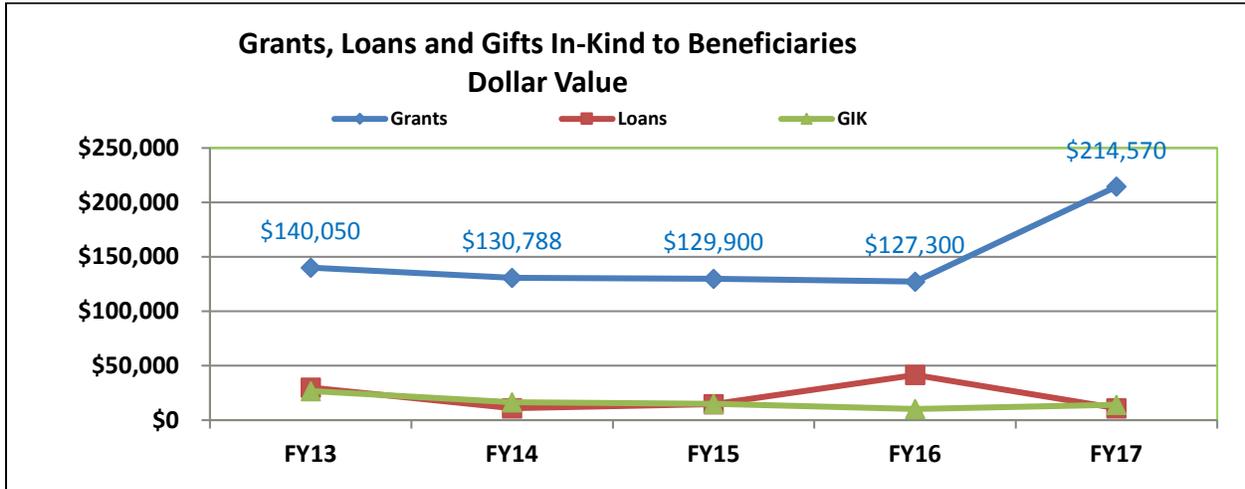


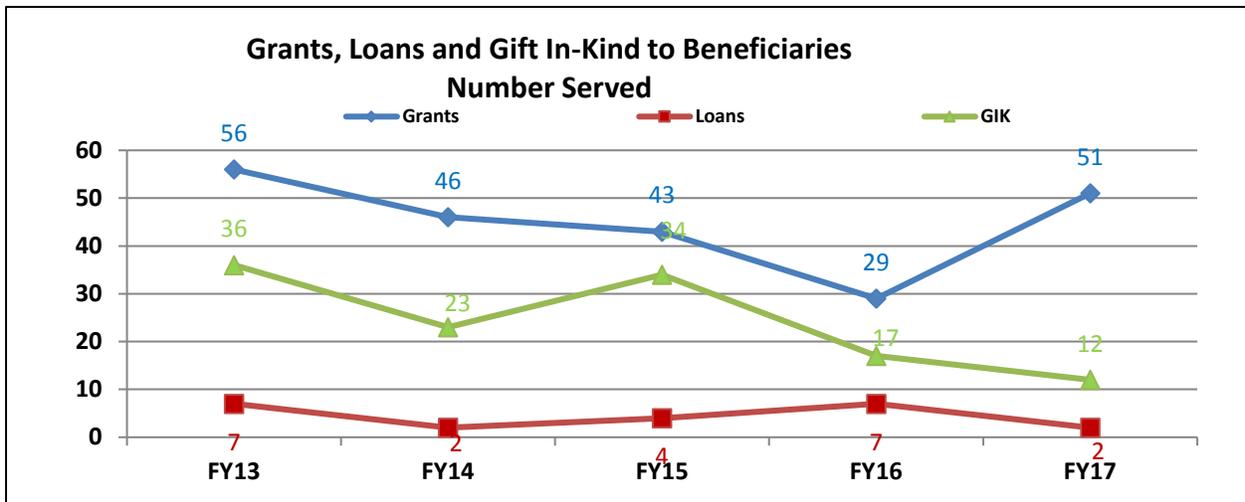
Trends in CERF+'s Emergency Assistance and Emergency Preparedness

The following charts and tables illustrate CERF+'s emergency financial assistance over the past five fiscal years. Due to the nature of emergency assistance, demand for assistance can fluctuate greatly from year to year. Only \$4,400 of the FY17 grant assistance was due to the hurricanes at the end of the fiscal year, indicating that the year was very busy even before the major disasters struck.

