

BOARD REPORT - PROJECT STATUS

			Good Progress			
			In Development			
			Stalled/Issues			
Project Name	Category	Description	Status	Milestone	Goal	Notes
Passover Mailing	Annual Campaign	Drop date 3.5.21	Good Progress	\$25K	\$30K	
High Holiday Mailing	Annual Campaign	Drop date 8.15.21	Good Progress		\$45K	
AFAH Donor Recognition Wall at ALYN Hospital	Development	We are researching virtual recognition and other alternatives.	Stalled/Issues			Israel feels we should not feature AFAH donors over donors from around the world.
ALYN education program	Development	Create ALYN education program for elementary school students with a focus on innovation	Good Progress	Feature article in The Jewish Standard, February 2021		2021-2022 school year will allow for fundraising opportunities within the school
Bricks of Love	Development	June campaign in design	Good Progress		\$50K	
Coffee, Cocktails and Conversations	Development		Stalled/Issues			
Cookbook initiative	Development		Good Progress			donor recognition/acknowledgment sent
Donor cultivation	Development		Good Progress	Phone minimum 2 donors per week		
Email campaigns	Development	Summer 2021 - cookbook	In Development		\$5,000	eblast to all donors to be sent in summer 2021
Facebook lead generation campaign	Development		Stalled/Issues	campaign stalled because of WOL USA		
Foundation outreach	Development	Board action needed to open doors to new foundations	In Development		\$50,000	
NYC Generosity	Development	5K run/walk multi charity event	In Development	awaiting update	\$5,000	Potential NYC event in November 2021
Online equipment wish-list	Development		In Development		\$10,000	
Quarterly updates to major donors	Development		Good Progress	Sent May 2021		
2021 One-Day US Ride	Development		Good Progress	May of 2021	\$124,056	
Legal advice	Operations	Gift administration agreement	Good Progress			
Branding/marketing	Operations	Create a strategic marketing plan for AFAH	In Development	Need to align messaging with Israel and follow a global strategic plan		
Social media	Operations	Increase following and exposure on social media	In Development	Need to align messaging with Israel and follow a global strategic plan		
BBMS	Operations	Payment processing system to replace PayPal on ride website	Stalled/Issues	Delayed on Israel side		
Heels of Love 2022	Special Projects		In Development		\$120,000	
WOL 2021 registration	Special Projects		In Development			
WOL 2021 corporate sponsors	Special Projects		In Development			
WOL 2021 donations	Special Projects		In Development		Global goal of \$3 million	