

# Option Two: Annual Report

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An Annual Report is a way of showing the public and its members what it accomplished in the past. It can also be used to show existing supporters/funders how their funds are being spent and to help your organization attract new funders. It is also an opportunity for a non-profit to keep an historical record of the organizations progress.

Always begin with your key message and your achievements. What three things are you most proud of from last year? What aspects would you emphasize if you only have five minutes to tell a stranger about your nonprofit's good work? Your annual report should flow from the answers to these questions.

Annual reports summarize what has already happened. Don't treat your annual report as a summary of your current work plan. You can talk about the present or the future in the executive message or in a small section near the end of the report.

## Assignment Criteria

Students will create an Annual Report for an organization of their choice (either an organization that they work at, volunteer for, or know of).

The Annual Report Assignment should be at least 4 pages long (not including a cover page and back page) and include the following components:

- Letter from the Executive Director and Board President
- Mission Statement of the Organization
- Overview of Programs' Accomplishments
- Overview of Agency Finances (Revenue and Expenses)
- Listing of Board Members and Staff
- Listing of Donors, Grantors, Foundations, etc.

Attached to the Annual Report should be a list of resources that you utilized in creating your Annual Report – What websites did you look at? What organizations' Annual Reports did you use as an example?