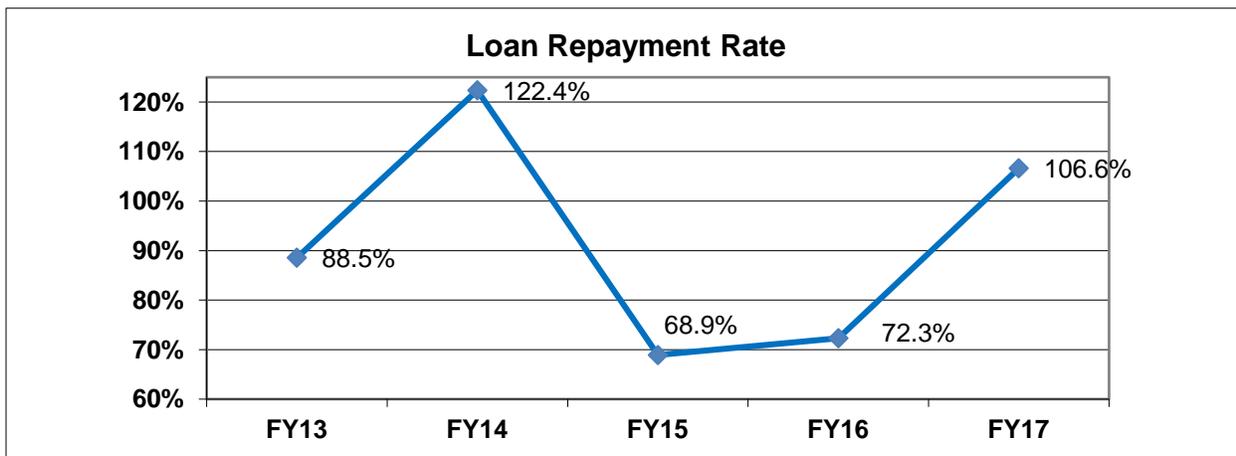
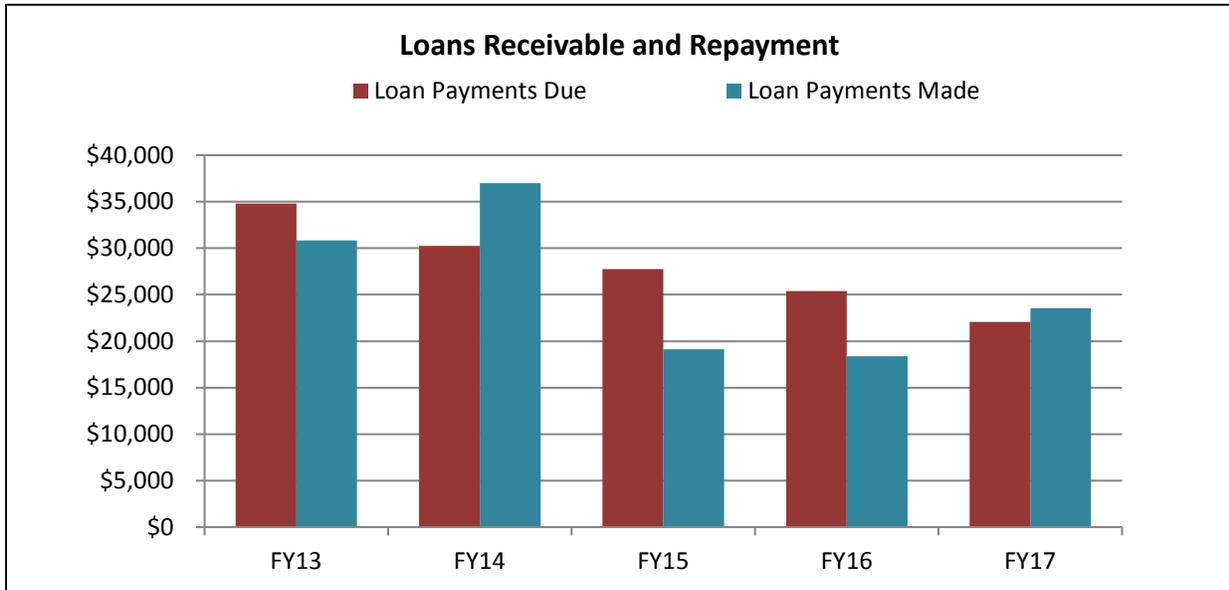


