less time to give and they don't want it wasted. The videos were wonderful as always and truly convey the spirit of NWSRA. Great job in thinking out of the box.

Target Numbers:

Target #	2018		2019		2020	
	Budget	Actual	Budget	Actual	Budget	Actual
Gross Revenue	\$96,600	\$89,994	\$91,300	\$70,660.50	\$89,200	\$40,781.19
Expenses	\$31,532	\$31,206.26	\$33,300	\$28,590.75	\$31,300	\$4,540
Net Revenue	\$65,068	\$58,787.74	\$58,000	\$42,069.75	\$57,900	\$36,241.19
Registrations	264	230	226	214	304	140
Sponsorships	\$8,000	\$12,000	\$8,000	\$8,000	\$10,000	\$8,250*
Emerald Sponsors	\$22,500	\$22,395	\$22,500	\$22,447.50	\$24,000	\$5,000
Silent Auction	\$15,500	\$10,850	\$15,000	\$7,855	\$14,000	\$4,027.75
Bucket o' Cheer	\$2,600	\$1,820	\$11,800	\$1,060	\$2,400	\$460
Impact Auction	\$23,000	\$20,505	\$20,000	\$14,955	\$18,000	\$2,681.44

\$100 Raffle	\$10,000	\$9,349.50	\$9,500	\$9,293	\$8,500	\$1,000
SLSF cost person – (total expenses/ attendance)	\$119.44	\$135.68	\$147.35	\$133.60	\$102.96	\$32.43

***SLSF is waiting for a few additional monies and then this number will be finalized.**

Summary: The Celebrate Ability Gala is an annual event held at Chevy Chase Country Club with about 250 – 300 guests each year. This event is one of SLSF's biggest fundraisers of the year. With the current global pandemic, the SLSF team and the Gala committee had to pivot the annual Celebrate Ability Gala to a virtual format for this year. The group was fortunate to still be able to hold the event on the original date of Friday, November 6th, 2020.

Because of many state regulations, group gatherings were not allowed and the best option was to hold the event over Zoom. The ticket price was decreased to \$100 to accommodate the change in venue as well as guests would receive entry into the \$100 raffle and the Bucket o' Cheer with the purchase of a registration. Donors who gave a donation of \$100 were also entered into the \$100 raffle as a thank you for supporting SLSF and NWSRA.

While the production of the event was very different from years past, the event went off successfully! Donors had the ability to bid on silent auction items from the comfort of their homes, as well as purchase items from the Wish List and additional raffle tickets for the \$100 raffle and Bucket o' Cheer. Prior to the event registered guests and sponsors received an email with the Zoom link, virtual program, the GiveSmart link for the silent auction and logistics for the night of. To accommodate safety precautions all silent auction items were pre-packaged and available for pick up the next day or during the week of November 9th.

Board Report - Grant Activity for 2020

The following is a list of 2020 grant activity on behalf of SLSF/NWSRA

Governmental Grants

Illinois Department of Transportation – IDOT grants vehicles to non-profit agencies through the Paratransit Vehicle Program.	Accessible Vehicle	\$ 60,000.00		NWSRA has been awarded a 14 passenger accessible vehicle from the 2018 CVP Application. Will receive the vehicle in 2020.
IEMA	COVID-19	\$ 10,088.37		SLSF is applying for Federal Assistance for unbudgeted PPE for staff and participants due to COVID-19.
		Total Government Grant Money Received in 2020	\$ -	

Private Grants

Pending				
Name	Purpose	Amount Requested	Status	Notes
Paltine Township	Accessible Transportation	\$ 10,000.00	Pending	SLSF submitted a grant request to help with maintaining and updating the NWSRA fleet on 9/24/2020
Northwest Community Healthcare	General Support	\$ 5,000.00	Pending	SLSF submitted a grant request to provide funds for general program supplies needed due to Pandemic on 10/29/2020
Not Approved				
Dunkin Joy	General Program Support	\$ 500.00	Not accepted	SLSF submitted an "emergency grant" for COVID-19 on 3/24/2020.
Disability Inclusion Fund - Borealis Philanthropy	General Support	\$ 10,000.00	Not accepted	SLSF submitted a grant request to help with scholarships and supplies for summer camps/virtual programs on 5/5/2020. Not accepted "We received over 500 compelling applications, and of those, were able to award a total of 15 rapid response grants"
PayPal	General Support	\$ 5,000.00	Not accepted	SLSF submitted a grant request to provide funds to help with PPE costs on 7/9/2020. 8/4/2020 Not accepted due to magnitude of applications during this pandemic
Approved				
RSM US Foundation	Inclusion	\$ 5,000.00	\$ 5,000.00	SLSF submitted a grant for inclusion support on 7/2/2019 per request from Vicki Carney. Check received in 2020
Schneider Electric	General Program Support	\$ 5,000.00	\$ 5,000.00	SLSF Board Member, Tom Perkins requested funding based on the volunteer hours from Schneider employees
Palatine Township	Accessible Transportation	\$ 10,000.00	\$ 8,500.00	SLSF submitted a grant to help purchase an accessible bus for NWSRA on 9/13/2019. SLSF received grant approval for \$8,500 to be used in the accessible transportation program on 3/16/2020.
Mitsubishi Electronic	Wheeling Sensory Room	\$ 5,000.00	\$ 4,000.00	SLSF submitted a grant to purchase specialized sensory equipment for the Wheeling Park District Sensory Room on 2/21/2020. SLSF received \$4,000 in funding on 3/19/2020.
Elk Grove Township	Accessible Vehicle	\$ 10,000.00	\$ 10,000.00	SLSF submitted a grant to help purchase an accessible vehicle on 2/3/2020. SLSF reviewed contract on agreement of \$10,000 on 4/24/2020
Women's Club of Inverness	General Program Support	\$ 2,000.00	\$ 500.00	SLSF submitted a grant to purchase needed iPads for programs on 3/16/2020. Due to the cancellation of their biggest fundraiser, they were unable to award the total amount. SLSF received check on 5/8/2020
Zurich Na	General Program Support	\$ 15,000.00	\$ 30,000.00	SLSF submitted a grant to help purchase an accessible vehicle on 2/21/2020. On 5/6/2020, SLSF received notification that we will be receiving \$30,000 for unrestricted funds due to the pandemic. The global Foundation, the Z Zurich Foundation, stepped in to provide financial support due to COVID-19 situation. Funds should be received by the end of May.
Rotary Club of Schaumburg/Hoffman Estates	General Program Support	\$ 4,000.00	\$ 4,000.00	SLSF submitted a grant to help purchase an accessible vehicle on 4/10/2020. Talked with grant coordinator and requested to update request for activity boxes on 5/1/2020. Received notification that SLSF is awarded \$4,000 on 5/26/2020.
Rotary Club of Buffalo Grove	PURSUIT	\$ 2,000.00	\$ 2,000.00	SLSF submitted a grant to request help with the start up supplies for PURSUIT 5 - Buffalo Grove on 5/15/2020
Palatine Jaycees	General Support	\$ 1,000.00	\$ 236.00	SLSF submitted a grant request to help with purchasing activity boxes for camps and virtual programs on 5/8/2020
Rotary Club of Elk Grove Village	General Support	\$ 2,740.00	\$ 400.00	SLSF submitted a grant request to provide funds for activity boxes on 11.4.2020

Board Report - Grant Activity for 2020

The following is a list of 2020 grant activity on behalf of SLSF/NWSRA

UPS	General Support	\$ 5,000.00	\$ 5,000.00	SLSF submitted a grant request to provide funds to help with PPE and other safe guards needed to create a COVID19 safe enviroment for participants and staff on 7/21/2020
	Total Proposed Amount from Grants	\$ 97,240.00		
	Total Approved Grant Money in 2020	\$ 74,636.00		
	Total Grant Money Received in 2020	\$ 74,436.00		
	Budgeted Amount	\$ 86,000.00		

2020 Goals

I. Major Gifts Program

- a. Continue to establish a pipeline of research on both new and prospective major donors to prepare for donor meetings.
 - i. Continue to build and update a database designed to store info on donors with whom SLSF will seek to carry out donor meetings.
 1. In progress.
 - ii. Continue to carry out research on current and prospective donors from the SLSF database including Event 10 prospects.
 1. SLSF has reached out to five individuals/families from the GMFS to gauge their personal investment and how we can engage them at their level. Foundation Manager started communications prior to COVID.
 2. Current donors communications
 - a. SLSF team has continued to keep in communication with existing donors, with a focus on event donors.
 3. Due to most events happening in the third quarter, SLSF staff needed to focus on running the events as seamlessly as possible. During the events, new relationships were created and staff will begin to cultivate during the fourth quarter.
 4. This goal will continue into 2021 due to the affects that COVID-19 has had in SLSF events and our community.
 - iii. Continue to research new major donor prospects who would be attracted to supporting SLSF because of its mission
 1. Foundation Manager has utilized the list previously cultivated of prospective corporate donors headquartered in aligning with the SLSF mission and has since categorized these organizations for solicitation.
 2. 109 new prospective corporate sponsors have been added to the cultivation list.
 3. New corporate sponsors were contacted through mail and email. SLSF staff will follow up with a phone call in the fourth quarter.
 4. SLSF staff followed up with sponsors through phone calls and additional emails securing four new sponsors.
- b. Continue to build out an infrastructure for a successful major donor meeting program.
 - i. Continue to solicit Kevin's Club to donors. Revamp the American Philanthropic letter template to fit Kevin's friends and donors who would be interested in joining Kevin's Club. SLSF will also send this letter to lapsed SLSF donors.
 1. Holiday Appeal included Kevin's Club Members.
 2. Kevin's Club mailing list includes many current donors who attend events.

3. SLSF received over \$1,000 during the pandemic from individuals on the mailing list.
- ii. Introduce a new opportunity for Kevin's Club. If you purchase three golf outings for a special price (\$500) you can be a member of Kevin's Club.
 1. A robust Kevin's club "19th Hole" program was launched in February 2020 to all Kevin's Club Members.
 2. Engagement in this area has slowed due to COVID but the SLSF Team will continue to reach out for involvement in the golf outings.
 3. During the golf outings, many golfers inquired about Kevin's Club. SLSF will continue to follow up with them.
- c. Continue to secure meetings with current and prospective major donors
 - i. Plan at least one meeting per month
 1. Meetings have halted due to COVID.
- d. Superintendent of Development and SLSF Board Member will continue to make personal thank you phone calls to donors over \$500 on a monthly basis.
 - i. Each month the SOD will pull a list of donations and divide into \$500-\$999 and \$1000+ donors and email list to Board member by second week of the following month
 1. COVID has slowed the flow of steady donations within the \$500-\$999 gift range.
 2. SLSF will be sending a list of donors and sponsors to Jonathan Salk for thank you phone calls.
 - ii. Phone calls will be made within that same week
 1. Ongoing.

