

STARFISH FOUNDATION 2025 ANNUAL TREASURER'S REPORT

Dear Starfish Foundation membership,

The Starfish Foundation, Inc. experienced a robust year during 2024 that was highlighted by a fundraising event occurring in January 2024. That event (100 Lives), which involved planning and fundraising activities beginning in the fall of 2023, generated a gross collection of approximately \$,27,000 with a net funding provided by the event of approximately \$10,000. These activities were reflected in the 2023 and 2024 financial activities of the Foundation.

Major individual donor activities generated during 2024 included a \$10,000 donation from Clarios, a charitable foundation associated with Johnson Controls, and a \$15,000 donation from the Kubly Foundation. The Kubly Foundation grant is to provide certified peer specialist training. This grant will be earned by the Foundation in 2025, as the training services are to be provided in April 2025.

During 2024, the Foundation provided six course services retreats for its participants within its budgeted cost. Gross collections for 2024 total \$49,000, as compared to \$39,000 generated for 2023, with a net profit of \$8,700 for 2024, as compared to loss of \$10,300 generated for 2023. The Foundation does have an equity reserve of \$47,000 which represents cash reserves that exceed the 2024 annual budget, or approximately two times the annual budget. The Foundation's objective is to build an equity reserve of two times the annual budget to be fiscally strong (positive trend).

2023 included significant investments in website redesign, advertising, and social media assistance and training. Those activities continued in 2024, and it appears the direction and efforts expended on these activities have provided additional returns to the Foundation. Donations received for 2024 totaled \$31,000 as compared to \$18,000 being collected in 2023. Our Foundation's ability to continue to understand the way the world works and making changes to accommodate those factors are integral to our continued success. This involves our Board's ability to understand the markets we are involved in and their ability to timely react to provide the positive outcomes we have recently experienced.

With a heart full of gratitude, I thank all members for everything being done to support the Foundation. I look forward to seeing what can be accomplished in 2025 for this Foundation.

Respectfully submitted,

Mark Spindler