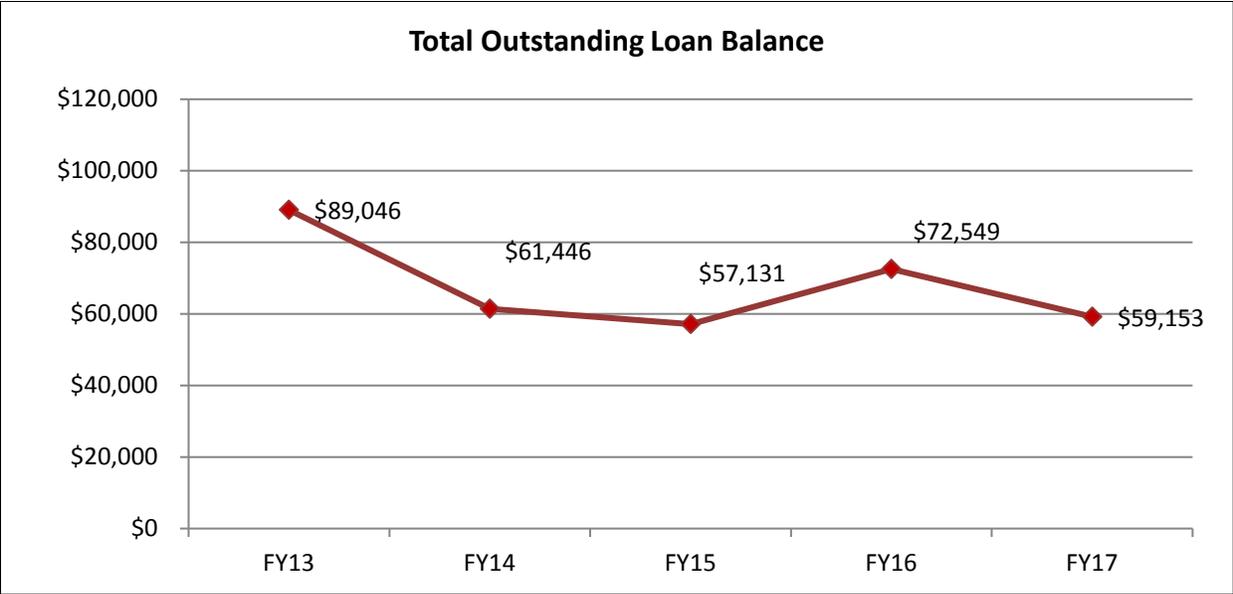
We projected 58 grants in FY17 and the actual number of grants provided was 51.

	FY13	FY14	FY15	FY16	FY17
Grants	\$140,050	\$130,788	\$129,900	\$127,300	\$214,570
Loans	\$29,850	\$11,000	\$14,800	\$41,500	\$11,000
GIK	\$26,775	\$16,505	\$15,068	\$10,257	\$14,031
Total Assistance	\$196,675	\$158,293	\$159,768	\$179,057	\$239,601

