

## MACF Annual Report, 2022 Campaign

In the 2021 campaign, the MACF Board used the funds raised to support 33 local organizations by distributing a total of \$86,000. The MACF Board kept their goal at \$90,000 for the 2022 campaign and allocated \$85,106 to 35 agencies. We were conservative in our allocations due to COVID concerns affecting our fundraising. We ended up raising \$96,404 (before handling fees) and thus exceeded our goal. We had success with our restaurant runs and penny drives, exceeding the revenue from those activities from the year before. We also recruited 5 strong new Board members for the 2023 campaign whom we hope will continue to grow and innovate our organization. Here is a breakdown of our activities and the revenue generated:

### Revenue Generated, 2022 Campaign

Activity	Amount
Hugo and Mabel Young Foundation	12000
Knox County Foundation	10000
Targeted Donor Mailing	32168
Corporate Direct Donation	21034.69
Ashland Co. United Way Donations, net	10748.23
Other County United Way	268.06
Amazon Smile	84.14
Restaurant Runs	3427.31
Penny Drive, Businesses	1061.37
Penny Drive, Schools	4420
Returned Grants	4455
interest	11.02
Rollover from 2021	3750
TOTAL	\$103428

### Grant Awards 2022

Our Allocations obligation for 2022 is \$85,106 to 35 beneficiary organizations. Our complete list of agencies receiving grants for the 2022 campaign is listed below. We are proud to be able to support local agencies at this level. In addition, we will roll over excess funds after expenses into the 2023 campaign.

The Agencies that will receive funding from MACF in 2022 are:

Appleseed Community Mental Health	Ashland Bookcase Project
Ashland Christian Health Center	Ashland County Cancer Association
Ashland Parenting Plus	Bikes for Kids
Ashland Soil and Water Conserv. Dist	Budd Partners in Education
Catholic Charities – Ashland County	Community Help Mission
Girl Scouts of Ohio’s Heartland	Hospice of North Central Ohio

LHS Leo Club  
 Loudonville Agricultural Society  
 Loudonville FFA Alumni  
 Loudonville Theatre and Arts  
 Loudonville Youth Inc. (baseball)  
 LP Academic Boosters  
 LP Music Boosters  
 Mohican Bike Path  
 Olive Tree Care  
 LP School Foundation  
 Safe Haven  
 Valley View Christian Preschool

Loudonville Area Den and Troops  
 Loudonville Church Women  
 Loudonville Swim Team  
 Loudonville Youth Football  
 Loudonville Youth Soccer Association  
 LP EVSP Jr. High Art Club  
 LP School/Community Liaisons  
 Mohican Historical Society  
 Perrysville Association of Churches  
 Redbird Resilient  
 Perrysville Economic Development

**Cost Savings:**

Cost saving measures used during the 2022 campaign were as follows:

- Sent meeting minutes and agendas to board members electronically.
- Sent out allocations grant submissions and award letters electronically. We saved 70 sheets of paper, envelopes, and stamps. Grant checks still are mailed.
- Continued to offer emailed thank you letters to save postage. This year, 86 electronic thank-yous were sent, saving \$ 47.30 in postage.

**Expense Breakdown, FY 2021**

Expense	Amount
Annual 501 c3 renewal	50
Annual tax filing and audit	720
Annual Chamber of Commerce Dues	80
Annual Website hosting fee	218
Office supplies	456
Postage	391
Campaign Supplies	42
Advertising	1600
TOTAL	\$3638

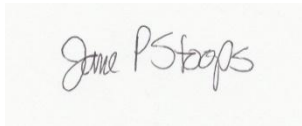
**Note:** Our expenses are locally sourced whenever possible, to keep the money in the community.

**Goals:**

- Meet or exceed our 2023 campaign goal, which is \$95,000.00
- Seek out new donors as well as engaging our current ones. Especially seek out younger people in the community to become annual donors.
- Seek out new Board members who bring specific skills in finance, fundraising, electronic marketing, community knowledge etc. who most importantly are willing and able to put significant time into the organization and become leaders of MACF committees and/or hold executive positions.
- Choose and purchase a computer program that will enable us to organize and store our data in the cloud so that all future MACF donor records will be handled the same way and be available to all MACF Board officers.

Submitted by,

Jane Stoops

A handwritten signature in black ink that reads "Jane Stoops". The signature is written in a cursive style and is centered within a light gray rectangular box.

President, MACF