II. Foundation Program

- a. Continue to maintain good relationships with existing foundation funders
 - i. First Quarter
 1. The SLSF team continues to hold regular communications with donors, partners, and community supporters to share as much information with them as possible to continue to engage these individuals in our mission.
 - ii. Second Quarter
 1. The SLSF team reached out to existing foundation funders during the Pandemic to continue building relationships and make sure they didn't need anything from SLSF.
 - iii. Third Quarter – Ongoing.
 - iv. Fourth Quarter – Complete. Sent individual thank you notes to all foundations that supported SLSF in 2020.
- b. Solicit grants for capital projects – Started to research for PURSUIT 6 and Buffalo Grove Sensory Room.
- c. Continue to approach new foundations

- i. Submit 3 new grants to new foundations
 - 1. Dunkin Joy for COVID-19 Relief on 3/24/2020
 - 2. Disability Inclusion Fund – Borealis Philanthropy on 5/5/2020
 - 3. PayPal Giving on 7/9/2020
 - 4. IEMA - FEMA Public Assistance (PA) Grant (FEMA PA# 031-UA57Q-00) work in progress.
- ii. Reach out to the agencies and associations provided from the legislative breakfast for funding opportunities – Move to 2021 due to COVID and decreased opportunity to meet individuals in person.

III. Direct Mail

- a. Continue to reform current appeal program
 - i. Implement ideas learned from Nonprofit Storytellers Conference
 - 1. The SLSF team has utilized a multitude of ideas from the Storytellers Conference to engage social media followers through the use of pictures to share the unique story of our participants.
 - 2. The SLSF team will create the Holiday Appeal letter building on the foundation we created through social media posts and individual stories of NWSRA participants.
 - ii. Segment Donor Base
 - 1. Will continue to segment donor base by current, lapsed, and events in order to personalize letters.
 - 2. SLSF segmented the donor base for the Holiday Appeal mailing letter to donors who have supported SLSF within the previous two years.
- b. Follow Up
 - i. Thank you letters and personalized notes have been sent to donors who chose to give a gift during the pandemic.
 - ii. SLSF team continue to reach out to donors and committee members in order to cultivate relationships.
- c. Experiment with prospect mailings.
 - i. The SLSF team has sent 3 proposals to prospective corporations headquartered in Illinois to support our Snoezelen Therapy program.
 - ii. 25 new prospective corporations have been solicited for program based and event specific sponsorship.
 - iii. SLSF will follow up with the corporations who received solicitations in the second and third quarters.
 - iv. Continue into 2021.
- d. Continue to keep an organized system of mailing evaluations and record keeping.
 - i. SLSF team continues to utilize spreadsheet trackers for all mailings, calls made to sponsors and donors, and all other pertinent information.
- e. Sent Holiday Annual Appeal – segmenting the donor base.
- f. Review the use of Social Media for donations.
 - i. The SLSF team continues to utilize Social Media to share our story and encourage follower conversion.

- ii. The Graphics Coordinator utilized an extensive marketing plan to promote our Trivia Night's on social media featuring NWSRA participants.
- iii. During the Pandemic, a few donors utilized Facebook as a platform for donations.
- iv. Increased utilization of social media platforms to promote awareness of SLSF by communicating our mission, spotlighting our events (both virtual and in-person), share impact of donations through NWSRA participant success stories, and inspire the audience to take action by donating, volunteering, or attending an event.

IV. Planned Giving

- a. Begin to create planned giving collateral material.
 - i. Move to 2021 due to COVID-19.
- b. Solicit planned giving to SLSF donors and board members.
 - i. Move to 2021 due to COVID-19.
- c. Continue to include information about planned giving 3 times a year in the newsletter and board report.
 - i. Move to 2021 due to COVID-19.
- d. Continue education to SLSF donors, board members and staff about planned giving.

V. Board Development

- a. SLSF will identify specific duties to board members.
 - i. Seek input at Board Member one on one meetings as to activities that interest each Board Member and find ways to get them involved.
 - 1. Move to 2021. SLSF will be creating at retreat.
 - ii. Utilizing their strengths and gearing them toward actions that are necessary to help SLSF become more successful.
- b. Adding a board member report section to the SLSF Board meeting.
 - i. Completed October 2020.
- c. Recruit additional board members - Identify and reach out to members of the community who would be effective SLSF board members.
 - i. David Speers from Scheck and Siress: A Hanger Clinic joined the SLSF BOD on May 19, 2020.
 - ii. Ongoing.
- d. The SLSF staff and board will work together to identify young professionals and community members that may be interested in serving on an event committee.
 - i. Ongoing.

MEMO

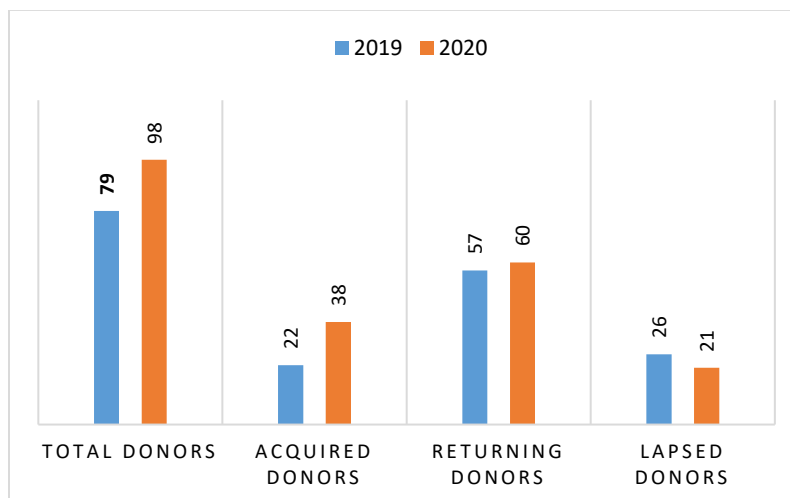
To: Tracey Crawford, SLSF President
 From: Cathy Splett, Superintendent of Development
 Date: January 13, 2021
 RE: 2020 Annual Appeal Fund

The 2020 goal for the Annual Appeal Fund was to acquire new donors while retaining current donors which would result in a net increase of revenue. Due to COVID-19, staff decided to create the appeal in-house instead of using a printing vendor. SLSF staff segmented the SLSF donor base and decided to only contact individuals and families who have given in the past. Below is a chart which compares the 2019 and 2020 Annual Appeals. In 2021, the SLSF team will continue to tweak the personal touches in the Annual Appeal letters and cards to produce a greater impact.

Description	2019	2020	Change from 2019 - 2020
Amount Received	\$ 16,256.12	\$ 19,052.42	\$ 2,796.30
Number of Responses	79	98	19
Response Rate			
Total Number Mailed	3,338	621	-2,717
% Response	2%	16%	13%
Average Gift	\$ 154.19	\$ 194.41	\$ 40.22
Costs			
Total Actual Expenses	\$ 3,742.25	\$ 447.12	\$ (3,295.13)
Cost per donor	\$ 47.37	\$ 4.56	\$ (42.81)
Cost per dollar raised	\$ 0.30	\$ 0.02	\$ (0.28)
Net Amount Raised	\$ 12,513.87	\$ 18,605.30	\$ 6,091.43

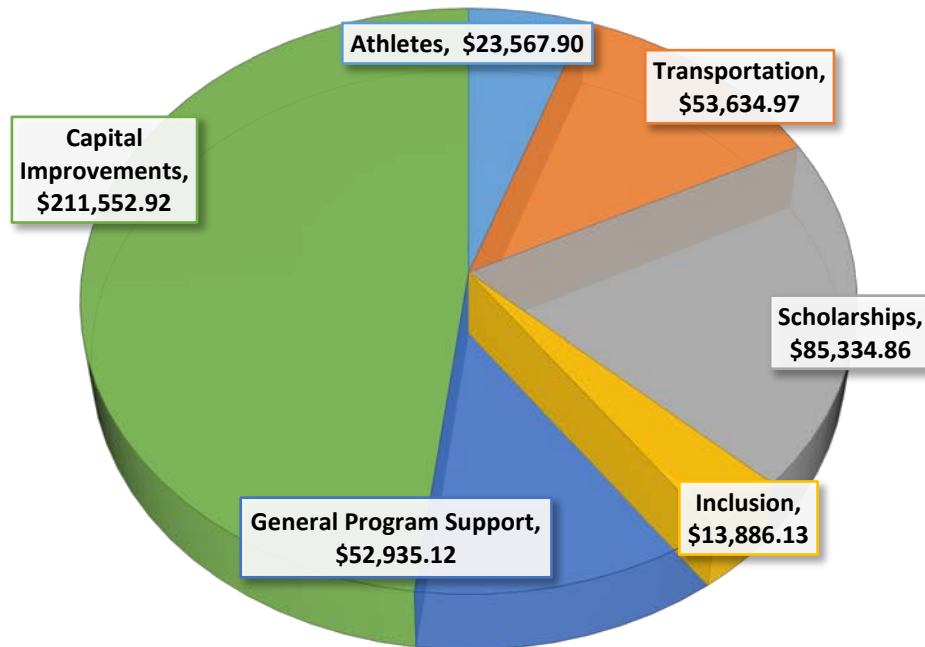
**Expense for 2020 - Letter printed in house. Cost of stationary, envelopes and postage.*

Numbers as of January 13, 2021



2019 & 2020 SLSF GIVING COMPARISON

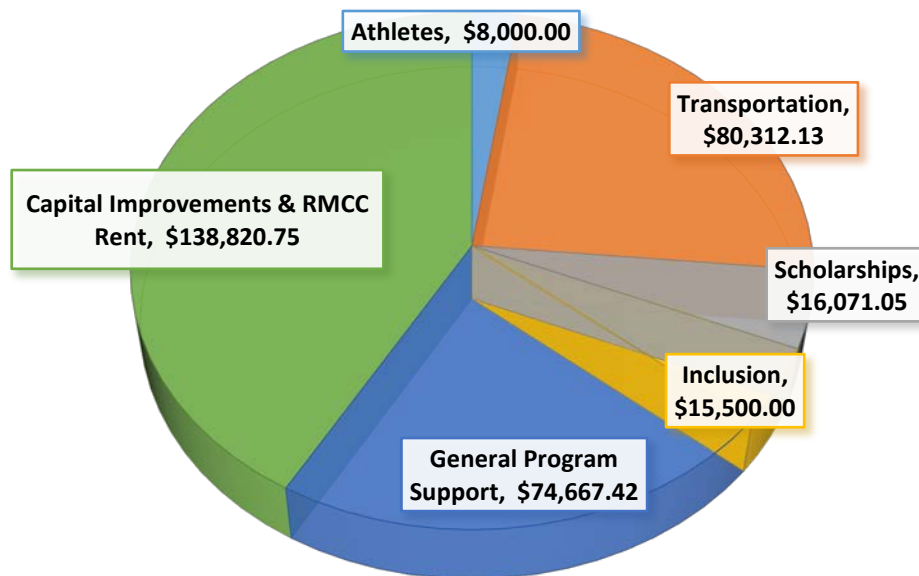
2019



2019 SLSF Total Amount = \$440,991.90

**2019 Capital Improvement – RM Accessible Tech Dream Lab, MP Snoezelen Room, HP Accessible Sensory Garden and NWSRA Furniture for Wheeling Program Space*

2020



2020 SLSF Total Amount = \$333,371.35

**2020 Capital Improvement - Wheeling Programming Space Rent for 6 months (\$15,000), BG Programming Space Rent for 6 months (\$15,000), Furniture for BG Programming Space (\$49,568.78), Sensory Garden (\$24,780) and Sensory Room equipment (\$7,099.11).*

\$51,165 paid in RMCC rent.

