

Annual Health Checkup: 2020

Fiscal year 2020 threw us some challenges, but it didn't throw us for a loop. When our fiscal year began in October 2019 we were on a roll—one solid year of growth under our belt with a strong staff team; a board of directors that had successfully shifted away from day-to-day involvement to governing the whole organization; and a stable and growing financial position set to secure the legacy of our programming into the future. In early March 2020, everything changed. There was no road map to deal with the impact of COVID, but we quickly pivoted within the unfamiliar terrain, transitioning programs and events to virtual platforms. We were able to adapt everything that was scheduled, canceling nothing. We continued to navigate the unknowns into the summer and fall, successfully forging creative possibilities and driving toward our mission of creating safe and caring spaces for the children and families we serve.

Creating a community of hope, love, and joy continues to rely on the engagement and generosity of countless volunteers and donors. In this year of uncertainty and constant change, both stepped up sharing their time, talent, and treasure when we needed them most. This amazing philanthropic spirit combined with lower than expected expenses resulted in a surplus, putting us in the fortunate position of putting those funds back into our operations for future years. We are proud of our shared accomplishments and will bring the same creative spirit into the new year.

Sincerely,



Bridget K. Dolan
Executive Director

FUNDRAISING



Goal: ensure continuation of steady funding streams



Logan's Run Virtual 5K

Partnered with a new third party for a unique fundraiser that blended multiple communities of supporters



Online Bidding

Led to highest revenue generation at the Drive-A-Thon since inception and broadened participation at the Goodtimes Gala



Media & Airline Partners

Added KIRO 7 and Alaska Airlines as official Goodtimes Gala partners



Gifting Goodtimes

Donor opportunity to buy care packages for Fall Activity Series participants

Strategies that Helped Us Attain our Goals

New Ideas + Out of the Box Thinking

- 23 runners completed the Logan's Run 5K
- 268 camper care packages delivered

Virtual Connection + New Technologies

- 1,325 online bids at the Goodtimes Gala
- 2,659 virtual camper interactions

Capitalization on New Opportunities

- Michelle Millman was our Gala emcee
- 11 multi-session D&D games hosted

More Frequent Events + Touchpoints

- \$1,925 raised to buy Fall Activity care packages
- 59 care packages mailed to Fall Series participants

PROGRAMMING



Goal: safely serve as many kids/families as possible



Camper Care Packages

Delivered camp-in-a-box to all campers registered for 2020 Camp Goodtimes, Mini Camp, and Sibling Ski Camp



Virtual Camp

Hosted two, 6-day Camp Goodtimes sessions filled with morning activities, afternoon cabin time, and evening programming; and two Mini Camps



Dungeons & Dragons

Introduced a classic role-playing game to a new generation while boosting imagination








Fall Activity Series

Three season-specific, family inclusive projects with accompanying care packages

PROGRAMMING

We ran all originally scheduled programming and added additional unplanned virtual programming and events to stay connected with our families.

Camp & Retreat Registrations

	Transitioned to virtual camp ages 8–17	222
	Transitioned to local paddle ages 18–25	7
	Held in person in February* ages 7–17	60
	Connected via care packages ages 11–17	19
	Transitioned to virtual camp ages 5–7	25

*Prior to COVID-19 quarantine being implemented



561 hours of virtual content produced

That equals 23.38 days worth of screen time across camps, events, and programs.



327 kid care packages assembled and mailed

We also sent 84 camp volunteer care packages to thank them for their support.



35 first-time families participated with us

Even in the midst of a pandemic, families who had never joined us before did.

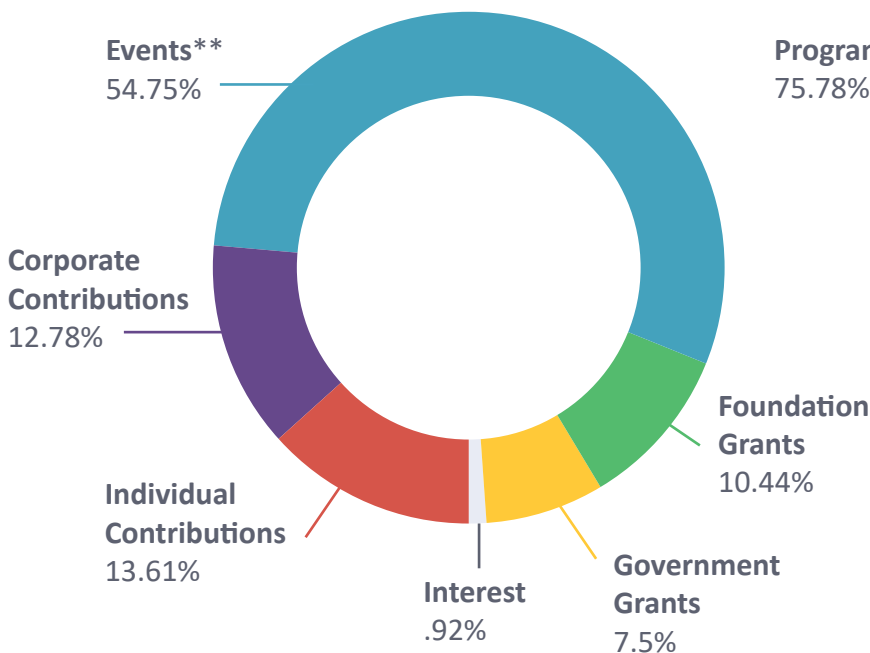
FINANCIALS

Visit our website to see our comprehensive financial statement.

**This total includes 3rd Party Fundraisers.

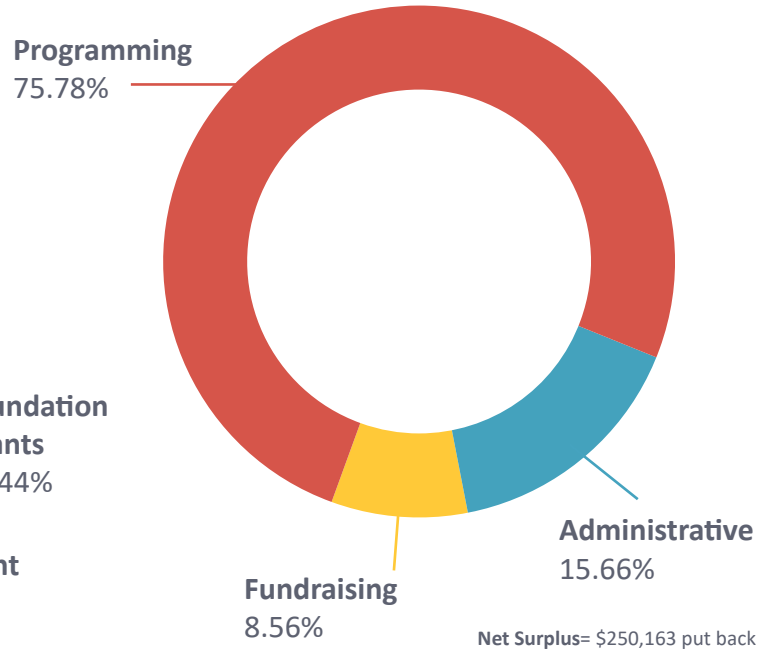
Revenue

Total Net Revenue= \$669,228



Expenses

Total Expenses= \$419,065



Net Surplus= \$250,163 put back into organizational operations

Thanks to all who help make us fiscally healthy and mission focused!