



QUARTERLY REPORT

Q4 2021

KBG FOUNDATION

info@kbgfoundation.com



INTRO

The Q4 of 2021 Quarterly Report will present financial information, and basic marketing reach data.

FINANCIAL OVERVIEW

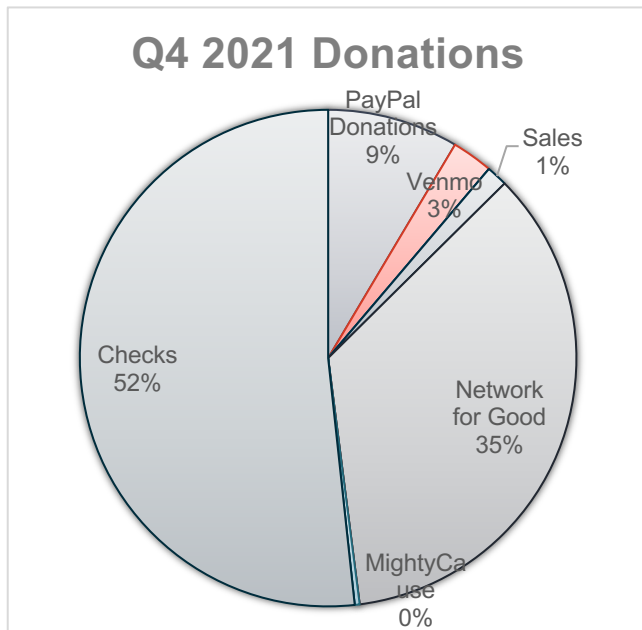
Q4 2021

The Foundation financial oversight documentation for petty cash, reimbursement, and inventory management vote was delayed and should have been voted on prior to this Q4 Report approval.

KBG Foundation Income

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4
PayPal Donations	\$ -	\$ -	\$ 193.35	\$ 1,997.76
Venmo	\$ -	\$ -	\$ 798.73	\$ 625.59
Cash	\$ -	\$ -	\$ -	\$ -
Awareness Day	\$ -	\$ -	\$ 848.00	\$ -
CashAPP	\$ -	\$ -	\$ -	\$ -
Sales	\$ -	\$ -	\$ 12.73	\$ 320.62
Network for Good	\$ -	\$ -	\$ 6,018.28	\$ 8,276.46
Amazon Smile	\$ -	\$ -	\$ 18.48	\$ -
MightyCause	\$ -	\$ -	\$ -	\$ 75.00
In Kind	\$ -	\$ -	\$ -	\$ -
Checks	\$ -	\$ -	\$ 555.00	\$ 12,094.98
Total Income	\$ -	\$ -	\$ 8,444.57	\$ 23,390.41

Figure 1



Merchandise sold was done through Bonfire and Teespring. Details of those sales are listed in Merchandise.

Figure 2

Fundraising and Donations

Q4 2021 (October 1, 2021 – December 31, 2021) was a solid quarter mainly with the work of the Chlum Family in Illinois. They held a KBG Family Day and solicited donors throughout the months of October and November. Receipts have been electronically delivered.

Facebook's Network for Good accounted for the second largest portion of our donations and provides tax-deductible receipts to all donors. With PayPal, Sales, Venmo and MightyCause providing additional income.

Payments

The Foundation paid out \$5.00 to 1 source (KG Fonts) for a font needed in marketing reported in Q3. The payment for this font cleared in Q4.

Sales

There were NO in stock merchandise sales or inquiries. The

KBG Foundation Balance Sheet

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4
M&T Beginnging Balance 7-01-2021			\$ 3,927.84	\$ 11,318.33
M&T Deposits				
Venmo Transfers			\$ 798.73	\$ 625.59
Network for Good			\$ 6,018.28	\$ 8,276.46
Checks			\$ 380.00	\$ 12,094.98
PayPal Donation Transfer				
Amazon Smile			\$ 18.48	\$ -
Misc Check			\$ 175.00	\$ 75.00
PayPal Beginning Balance			\$ 2,034.69	\$ 1,767.04
Donations				
Reimbursement (Receipts Provided)			\$ (500.00)	\$ -
Font Purchase				\$ (5.00)
Invoice for Unbreakable Shirt			\$ (56.00)	
Cash			\$ -	\$ -
M&T Ending Balance			\$ 11,318.33	\$ 32,020.95
PayPal Ending Balance			\$ 1,672.04	\$ 3,620.33
Venmo Ending Balance			\$ -	\$ -
CashApp Ending Balance			\$ -	\$ -
Total All Accounts			\$ 12,990.37	\$ 35,641.28