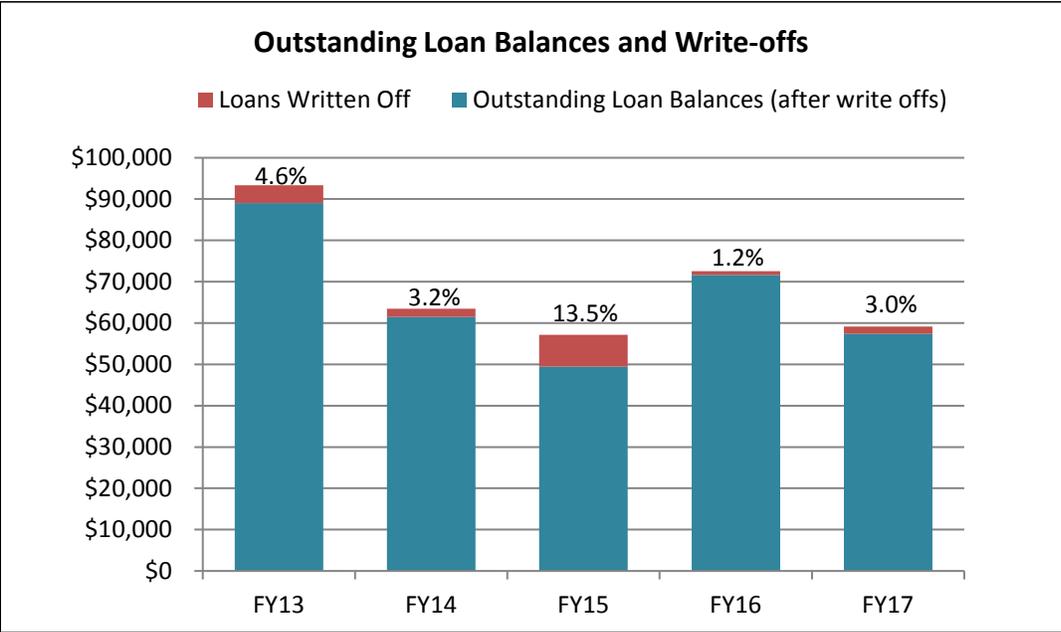


As shown in the chart below, loan payments made in FY17 were higher than loan payments due. A repayment rate of more than 100%. Note: Had a borrower who paid off her loan just 10 months into the loan term instead continued to make regular monthly payments, the overall loan repayment rate for the year would have been 84.3%. This is above the board's loan repayment goal of at least 82%.





Total outstanding loan balance has decreased with decreased demand for loans.



Loan write-offs continue to represent a very small part of CERF+'s loan portfolio

Individuals Served by CERF+'s Programs

Our efforts to increase the quality and quantity of our outreach is having an impact and the numbers of artists served have hit a 5-year high in FY17. This is due to increased outreach using our database, website, and social media with more visually designed, easier to read announcements, posts and ads. It's also due to our direct outreach to various underserved audiences such as folk and traditional artists.

Emergency Response: Numbers Served					
	FY13	FY14	FY15	FY16	FY17
Grants	56	46	43	29	51
Loans	7	2	4	7	2
Brokered Assistance	36	23	34	17	12
Open Loans	45	32	32	29	21
Individual Assistance Counseling & Referrals	298	207	212	224	380
Total Emergency Response Served	442	310	325	306	466

Emergency Preparedness: Numbers Served					
	FY13	FY14	FY15	FY16	FY17
Grants	17	0	0	0	20
Individual Assistance Counseling & Referrals	54	24	34	19	67
Total Served - Group Contact	240	927	486	620	1,449
Total Emergency Preparedness Served	311	951	520	639	1,536

In total, more individuals were served by CERF+'s programs in FY17 than the previous four years. In particular, our emergency response and preparedness outreach has had a huge impact. This year, we more than doubled our numbers served from the previous year, at 114% (from 945 to 2,018).

