



2015 Annual Report

It was another successful year for Impact San Antonio. We had 330 members in 2015, down slightly from 335 in 2014. When combined with non-voting contributions, we are able to award \$334,000 in 2015. And nearly half of our members – 158 women – joined at the Impact Plus level this year. We also had 29 Friends who contributed to support the operations of Impact SA. This is an incredible gift of generosity from our Members, Contributors and Friends.

We had some wonderful recognition this year from the larger community. In October, the Roy Maas Youth Alternatives board recognized Impact San Antonio as their 2015 Champion for Children. This award was given in recognition of the significant gifts that the women of Impact San Antonio have made throughout our history to benefit children in the San Antonio area. Also, the Institute for Women's Health selected Impact San Antonio as the beneficiary of their 2015 Los Luchadores 5k race, which will be held on November 14. This is a wonderful opportunity for Impact SA, and we hope that our members will come join the fun on race day.

Membership Recruiting: This year we approached member recruiting in a different way, working to have fewer but more impactful recruiting events. We want to be thoughtful about what is being asked of you, our members, when we ask you to host an event while enabling a more manageable commitment for those volunteers who organize the recruiting events. We were successful in achieving that goal as we were able to recruit nearly the same number of new members this year with less burn-out from our volunteers. The Board remains committed to growing the number of members first to 400 and eventually to 500.

Member Engagement: We launched a new team this year that is focused on member engagement. In the surveys and focus groups we had done last year and earlier this year we have learned that women join Impact SA for a variety of reasons. Our philanthropic mission is primary, of course. But you told us that you also want to feel that you have a place in this group of creative and engaged women; you want to meet new people and make new friends or professional connections; you want to learn and you want to do positive things for our community. The engagement team has hosted a variety of events and volunteer opportunities to address these various goals. In addition, we have a new volunteer coordinator who will help make sure that our members can volunteer for Impact SA in whatever way is meaningful to them. Look for a robust schedule of activities in the year ahead.

Grant Applications: 109 non-profit agencies applied for Impact San Antonio's grants in 2015, up slightly from the 102 we had in 2014. This year our Agencies & Applications team introduced a video version of the training that we posted on our website in addition to the in-person training that we offer every year.

Review Teams: We had 74 women participate on the review teams this year. Thank you! We worked this year to better integrate the financial review process into the review teams and to become more aligned in our understanding of the type of impact we hope for with our grants.

Financial Report: Membership & Grant contributions for 2015 decreased to \$334,000 from \$338,000 in 2014. Impact Plus members contributed \$20,632, and Impact Friends donated \$3,213 to support operating expenses.

The generous underwriting, sponsorships and donations from Members and Friends helped fund our various events and initiatives.

2015 annual financial statements will be complete in early 2016 and will be available to Members upon request.

Outcomes: All of our 2013 grant recipients completed their projects within the required 2 year timeframe. For the 2014 grant recipients, all projects are underway or already completed. We do not anticipate any problems with agencies completing their projects within the required timeframes.

Brand Promises: The Board continued our work to better define and understand the Impact brand this year. This year we focused on what the Impact brand means and how we can better communicate our mission to potential members and the community at large. One outcome is that the Board updated our Mission statement to read:

Impact San Antonio empowers women to make the most of their charitable donations to impact the Greater San Antonio community and the nonprofits that serve it.

The Board has also identified the promises we make to our members and the San Antonio area non-profit agencies and has referred to those promises throughout the year when faced with decisions. In addition, we have developed more consistent and compelling ways to describe Impact SA and our role in the community. Many of our members participated in surveys or focus groups as we did this work – thank you!

Growing the Number of Finalists as we Grow in Membership: As we grow in membership, we will need to have more than five finalists for the members to consider at Grant Award Night. We have been talking to our members about this topic throughout the year via focus groups and surveys. Thank you to all who participated! The Board is engaged in a final round of focus groups during November, and we expect to have a plan which can be announced to the members in January.

The number of finalists is likely to also impact the way that we handle the “extra” monies above even \$100,000 increments that are collected for the grants. Because of the amount of money available, the Board decided this year to make three awards of \$108,000 and to split the remaining \$10,000 among the other two finalists. This decision was based on a consideration of past amounts awarded to the finalists who did not receive the large grants, on our focus on larger high-impact grants, and on a desire to make the awards for the all finalists more predictable. As the Board considers future changes, the input from our members will be an important factor. The Board is committed to the idea that none of our finalists should walk away empty handed.

Impact SA Board for 2016: We are very excited to announce the Impact SA 2016 Board of Directors. You’ll find a list of the 2016 Board members along with a description of their roles on the board attached to this report. Please join me in congratulating them and also in thanking them in advance for their service and commitment to Impact San Antonio.

We could not do the work of Impact San Antonio without the dedicated support of many volunteers. Thank you to all of our members, friends and supporters for your commitment to making a difference in our community!



Donna Harrison, President