



## FY21 Mid-year Progress Report

- **Goal #1- Online and Broadcast Media Presence**

- Engaged Houston-based public relations firm ckp to create content and package media releases for two outreach events:
  - Winter Storm Uri Response, Houston, TX
    - *Delivered furniture to uninsured apartment residents without means of replacing destroyed household items caused by burst pipes, assisted 3 families*
      - 262,985 impressions
      - 4 broadcast media placements
  - Hurricane Laura Response, Lake Charles, LA
    - *In coordination with Katy-based Academy Sports + Outdoors, provided \$5,800 worth of baseball equipment to league of 18 teams, assisting 700 children ages 4-17*
      - 1,490,234 impressions
      - 21 broadcast and online placements
- Increased online presence through social media channels
  - Engagements (shares, reactions, comments) increased 1052%
  - 217 followers gained to date in 2021

- **Goal #2- Expand Outreach Initiatives**

- Events to date- 15
- Locales served- Houston, DFW, Nashville, Lake Charles, and Central Texas
- Constituents served- 2,523+
- Grants awarded to date- \$20,120
- FMV of projects to date- \$18,803

- **Goal #3- Increase Revenue by \$100,000**

- Total raised YTD- \$505,938
- FY21 Goal- \$592,450
- # of Unique Donors to date- 165
- Top 5 Donors- Sunbelt Rentals, JCSA Services, Moffitt Services, National Drying Technologies, Pot-O-Gold

- **Goal #4- Develop Event App**

- Deployed proprietary online registration app to manage event sponsorships, process transactions and register attendees
- Elevated guest experience with modern ticketing process
- Reduced wait time at check-in
- Name badges printed on demand as guests are checked in
- Guest contact information captured for further engagement

- **Goal #5- Grow Board of Directors**

- Seeking candidates with experience and relationships in the medical, social services and educational sectors