Emergency Response and Emergency Preparedness: Total Numbers Served					
	FY13	FY14	FY15	FY16	FY17
Total Served - Individual Contact	513	334	359	325	569
Total Served - Group Contact	240	927	486	620	1,449
Grand Total Served	753	1,261	845	945	2,018

30-Day Beneficiary Survey

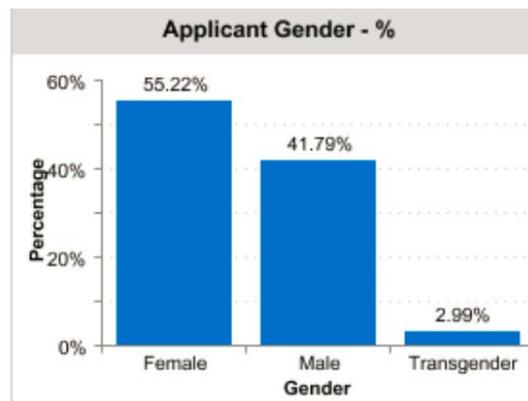
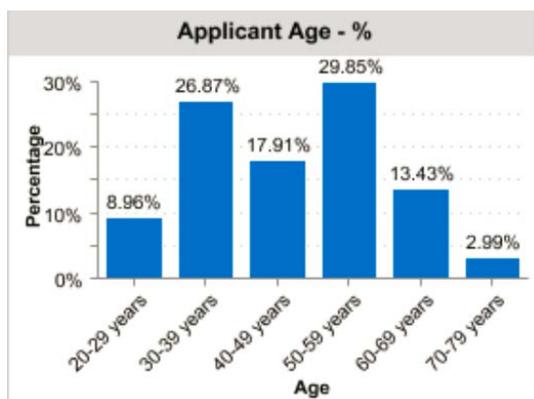
Twenty-two beneficiaries have completed our 30-Day satisfaction survey after this new data collection tool launched in March 2017. Beneficiaries are asked to rate their ease in finding our assistance, ease in getting in touch with us, ease in understanding our offerings, eligibility, how to apply and application requirements and well as the timeliness to our response, answering questions and time to apply, among other factors. Of note:

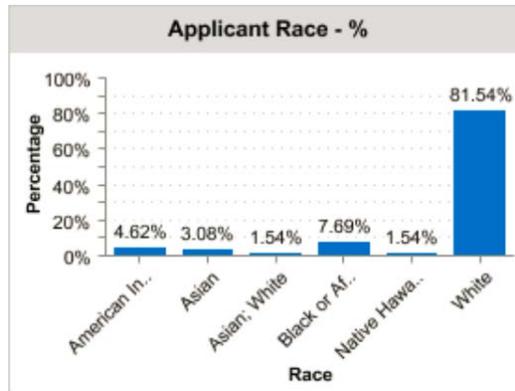
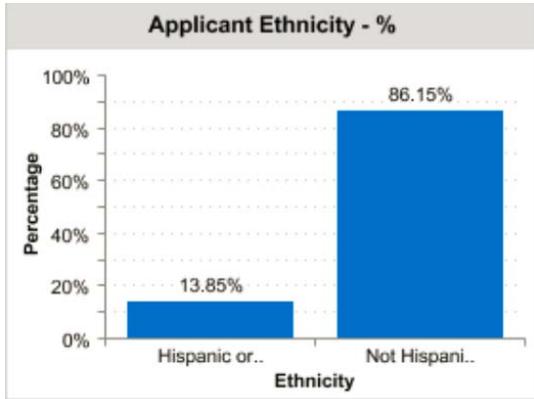
- 100% said it was very easy to easy to find information about CERF+ assistance.
- 83% said it was very easy to get in touch with us.
- 87% said it was very easy to easy to understanding our offerings.
- 95% said our response was timely and 100% said we answered their questions very well.
- 91% said the amount of time it took to apply was just right.
- In terms of the ease of understanding eligibility (87% very easy to easy), how to apply (73% very easy to easy), and the application requirements 78% very easy to easy, there is room for improvement.
- 50% said that the assistance they received was more than they expected.
- 95% said that assistance received was when they needed it the most.
- 96% are definitely likely to very likely to recommend CERF+.
- 100% rated CERF+ as “Excellent”

“CERF+ has been such a generous, needed, loving, and supportive safety net to buoy through such critical medical emergencies as a single, self-supporting artists. I just want to thank everyone again for all your tireless and selfless hard work, vision, and love that extends out to us through your organization. Love you all!!!” - California mixed media artist after receiving CERF+ assistance due to a serious illness.