To: Tracey Crawford, SLSF President
From: Cathy Splett, Superintendent of Development
Re: SLSF Budget Worksheet and SLSF Operating Fund and Restricted Reserve Fund
Date: January 16, 2021

2021 Start of Year Balance

- The Board of Directors approved the presented the FY2021 budget on December 6, 2020.
- In 2020, SLSF transferred \$51,165 from the Restricted Reserve Fund to pay for the RMCC lease for three years (2020, 2021, and 2022).
- On January 21, 2020, the SLSF Board of Directors approved an investment transfer from Benjamin F. Edwards to SLSF in the amount of \$210,000 for the construction at the NWSRA Programming Spaces in Wheeling and Buffalo Grove.

As of December 31, 2020 the SLSF Operating Fund had a balance of \$272,388.20. The fund is higher than anticipated due to the construction costs at the NWSRA Programming Spaces in Wheeling and Buffalo Grove being lower than anticipated and the SLSF grant to NWSRA being lower than budgeted due changes in programs and offering because of COVID-19 and the state guidelines.

The following chart explains the dollars in the account:

OPERATING FUND	
SLSF Village Bank and Trust Account Balance as of 12/31/2020	\$272,388.20
Booster Club fund carry over	\$946.93
Athletic Funds to be carried over	\$8,848.21
Total OPERATING FUND TO START 2021 Village Bank & Trust Account	\$262,593.06

Unaudited numbers

- Per the Net Asset Policy, the goal of The Operating Fund is to start the fiscal year with a balance equal to or greater than the first three months of operating expenses based on the previous three years of revenue and expense comparisons.
- Reviewing the FY 2018-2020 1st Quarter reports, SLSF's average income was \$95,233 and expenditures were \$49,380.92.
- SLSF staff believe that expenses will be lower in the first quarter of FY2021 due to the Gold Medal Fashion Show (GMFS) moving to a virtual format, SLSF is comfortable recommending to start FY 2021 with \$60,000.
- SLSF staff recommends transferring the remaining \$202,593.06 from the Operating Fund to the Restricted Reserve Fund *(after the audit)*. *Per the Net Asset Policy, the Restricted Reserve Funds are dedicated for restricted funds that will be used for specific*

projects (budgeted or unbudgeted) that have been board approved. The Restricted Reserve Funds are secured through: grants received, the audited net income from the previous fiscal year or transfer of funds from Investments.

RESTRICTED RESERVE FUND as of 12/31/2020	\$50,853.29
Transfer from Operating Fund	\$202,593.06
Total RESTRICTED RESERVE FUND 2021	\$253,446.35

Unaudited numbers

2021 Capital Expense Projects

- NWSRA's vision is to have six NWSRA programming spaces throughout the NWSRA footprint. Hoffman Estates Park District and NWSRA have been in discussion regarding a space available, which is the Vogeley House located at 650 Higgins Road, Hoffman Estates, IL.
- SLSF will be submitting grants and securing sponsorships to assist with the funds needed for this project.
- SLSF is requesting that if grants and sponsorships are unsuccessful, the Restricted Reserve Funds will be used for this project.

Motion to approve the recommendation of transferring funds from the Operating Fund totaling \$202,593.06 to the Restricted Reserve Fund (Money Market Account) after the audit is completed as presented by staff.

MARKETING & PR REPORT JANUARY 2020

SLSF maximizes public outreach through a variety of endeavors. The following report highlights some of the recent marketing and public relations activities:

MEDIA

DAILY HERALD

- Article on NWSRA Virtual Programming and Activity Center
- Golf outing appreciation ads posted
- Article on Gold Medal Fashion Show

TRIBLOCAL/METROMIX

- Added SLSF events to online calendar of events

MISCELLANEOUS

- Article on NWSRA Virtual Programming posted in Association of Fundraising Professionals (AFP) newsletter
- Article on NWSRA in American Therapeutic Recreation Association (ATRA) Newsletter
- SLSF events posted online to the following sites: ABC Chicago, CBS Chicago, Daily Herald, WGN TV, Chicago Mama, Chicago Music Guide, North Shore Breaking News, B96, and more

ONLINE

- SLSF Annual Appeal
- Celebrate Ability Gala
- SLSF Trivia Nights and Dine & Donate promoted
- A Day of Togetherness promoted
- SLSF High 5 Challenge- new web page, donation site, social media and weekly Constant Contacts
- #NWSRAConnected campaign
- New posts on SLSF and Directors sites
- New website search engine optimization tools enabled
- Bi-monthly SLSF Impact e-newsletters sent
- Monthly SLSF Board Update e-newsletters sent
- New stories at www.slsf.me/stories

PUBLICATIONS AND FLYERS

- "Taking the Digital Leap" article featured in Illinois P & R magazine
- 2021 SLSF/NWSRA Calendar of Events
- Open House materials created
- 18 Reasons to Give Information
- 2020 SLSF Golf Outing materials in progress
- Celebrate Ability Gala materials created
- #NWSRAConnected flyer
- Updated Kevin's Club materials
- SLSF Sponsorship Form

MISCELLANEOUS

- SLSF Holiday Luncheon video
- Celebrate Ability Gala videos
- Dream Lab/Snoezelen/Wheeling/Buffalo Grove Open House videos
- New promotional videos
- SLSF Mission, Vision and Core Values updated on materials

IN PROGRESS

- NWSRA/SLSF Annual Report
- Celebrate Ability videos/presentation
- Database build project
- Various publications and online media
- 2021 SLSF materials



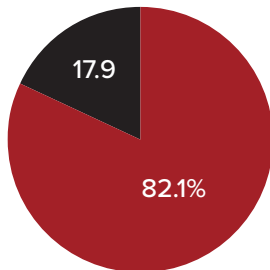
WEBSITE STATISTICS

www.slsf.me

253

TOTAL
PAGE
VIEWS

145

TOTAL
SESSIONS

■ New Visitor
■ Returning Visitor

101

NEW
VISITORS

MOST VISITED PAGES

1. SLSF | Homepage
2. About | SLSF
3. Board of Directors | SLSF
4. Meeting Infol SLSF
5. Sponsorships| SLSF
6. Directors | SLSF
7. Reports | SLSF
8. Stories| SLSF
9. High 5 | SLSF
10. Orientation| SLSF

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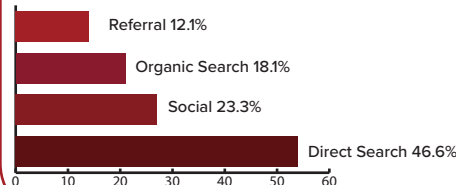
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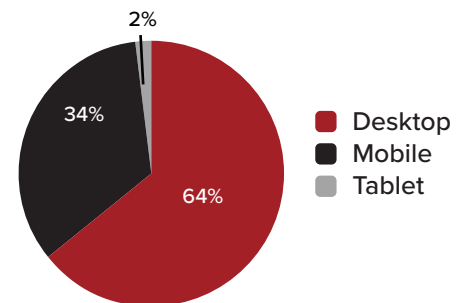
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TOP CHANNELS

How people visit the website



DEVICES BEING USED



■ Desktop
■ Mobile
■ Tablet

SOCIAL MEDIA STATISTICS



Post Reach: 5,684
Total Page Likes: 1,468
Post Engagements: 416
Page Views: 444



Post Impressions: 1,859
Post Reach: 1,593
Total Followers: 106
Post Likes: 257

TRENDING POSTS

- SLSF Celebrate Ability Virtual Gala Promotion
- Sponsor Posts
- Panera Dine to Donate



WEBSITE STATISTICS

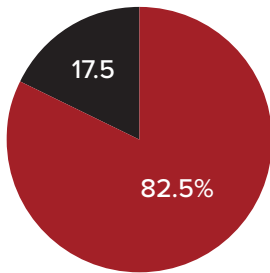
www.slsf.me

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TOTAL
PAGE
VIEWS

101

TOTAL
SESSIONS



■ New Visitor
■ Returning Visitor

80

NEW
VISITORS

MOST VISITED PAGES

1. SLSF | Homepage
2. About | SLSF
3. Board of Directors | SLSF
4. Sponsorships | SLSF
5. Stories | SLSF
6. Granting Organizations | SLSF
7. Lightning Booster Club | SLSF
8. Directors | SLSF
9. Kevin's Club | SLSF
10. Matching Gifts | SLSF

PAGE VIEWS

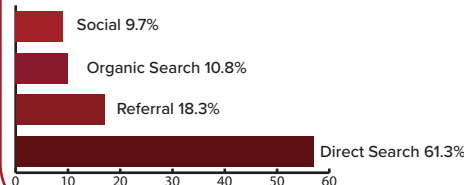
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AVG. TIME SPENT

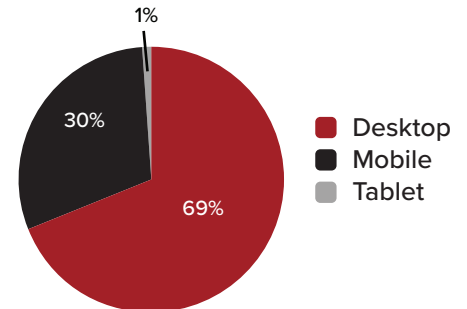
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TOP CHANNELS

