

DELTA THETA SIGMA
FOUNDATION, INC.
ANNUAL REPORT

2020



A YEAR UNLIKE ANY OTHER

While no one may have suspected 2020 would have been so difficult, we all know we can be the change to make it better — our lives and the lives of generations after us depend on it.



Photo by Jakayla Toney via Unsplash

INVEST IN COMMUNITY

We must invest in our community and ourselves to ensure tomorrow is better than today. Through active programming, we need to give back and continue to push forward.

42%

of Cincinnati population are African-American

LETTER FROM OUR CHAIRMAN

In a year where we experienced a global pandemic with COVID-19 along with civil and political unrest, we can only ask the next question—What's Next?

What's next is our efforts to continue moving forward and making progress in the relentless pursuit of our mission to be the preeminent philanthropic organization in the Cincinnati.

What's next is enabling more students to attend college with the support of financial assistance. Helping more students will move them closer to their academic goals with proper tutoring. Investing in more small businesses to thrive not from a stimulus check alone, but from community members who see their value. Providing families with more hope during the holidays will bring joy to their hearts through giving.

None of this happens without our partners in and around Cincinnati— and your contributions with which we have been entrusted. We thank you for your passion to give and support these efforts.

I am pleased to share with you the Delta Theta Sigma (DTS) Chapter Foundation 2020 Annual Report. Complete audited financial statements are available on dtsfoundation.com.

Bro. Michael Dixon II
DTS Foundation Chairman

YOUTH MENTORSHIP

Assisting local Cincinnati public schools with tutoring and mentorship through providing educational scholarships and life coaching.

FAMILY GIVING

Providing families in need during the holiday season with financial assistance through our Adopt-a-Family initiative in partnership with St. Vincent de Paul.

NON-PROFIT SUPPORT

Consulting for other local organizations looking to achieve 501(c)(3) status in an effort to help others in the community.

PROGRAMS WITH A PURPOSE

**SMALL BUSINESS
FOCUSED**

Supporting local Cincinnati small businesses to encourage entrepreneurship and minority/women-owned growth through partnership and promotion.

SCHOLARSHIP

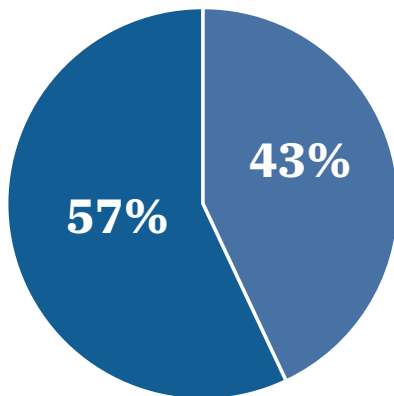
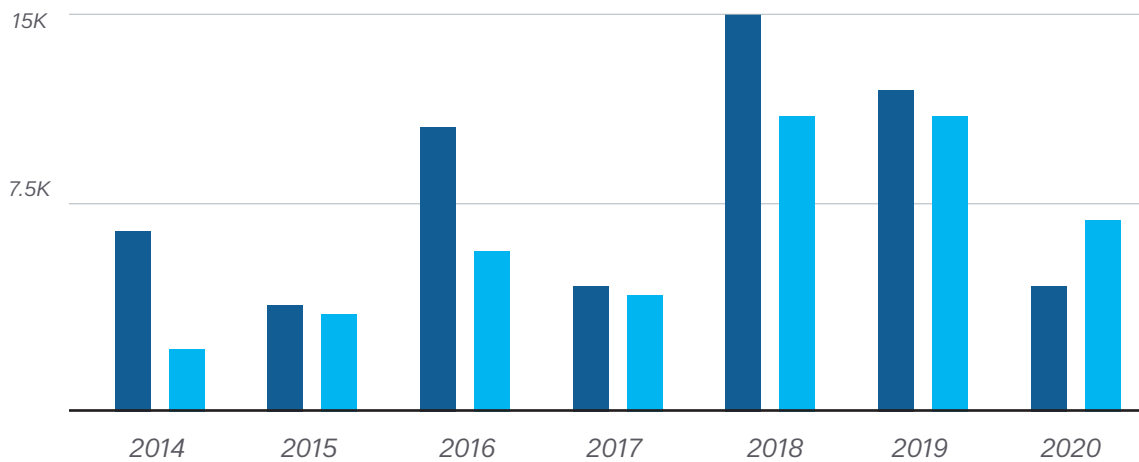
Awarding higher education scholarships to Cincinnati high school students in need of financial support to pursue their dreams and passions.

