

End of Fiscal Year 2015-2016 Report:

Total Raised 2015-16: \$236,766.33

Total Raised 2014-15: \$192,119.99

23% Increase

2015-16 Objective #1: Engage and Mobilize an Effective Impact Committee

Goal: The Impact Committee is a group of dedicated people focused on L'Arche's sustainability and growth.

- Created the Young Professionals Board. Will take what we've learned from this board to implement new Impact Committee

2015-16 Objective #2: Cultivate Heart of L'Arche Society Donors & Prospects

Goal: Generate \$30,000 in Pledge Support Annually (including monthly pledges of \$100+)

- \$3,600 in pledges from members

2015-16 Objective #3: Organize and Execute Three Annual Special Events

Goal: Generate \$52,500 in Special Event Net Revenue Annually

- Anniversary Dinner - \$13,600
- Valentine's Day - \$4,022
- 2016 Golf Classic - \$33,000
- Giving Tuesday 2015 - \$18,906.83 (w/matching Grant)
- Total - \$69,528.83

2015-16 Objective #4: Selectively Choose and Submit Foundation Grants

Goal: Generate 5-10 Proposals Annually to provide at least \$28,000 in Annual Revenue

- 2014-15 Grants Total = \$4,800
- 2015-16 Grants Total = \$66,000 excluding GivingTuesday Grant

2015-16 Objective #5: Publish Printed Newsletters & End-of-Year Appeal Annually

Goal: Generate \$20,000 in Support Annually

- 2014-15 Newsletter/Annual Appeal = \$15,636.54
- 2015-16 Newsletter/Annual Appeal = Newsletter: \$6365 + Appeal: \$22,947.68= Total : \$29,312

2015-16 Objective #6: Establish Monthly "Community Support" Donation Pledges

Goal: Generate \$15,000 in Support Annually (\$0-\$99 a month pledges)

- 2014-15 - \$1,260 Annually
- 2015-16 - \$13,133.39 total donations

Website • Increased Sessions on Website by 154% • Increased number of new users by 147% • Increased referral from Social Media by 195% • Increased referral from Email Campaigns by 1000%	E-Mail subscribers: • 57% Increase in Subscribers • Average Open Rate - 38.85%
Facebook • Increased Likes by 54%	Instagram • 0-261 Followers