

HFLA ANNUAL REPORT

2019



FEBRUARY 1, 2020

MAURA ROBERTS
Executive Director



2019 HFLA PROGRESS REPORT

2019 Progress on Key Performance Indicators

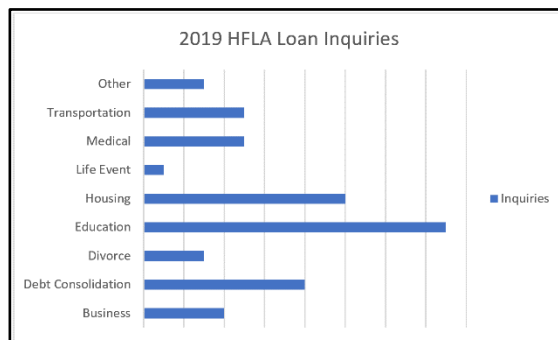
The table highlights HFLA’s progress on 2019 KPIs that identify markers of organizational health.

KPIs	2018	2019 Goal	2019 Results
Number of Loans made	19	22	23
Funds raised	\$65,703	\$70,000	\$93,700
Revenue Added to Reserves	\$26,514	\$30,000	\$38,489
# Donors	95	131	141
Sponsors Added*	1		2
Programs Added	0	1	Angel Guarantor
Brunch Attendance*	66		107
Grants Awarded*	3		6
Life & Legacy LOIs	18	4	4
HFLA Board Members* Rabbinic Advisory Committee - added	11 1		14 1
Operations Enhancements	None	Digital Forms Donor Engagement	None
Angel Guarantor program	None	\$7,500	\$5000

* No goal was set for 2019, though the data shows trends and is relevant.

Summary

HFLA exceeded many of its 2019 goals and is poised to make an even greater impact in 2020 with the new Student Access Fund (SAF). SAF will provide loans of larger amounts to students who are accepted at an accredited, nonprofit institution. SAF will meet the number one request for loans and is strategically targeted to provide higher loan amounts to meet the growing need for access to low-cost education funding. (see chart “2019 HFLA Loan Inquiries”)



In 2019 HFLA helped more families than ever before.

23 individuals and their families received direct financial support from HFLA providing as much as \$115,000 support from our \$93,700 funds raised.

HFLA is able to make a larger impact than the size of our revenues due to the ability to recycle loan payments into new loans for new families.

As HFLA helps more individuals and creates strategic programs to address the greatest need, our impact will increase and we believe increased impact will result in the community increasing its support for HFLA.

Thank you for your support, and trust.

Maura Roberts
Executive Director