

YEAR IN REVIEW: 2021

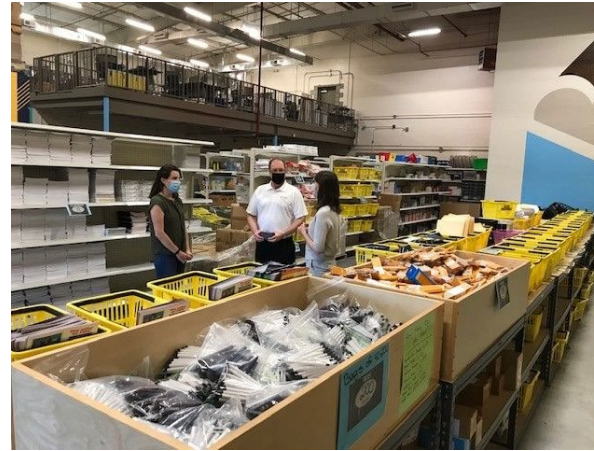
EXPANDING OUTREACH IN DYNAMICS TIMES

FY21 STRATEGIC GOALS

- Expand outreach projects geographically
- Increase online influence and broadcast presence
- Develop event management application
- Grow Board of Directors
- Increase revenue by \$100,000

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COTTON FOUNDATION

Geographical Growth

DFW

Day of Service

Christmas Magic

PENCIL NASHVILLE

Providing school supplies to

Metro Nashville Public Schools

ATLANTA

Full Circle

Southern Loss Association

CTX

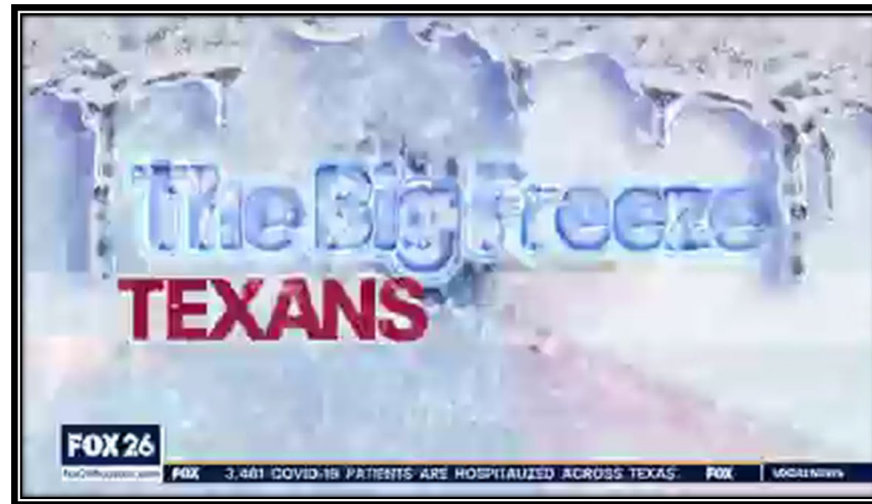
Winter storm water donation

Blue Santa Christmas gift delivery



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COTTON FOUNDATION Winter Storm Response

MORGAN GROUP
Employees affected by winter storm received relief funds from Morgan Group

FURNITURE DONATION
3 families received household goods after being affected by burst pipes

MEDIA OUTCOME
*Fox 26, CBS 11 and Univision 45
262,985 impressions
\$37,673 PR value*

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COTTON FOUNDATION

Hurricanes Laura & Ida

YOUTH BASEBALL LEAGUE

Lake Charles leagues serving children ages 3-16

CLEAN-UP KITS

Disaster prep enables Foundation to respond rapidly

MEDIA OUTCOME

21 placements

1,409,234 impressions

\$31,655 PR value

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SOCIAL MEDIA

LINKEDIN

236.64% growth over FY20

629 engagements

FACEBOOK

11.39% growth over FY20

471 engagements

INSTAGRAM

126.88% growth over FY20

261 engagements

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SIGNATURE EVENTS



Total Raised
\$47,740



Total Raised
\$450,933

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FY21 RESULTS

- # of Projects 27
- Locations Served 11
- Constituents Served 4,375
- Impressions & Placements 1.672M/25
- Revenue \$520,000
- Net \$123,687
- Total Assets \$1.12M

WHAT'S NEXT: 2022

TOGETHER WE CAN CHANGE OUR WORLD

FY22 STRATEGIC GOALS

- Continue to build on FY21 Goals
- Formalize grant application and approval process
- Hold quarterly and annual board meetings
- Expand outreach to Southeastern US
- Prepare for 2 disasters
- Nurture and deploy network