

# YEAR IN REVIEW: 2022

*MAKING AN IMPACT THROUGH SERVICE*

## OVERVIEW

The mission of Cotton Foundation is to Restore Hope to children and families effected by disasters.

Based in Houston, our work focuses both locally and throughout the southeastern United States. Through financial and in-kind support, Cotton Foundation assists communities with disaster relief, addresses issues in underserved populations, and sponsors select Veterans programs. Engaging employees through volunteerism, we have worked in community gardens, food banks, and organizations supporting economic independence. We continue to build partnerships with local and national companies to build stronger, more resilient communities. Cotton Foundation is a registered 501(c)3 public charity.

In 2022, Cotton Foundation continued its outreach projects throughout Texas, the Southeast and Florida. After the event in Uvalde, the Foundation provided temporary housing for family members of the victims. Working with our affiliate Stellar Commercial Roofing, we provided a new roof to a barrier-free camp for children and youth with developmental disabilities and serious illnesses. After Hurricane Ian, Cotton Foundation issued a matching grant through the Red Cross and donated funds to the devastated areas. During the year, Cotton employees participated in 7 service projects ranging from landscaping, distributing supplies and shoes to school children, reading to pre-k students, and providing holiday meals to those in need. Overall, Cotton Foundation executed 22 projects in 9 locations, serving 4,680 constituents.

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## LOCAL IMPACT

Supporting communities in times of need

## URBAN HARVEST

*Mobile Market protein grant  
Community Garden*

## ALIEF ISD

*Student mental health  
Emerging leadership*

## CHILDREN LIKE LONI

*Back to School Bash  
Food Bank*

## CAMP FOR ALL

*New roof for camp building*

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## VETERANS & 1<sup>ST</sup> RESPONDERS

Giving back to those who serve

### DRESS FOR SUCCESS

*Veteran's job training program*

### BOMA GEORGIA

*Professional development support*

### ACADEMY SPORTS

*First Responder's Appreciation*

### HARRIS COUNTY SHERIFF

*Youth Activities League support*



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**HURRICANE IAN RELIEF**

In response to the devastation caused by Hurricane Ian, Cotton Foundation will match every dollar (up to \$25,000) donated through our website for the Red Cross's Hurricane Ian relief operations.

**COTTON FOUNDATION**  
RESTORING HOPE



## RESTORING HOPE

Assisting families after disasters

## ONGOING RELIEF

*Supply Bridge Ministries*  
*FamilyHope*

## HURRICANE IAN

*Red Cross matching grant*

## UVALDE

*Lodging for families of victims*

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**WINTER HOLIDAYS**  
Nourishing hearts and bodies

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**THANKSGIVING**  
*Turkey giveaway*  
*Westside Baptist Church*

**BARBARA BUSH LITERACY FDN**  
*My Home Library donation*  
*Classroom reading sessions*

**CHRISTMAS DINNER**  
*A Heart Like His Christmas dinner*



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Total Raised  
\$60,825



Total Raised  
\$498,251

## FUNDRAISING

Signature Events

We kicked off the year with our 3<sup>rd</sup> Annual Sporting Clays Tournament on one of the coldest days of the year, followed by a record-breaking CrawFest event in April.

Cotton Foundation raised \$612k in 2022, an increase of 18% over last year.

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## **SOCIAL MEDIA**

### **LINKEDIN**

*107.17% growth over FY21*

*863 engagements*

*520 Total Active Followers*

### **FACEBOOK**

*8.31% growth over FY21*

*341 engagements*

*678 Total Active Followers*

### **INSTAGRAM**

*104.74% growth over FY21*

*230 engagements*

*432 Total Active Followers*

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## FY22 RESULTS

- # of Projects- 22
- Locations Served - 9
- Constituents Served- 4,680
- Impressions & Placements- 33,705
- Revenue- \$611,201
- Net- \$256,193
- Total Assets - \$1.4M