How people visit the website



DEVICES BEING USED



SOCIAL MEDIA STATISTICS



Post Reach: 2,653
Total Page Likes: 1,472
Post Engagements: 320
Page Views: 368



Post Impressions: 507
Post Reach: 457
Total Followers: 106
Post Likes: 74

TRENDING POSTS

- SLSF Celebrate Ability Virtual Gala Promotion
- Double Good Popcorn Fundraiser



WEBSITE STATISTICS

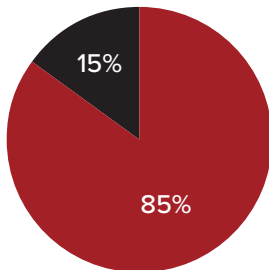
www.slsf.me

165

TOTAL
PAGE
VIEWS

207

TOTAL
SESSIONS



■ New Visitor
■ Returning Visitor

154

NEW
VISITORS

MOST VISITED PAGES

1. SLSF | Homepage
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3. Directors | SLSF
4. Board of Directors | SLSF
5. Meeting Info | SLSF
6. Kevin's Club | SLSF
7. Sponsorships | SLSF
8. Granting Organizations | SLSF
9. Orientation | SLSF
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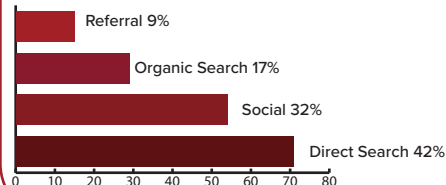
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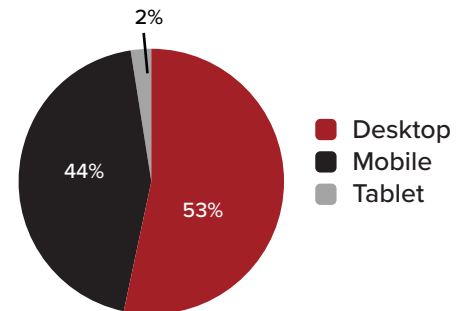
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VII. Financial/ Investment Statements

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BENJAMIN F. EDWARDS & CO.
 INVESTMENTS for GENERATIONS
 One North Brentwood Blvd., Suite 850
 Saint Louis, MO 63105 314-726-1600

SPECIAL LEISURE SERVICES
 FOUNDATION
 ATTN TRACEY CRAWFORD
 3000 CENTRAL RD STE 205
 ROLLING MDWS IL 60008-2551

November 1, 2020 - November 30, 2020
 Account Number: **155-112070**

Portfolio at a Glance

	This Period	Year-to-Date
BEGINNING ACCOUNT VALUE	\$1,055,171.18	\$1,246,386.20
Withdrawals (Cash & Securities)	0.00	-210,000.00
Dividends, Interest and Other Income	0.19	15,671.74
Net Change in Portfolio¹	72,199.28	75,312.71
ENDING ACCOUNT VALUE	\$1,127,370.65	\$1,127,370.65
Estimated Annual Income	\$16,761.04	

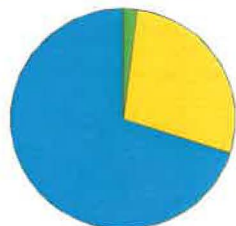
¹ Net Change in Portfolio is the difference between the ending account value and beginning account value after activity.

Your Financial Advisor is:
 HANSON / FISHER / VANDERLUGT
 (630) 871-2673

The Bank Deposits in your account are FDIC insured bank deposits.

FDIC insured bank deposits are not securities and are not covered by the Securities Investor Protection Corporation (SIPC). These bank deposits are covered by the Federal Deposit Insurance Corporation (FDIC), up to allowable limits.

Asset Summary



Percent	Asset Type	Prior Year-End	Last Period	This Period
2%	Cash, Money Funds, and Bank Deposits	134,669.15	22,854.22	22,854.41
28%	Fixed Income	407,178.85	318,953.45	319,912.15
70%	Mutual Funds	704,538.20	713,363.51	784,604.09
100%	Account Total (Pie Chart)	\$1,246,386.20	\$1,055,171.18	\$1,127,370.65

Please review your allocation periodically with your Financial Advisor.





BENJAMIN F. EDWARDS & CO.
 INVESTMENTS for GENERATIONS
 One North Brentwood Blvd., Suite 850
 Saint Louis, MO 63105 314-726-1600

* 0013799 03 AB 0.416 03 TR 00092 X109PA03 000000

SPECIAL LEISURE SERVICES
 FOUNDATION
 ATTN TRACEY CRAWFORD
 3000 CENTRAL RD STE 205
 ROLLING MDWS IL 60008-2551



Your Financial Advisor Is:

HANSON / FISHER / VANDERLUGT
 (630) 871-2673

December 1, 2020 - December 31, 2020
 Account Number ~~XXXXXXXX~~

Portfolio at a Glance

	This Period	Year-to-Date
BEGINNING ACCOUNT VALUE	\$1,127,370.65	\$1,246,386.20
Withdrawals (Cash & Securities)	0.00	-210,000.00
Dividends, Interest and Other Income	18,589.75	34,261.49
Net Change in Portfolio¹	14,564.68	89,877.39
ENDING ACCOUNT VALUE	\$1,160,525.08	\$1,160,525.08
Estimated Annual Income	\$15,739.45	

¹ Net Change in Portfolio is the difference between the ending account value and beginning account value after activity.

The Bank Deposits in your account are FDIC insured bank deposits.

FDIC insured bank deposits are not securities and are not covered by the Securities Investor Protection Corporation (SIPC). These bank deposits are covered by the Federal Deposit Insurance Corporation (FDIC), up to allowable limits.

Asset Summary



Percent	Asset Type	Prior Year-End	Last Period	This Period
2%	Cash, Money Funds, and Bank Deposits	134,669.15	22,854.41	24,046.31
28%	Fixed Income	407,178.85	319,912.15	319,418.15
70%	Mutual Funds	704,538.20	784,604.09	817,060.62
100%	Account Total (Pie Chart)	\$1,246,386.20	\$1,127,370.65	\$1,160,525.08

Please review your allocation periodically with your Financial Advisor.



NORTHWEST SPECIAL RECREATION ASSOCIATION
SPECIAL LEISURE SERVICES FOUNDATION

ORGANIZATIONAL CASH OVERVIEW NOVEMBER 30, 2020

		<u>NWSRA</u>	<u>SLSF</u>	<u>TOTAL</u>
<u>WORKING CASH</u>				
	PETTY CASH	\$ 500	\$ 150	\$ 650
	BSN CHECKING (Village Bank & Trust)	482,646	397,630	880,275
	OPER/MMA (Village Bank & Trust)	2,111,546	50,852	2,162,399
	IPDLAF	51,716	-	51,716
	FLEX SPENDING CHECKING	4,318	-	4,318
	CASH BANKS	-	-	-
	TOTAL	<u>\$ 2,650,725</u>	<u>\$ 448,632</u>	<u>\$ 3,099,357</u>
<u>RESERVES: INVESTMENTS</u>				
	BF EDWARDS	\$ -	\$ 1,127,371	\$ 1,127,371
	PFM Asset Management	1,274,834	-	1,274,834
	TOTAL	<u>\$ 1,274,834</u>	<u>\$ 1,127,371</u>	<u>\$ 2,402,205</u>
<u>RESERVES:</u>				
	<u>OPERATING</u>			
	MAX SAFE 1 (Village Bank & Trust)	\$ 1,505,778		\$ 1,505,778
	MAX SAFE 2 (Village Bank & Trust)	474,429		474,429
	TOTAL	<u>\$ 1,980,208</u>		<u>\$ 1,980,208</u>
	<u>CAPITAL</u>			
<u>TOTAL CASH & RESERVES</u>				
	November 30, 2020	<u><u>\$ 5,905,767</u></u>	<u><u>\$ 1,576,003</u></u>	<u><u>\$ 7,481,770</u></u>

<u>TOTAL CASH & RESERVES</u>				
	November 30, 2019			
	CASH	\$ 1,701,167	\$ 227,511	\$ 1,928,678
	RESERVES - OPER	1,494,142		\$ 1,494,142
	RESERVES - CAP	470,763		\$ 470,763
	RESERVES - INVEST	1,724,801	1,224,474	\$ 2,949,275
		<u><u>\$ 5,390,873</u></u>	<u><u>\$ 1,451,985</u></u>	<u><u>\$ 6,842,858</u></u>

NORTHWEST SPECIAL RECREATION ASSOCIATION
SPECIAL LEISURE SERVICES FOUNDATION

ORGANIZATIONAL CASH OVERVIEW DECEMBER 31, 2020

		<u>NWSRA</u>	<u>SLSF</u>	<u>TOTAL</u>
<u>WORKING CASH</u>				
	PETTY CASH	\$ 500	\$ 150	\$ 650
	BSN CHECKING (Village Bank & Trust)	338,149	272,388	610,537
	OPER/MMA (Village Bank & Trust)	2,074,934	50,853	2,125,788
	IPDLAF	80,001	-	80,001
	FLEX SPENDING CHECKING	3,606	-	3,606
	CASH BANKS	-	-	-
	TOTAL	<u>\$ 2,497,190</u>	<u>\$ 323,391</u>	<u>\$ 2,820,581</u>
<u>RESERVES: INVESTMENTS</u>				
	BF EDWARDS	\$ -	\$ 1,160,525	\$ 1,160,525
	PFM Asset Management	1,275,674	-	1,275,674
	TOTAL	<u>\$ 1,275,674</u>	<u>\$ 1,160,525</u>	<u>\$ 2,436,199</u>
<u>RESERVES:</u>				
<u>OPERATING</u>	MAX SAFE 1 (Village Bank & Trust)	\$ 1,505,898		\$ 1,505,898
<u>CAPITAL</u>	MAX SAFE 2 (Village Bank & Trust)	474,467		474,467
	TOTAL	<u>\$ 1,980,365</u>		<u>\$ 1,980,365</u>
<u>TOTAL CASH & RESERVES</u>				
<u>December 31, 2020</u>		<u><u>\$ 5,753,229</u></u>	<u><u>\$ 1,483,917</u></u>	<u><u>\$ 7,237,145</u></u>
<u>TOTAL CASH & RESERVES</u>				
<u>December 31, 2019</u>				
	CASH	\$ 1,396,286	\$ 196,719	\$ 1,593,005
	RESERVES - OPER	1,496,369		\$ 1,496,369
	RESERVES - CAP	471,465		\$ 471,465
	RESERVES - INVEST	1,736,543	1,246,386	\$ 2,982,929
		<u><u>\$ 5,100,663</u></u>	<u><u>\$ 1,443,105</u></u>	<u><u>\$ 6,543,768</u></u>

