



2021-2022 Goals Report

Programming

- Further develop and increase # of participants in Community Groups**
 - Goal: 1,000 participants across Community Groups or ~36% increase from FY20/21
 - Result: 107 groups total, 1086 participants, 214 leaders; A-Term (10 weeks), B-Term (6 weeks), and other staggered start dates (Lent, Fellowship Drop-In Group, etc.)
- Increase creation/distribution of teaching, pastoral and relational justice content**
 - Goal: 4 pastoral/relational justice campaigns
 - Result: Resource/Guide Videos - 7 Relational Guides, 5 eCourses, 16 Community Group Guides
- Creation of additional resource guides/video content for CG use and increased distribution of core resources**
 - Goal: Distribution/sale of 250 guide print copies
 - Result: Resource/Guide Videos - 7 Relational Guides, 5 ECourses, 16 Community Group Guides. Distribution of 30 print copies of College Guide at Purdue event. Distributed 310 copies of The Good Fruit Project Guide
- Increase language accessibility for core resources and online content.**
 - Goal: Translation of 9 resources
 - Result: Spanish Translation Team: 8 Guides Translated, 2 Guides in Process
- Creation of in-person college events in different regions of the US (COVID permitting)**
 - Goal: 2 College Events with 30+ participants FY21/22
 - Result: Spring 2022- Event planned for University of Maryland postponed due to low signup; to be rescheduled for Fall
- Financial Gain on 2022 Virtual and In-Person Conference**
 - Goal: Net Gain for 2022 Conference, 700-in person participants, 100 virtual participants, \$16k in sponsorships
 - Result: Net gain on Virtual Conference with ~975 virtual attendees, \$13,660 in sponsorships
- Increase parent programming with an increased number of parent participants.**
 - Goal: 200 total parent participants between Spring/Fall events - 25% increase FY21/22
 - Virtual Parent Summit - May 2021
 - In-Person Parent Summit - September 2021
 - Parent Support Groups & Content-Focused Groups
 - Result: Increased CGs offerings with a Parent focus throughout the year (parent drop-in group)
 - Parent Summit/Series ~90 Attendees
 - Parent Support Groups - ~150 participants
- Expansion of "Q Worship" programming**
 - Goal: 3 Q Night Live events, 3 Worship

- Wednesdays, 2 Pre-Conference Worship Events
 - Result: 8 Fellowship Friday Events (rebrand of Worship Wednesdays), Published 2021 Conference Recordings, and 1 Q Night Live Recording; Pre-Conference Worship Events canceled due to virtual Conference
- Prayer and Support Gatherings**
 - Goal: Average attendance of 8 per gathering.
 - Result: Discontinued this programming offering
 - Revamp/revitalization of the QCF Online Forum**
 - Goal: Online Forum average daily user count to increase by 50% in FY21/22
 - Result: Net decrease in daily users
 - Increase accessibility across barriers of racism/mhite supremacy, nationalism, socio-economics, ableism and identity bias. EDI Council of 3 people**
 - Goal: Formalize a structure for needed CG accommodations (ASL, captioning, etc.)
 - Result: Increased accessibility across barriers of racism/white supremacy, nationalism, socio-economics, ableism and identity bias
 - Formalized a structure and budget for FY22/23 needed CG accommodations (ASL, captioning, etc.)
 - EDI Learning Group - monthly gatherings on 2nd Sundays
 - Additional content creation, use and distribution of The Good Fruit Project content**
 - Goal: 35K TGFP Pageviews, 3K Total Guide Downloads
 - Result: 310 physical Guides distributed to advocacy partners; 18,576 pageviews with 1,784 Guide downloads
 - Updated UNCHANGED resources/content with increased distribution**
 - Goal: 30 UNCHANGED stories published, 100 stories for new edition
 - Result: 26 UNCHANGED stories published; 105+ stories for Hardcover edition (not released); eBook Volume IV released in June 2021
 - New opportunities for LGBTQ+ people to discern their calling to vocational ministry in an affirming Christian context**
 - Goal: 2 LGBTQ+ mentees brought into the organization, dedicating 10/hrs per week each to QCF activities; FTE Mentorships (grant-funded)
 - Result: Gave opportunity for 2 LGBTQ+ people to discern their calling to vocational ministry in an affirming Christian context

Governance/Compliance

- Increase visibility into the functional roles/responsibilities of QCF staff/contractors**
 - Goal: Review Org Chart in March 2022
 - Result: Revised Org Chart and Organizational Overview in Fall 2021 and in Spring 2022
- Continued execution of annual planning/org development documents**
 - Goal: Conduct end of fiscal year employee reviews by April 2021
 - Result: Employee Performance Reviews slated for May 2022
- Greater board diversity**
 - Goal: Recruit 2-4 new board members with diversity and/or CPA/Legal expertise
 - Result: Recruited 3 new board members, including CPA and attorney in Spring 2021; increased trans representation on board by 2 and POC representation by 1
- Create Annual POAP Report for March BOD review**
 - Goal: Develop POAP for next fiscal year by March 2022
 - Result: POAP for 22/23 fiscal year approved by the Board in June 2022
- State Charity Registrations filed for national fundraising compliance**
 - Goal: Research services for state charity registration for compliance
 - Result: Engaged filing services to ensure national compliance

Communications/Marketing

- Goal: Revised Brand Style Guide**
 - Result: Completed March 30, 2021
- Goal: Implementation of One-Off Campaigns (6+ Including Pride, The Good Fruit Project)**
 - Result: 8+ total one-off campaigns were implemented in FY21/22
- Goal: 10,000 Instagram Followers**
 - Result: Surpassed 10,000 followers in May 2021; 11,950 followers as of April 2022
- Goal: Revise Affirmation & Relational Guides in Accordance with Style Guide**
 - Result: All English & Spanish Guides were redesigned in April 2022
- Goal: Begin Featuring at least Twice-Monthly Video Content in Social Communications**
 - Result: Weekly video content began in August 2021
- Goal: Revise and Implement Conference Branding for 2023**
 - Result: Conference branding was implemented in January 2022
- Goal: Ensure Websites Are Fully Accessible**
 - Result: A review was conducted and new accessibility practices were implemented in April 2021

Operations

- Goal: Stronger project management and annual planning practices**
 - Result: Transition of Operations Director Role required reorganization of several staff roles, including hiring project management contractor
- Goal: FY2021/2022 budget approved by April 15, 2022**
 - Result: FY22/23 budget approval delayed to June 2022 due to vacant Operations Director position
- Goal: More refined and accurate operating/event budgets for 2021/2022**
 - Result: Switched to individual accounting services provider; Parent Summit budget built into overall budget; added indirect costs for operations and programming tasks based on projected staff hours
- Goal: Consolidated or new bank accounts**
 - Result: Consolidated in September 2021
- Goal: \$250K in cash assets by the end of the FY2021/2022**
 - Result: \$249,237.76 as of April 30, 2022
- Goal: \$50K net gain in FY2021/2022**
 - Result: \$101,119.38 net gain as of April 30, 2022