

FOCUS AREA	MAJOR INDICATORS	GOAL	ACTUAL	NOTES
COMMUNITY IMPACT				
Children's Education	# of students served (includes Discovery, AmeriCorps tutoring and AmeriCorps college and career readiness coaching)			
	Average tutoring hours per student per week			
Hands On Partner Services	% addressing HOA priority causes			
	# of member nonprofits			
Youth Development	# of teen volunteers engaged (specific to goLEAD and Teen TeamWorks!)			
Families	# of families engaged (specific to Family Service Saturdays)			
VOLUNTEER ENGAGEMENT				
For all programs & events	Hours served <ul style="list-style-type: none"> • Volunteerism • AmeriCorps service 			
	# of volunteers engaged <ul style="list-style-type: none"> • Unique volunteers with accounts in HandsOn Connect that served • Does not include guest (anonymous) volunteers 			
	Volunteer satisfaction (very to extremely satisfied)			

LEGEND

On Target



Requires Attention



Not on Target



FY 15 ORGANIZATIONAL PERFORMANCE DASHBOARD

Major indicators across Hands On Atlanta's programs, development, operations, administration and finance divisions. Key indicators from Hands On Atlanta's 2014-2019 strategic plan are bolded.

FOCUS AREA	MAJOR INDICATORS	GOAL	ACTUAL	NOTES
MARKETING/COMMUNICATIONS				
Social Media	Increase social media engagement by %			
	Conversion rate from web visitors to volunteers			
DONOR ENGAGEMENT				
Corporate Sponsors	# of small to mid-sized companies			
Individual Donors	\$ raised from individuals			
	% of Board members giving YTD			
	Average Board donation size			
	% of Board members assisting with calls			
FINANCIALS				
Current FY	Revenue			
	Expenses			
	Operating Reserve			
	\$ raised for 25 th Anniversary Campaign			

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