

BOARD REPORT - PROJECT STATUS

			Good Progress		
			In Development		
			Stalled/Issues		
Project Name	Category	Description	Status	Milestone	Goal
Chanukah Mailing	Annual Campaign				\$50,000
HH Mailing	Annual Campaign			\$28K	\$30,000
AFAH Donor Recognition Wall at ALYN Hospital	Development	We are researching virtual recognition and other alternatives.			
ALYN education program	Development	Create ALYN education program for elementary school students with a focus on innovation		Waiting on feedback from Israel and next steps	
Bricks of Love	Development	Planning Decmeber campaign tied with Chanukah			see Chanukah mailing
Coffee, Cocktails and Conversations	Development				
Donor cultivation	Development			Phone minimum 2 donors per week	
Email campaigns	Development	year-end digital campaigns			\$5,000
Facebook lead generation campaign	Development			Campaign ending 9.30.21	
Foundation outreach	Development	Board action needed to open doors to new foundations			\$50,000
NYC Generosity	Development	5K run/walk multi charity event		CANCELLED/ refund requested	
Online equipment wish-list	Development	Template to be created by AFAH			\$10,000
Quarterly updates to major donors	Development			December 2021 update	
Legal advice	Operations	Gift administration agreement			
Branding/marketing	Operations	Create a strategic marketing plan for AFAH		Need to align messaging with Israel and follow a global strategic plan	
Social media	Operations	Increase following and exposure on social media		Need to align messaging with Israel and follow a global strategic plan	
BBMS/Stripe	Operations	Payment processing system to replace PayPal on ride website		Delayed on Israel side	
Heels of Love 2022	Special Projects				
WOL 2021 registration	Special Projects				
WOL 2021 corporate sponsors	Special Projects				
WOL 2021 donations	Special Projects				Global goal of \$3 million