



Annual reports with impact

#FPAnnualReports

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PROGRAM



- // Purpose
- // Publics
- // Production
- // Best practice examples
- // Promotion
- // Q&A

PURPOSE

Why are you producing an Annual Report?

- Requirement
- Funders
- Members and other publics
- Build brand awareness

Do you even need an Annual Report?

Have a clear, shared reason for developing the Annual Report and don't just create an Annual Report because you always have!

PUBLICS

// Board

// Staff

// Partners

// Funders

// Donors

// Members

// Political &
government
decision-makers

PRODUCTION



1. Quality, not quantity.
2. Avoid descriptions – focus on story telling.
3. Paint a picture of the good things to come.

PRODUCTION



// Printed report

// Infographic


// Microsite

// Video

// Online magazine

// Online slideshow

PRODUCTION



// In Design
// Adobe Spark
// Issuu
// Fiverr
// Word Swag
// Piktochart
// Flickr & Unsplash

BEST PRACTICE EXAMPLES


KIVA ANNUAL REPORT 2014

LETTER | TIMELINE | PHOTOS | STATS | HEALTH

Share

Tweet

Donate



Premal Shah, President

2014 was another exciting year

of growth and innovation worth celebrating for Kiva. Together, with our lenders and partners, we put more than \$139 million to work in the hands of Kiva borrowers. We expanded our reach into new geographies, and marked new frontiers for microcredit through our Kiva Labs program.

In the U.S., Kiva Zip continued to spark “lend local” movements across the country, with new Kiva City launches in [Pittsburgh](#), [Louisville](#) and [Philadelphia](#). Now more than 11 cities are official Kiva Cities.

Through our Kiva U program, and with the educators used Kiva and microfinance as seamlessly from awareness to action.

In partnership with the HP Co. Foundation over 130,000 HP employees lending more

Through Kiva Labs, we enabled innovative financing of income generating assets ranging from lanterns.

These achievements are not yours. Thank you!

