

SAMPLE Annual Report Outline

Creating a non-profit annual report is a meaningful way to communicate your organization's achievements, financial performance, and impact to donors, stakeholders, and the public. While I can't provide a specific template, this is a general structure and critical elements to include in your non-profit annual report.

You can use this as a starting point and then adapt it to your organization's specific needs and branding.

ANNUAL REPORT

Title Page:

- Non-profit organization's name and logo.
- The year the report covers.
- A brief and engaging tagline or mission statement.

Table of Contents:

- List of sections and page numbers for easy navigation.

Letter from the Executive Director or Board Chair:

- An introductory letter summarizing the year's achievements and expressing gratitude to stakeholders.

Mission and Impact:

- A section explaining your organization's mission and vision.
- Highlights of your impact on the community or cause you to serve, including success stories and testimonials.

Financial Summary:

- A summary of your financial performance, including income, expenses, and significant economic events.
- A breakdown of revenue sources (donations, grants, etc.).
- A breakdown of expenses includes program, administrative, and fundraising expenses.
- A balance sheet and statement of cash flows.

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Program Highlights:

- Descriptions and outcomes of your major programs and initiatives.
- Metrics and data that illustrate the effectiveness of your programs.
- Photos or visuals to make this section engaging.

Donor Recognition:

- A list of major donors, sponsors, and partners, categorized by their contribution level.
- Express gratitude and acknowledgment for their support.

Board of Directors and Staff:

- Brief bios and photos of board members and key staff.
- An organizational chart, if applicable.

Goals and Plans for the Next Year:

- Outlining your goals and strategies for the upcoming year.
- Explain how you plan to use your acquired resources to advance your mission.

Financial Transparency:

- Details about how your funds are allocated and used.
- Information on any changes in financial policies or practices.

Appendices:

- Additional financial details, such as audited financial statements or 990 forms.
- Additional data, reports, or documents that support your achievements and impact.

Contact Information:

- Your organization's contact details, including website, phone, and email.

Remember to make your annual report visually appealing with images, charts, and graphs. It should be well-designed and easy to read. Use your organization's branding and color scheme to maintain consistency with your other materials. You can also consider print and digital versions of the report to reach a wider audience.