COMMUNITY SUPPORT

Networking with other philanthropic organizations to support local community service programming and having pride in our local neighborhood.

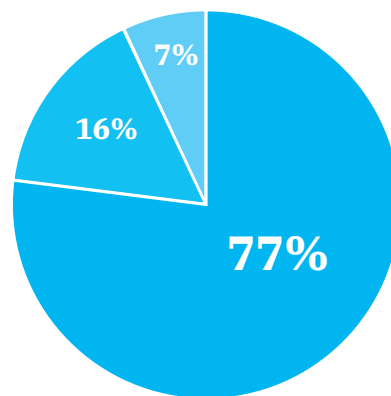
FINANCIAL SUMMARY

We operate every day trying to live up to our mission and are grateful for the support from individuals, corporations, institutions, and foundations who share purpose and passion.



REVENUE TRENDS

- Interest and other income 57%
- Contributions 43%



OPERATING TRENDS

- Programs 77%
- Donations 16%
- General administration 7%

FUTURE INSIGHTS

As we look forward to 2021 strategic planning, we will be focused on the following goals.

GOAL: Mentor male youth in Cincinnati through providing educational scholarships and life coaching.

MEASURES:

- Increase endowment fund by \$1,000 by the end of year
- Donate \$3,000 in scholarships
- Adopt 1 school (up towards 10 students)
- Gain 20% of financial chapter member engagement

GOAL: Foster relationships with community partners to further the cause of leading lifestyles.

MEASURES:

- Obtain 100 email and/or mailing addresses for reoccurring communications
- Produce and distribute Foundation annual report to all donors and potential partners
- Secure 2 corporate partnerships totaling \$1,000



OUR COMMUNICATION STRATEGY

Meet the community where they are by having a diverse mix of communication mediums from direct mail to social media.

GOAL: Unite with the local business community to encourage entrepreneurship and supporting minority and women-owned business enterprises.

- Adopt 1 local or minority owned business through promoting during events, activities and communications
- Establish a relationship with African-American Chamber of Commerce and attend meetings

GOAL: Connect with other philanthropic organizations to support community service and pride in our local neighborhoods.

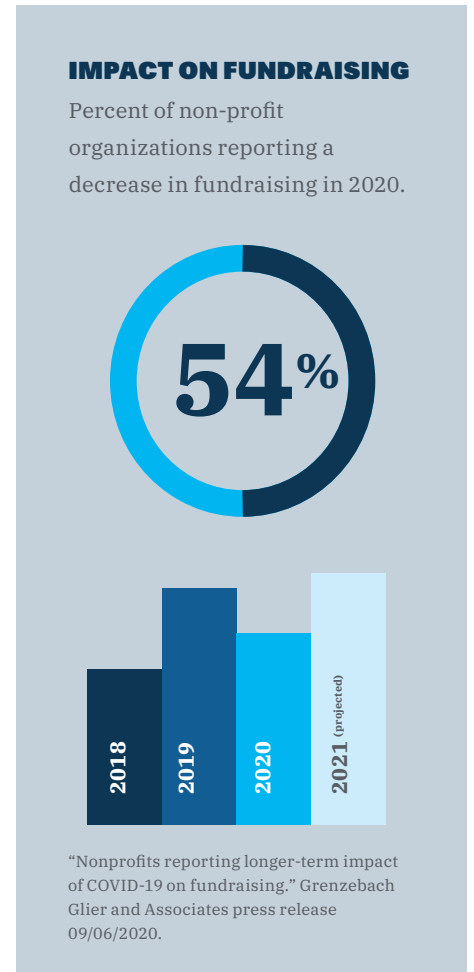
MEASURES:

- Seek out and attend 4 related organizational events to increase Foundation awareness in Cincinnati
- Plan 1 joint event with another organization in support of Foundation goals



OUR FUNDRAISING STRATEGY

Provide meaningful examples of how donations help those in need and share the stories from those who have benefited.



OUR GROWTH STRATEGY

Execute our mission, share our success with the community and by letting our actions speak for themselves.