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\$135,547,175

TOTAL BORROWED

↑ vs 2013
\$118,932,850

308,941

BORROWERS

↑ vs 2013
256,993

The Year in Stats

5,619

HIGHER EDUCATION BORROWERS

↑ vs 2013
3,768

Female 83%

Male 17%

BORROWER GENDER

256,689 & 52,252

\$271

LENT PER MINUTE

↑ vs 2013
\$226

7,975

EXPIRED LOANS

↑ vs 2013
3,569

kiva.org/about/finances/annualreport

BEST PRACTICE EXAMPLES



DOING
THE MOST
GOOD®

THE SALVATION ARMY 2015 ANNUAL REPORT
REPORTING ON FISCAL YEAR ENDING SEPTEMBER 30, 2014

DONATE NOW

OUR YEAR

OUR VISION

HAITI RECOVERY EFFORTS

FINANCIALS

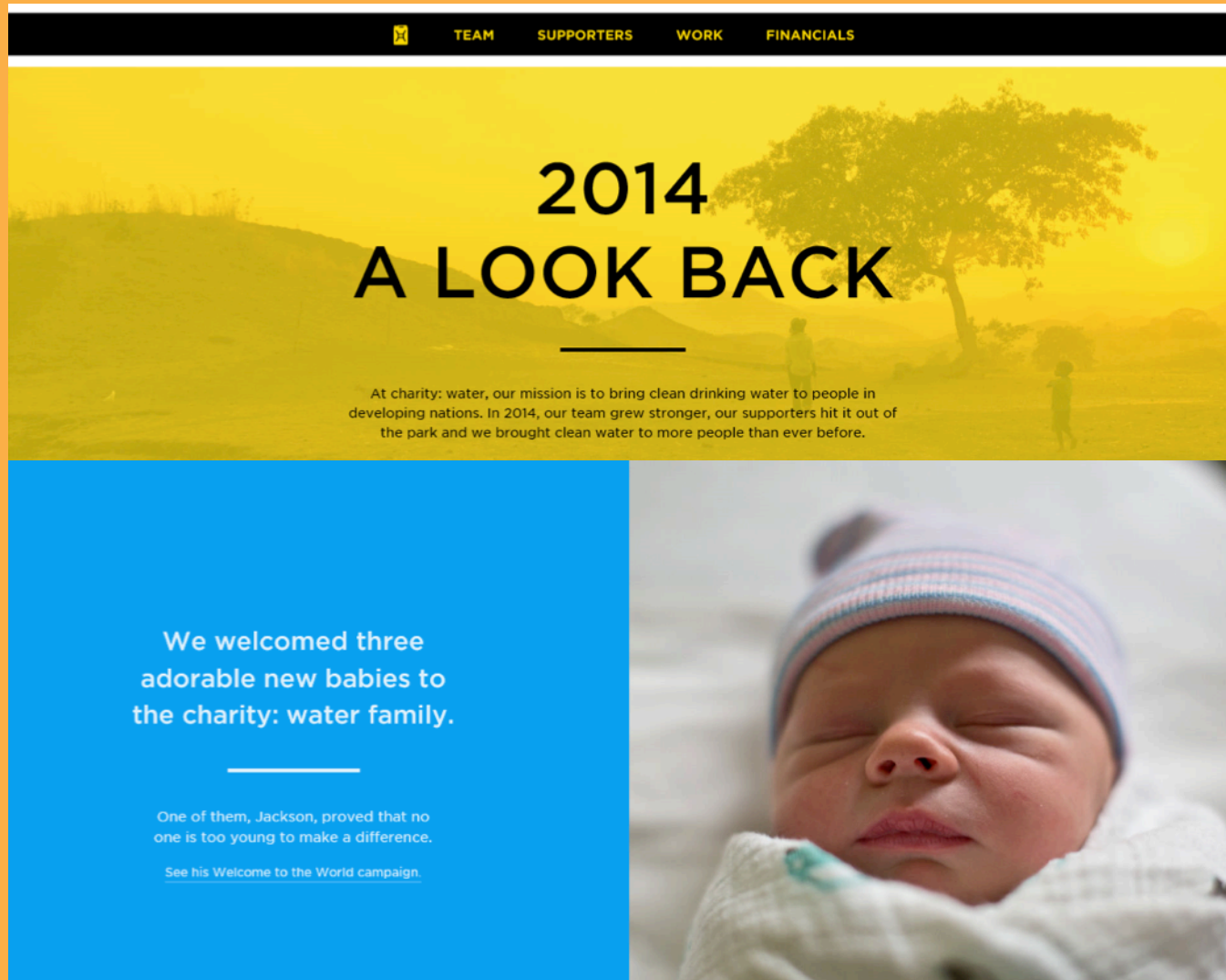
LEADERSHIP

PDF



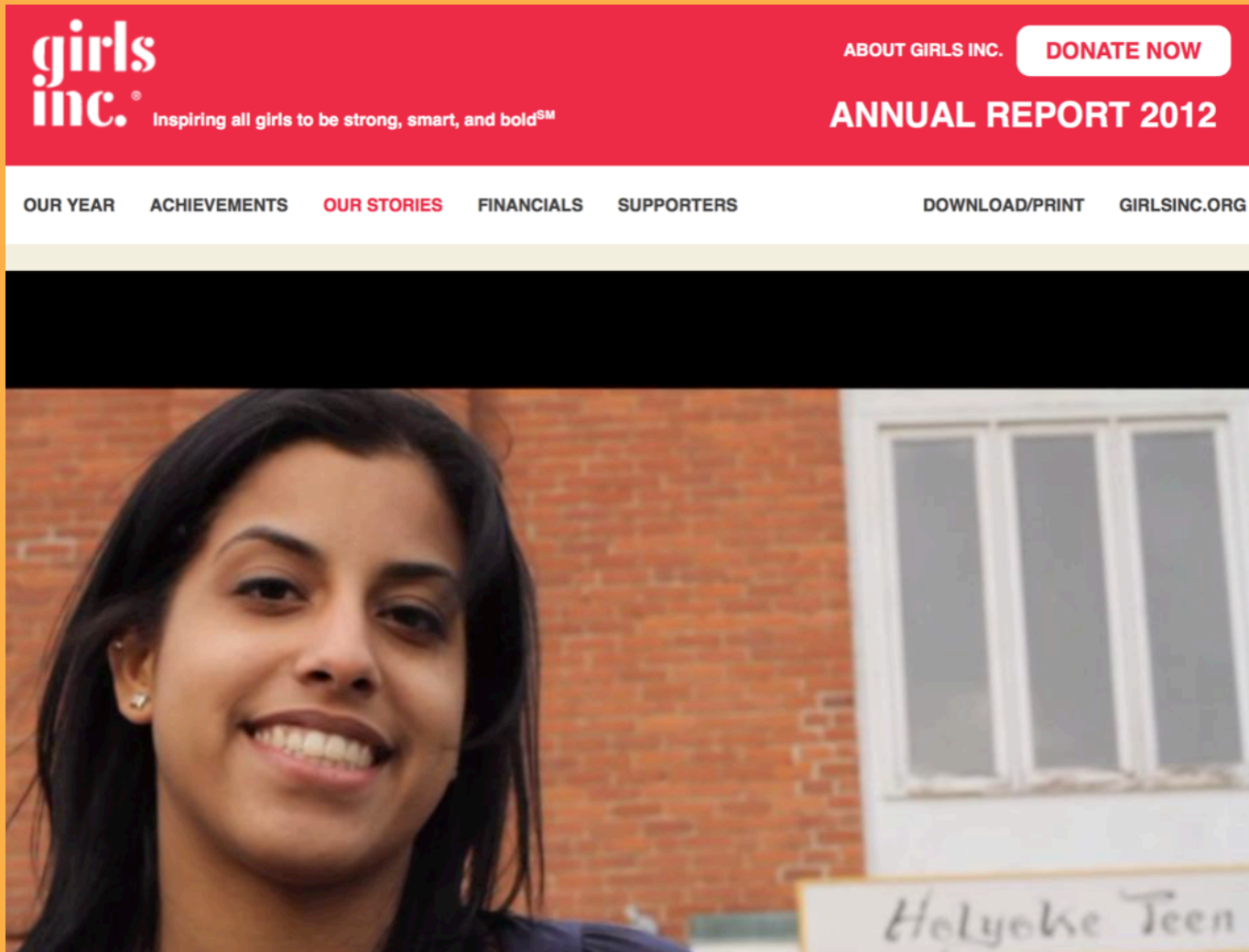
salvationarmyannualreport.org

BEST PRACTICE EXAMPLES



charitywater.org/annual-report/14/

BEST PRACTICE EXAMPLES



girlsinc.org/annualreport/bria.html

MORE INSPIRATION

- PAI microsite + downloadable PDF report -
<http://pai.org/annual-report/>
- Lemonade international microsite -
<http://www.lemonadeinternational.org/annualreport2013/#frontpage>
- Frida infographic report -
https://issuu.com/fridafund/docs/frida_annualreport2013?e=6299109/7998371
- The Nature Conservancy video report -
<https://www.youtube.com/watch?v=ljaJSRhSI1o&feature=youtu.be>
- The International Institute for Communication and Development video report -
<https://www.youtube.com/watch?v=VwDLLxDc4gM>

PROMOTION

// Who needs a copy?

// E-news bulletin

// Blogs

// Social media

// Thunderclap

// Hard copy mail out

// Email out

// Hand deliver



Q&A

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