SPECIAL LEISURE SERVICES FOUNDATION

BUDGET VS ACTUAL - SUMMARY BY TYPE

ELEVEN MONTHS ENDING NOVEMBER 30, 2020

	2020			2019
	<u>ACTUAL</u>	<u>BUDGET</u>	<u>OVER (UNDER)</u>	<u>PRIOR YR ACTUAL</u>
<u>REVENUE</u>				
GRANTS	64,353	79,277	(14,925)	225,516.63
RESTRICTED FUNDRAISING	18,931	56,040	(37,109)	43,851.96
RESTRICTED DONATIONS	4,657	12,167	(7,510)	6,949.71
UNRESTRICTED FUNDRAISING	173,433	236,325	(62,892)	223,102.81
UNRESTRICTED DONATIONS	48,434	64,433	(15,999)	46,597.69
INVESTMENT TRANSFER	0	310,000	(310,000)	-
TOTAL REVENUE	<u>309,808</u>	<u>758,242</u>	<u>(448,434)</u>	<u>546,018.80</u>
<u>EXPENDITURES</u>				
ADMINISTRATION	23,925	49,471	(25,546)	36,109.21
RESTRICTED FUNDRAISING	3,149	12,165	(9,016)	12,058.51
UNRESTRICTED FUNDRAISING	61,279	91,918	(30,639)	78,773.55
GRANTS GIVEN	<u>182,735</u>	<u>506,622</u>	<u>(323,887)</u>	<u>383,059.08</u>
TOTAL EXPENSES	<u>271,088</u>	<u>660,175</u>	<u>(389,088)</u>	<u>510,000.35</u>
<u>OPERATING</u>				
EXCESS REVENUE (EXPENSES)	<u>38,720</u>	<u>98,067</u>	<u>(59,346)</u>	<u>36,019.45</u>
<u>INVESTMENT INCOME (LOSS)</u>	<u>91,440</u>	<u>1,604</u>	<u>89,836</u>	<u>146,102.79</u>
*				
<u>NET EXCESS REVENUE (EXPENSE)</u>	<u>\$ 130,160</u>	<u>\$ 99,671</u>	<u>\$ 30,489</u>	<u>182,122.24</u>

* includes BF Edwards Investment Income and Interest Income from BAC account

SPECIAL LEISURE SERVICES FOUNDATION

BUDGET VS ACTUAL and CASH BALANCE

NOVEMBER 30, 2020

(A) BUDGET VS ACTUAL		REVENUE			EXPENSES			EXCESS REVENUE (EXPENSE)		
MONTH	BUDGET	ACTUAL	OVER (UNDER)	BUDGET	ACTUAL	OVER (UNDER)	BUDGET	ACTUAL	OVER (UNDER)	
January	32,896	30,397	(2,499)	8,279	7,300	(979)	24,617	23,097	(1,520)	
February	46,429	(6,409)	(52,838)	12,754	24,066	11,312	33,675	(30,475)	(64,150)	
March	21,789	(61,976)	(83,766)	82,659	54,029	(28,630)	(60,870)	(116,005)	(55,135)	
April	180,918	69,343	(111,575)	36,034	190	(35,845)	144,884	69,153	(75,731)	
May	50,283	35,590	(14,693)	130,013	1,232	(128,780)	(79,730)	34,358	114,087	
June	35,701	52,034	16,332	39,154	4,720	(34,434)	(3,453)	47,313	50,766	
July	198,818	62,440	(136,378)	24,104	75,502	51,397	174,714	(13,062)	(187,776)	
August	52,988	69,530	16,542	25,015	19,325	(5,690)	27,973	50,205	22,232	
September	55,548	34,988	(20,560)	25,191	13,748	(11,443)	30,357	21,240	(9,117)	
October	36,848	19,275	(17,573)	182,558	48,137	(134,420)	(145,710)	(28,862)	116,848	
November	47,628	96,036	48,408	94,414	22,839	(71,575)	(46,786)	73,198	119,984	
December	26,568		(26,568)	118,873		(118,873)	(92,304)	0	92,304	
TOTAL YTD	759,847	401,248	(358,599)	660,175	271,088	(389,088)	99,671	130,160	30,489	

(B) CASH BALANCE	BEGINNING OF MONTH	EXCESS REV. (EXP.) FOR MONTH	NON-CASH REVENUE	NON CASH EXPENSES	BALANCE SHEET TRANSACTIONS	END OF MONTH
January	1,443,749	23,097	-	300	(1,523)	1,465,622
February	1,465,622	(30,475)	-	-	3,029	1,438,177
March	1,438,177	(116,005)	-	-	741	1,322,913
April	1,322,913	69,153	-	-	(326)	1,391,740
May	1,391,740	34,358	-	-	(700)	1,425,398
June	1,425,398	47,313	-	-	524	1,473,235
July	1,473,235	(13,062)	-	-	26	1,460,199
August	1,460,199	50,205	-	-	48	1,510,452
September	1,510,452	21,240	-	-	438	1,532,130
October	1,532,130	(28,862)	-	-	(359)	1,502,909
November	1,502,909	73,198	-	-	1,333	1,577,439
December	1,577,439	-	-	-		1,577,439

SPECIAL LEISURE SERVICES FOUNDATION

BUDGET VS ACTUAL - SUMMARY BY TYPE

TWELVE MONTHS ENDING DECEMBER 31, 2020

	2020			2019
	<u>ACTUAL</u>	<u>BUDGET</u>	<u>OVER (UNDER)</u>	<u>PRIOR YR ACTUAL</u>
<u>REVENUE</u>				
GRANTS	74,436	86,000	(11,564)	226,349.96
RESTRICTED FUNDRAISING	18,781	56,040	(37,259)	44,351.96
RESTRICTED DONATIONS	4,192	13,000	(8,808)	7,149.71
UNRESTRICTED FUNDRAISING	175,193	243,625	(68,432)	227,057.81
UNRESTRICTED DONATIONS	65,602	76,000	(10,398)	70,709.62
INVESTMENT TRANSFER	0	310,000	(310,000)	-
TOTAL REVENUE	<u>338,205</u>	<u>784,665</u>	<u>(446,460)</u>	<u>575,619.06</u>
<u>EXPENDITURES</u>				
ADMINISTRATION	24,813	55,950	(31,137)	42,420.89
RESTRICTED FUNDRAISING	4,053	12,615	(8,562)	12,091.51
UNRESTRICTED FUNDRAISING	59,279	98,028	(38,749)	78,880.87
GRANTS GIVEN	<u>333,371</u>	<u>612,455</u>	<u>(279,084)</u>	<u>436,639.16</u>
TOTAL EXPENSES	<u>421,516</u>	<u>779,048</u>	<u>(357,532)</u>	<u>570,032.43</u>
<u>OPERATING</u>				
EXCESS REVENUE (EXPENSES)	<u>(83,312)</u>	<u>5,617</u>	<u>(88,929)</u>	<u>5,586.63</u>
<u>INVESTMENT INCOME (LOSS)</u>	<u>124,103</u>	<u>1,750</u>	<u>122,353</u>	<u>167,501.85</u>
*				
<u>NET EXCESS REVENUE (EXPENSE)</u>	<u>\$ 40,792</u>	<u>\$ 7,367</u>	<u>\$ 33,425</u>	<u>182,122.24</u>

* includes BF Edwards Investment Income and Interest Income from BAC account

SPECIAL LEISURE SERVICES FOUNDATION

BUDGET VS ACTUAL and CASH BALANCE

DECEMBER 31, 2020

(A) BUDGET VS ACTUAL				EXPENSES			EXCESS REVENUE (EXPENSE)		
MONTH	BUDGET	REVENUE ACTUAL	OVER (UNDER)	BUDGET	ACTUAL	OVER (UNDER)	BUDGET	ACTUAL	OVER (UNDER)
January	32,896	30,397	(2,499)	8,279	7,300	(979)	24,617	23,097	(1,520)
February	46,429	(6,409)	(52,838)	12,754	24,066	11,312	33,675	(30,475)	(64,150)
March	21,789	(61,976)	(83,766)	82,659	54,029	(28,630)	(60,870)	(116,005)	(55,135)
April	180,918	69,343	(111,575)	36,034	190	(35,845)	144,884	69,153	(75,731)
May	50,283	35,590	(14,693)	130,013	1,232	(128,780)	(79,730)	34,358	114,087
June	35,701	52,034	16,332	39,154	4,720	(34,434)	(3,453)	47,313	50,766
July	198,818	62,440	(136,378)	24,104	75,502	51,397	174,714	(13,062)	(187,776)
August	52,988	69,530	16,542	25,015	19,325	(5,690)	27,973	50,205	22,232
September	55,548	34,988	(20,560)	25,191	13,748	(11,443)	30,357	21,240	(9,117)
October	36,848	19,275	(17,573)	182,558	48,137	(134,420)	(145,710)	(28,862)	116,848
November	47,628	96,036	48,408	94,414	22,839	(71,575)	(46,786)	73,198	119,984
December	26,568	61,060	34,492	118,873	150,429	31,556	(92,304)	(89,369)	2,935
TOTAL YTD	786,415	462,308	(324,107)	779,048	421,516	(357,532)	7,367	40,792	33,425

(B) CASH BALANCE		BEGINNING OF	EXCESS REV.	NON-CASH	NON CASH	BALANCE SHEET	END OF
	MONTH	(EXP.) FOR MONTH	REVENUE	EXPENSES	TRANSACTIONS	MONTH	
January	1,443,749	23,097	-	300	(1,523)	1,465,622	
February	1,465,622	(30,475)	-	-	3,029	1,438,177	
March	1,438,177	(116,005)	-	-	741	1,322,913	
April	1,322,913	69,153	-	-	(326)	1,391,740	
May	1,391,740	34,358	-	-	(700)	1,425,398	
June	1,425,398	47,313	-	-	524	1,473,235	
July	1,473,235	(13,062)	-	-	26	1,460,199	
August	1,460,199	50,205	-	-	48	1,510,452	
September	1,510,452	21,240	-	-	438	1,532,130	
October	1,532,130	(28,862)	-	-	(359)	1,502,909	
November	1,502,909	73,198	-	-	1,333	1,577,439	
December	1,577,439	(89,369)	-	-	(2,718)	1,485,353	