Figure 3

BANK STATEMENTS



FOR INQUIRIES CALL: HAMPSTEAD OFFICE
(443) 507-5800

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N

KBG FOUNDATION INC.
2813 RIDGELEIGH CT
MANCHESTER MD 21102

ACCOUNT TYPE	
M&T SIMPLE CHECKING FOR BUSINESS	
ACCOUNT NUMBER	STATEMENT PERIOD
9882062103	10/01/21 - 10/31/21
BEGINNING BALANCE	\$11,318.33
DEPOSITS & CREDITS	3,982.74
LESS CHECKS & DEBITS	5.00
LESS SERVICE CHARGES	0.00
ENDING BALANCE	\$15,296.07

ACCOUNT ACTIVITY

POSTING DATE	TRANSACTION DESCRIPTION	DEPOSITS & OTHER CREDITS (+)	WITHDRAWALS & OTHER DEBITS (-)	DAILY BALANCE
10/01/2021	BEGINNING BALANCE			\$11,318.33
10/04/2021	PAYPAL INST XFER KG FONTS		\$5.00	11,313.33
10/25/2021	MOBILE DEPOSIT - XXXXXXXXX5098	\$3,982.74		15,296.07
	NUMBER OF DEPOSITS/CHECKS PAID	1	0	



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ACCOUNT TYPE	
M&T SIMPLE CHECKING FOR BUSINESS	
ACCOUNT NUMBER	STATEMENT PERIOD
9882062103	11/01/21 - 11/30/21
BEGINNING BALANCE	\$15,296.07
DEPOSITS & CREDITS	14,584.98
LESS CHECKS & DEBITS	0.00
LESS SERVICE CHARGES	0.00
ENDING BALANCE	\$29,881.05

ACCOUNT ACTIVITY

POSTING DATE	TRANSACTION DESCRIPTION	DEPOSITS & OTHER CREDITS (+)	WITHDRAWALS & OTHER DEBITS (-)	DAILY BALANCE
11/01/2021	BEGINNING BALANCE			\$15,296.07
11/19/2021	MOBILE DEPOSIT - XXXXXXXXX7907	\$2,490.00		17,786.07
11/22/2021	DEPOSIT	4,594.98		
11/22/2021	MOBILE DEPOSIT - XXXXXXXXX5580	4,500.00		
11/22/2021	MOBILE DEPOSIT - XXXXXXXXX5672	3,000.00		29,881.05
	NUMBER OF DEPOSITS/CHECKS PAID	4	0	

AS OF JANUARY 1, 2022, M&T BANK WILL NO LONGER CHARGE A FEE FOR EXTENDED OVERDRAFT AND OVERDRAFT TRANSFER FROM SAVINGS. INSUFFICIENT FUNDS (NSF)/OVERDRAFT FEES WILL BE \$36 PER ITEM, AND THESE FEES WILL BE POSTED ON THE BUSINESS DAY AFTER AN NSF OR AN OVERDRAFT OCCURS ON AN ACCOUNT.



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KBG FOUNDATION INC.
2813 RIDGELEIGH CT
MANCHESTER MD 21102

ACCOUNT TYPE	
M&T SIMPLE CHECKING FOR BUSINESS	
ACCOUNT NUMBER	STATEMENT PERIOD
9882062103	12/01/21 - 12/31/21
BEGINNING BALANCE	\$29,881.05
DEPOSITS & CREDITS	2,139.90
LESS CHECKS & DEBITS	0.00
LESS SERVICE CHARGES	0.00
ENDING BALANCE	\$32,020.95

ACCOUNT ACTIVITY

POSTING DATE	TRANSACTION DESCRIPTION	DEPOSITS & OTHER CREDITS (+)	WITHDRAWALS & OTHER DEBITS (-)	DAILY BALANCE
12/01/2021	BEGINNING BALANCE			\$29,881.05
12/10/2021	MIGHTYCAUSE FDN GRANTDEP 853324551	\$75.00		29,956.05
12/22/2021	MOBILE DEPOSIT - XXXXXXXXX6396	1,803.72		
12/22/2021	MOBILE DEPOSIT - XXXXXXXXX6447	261.18		32,020.95
	NUMBER OF DEPOSITS/CHECKS PAID	3	0	