Demographics

Beginning in September of 2017, CERF+ began to ask applicants to complete a confidential (and optional) demographics survey. Of the 84 applicants in FY17, 80 completed the survey. As we collect this applicant information in the coming years we will be able to report on any trends of note.



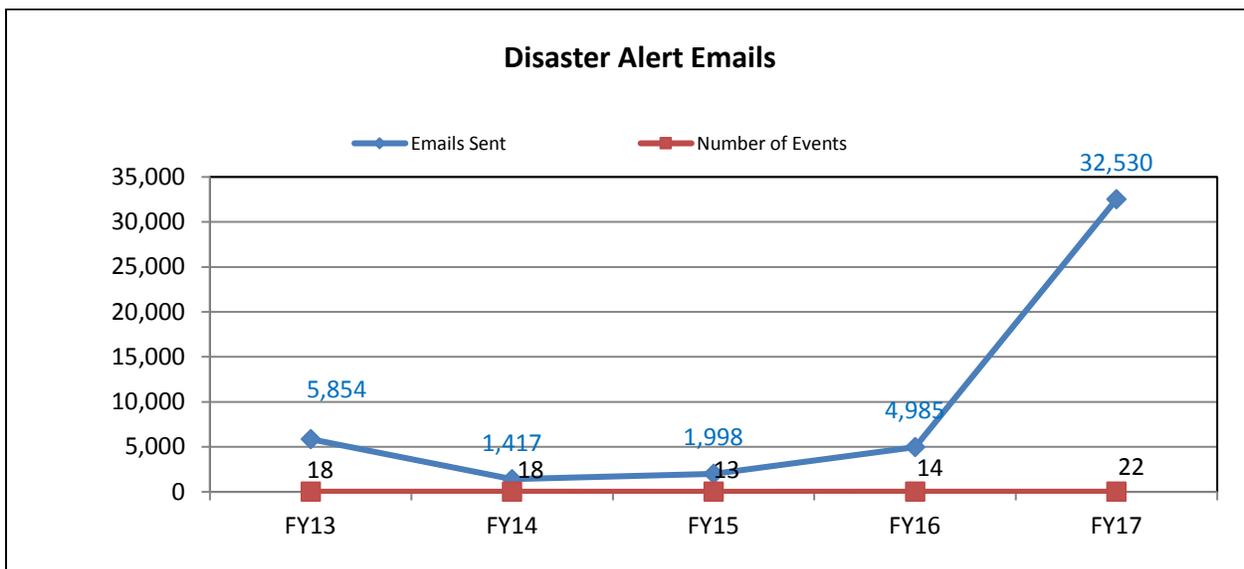


Trends in Program Related Outreach

Disaster Outreach

When a disaster strikes or a weather event of sufficient magnitude threatens, we issue electronic disaster alerts and recovery notices to artists and arts organizations in the affected region and to our national partner organizations. The notices contain information about our emergency relief assistance and provide links to appropriate preparedness and recovery resources on our web site and other sites as well. Often, our information is reposted by other organizations such as state and local arts agencies and artists' guilds. This year, we redesigned our alerts to be more visual and less text-based, featuring images and icons for easy reading and accessible clicking. We also began posting these notices online and include a "Post on Facebook" link to make it easy for others to share with their social networks. This and reposting by arts organizations increased our reach exponentially.

In FY17, we sent out 22 of these notices, reaching 32,530 of our contacts, some for more than one disaster. This represents an increase of 552.6% of contact reach through our disaster alert and response emails compared to FY16.



