

# Charity Effectiveness Bi-Annual Review

Completed: Oct 5<sup>th</sup> 2019

The Governance Committee acknowledged that we have had a very busy year and wanted to report that outlines performance and effectiveness within the past two years.

As our clients request assistance on their searches an automated process occurs. In the past we have shared that this basically allows us to maintain an accurate and secure database where cases can be managed and information updated by volunteers when a case is archived or closed. The actual workflow gets updated and streamlined to provide innovations on how information is processed and kept track of throughout the year. This includes a function to allow for a reunion database to be maintained alongside typical searches. The reunion data is for all those siblings and parents in search of their adopted family members who they have been unable to find by other means. That part of the database allows for information to be updated anytime that the end users wish to change anything; like moving to a new address or other contact information updates.

Maintaining our grants is an important part of the process of fulfilling much of our services. The two main grants are from Google and Salesforce. The first provides an endless ads campaign to recruit volunteers, ask for donations and inform the public of our services. It also allows for all our volunteers to have individualized email addresses and access to an online cloud drive containing client submissions and other documentation. In the past twelve months we have completed over four hundred and twenty-eight cases. We have also surged forward to have more than one hundred and forty-three active volunteers in total.

In the past six months we have had a growth in paid cases over eighty-one percent more than the previous year; much of which has afforded the nonprofit with updates previously mentioned and reimbursements to many volunteers who chose to partake in the ancestry account program. We have been interviewed twice and will have publication of articles written about our success in Woman's Day Magazine (this July) and the US version of the Guardian (later this year).

Our social media outlets have grown to include over a thousand followers on Facebook and Twitter, as well as, two hundred plus followers on Instagram. We have posts that reach nearly two thousand people per/week throughout this year. We have had an average of twenty-one thousand unique visitors this year viewing over sixty-thousand pages on our website. Twenty-one percent of all our visitors on the website come to us directly by name.

All said and done, we are very busy making a significant impact on a lot of families seeking out the information we have been able to procure through the talented dedication of our volunteers. The committee recommends that we continue to recruit more international based genealogists, maintain our valued grants with Google and Salesforce and tally our number of cases completed by the end of this year to weigh against previous years in service towards our goal to help to provide adoptees and those separated from their biological roots the truth behind their origin.