AS OF JANUARY 1, 2022, M&T BANK WILL NO LONGER CHARGE A FEE FOR EXTENDED OVERDRAFT AND OVERDRAFT TRANSFER FROM SAVINGS. INSUFFICIENT FUNDS (NSF)/OVERDRAFT FEES WILL BE \$36 PER ITEM, AND THESE FEES WILL BE POSTED ON THE BUSINESS DAY AFTER AN NSF OR AN OVERDRAFT OCCURS ON AN ACCOUNT.

MERCHANDISE

In November 2021, the Marketing team moved all awareness merchandise to Teespring with the addition of several new designs after Bonfire's shipping prices were found to be disproportionately high for multiple designs. Teespring offered a price break with each design and more items to choose from as well as greater profit.

One of the most common complaints we received was about the lack of children's sizes. Teespring offers, not only children's, but long sleeve, hoodie, pillows, phone cases and more. The Marketing team will be evaluating the least-selling designs and removing them when needed. There is no overhead cost for Teespring. The Board needs to decide how to proceed with the physical merchandise being stored.

BONFIRE

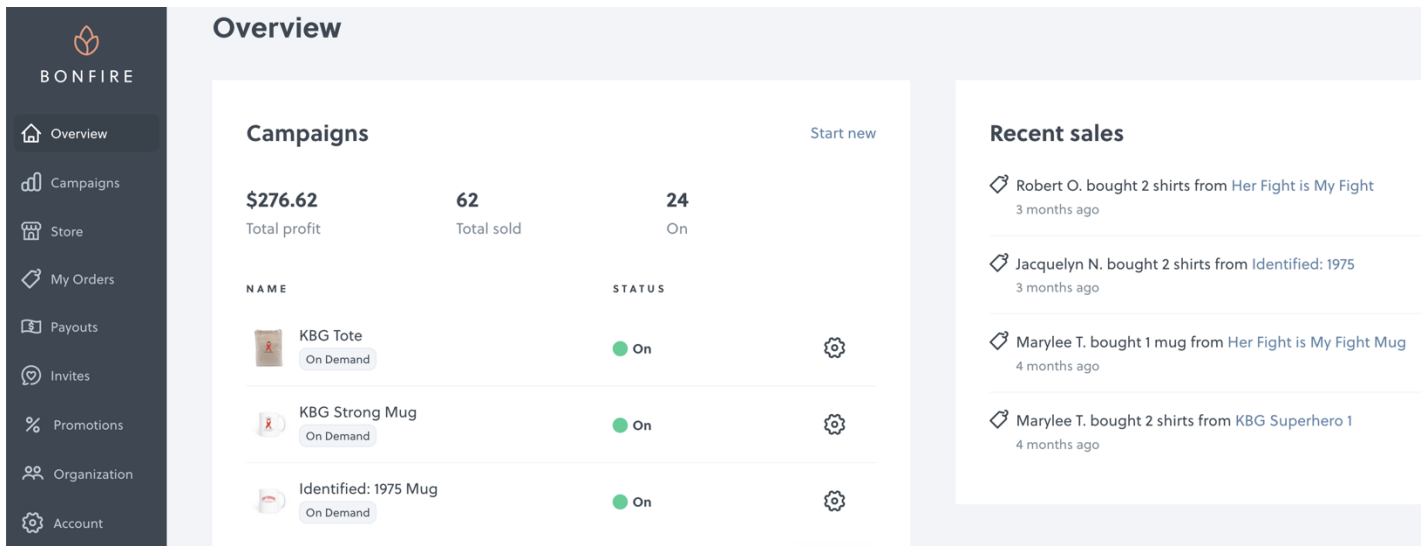


Figure 4

TEESPRING



Figure 5

SOCIAL MEDIA

The KBG Foundation has a variety of social media accounts:

- Instagram: KBGfdn
- Facebook: KBGfdn
- LinkedIn: KBG Foundation
- Twitter: KBGfdn
- Pinterest: KBGfdn
- Youtube: KBGFoundation

We are reporting on our two most popular platforms: Facebook and Instagram.

