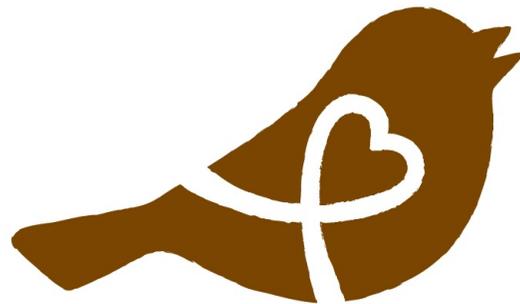


The Sparrow Fund

# 2011 Annual Report



**the sparrow fund**

## Year in Review

In October 2010, the idea of starting an organization to support orphans and the families who were going to adopt them began. Over the next 2 months, it quickly developed and focused to the idea of offering grants to families so they can pay for a medical review of their referral. After a late December meeting with a hospital that does referral reviews that was beyond excited about the idea, it reassured our plan, and The Sparrow Fund was on its way. The first 3 months of 2011 were spent figuring out legal paperwork, obtaining 501c3 approval, assembling a board, putting together a website, figuring out how to get the word out, and raising some money. With some initial social media marketing, we had received and approved our first application by the end of March. By the end of the year, we issued 10 grants that reviewed 12 referrals.

### Fundraising

For our first year, we had a great experience with raising awareness of our organization and raising money. We had many generous people willing to give some hard-earned money to a brand new organization, and we are very grateful for their trust. Two wonderful fundraising opportunities presented themselves to help fund The Sparrow Fund.

#### May Online Sales Event

Two board members, both with personal blogs, enlisted 33 online business to donate 10% of their sales in the month of May to The Sparrow Fund. In exchange, they would receive a write up and promotion on their blogs. It was a great opportunity to support these businesses and make some great connections. In the end, the May event raised over \$3,600.

#### The Nest

The other fundraising opportunity came about very unexpectedly. One of our board members, owner of a small online jewelry business, was connected with a woman named Mary who lives in Kenya. She and the women she works with make paper bead jewelry and were in great need for someone to help sell their product. Mary is an amazing woman and has been through quite a bit in her life. Widowed twice from civil wars, nine biological children, take caring of seven orphans, and leading a group of women to make products to sell and support their families. As the discussion progressed, it was decided that the board member's small online jewelry store would sell Mary's jewelry to help support Mary and her coworkers and all other profits from the jewelry would be donated to The Sparrow Fund. Mary's jewelry started selling in June. By the end of the year, approximately \$10,000 of jewelry and other crafts were sold. Of that, \$6,000 was sent to Mary, about \$3,000 was donated to The Sparrow Fund, and the rest was used to cover other expenses associated with selling the jewelry as well as fund the printing of our first run of t-shirts. It has become an incredible opportunity to tangibly help widows and orphans in Kenya as well as support The Sparrow Fund.

### Connecting

We have worked hard to get the word out and introduce The Sparrow Fund. We have a Facebook page with 431 fans. We have introduced ourselves on various Yahoo groups and online adoption forums. We enlisted the help of popular bloggers in the adoption community as well as general bloggers to post about The Sparrow Fund and/or The Nest. We have sent out dozens of letters and emails to orphan care organizations and adoption agencies. And, we have sent out brochures to 39 different hospitals and doctors to introduce our organization and offer us up as a resource for the families they serve. Each doctor we have talked with has been excited about our mission and appreciative of our desire to help families pay for medical reviews.

## Looking Ahead

2012 is shaping up to be a great year. We are going to do the May fundraising event again and continue to sell the jewelry from Africa. We have a goal of issuing 20 grants in 2012. We will continue to get the word out about our grants and try to raise the awareness of the importance of using medical review services. We will continue to look for opportunities to connect with doctors and adoption agencies to promote our services.

In 2012, we will also be offering something new as we start to offer training for adoptive families. On May 5<sup>th</sup>, we will be cohosting a training event with Children's Hospital of Philadelphia. We have lined up some great speakers to discuss adoption and the school system. Our hope is to help families be better equipped to deal with the unique issues that come up in schools both educationally and socially that are related to adoption.

We will also offer jewelry from The Nest to families who are looking for opportunities to fundraise to help offset the cost of their adoptions. They will have the opportunity to buy the jewelry at a discounted rate, sell it at a set price, and keep all of the profit to put into their adoptions. If they do not sell it all, they have the opportunity to return it for a refund within a 90-day time frame.

We are excited to see what 2012 holds for The Sparrow Fund. It has been a great first year, and we can't wait to see what is next.

## Impact in 2011

<b>Applications Received</b>	<b>12</b>
<b>Applications Approved</b>	<b>10</b>
<b>Grants Issues</b>	<b>10</b>
<b>Number of Different Service Providers Used by Families</b>	<b>4</b>
<b>Number of children reviewed</b>	<b>12</b>
<b>Number of unique donors</b>	<b>49</b>

## Financial Information for 2011

Money In	\$ Amount	Percentage
Donations	\$13,057.66	99.9%
Interest	\$14.29	.1%
<b>Total</b>	<b>\$13,071.95</b>	<b>100.0%</b>

Money Out	\$ Amount	Percentage
Grants to Families	\$4,875.00	72.5%
Administration Costs	\$1,727.08	25.7%
Fees (from financial transactions)	\$119.34	1.8%
<b>Total</b>	<b>\$6,721.42</b>	<b>100.0%</b>

Current Cash Holdings	<b>\$6,350.53</b>
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Administration Cost Detail	\$ Amount	Percentage
Mailings	\$105.07	6.1%
Office Supplies	\$130.72	7.6%
Start Up (cost to incorporate and file 501c3)	\$666.21	38.6%
Web Site	\$540.80	31.3%
Printing	\$259.28	15.0%
Other	\$25.00	1.4%
<b>Total</b>	<b>\$1,727.08</b>	<b>100.0%</b>

In our first year, we are very excited that 73% of the money spent in 2011 went to grants for families. Our desire is to move toward 90% of the money spent going toward our programs and grants. Now that the start-up costs and costs for putting together a website are behind us, our hope is to push further toward that goal in 2012.

For more information



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