Special Leisure Services Foundation

Balance Sheet

As of November 30, 2020

	Nov 30, 20
ASSETS	
Current Assets	
Checking/Savings	
10100 · Petty Cash	150.00
10300 · VB&T Checking	397,629.70
10800 · VB&T MMA	50,852.43
11300 · BENJAMIN EDWARDS	
11310 · Investments-Cash	22,854.41
11300 · BENJAMIN EDWARDS - Other	1,104,516.24
Total 11300 · BENJAMIN EDWARDS	1,127,370.65
11800 · Credit Card - American Express	-39.55
11820 · Credit Card - MasterCard	1,378.08
11830 · Credit Card - Visa	222.89
11840 · Credit Card - On-Line	-125.00
Total Checking/Savings	1,577,439.20
Other Current Assets	
12400 · Interest Receivable	2,571.46
Total Other Current Assets	2,571.46
Total Current Assets	1,580,010.66
TOTAL ASSETS	1,580,010.66
LIABILITIES & EQUITY	
Equity	
29000 · Retained Earnings	1,174,615.37
29200 · Net Assets-Temp. Restricted	275,235.05
Net Income	130,160.24
Total Equity	1,580,010.66
TOTAL LIABILITIES & EQUITY	1,580,010.66

Special Leisure Services Foundation

Balance Sheet

As of December 31, 2020

	<u>Dec 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
10100 · Petty Cash	150.00
10300 · VB&T Checking	272,388.20
10800 · VB&T MMA	50,853.29
11300 · BENJAMIN EDWARDS	
11310 · Investments-Cash	24,046.31
11300 · BENJAMIN EDWARDS - Other	1,136,478.77
Total 11300 · BENJAMIN EDWARDS	<u>1,160,525.08</u>
11800 · Credit Card - American Express	-39.55
11820 · Credit Card - MasterCard	1,390.26
11830 · Credit Card - Visa	222.89
11840 · Credit Card - On-Line	-137.18
Total Checking/Savings	<u>1,485,352.99</u>
Other Current Assets	
12200 · Event Deposits	2,000.00
12300 · ACCOUNTS RECEIVABLE-OTHER	1,209.53
12400 · Interest Receivable	2,079.61
Total Other Current Assets	<u>5,289.14</u>
Total Current Assets	<u>1,490,642.13</u>
TOTAL ASSETS	<u>1,490,642.13</u>
LIABILITIES & EQUITY	
Equity	
29000 · Retained Earnings	1,174,615.37
29200 · Net Assets-Temp. Restricted	275,235.05
Net Income	40,791.71
Total Equity	<u>1,490,642.13</u>
TOTAL LIABILITIES & EQUITY	<u>1,490,642.13</u>

FY 2020 4th Quarter SLSF Financial Report

Line Item #	Description	FY 2020 Budget	January-December 2020	% Change from Budget	Explanation
Income					
31110	Interest Income	1,750.00	686.72	39.2%	Under budget, low interest rates.
31200	Grants Received	86,000.00	74,436.00	86.6%	Under budget due to foundations decreasing the amount of funding granted to nonprofits due to COVID-19.
31205	Grant Reserves	-	-	0.0%	
31300	Restricted Fundraising	56,040.00	18,781.40	33.5%	The Moretti's Golf Classic was cancelled due to COVID-19. This line item reflects the amount received from the Palatine Hills Golf Classic with over 60 golfers attending. Below target due to cancellation of Moretti's and COVID-19 golf guidelines and restrictions for the number of golfers who were able to attend the Palatine Hills Golf Classic.
31400	Restricted Donations	13,000.00	4,192.46	32.2%	Under budget due to COVID-19, SLSF is requesting unrestricted donations to assist NWSRA where needed.
32300	Unrestricted Fundraising	243,625.00	183,343.33	75.3%	Under budget due to COVID-19 guidelines and restrictions for FY2020. Lower than budgeted golf registrations due to State guidelines. Celebrate Ability Gala was held virtually decreasing the amount of attendees.
32400	Unrestricted Donations	76,000.00	65,601.52	86.3%	Under budget due to decrease dollar amount given from donors. The amount of donors increased, but the actual dollar amount per donor decreased due to financial strains from COVID-19.
32500	NWSRA Workshops	-	-	0.0%	
33700	Investment Transfer	310,000.00	261,165.00	84.2%	Under budget due to the lower than anticipated budget amount to complete construction at the NWSRA programming spaces in Wheeling and Buffalo Grove.
	Total - Income	786,415.00	608,206.43		
	Total Revenue	786,415.00	608,206.43	77.3%	Under budget due to cancellation of outing, decrease in golfer registrations due to state restrictions, decrease in attendees at the virtual gala, decrease in grant funding amount, and decrease in donation amounts.
Expense					
Administration					
40100	Postage	5,500.00	2,393.82	43.5%	Lower than anticipated due to decrease in mailing and sending items electronically.
40200	Office Expense	750.00	117.20	15.6%	Lower than anticipated due to working remotely. No office expense during the fourth quarter.
40250	Credit Card Fees	6,200.00	3,837.91	61.9%	Lower than anticipated due to the rescheduling of events and no registrations occurred.
40300	Newsletter Printing	1,000.00	-	0.0%	SLSF budgeted to create a newsletter but due to COVID-19 has been utilizing social media platforms.
40400	Professional Memberships	3,000.00	2,574.50	85.8%	Lower than anticipated due to delay in invoices from Rotary Clubs. SLSF pays for the Rotary memberships of 4 staff members and Chamber of Commerce Memberships.
40500	Education/Training	2,500.00	645.95	25.8%	Lower than anticipated due to the amount of free webinars due to COVID-19.
40600	Public Education/Information	22,000.00	10,807.49	49.1%	SLSF has been unable to attend in-person meetings due to sponsor and donor concerns of COVID-19, as well as cancellation of networking events. The majority of this line item is restricted towards the annual Holiday Luncheon which was not held in 2020.
40700	Printing	9,000.00	565.00	6.3%	Lower than anticipated due to not printing invitations and the Annual Report. The expense includes purchasing SLSF envelopes.
40800	Professional Fees	6,000.00	3,871.00	64.5%	Audit was paid in June 2020. No additional professional expenses occurred.
41300	Restricted Fundraising	12,615.00	4,052.98	32.1%	Lower than anticipated expenses due to cancellation of the Moretti's Golf Classic and lower attendance at the Palatine Golf Outing due to state restrictions.
42300	Unrestricted Fundraising	98,028.00	59,279.07	60.5%	Lower than anticipated due to restricted number of golfers and Gala attendees because of COVID-19 state guidelines.
	Subtotal	166,593.00	88,144.92	52.9%	
Grants Given					
43100	NWSRA Lightning Athletes	21,000.00	8,000.00	38.1%	Lower than anticipated. Board approved money will be allocated where needed due to agency needs shifting because of COVID-19.
43200	Accessible Vehicle Support	70,000.00	80,312.13	114.7%	Higher than anticipated due to maintenance needs of the 24 accessible vehicle fleet. Board approved money will be allocated where needed due to agency needs shifting because of COVID-19.
43300	Scholarships	94,000.00	16,071.05	17.1%	Lower than anticipated due to decreased number of program offerings. Board approved money will be allocated where needed due to agency needs shifting because of COVID-19.
43400	Inclusion	5,500.00	15,500.00	281.8%	Higher than anticipated due to purchasing PPE and safety items needed for staff to assist participants through park district programs. Board approved money will be allocated where needed due to agency needs shifting because of COVID-19.
43500	General Program Support	97,000.00	74,667.42	77.0%	Lower than anticipated due to decreased number of program offerings. Board approved money will be allocated where needed due to agency needs shifting because of COVID-19.
43650	Capital Improvements	264,955.00	87,655.75	33.1%	Lower than anticipated because anticipated construction costs were lower for the completion of the NWSRA programming spaces in Buffalo Grove and Wheeling. Expenses include \$30,000 in rent for the NWSRA programming spaces in Wheeling and Buffalo Grove, furniture for NWSRA programming space in Wheeling, appliances for NWSRA programming space in Buffalo Grove, and items for the Sensory Garden.
43700	RMCC Lease	60,000.00	51,165.00	85.3%	Lower than anticipated rent expense.
	Subtotal	612,455.00	333,371.35	54.4%	
	Total Expense	779,048.00	421,516.27	54.1%	SLSF is under the budgeted amount in expenditures due to state restrictions on attendees for golf events, lower than anticipated expenses for construction for capital improvements and decreased number of NWSRA programs due to COVID mitigation and guidelines.
	Net Total	7,367.00	186,690.16	2534.1%	
	Investment Transfer		(261,165.00)		
	2019 Temp Restricted		(8,150.00)		GMFS Registrations
			(82,624.84)		

VIII. Warrants

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Special Leisure Services Foundation
Warrant #11
November 18, 2020

Num	Name	Account	Amount
25476	Progressive Management Services, LLC	10300 · VB&T Checking	-3,335.00
		42320 · Food	3,335.00
			<u>3,335.00</u>
25477	BMO Harris Bank Mastercard	10300 · VB&T Checking	-1,422.14
		42370 · Printing	147.41
		40250 · Credit Card fees	43.25
		42380 · Supplies	11.00
		42380 · Supplies	10.95
		40600 · Public Education/Information	1,209.53
			<u>1,422.14</u>
25478	US Postal Service	10300 · VB&T Checking	-240.00
		40100 · Postage	240.00
			<u>240.00</u>
25479	Rotary Club of Buffalo Grove	10300 · VB&T Checking	-45.00
		40400 · Professional Memberships	45.00
			<u>45.00</u>
25480	BMO Harris Bank Mastercard	10300 · VB&T Checking	-3,295.43
		40600 · Public Education/Information	16.66
		40400 · Professional Memberships	233.00
		40600 · Public Education/Information	47.00
		40600 · Public Education/Information	30.00
		42320 · Food	1,079.00
		40250 · Credit Card fees	139.67
		42350 · Prizes	312.88
		40600 · Public Education/Information	34.62
		42320 · Food	1,362.50
		40000 · Administration	40.10
			<u>3,295.43</u>
25481	NWSRA	10300 · VB&T Checking	-38,382.36
		43100 · NWSRA Lightning Athletes	3,500.00
		43200 · Accessible Vehicle Support	5,916.68
		43300 · Scholarships	8,539.50
		43400 · Inclusion (ADA Compliance)	2,500.00
		43500 · General Program Support	11,549.05
		43650 · Capital Improvements	6,377.13
			<u>38,382.36</u>
25482	BMO Harris Bank Mastercard	10300 · VB&T Checking	-427.69
		42320 · Food	279.79
		42380 · Supplies	37.40
		40600 · Public Education/Information	50.00
		40400 · Professional Memberships	60.50
			<u>427.69</u>
25483	BMO Harris Bank Mastercard	10300 · VB&T Checking	-100.00
		40600 · Public Education/Information	100.00
			<u>100.00</u>