The KBG Foundation social media footprint has expanded slightly in the last quarter. However, our page views and interactions are increasing as we post more regularly and utilize strategic post boosts.

Audience

Current audience

Potential audience

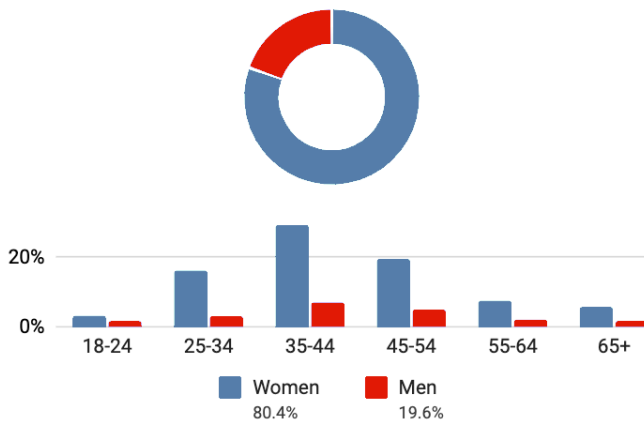
Facebook Page Likes ⓘ

2.1K

Instagram Followers ⓘ

294

Age & Gender ⓘ



Age & Gender ⓘ

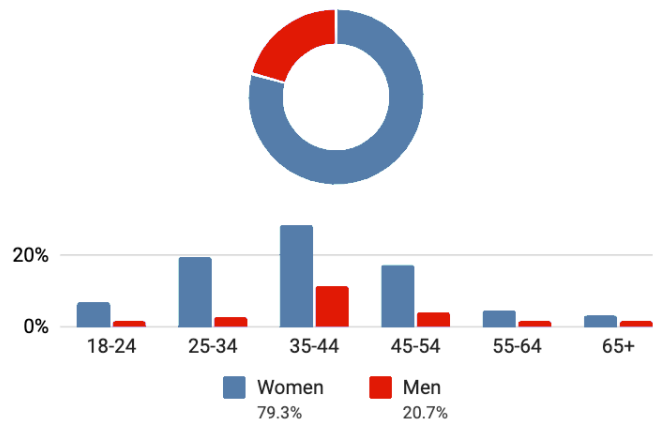


Figure 6

Paid Reach ⓘ

887 ↑ 100%

Facebook Page Reach ⓘ

10,228 ↑ 174.5%

Instagram Reach ⓘ

1,115 ↑ 378.5%




Figure 7

The most popular post in Q4 was a caregiver post with a very personal touch, the next popular posts were comorbidity awareness posts including incidence rates in KBG Syndrome. The KBG Calendar of social media days should be adjusted accordingly.

Content

Top performers: Reach



To our caregivers, You ...
Reach ⓘ
2.7K
Facebook post



November is Epilepsy ...
Reach ⓘ
211
Instagram post



Post: "In 2012 Giving T..."
Reach ⓘ
887
Ad











Recent content ↑↓	Type	↓ Reach ⓘ	↑↓ Likes and reactions ⓘ	↑↓ Sticker taps ⓘ
 To our caregivers, You are our hope... Nov 22, 2021	Post	Boost post	2.7K	106
 Did you know? October is ADHD A... Oct 7, 2021	Post	Boost post	2.6K	119
 November is Epilepsy Awareness ... Nov 4, 2021	Post	Boost post	2K	77
 UPDATE: we are looking to possibl... Oct 12, 2021	Post	Boost post	1.9K	66
 In 2012 Giving Tuesday was establi... Nov 18, 2021	Post	Boost post	1.8K	22
 Introducing our new KBG Merchan... Nov 22, 2021	Post	Boost post	1.6K	33
 Have a safe and inclusive Hallowe... Oct 30, 2021	Post	Boost post	1.6K	86
 Today we take the time to offer spe... Nov 17, 2021	Post	Boost post	1.5K	55

Figure 8

Patient Group

The Private Facebook group grew almost 4% in Q4 to a total of 1,643 total members but off by a potential 13% growth.

