



# What We're Working on @ HQ

March/April

First and foremost, we hope everyone in the Dream Factory family, along with their own families, are doing okay during this unusual time. The physical and emotional health of our volunteers and staff is critically important. All of us are feeling the impact to some degree. There are doctors, nurses, healthcare professionals, firefighters, policemen and police women, small business owners, salespeople, teachers, parents, paraprofessionals, etc. throughout the families of our volunteers and staff. Many of us have elderly parents and many of us find ourselves in that unenviable category of “vulnerable”.

I share all of this not to be negative but rather to share our strength. The Dream Factory is a great organization made up of great people. People with different backgrounds, from different parts of the country, with different political and religious beliefs, with different careers and of different ages all come together with one focus-to provide dreams to sick and ill children!

Our people, whether serving as staff, volunteers, board members or in some other capacity, are indeed our greatest strength. Working together we will make it through this challenge and together we will provide dreams for another 40 years!!

**Hope**-As an organization we have been spreading a message of **HOPE** for the last 40 years. Whether it be kids **HOPING** to experience Disney or meet their favorite star or parents **HOPING** their child has a typical childhood experience without hospitals, the Dream Factory has been there to provide and deliver **HOPE** to our children and their families. We are outstanding at delivering a message of **HOPE**.

Everyone is currently **HOPING** for a return to normalcy. People are looking for signs of normal. This is where we fill in the gap and provide the signs of normalcy and **HOPE**. Strategies such as the Kansas City Facebook campaign of Spirit Week provide **HOPE** to people everywhere. Please share news of any similar strategy at the chapter level. We want to build on that campaign through the on line video strategy. Please send us contact info for recent and past Dream children and their parents so we may reach out to them and work with them to complete a thirty-second video, about their dream experience. We will take care of reaching out to the parents. Even though opportunities to plan dreams are likely on hold, we can continue to provide **HOPE**. With the kids not going to school, now would be a great time for them to video themselves. We just need the contact info for the parents and the child's name. We will do the rest.

**Finance**-I apologize for the delay in sending out the March newsletter. For the last 14 days, we have had a laser like focus on the \$2.2 trillion dollar CARES act to determine which component(s) of the act will provide the greatest relief to the Dream Factory. We reached out to people we know at Strothman(our auditor), Merrill Lynch, 5/3 Bank, Kentucky Non-Profit Network, the National Council of Non-Profits, US Chamber of Commerce, Louis T Roth and Company and the Center for Non-Profit Excellence as well as other resources in an effort to gather as much information as possible. The decision was made to apply for a loan under the Payroll Protection Program. This program allows us to apply for a loan equal to 2.5 times our average monthly payroll for the last year. The attraction of this program is, after a brief period of time (8 weeks) and when certain criteria are met, the loan reverts to a grant with the loan forgiven. Details concerning the logistics and documentation required for the program were changing daily, if not hourly. We are in the process of applying for this program.

We also continue to look for financial relief for chapters. With each new act that is passed, we look through the lens of assistance opportunities for the chapter level as well as the national level.

**Communication**-our challenge is to share information in a timely manner reflective of the rapid pace of changing dynamics with a sense of balance of what each of us is dealing with in our personal and professional lives. We certainly do not want to create an added layer of stress for anyone, yet we realize for some, their work with the local Dream Factory chapter provides a much-needed break or distraction. We have developed a communication strategy designed with that in mind. The four components to the plan are:

- **Weekly update**-information that is not time sensitive, relative to the Dream Factory and our response to current conditions, is shared via this format.
- **Town hall meetings**-every other Sunday there is a voluntary town hall type meeting. This will allow folks to ask questions, share ideas with other chapters, suggest solutions and most importantly, it allows all of us to remain connected at some level. Detailed info on the meeting is shared the week of the meeting. The next town hall meeting is Sunday, April 19<sup>th</sup> at 4:00 pm EST
- **Monthly Newsletter**-this will continue to be shared on a monthly schedule. We will continue to share success stories and more typical information going forward.
- **Time sensitive** information will be shared asap.

**Our Chapters**-a big shout out to the Rochester chapter. They recently provided a dream that was compliant with social distancing expectations. They purchased a laptop, mouse and gaming system for a young man. They then dropped everything off on the front porch of the dream child.

Congrats to Jersey Shore-they were just awarded a \$1,000 check from WalMart!!

Congrats to Western Illinois-they were just awarded a \$1,000 check from WalMart!!

A big shout out to Kansas City on their Facebook campaign of Spirit Week.

**Screening Process**-after talking with chapters who have conducted dream screening in a non-face to face format, best practices have been developed that allow all chapters to complete the screening process in this format. The best practices are in the volunteer section of the website. This will allow the screening process to continue under social distancing guidelines.

**On the Horizon**-events such as the 2020 convention in Louisville, the 40<sup>th</sup> anniversary celebration and others will be reviewed as we get closer to the dates. While it is far too early for any decisions, we are proceeding as planned with discussions including plan b options.

**Remote meeting**-our early summer meeting, via phone, is scheduled for Saturday, May 30<sup>th</sup> at 11:00 am EST. Details, including the log in information, will be shared in a couple of weeks.

## Financial Overview thru February, 2020

	Sep '19 - Feb 20	YTD Budget	\$ Over (Under) Budget
<b>Total Income</b>	\$ 145,998.57	\$ 140,689.13	\$ 5,309.44
<b>Total Program Services Expenses</b>	\$ 33,576.80	\$ 34,136.48	\$ (559.68)
<b>Total Fundraising Expenses</b>	\$ 25,565.28	\$ 28,240.04	\$ (2,674.76)
<b>Total Administrative Expenses</b>	\$ 103,320.96	\$ 105,174.92	\$ (1,853.96)
<b>Net Income</b>	\$ (16,464.47)	\$ (26,862.31)	\$ 10,397.84

## Dream Count

Jan-20	Jan-19	Jan-18
113	110	89