Special Leisure Services Foundation

Warrant #11

November 18, 2020

Num	Name	Account	Amount
25484	BMO Harris Bank Mastercard	10300 · VB&T Checking	-95.90
		42380 · Supplies	28.25
		40600 · Public Education/Information	30.00
		42380 · Supplies	19.01
		42380 · Supplies	18.64
			<hr/> 95.90
<hr/> Total for Warrant #11			<hr/> 47,343.52 <hr/>

Motion to approve Warrant #11 in the amount of \$ 47,343.52

Covering check number 25476 - 25484 from Village Bank & Trust

Special Leisure Services Foundation**Warrant #12****December 09, 2020**

Num	Name	Account	Amount
25485	Jessica Ausnehmer	10300 · VB&T Checking	-1,000.00
		42350 · Prizes	1,000.00
			1,000.00
25486	Rotary Club of Arlington Heights	10300 · VB&T Checking	-7,570.47
		42340 · Recognition	7,570.47
			7,570.47
25487	Rotary Club of Buffalo Grove	10300 · VB&T Checking	-9,544.57
		42340 · Recognition	9,544.57
			9,544.57
25488	Jewels With A Purpose	10300 · VB&T Checking	-490.00
		42350 · Prizes	490.00
			490.00
25489	BMO Harris Bank Mastercard	10300 · VB&T Checking	-156.86
		40600 · Public Education/Information	35.48
		40600 · Public Education/Information	7.13
		40600 · Public Education/Information	44.45
		40600 · Public Education/Information	69.80
			156.86
25490	BMO Harris Bank Mastercard	10300 · VB&T Checking	-1,588.62
		40600 · Public Education/Information	64.99
		40400 · Professional Memberships	50.00
		40600 · Public Education/Information	131.38
		40800 · Professional Fees	11.00
		40250 · Credit Card fees	16.35
		40600 · Public Education/Information	30.75
		40600 · Public Education/Information	152.32
		40600 · Public Education/Information	56.75
		40500 · Education/Training	295.00
		42380 · Supplies	500.00
		40600 · Public Education/Information	116.27
		40600 · Public Education/Information	96.96
		40600 · Public Education/Information	30.00
		40250 · Credit Card fees	36.85
			1,588.62
25491	Rotary Club of Palatine	10300 · VB&T Checking	-94.00
		40400 · Professional Memberships	69.00
		40600 · Public Education/Information	25.00
			94.00
Total for Warrant #12			20,444.52

Motion to approve Warrant #12 in the amount of \$ 20,444.52

Covering check number 25485 to 25491 from Village Bank & Trust

Special Leisure Services Foundation**Warrant #1****January 20, 2021**

Num	Name	Account	Amount
25492	BMO Harris Bank Mastercard	10300 · VB&T Checking	-85.86
		40600 · Public Education/Information	25.87
		40600 · Public Education/Information	59.99
			<u>85.86</u>
25493	NWSRA	10300 · VB&T Checking	-150,636.22
		43100 · NWSRA Lightning Athletes	4,500.00
		43200 · Accessible Vehicle Support	69,395.45
		43300 · Scholarships	7,072.30
		43400 · Inclusion (ADA Compliance)	10,500.00
		43500 · General Program Support	59,168.47
			<u>150,636.22</u>
25494	BMO Harris Bank Mastercard	10300 · VB&T Checking	-190.82
		40600 · Public Education/Information	175.00
		40600 · Public Education/Information	15.82
			<u>190.82</u>
25495	BMO Harris Bank Mastercard	10300 · VB&T Checking	-419.65
		40600 · Public Education/Information	384.00
		40250 · Credit Card fees	35.65
			<u>419.65</u>
25496	BMO Harris Bank Mastercard	10300 · VB&T Checking	-1,252.43
		40600 · Public Education/Information	64.99
		40600 · Public Education/Information	106.00
		40600 · Public Education/Information	43.96
		40600 · Public Education/Information	2.70
		40600 · Public Education/Information	38.24
		40600 · Public Education/Information	23.15
		40500 · Education/Training	69.00
		41375 · Lightning Athletes Booster Club	904.39
			<u>1,252.43</u>
25497	NWSRA	10300 · VB&T Checking	-854.40
		40100 · Postage	854.40
			<u>854.40</u>
Total for Warrant #1			153,439.38

Motion to approve Warrant #1 in the amount of \$ 153,439.38

Covering check numbers 25492 through 25497 from Village Bank & Trust

X. New Business

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To: SLSF Board of Directors
From: Tracey Crawford, SLSF President
Re: 2018-2020 American Philanthropic Strategic Plan
Date: January 18, 2021

SLSF contracted with American Philanthropic, LLC in January 2017 to assist with developing SLSF's Strategic Development Plan for 2018-2020. The goal of the plan was centered on the following *landmark goal*, which served as the plan's organizing and driving principle:

By the end of 2020, Special Leisure Services Foundation will grow its annual organizational budget to \$800,000 in order to provide NWSRA with a larger programs budget and offer recreational activities to its program participants.

In order to achieve the landmark goal, the plan included core strategies and a gift table for each of the fiscal years covered by the plan. The gift tables were created to offer fundraising benchmarks by revenue stream to ensure that SLSF was staying on pace with the yearly fundraising goals.

The American Philanthropic Strategic Development Plan provided guidance in fulfilling SLSF's mission while maximizing our efforts and impact by focusing on the Five Core Strategies. SLSF evaluated the Core Strategies and gift tables and are recommending the continuation of a few core strategies for the 2021-2023 Strategic Plan.

CORE STRATEGY 1: INCREASE TIME ON TASK - COMPLETE

Hire a new staff member to manage the majority of direct event-related tasks, in order to free up more institutional time for major gifts and foundation fundraising strategies.

1. Events Coordinator position filled in 2018
 - a. This position ensured more time on task for events and day to day operations being fulfilled by one staff member.
 - b. This shift in time on task to the Events Coordinator position ensured that the Superintendent of Development and Foundation Manager can focus on major gifts and other foundation fundraising strategies.
2. Streamlined the organizational side of the SLSF team to ensure available time and resources to further foundation efforts.

CORE STRATEGY 2: BUILD A MAJOR GIFTS PROGRAM – CONTINUE FOR 2021-2023 PLAN

Build a major gifts program by devoting more time to personal cultivation of potential major donors, creating a robust moves management system, and updating donor messaging to be more personal and donor-centric, rather than transactional and organization-centric.

1. Qualified major donors as \$5,000+ per year. Focused on moving mid-level donors to major donors, from transactional to transformational donor
2. SLSF will continue to develop this Core Strategy in the future, as new relationships are cultivated and donors are moved to increased donations

CORE STRATEGY 3: SYSTEMATIZE FOUNDATIONS PROGRAM- COMPLETE

Build up a systematic, strategic foundation solicitation program that includes regular prospect research, a steady pipeline of new foundation prospects, general operations and specialized proposal and letter templates, and moves management and deadline tracking systems.

1. Core Strategy is now a part of day to day operations.
2. Amount of time dedicated to this task has been adjusted to 16-20 hours/week (instead of suggested 40 hours) in order to streamline operations of SLSF.
3. Due to the development of the systematic, strategic foundation solicitation program and subsequent prospect research and development of a steady pipeline of foundation prospects, this Core Strategy can be considered complete.
4. An ongoing focus on continued development of prospects within the pipeline will take place.

CORE STRATEGY 4: IMPROVE AND EXPAND DIRECT MAIL – CONTINUE FOR 2021-2023 PLAN

Restructure current direct mail (annual appeal) program, bringing it in line with industry standards, and experimenting with strategic prospect mailing to acquire new donors.

1. Upon experimentation of the longer mailings versus the shorter mailings, SLSF experienced an increased rate or return for the shorter mailings
2. Staff attended the Nonprofit Storytelling Conference, developing new and innovative ways to tell the story of SLSF succinctly while ensuring that donors receive the message that funds are needed.
3. SLSF focused on segmentation and targeting of its audience through its mailings, resulting in an increased return rate.

CORE STRATEGY 5: LAUNCH A PLANNED GIVING PROGRAM - CONTINUE FOR 2021-2023 PLAN

Establish a basic planned giving program, alerting parents, grandparents, volunteers, and donors to the possibility of including SLSF in their legacy plans, while recognizing those that have already done so.

1. Planned giving language has been included in various SLSF materials
2. SLSF experienced its first Planned Giving donors within the 2018-2022 Development Plan
 - a. SLSF has heard from parents that they plan to include SLSF in their planned giving.

Special Leisure Services Foundation

Actual vs Proposed by American Philanthropic

FY 2018 -2020

Level of Giving	2018 SLSF Actual Income	AP Toal Proposed for 2018		2019 SLSF Actual Income	AP Total Proposed for 2019		2020 SLSF Actual Income	AP Total Proposed for 2020
Individual Giving * <i>Includes Board Giving (\$71,000 planned gift in 2018)</i>	\$ 146,223.30	\$ 62,011.50		\$ 77,859.33	\$ 89,543.00		\$ 69,793.98	\$ 138,388.92
Events * <i>Includes Board Giving</i>	\$ 321,361.92	\$ 270,000.00		\$ 271,409.77	\$ 278,000.00		\$ 193,974.73	\$ 295,000.00
Foundations/Corporate Grants * <i>Includes Corporate Board Giving</i>	\$ 90,761.03	\$ 131,020.00		\$ 226,349.96	\$ 183,428.00		\$ 74,436.00	\$ 256,799.20
Board Corporate Giving		\$ 55,000.00			\$ 60,000.00			\$ 65,000.00
Board Personal Giving		\$ 32,000.00			\$ 40,000.00			\$ 45,000.00
TOTALS:	\$ 558,346.25	\$ 550,031.50		\$ 575,619.06	\$ 650,971.00		\$ 338,204.71	\$ 800,188.12

2018 Assumptions	2019 Assumptions	2020 Assumptions
2018 was the first year of implementation of the Development Plan. Development activities reached targeted goals. In addition, SLSF received a \$71,000 planned gift.	In 2019, SLSF experienced several unforeseeable events including retirement, shifting of positions, changes within the marketing department, inclement weather for golf outings, creation of new position, and creation of new systems. 2019 was dedicated to rebuilding the Foundation Team.	In 2020, the COVID-19 pandemic hit and the foundation was able to sustain the events, continue with communication and outreach in order to maintain and sustain the level of giving. Foundation Corporate Grants - Didn't have the Capital needs for grants in 2020.