71 membership requests ▼ 55% ⓘ

Oct 1, 2021 - Dec 31, 2021

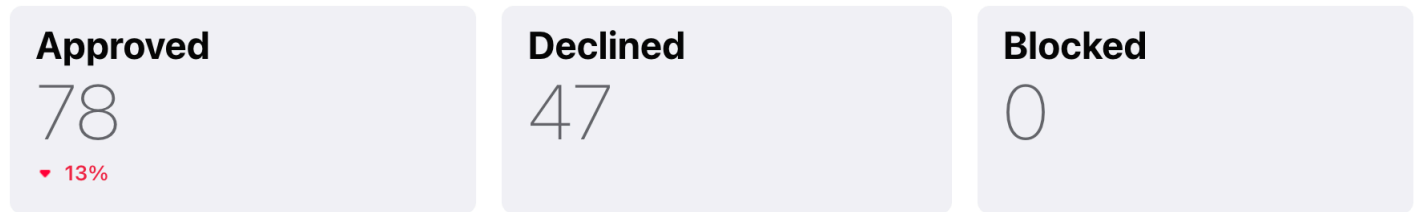


Figure 9

1,643 total members ⓘ

▲ 3.86% vs. Sep 30, 2021

Dec 31, 2021



Figure 10

Of those members almost 2/3 were regularly active.

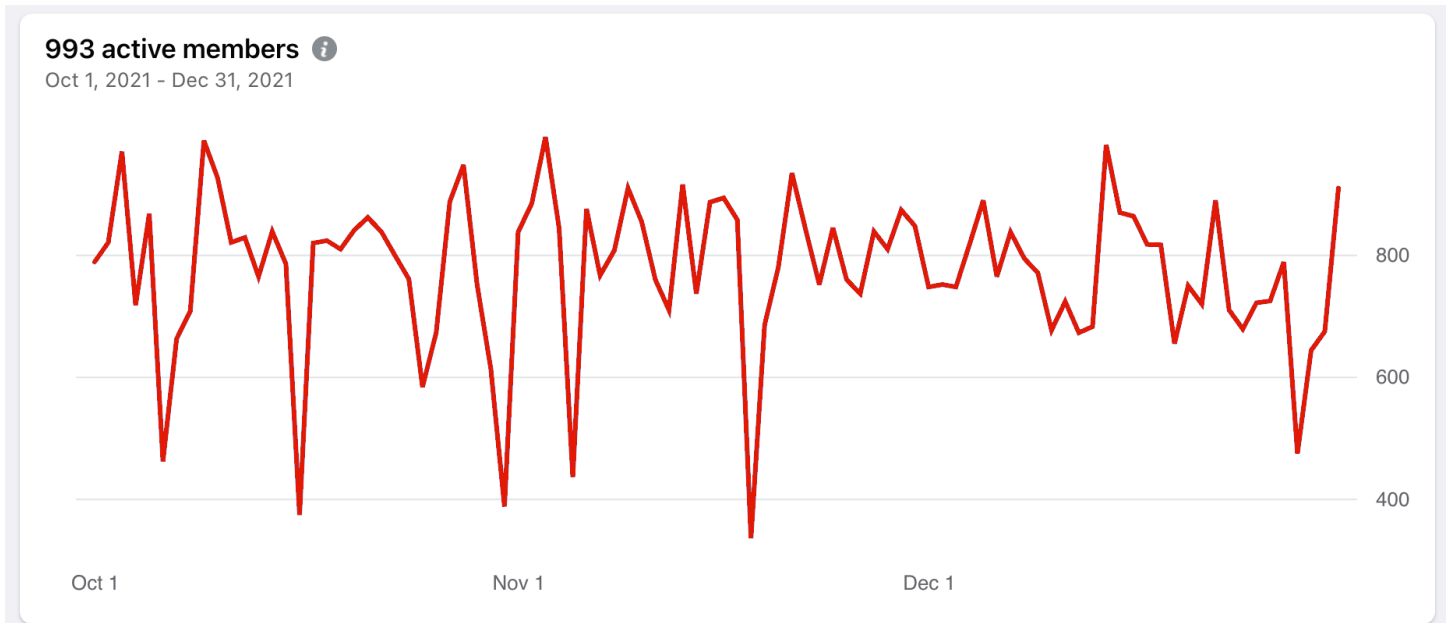


Figure 11

SUMMATION

The KBG Foundation was financially sound, fiscally responsible and socially engaged by its members in Q4. We have no overhead costs nor do we have any contractual agreements requiring ongoing payment.