

COTTON FOUNDATION 2020 REPORT

KEY FINDINGS

Cotton Foundation makes the most impact through in-kind giving and project-based support

Disaster recovery and healthcare initiatives received the most attention in 2020 through responses to Covid-19 and multiple hurricanes

Collective Impact is achieved when people from across all Cotton business lines work together to execute the Foundation's mission

EVENT HIGHLIGHTS



HEALTHCARE HEROES MEALS



INAUGURAL SPORTING CLAYS TOURNAMENT



HURRICANE LAURA SUPPLY DISTRIBUTION



NATIONAL PHILANTHROPY DAY AT CAMP HOPE



VETERANS DAY SERVICE PROJECT



CHRISTMAS MAGIC- LOUISIANA & TEXAS

FY20 PROJECT SUPPORT

BY CATEGORY

In-kind-

- Event count 15
- Constituents Served 6,985
- Expense total \$32,947

Operating-

- Event count 5
- Constituents Served 55
- Expense total \$26,480

Sponsorships-

- Event count 3
- Constituents Served 51
- Expense total \$500

BY INITIATIVE

Disaster Recovery-

- Event count 3
- Constituents Served 1,830
- Expense total \$15,026

Diseases and Illnesses-

- Event count 11
- Constituents Served 5,160
- Expense total \$32,947

Children and Youth-

- Event count 4
- Constituents Served

MEASURING SUCCESS

2021 ROADMAP

- Increase Online Influence
- Expand Outreach Locations
- Grow Board of Directors
- Increase 2019 Revenue by \$100,000
- Develop event app

FY20 RESULTS FY21 GOALS

• Constituents	7,091	10,000
• Revenue	\$165,295	\$592,450
• Expenses	\$101,789	\$330,082
• Locations	10	15
• Events	20	35



COTTON
FOUNDATION
RESTORING HOPE

**YOUR GENEROUS SUPPORT IS CRITICAL THIS YEAR TO ENSURING
WE CAN CONTINUE TO ASSIST COMMUNITIES IN NEED.**

SCAN HERE TO MAKE YOUR GIFT



Scan. Pay. Go.



**COTTON
FOUNDATION**
— RESTORING HOPE —

**Larissa Potiomkin
Director, Cotton Foundation**

**cottonfoundation.org
877-511-2962**

**COTTON FOUNDATION IS DEDICATED TO RESTORING HOPE TO
CHILDREN AND FAMILIES AFFECTED BY DISASTERS AND ILLNESSES.**