To: SLSF Board of Directors
From: Tracey Crawford, SLSF President
Re: 2021 Strategic Development Plan
Date: January 18, 2021

The SLSF team held their annual retreat on January 18, 2021 through Zoom. The main focus was twofold: to evaluate the completion of the American Philanthropic Development Plan and to create the 2021 SLSF Strategic Development Plan. Understanding that 2021 will be a time of economic uncertainty, SLSF created the following four strategies and the gift tables that align with SLSF's mission, vision and core values. Staff believe that the presented strategic development plan is designed to be flexible and adaptable while remaining focused on the five pillars of SLSF Funding: Athletics, Inclusion, Transportation, Scholarships, and General NWSRA Programming Support.

Four Core Strategies

1. Core Strategy One: Community Engagement

Community engagement is the process of building relationships with community members who will work side-by-side with SLSF as an ongoing partner, in any and every way imaginable, building an army of support for SLSF's mission, with the end goal of making the community a better place to live.

2. Core Strategy Two: Marketing/Communication

A communications strategy is a customized plan to reach out to SLSF's stakeholders — including a mix of stakeholders, donors, media, recipients, and so on — through multiple channels. This is an active and engaged practice of helping stakeholders use or act upon the information SLSF provide.

3. Core Strategy Three: Improve Board Engagement

Taking time to ensure that each board member becomes personally invested and engaged in the mission of SLSF. Engaged board members will continue to be SLSF's best ambassadors, advocates, strategists, and all around supporters.

4. Core Strategy Four: Enhance Fundraising Vehicles/Methods

The particular form in which a fundraising program is organized and executed; for example, annual giving, events, capital campaign, or direct mail.

Motion to approve the 2021 Strategic Development Plan as presented by staff.

Special Leisure Services Foundation

Actual vs Proposed Target Income Table

FY 2021-2023

Level of Giving	Level Includes	2021 SLSF Actual Income	Total Proposed for 2021	2022 SLSF Actual Income	Total Proposed for 2022	2023 SLSF Actual Income	Total Proposed for 2023
Individual Giving	Any income outside of Events and Foundations/Corporate Grants.	\$ -	\$ 77,100.00	\$ -	\$ 80,000.00	\$ -	\$ 90,000.00
Events	In Person and Virtual Event income, Sponsorships, Event Donations, etc.	\$ -	\$ 214,685.00	\$ -	\$ 230,000.00	\$ -	\$ 250,000.00
Foundations/Corporate Grants	Corporate Board Giving, submitted grants, matching grants (for Corporate Volunteer Hours)	\$ -	\$ 83,000.00	\$ -	\$ 90,000.00	\$ -	\$ 100,000.00
TOTALS:		\$ -	\$ 374,785.00	\$ -	\$ 400,000.00	\$ -	\$ 440,000.00

2021 Assumptions	2022 Assumptions	2023 Assumptions
<p>In 2021, SLSF anticipates minimal growth based on the economic uncertainty of a post-COVID world. SLSF will focus on sustaining current levels of giving while sustaining virtual events and returning to in-person event offerings by Summer. In addition, SLSF will re-establish relationships with lapsed donors, increase contact with current donors and develop new donors.</p>	<p>Individual Giving is based on an approximately 3% increase in donations, as SLSF implements the Event 10 and targeted donor programs. Events income is based on an approximately 8% increase, returning to pre-COVID (2019) levels. Foundations/Corporate Giving increase is based on solicitation of grant funding to fund building of Hoffman Estates programming space and specialty rooms, and Buffalo Grove specialty rooms.</p>	<p>Individual Giving is based on an approximately 12% increase due to the result of implementation of new processes in 2022. These efforts should help maintain relationships while bringing in new donors. Kevin's Club and tiers of giving opportunities to be fully developed by 2023. Events revenue is based on diversification and maximization of income for event offerings. Foundations/Corporate Giving to increase based on the development of new initiatives and specialty programming spaces.</p>

Core Strategy 1: Community Engagement

Strategy 1A. Increase outreach to new and existing Businesses and Corporations in NWSRA footprint

Goal	Department	Point Person	Quarter Completed	Objective Completed
Build relationships with businesses and corporations within Hoffman Estates community and surrounding area to support new NWSRA programming space.	SLSF	Liz		
Utilize existing business relations to implement a Corporate Challenge-type fundraising event	SLSF	Liz		

Strategy 1B. Increase outreach to new and existing individual donors in NWSRA footprint

Goal	Department	Point Person	Quarter Completed	Objective Completed
Development of Event 10 program	SLSF	Liz/Megan		
Superintendent of Development to examine database of existing donors	SLSF	Cathy		
Target PURSUIT, Inclusion families, STAR Academy families, Snoezelen Sensory Room, Day Camp families	SLSF/NWSRA Management Team	Liz		

Core Strategy 1: Community Engagement

Strategy 1C. Strengthen relationship with Booster Club to engage new families

Goal	Department	Point Person	Quarter Completed	Objective Completed
Increase communication with Booster Club to align their goals with the overall direction of SLSF fundraising efforts	SLSF/Mgr. of Special Recreation (Athletics), Superintendent of Recreation	Liz, Manny, Rachel		
Identify fundraising efforts of the Booster Club and maximize revenue	SLSF/Mgr. of Special Recreation (Athletics), Superintendent of Recreation	Liz, Manny, Rachel		

Focus 1D. Identify collaborative opportunities with external organizations, corporations, groups and other entities

Goal	Department	Point Person	Quarter Completed	Objective Completed
Identify agencies, organizations, groups, corporations, and businesses that align with SLSF efforts	SLSF	Cathy		
Identify agencies, organizations, groups, corporations, and businesses that support community initiatives within the NWSRA footprint	SLSF	Cathy		

Goal Carried over from the 2018-2020 Strategic Plan

Core Strategy 2: Marketing/Communication

Strategy 2A. Create a Marketing Plan for each individual event				
Goal	Department	Point Person	Quarter Completed	Objective Completed
Develop a marketing plan that identifies social media posts, electronic mail and other materials to be shared for each event	Marketing	Brian/Maria		
Strategy 2B. Utilize target marketing to reach specific groups				
Goal	Department	Point Person	Quarter Completed	Objective Completed
Develop message, content and materials that reach the groups being targeted	SLSF/Marketing	Brian/Maria		
Include stories on the impact that donations make (from past donors)	SLSF/Marketing	Brian/Maria		
Strategy 2C. Continue to develop brand identification for each event				
Goal	Department	Point Person	Quarter Completed	Objective Completed
Ensure that individual brand identification ties in with overall SLSF event	SLSF/Marketing	Brian/Maria		

Core Strategy 2: Marketing/Communication

Strategy 2D. Develop 40th Anniversary Campaign				
Goal	Department	Point Person	Quarter Completed	Objective Completed
Incorporate 40th Anniversary message into SLSF logo and event materials	SLSF/Marketing	Brian/Maria		
Look at ways to incorporate the number “40” in 2021 marketing materials	SLSF/Marketing	Cathy/ Brian/Maria		

Goal Carried over from the 2018-2020 Strategic Plan

Core Strategy 3: Improve Board Engagement

Strategy 3A. Direct specific asks to Board Members				
Goal	Department	Point Person	Quarter Completed	Objective Completed
Identify the specific areas of need, communicate the need, and provide clear deadline for when funds are needed	SLSF	Cathy		
Follow up with each Board Member to ensure that their individual Board commitment is met throughout the year	SLSF	Cathy		
In recognition of 40th Anniversary, encourage Board Members to bring 40 new names of potential donors/participants/sponsors /supporters	SLSF	Cathy		
Strategy 3B. Ask Board to assist in marketing and outreach efforts				
Goal	Department	Point Person	Quarter Completed	Objective Completed
Prepare any ideas for Board Member sharing of information with instructions on how to share information	SLSF/ Marketing	Cathy/Brian		
Provide more information to Board Members on upcoming endeavors.	SLSF	Cathy/Brian		
Strategy 3C: Identify ways to engage the Board into the 40th Anniversary celebration				
Goal	Department	Point Person	Quarter Completed	Objective Completed
Brainstorm ideas for engaging in the 40th anniversary celebration	SLSF	Tracey/Cathy		

Core Strategy 4: Enhance Fundraising Vehicles/Methods

Strategy 4A. Diversify Event Offerings: Develop opportunities for new virtual and collaborative events while ensuring maximization of revenue streams through pre-existing collaborative events

Goal	Department	Point Person	Quarter Completed	Objective Completed
Develop opportunities for new virtual events	SLSF	Liz/Megan		
Investigate collaborative event opportunities	SLSF	Liz/Megan		
Implement current In Person events	SLSF	Liz/Megan		

Strategy 4B: Build Major Gifts Program: Devote more time to personal cultivation of potential major donors, creating a robust moves management system, and updating donor messaging to be more personal and donor-centric, rather than transactional and organization-centric.

Goal	Department	Point Person	Quarter Completed	Objective Completed
Develop relationships with existing donors to increase their donation levels	SLSF	Cathy		
Research and investigate new donors through various search engines, databases, Board Member contacts and existing relationships	SLSF	Cathy		
Develop the "Did You Know" campaign to increase communication among individuals identified within the Event 10 program and Database 10 program	SLSF	Cathy/Liz		

Core Strategy 4: Enhance Fundraising Vehicles/Methods

Strategy 3C: 3. Target donors through current direct mail (annual appeal) program: Bring program in line with industry standards, and experimenting with strategic prospect mailing to acquire new donors.				
Goal	Department	Point Person	Quarter Completed	Objective Completed
Design unique pieces that attract attention and get to the point.	SLSF/Marketing	Cathy/Brian/Maria		

Strategy 4D: 4. Create a planned giving program: Alert parents, grandparents, volunteers, and donors to the possibility of including SLSF in their legacy plans, while recognizing those that have already done so.				
Goal	Department	Point Person	Quarter Completed	Objective Completed
Identify ways to enhance Planned Giving program	SLSF	Cathy		
Create "In Memory Of" donations program	SLSF/Marketing	Liz/Brian		

Goal Carried over from the 2018-2020 Strategic Plan