



2019 Annual Report

Organization's mission statement

Almost all families have been separated from one person or another in their family tree. Meaning they do not know who that missing family members parents were or where they came from. Our primary goal for our organization is to help adoptees and those separated from their biological family to learn who their birth family is/was through the use of genetic genealogy assistance.

2019 Roster of officers and members of the Board

Board President and CFO: Joel Chambers
Board Secretary: Ken Mahoney
Board Director: Kelly Dantas
Board Director: Suzanne Hall
Officer of Special Initiatives: David Neal

Summary of program accomplishments

As our clients request assistance on their searches an automated process now 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 address 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; now exceeding a thousand cases completed since the NPO started. 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.

Financial information

Total revenue from past fiscal year: \$47,040.81

Total expenses broken down into programs: \$46,032.05

Total fundraising: \$1,819.14

Administration/Staff costs: \$1,726.33

Total end of year net assets: \$1,012.76