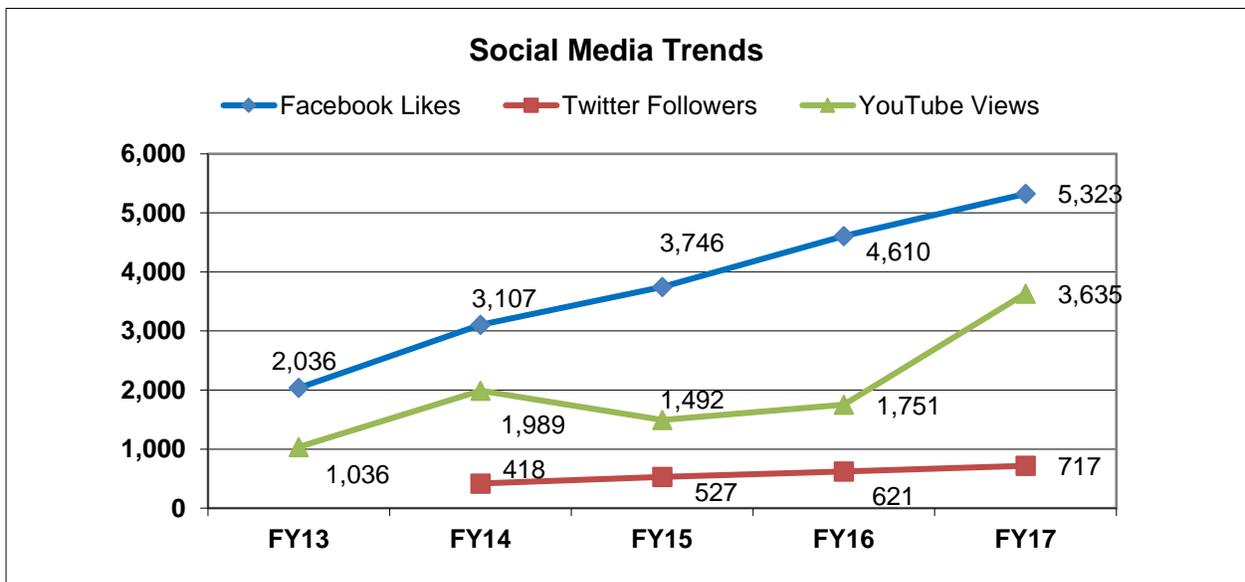
Web Traffic

The new cerfplus.org website was launched in late February 2017. The average monthly web traffic from launch to just prior to the first of the major 2017 hurricanes (late August) was 3,009 Visits, 2,322 Unique Visits and 7,529 Page Views. The website activity increased by a factor of four at the end of the fiscal year due to the hurricane relief and recovery effort, resulting in monthly rates of 12,948 Visits, 10,496 Unique Visits 26,400 Page Views for that period. During the immediate aftermath of Hurricane Harvey, website traffic increased 418% and was about 10 times our normal traffic. Also, views on our donation page increased nearly 5,400% during this time

Online Engagement

It has been a priority to increase both the quality and quantity of our online engagement. From new website content (posts, pages, tips, resources), monthly eNews, frequent eBlasts and our social media, we have seen significant increased engagement with our current and new constituents. In particular, we have increased and enhanced our online presence during times of emergencies and disasters.

Social Media Year to Year Comparison			
Platform Likes/Followers	October 2016	October 2017	% Increase
Facebook	4,610	5,323	+15.5%
Instagram	289	559	+93.4%
Twitter	621	717	+15.5%



eNews

Our eNews format features thought leader pieces, current beneficiary profiles and interviews, informative tips, upcoming education, training and fundraising events and announcements. From FY16 to FY17, our eNews open rate increased 8%, from 20.1% to 21.7%. More recipients opened our eNews this year than in the previous 5 years.

e-News	FY13	FY14	FY15	FY16	FY17
Number of Issues	10	10	11	11	11
Number Sent	122,306	127,593	139,120	136,747	127,208
Average Sent	12,231	12,759	12,647	12,432	11,564
Opened	23,241	25,144	25,533	26,339	27,280
Opened Rate	20.1%	20.7%	19.3%	20.1%	21.7%
Click-throughs	1,335	1,951	1,043	1,537	783
Click-through Rate	5.7%	7.8%	4.1%	5.8%	2.9%

