

BOARD REPORT - PROJECT STATUS

			Good Progress			
			In Development			
			Stalled/Issues			
Project Name	Category	Description	Status	Milestone	Goal	Notes
Chanukah Mailing	Annual Campaign			\$18K Raised in first 3 weeks	\$50,000	Campaign features BOL
AFAH Donor Recognition Wall at ALYN Hospital	Development	We are researching virtual recognition and other alternatives.				Brenda 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		Kickoff scheduled January 2022	\$1800 minimum (but goal is not fundraising)	2021-2022 school year will allow for fundraising opportunities within the school. Continuation with SSDS.
Bricks of Love	Development	Planning December 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 campaign			\$5000/\$10,000	Focus on hydrotherapy shortfall, goal with CAD donors \$25K.
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	Updated donor packet in process of being created				
AFAH PR work	Development	Continued work with Red Banyan		Scope of work currently being negotiated		
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/ February 2022		
Heels of Love 2022	Special Projects			travel restrictions to Israel		
WOL 2021	Special Projects			AFAH raised \$1.4 million		
WOL 2022 Israel	Special Projects			TBD		
WOL 2022 USA	Special Projects			TBD		