

BOARD REPORT - PROJECT STATUS

			Good Progress			
			In Development			
			Stalled/Issues			
Project Name	Category	Description	Status	Milestone	Goal	Notes
Passover Mailing	Annual Campaign		Good Progress	Raised \$40,796		new direct mail company, focused segmentation based on wealth tool
AFAH Donor Recognition Wall at ALYN Hospital	Development	We are researching virtual recognition and other alternatives.	In Development			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	In Development	SSDS visit to ALYN, May 2022	\$1800 minimum (but goal is not fundraising)	School donated \$2300 during their visit, plaque placed on Mitzvah of Love wall. Feedback from school to be discussed with PELE team/Brenda
Bricks of Love	Development	we need to re-think campaign	Good Progress			
Align with ALYN	Development	Zoom series	Stalled/Issues	Third series scheduled for June 28		Received \$1800 from former ride donors who were impressed by the webinar
Donor cultivation	Development		In Development	Phone minimum 2 donors per week		New Director of Development hired
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	CANCELLED/ refund requested		
Online equipment wish-list	Development	Template to be created by AFAH	Good Progress	received initial 2022 list	\$10,000	
Quarterly updates to major donors	Development	Who We Are packet sent April 2022	In Development			
AFAH PR work	Development	Continued work with Red Banyan	In Development			Our contract with Red Banyan ends in June. We will pause our work with them to focus on development initiatives
Legal advice	Operations	Gift administration agreement	In Development			
Branding/marketing	Operations	Create a strategic marketing plan for AFAH	Stalled/Issues	Need to align messaging with Israel and follow a global strategic plan		
Social media	Operations	Increase following and exposure on social media	Good Progress	Need to align messaging with Israel and follow a global strategic plan		
BBMS/Stripe	Operations	Payment processing system to replace PayPal on ride website	Good Progress	Further delay from Israel side/ must be completed ASAP		
Heels of Love 2023	Special Projects		Good Progress			
WOL 2022 Israel	Special Projects		In Development	November 7-10, 2022		
WOL 2022 USA	Special Projects		In Development	June 12, 2022		