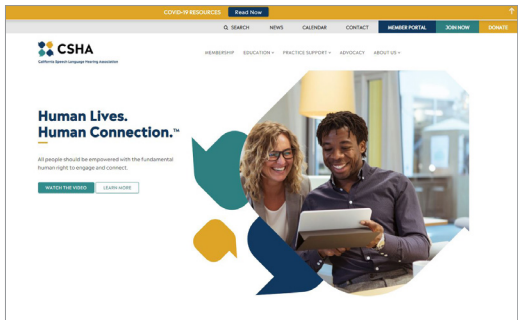


2019-2020 Annual Report



TELLING THE CSHA STORY

After more than a year of work across the organization, CSHA introduced its new brand strategy grounded in the essence of our members' work and aptly reflected in the new tagline, "Human lives. Human connection."



A NEW WEBSITE FROM THE GROUND UP

With a focus on improved user experience and built on an evidence-based approach to content strategy, CSHA launched its new website in December 2019 – and simultaneously unveiled its new brand strategy and logo. (Phase two of the website, planned for 2020-21, has been delayed due to resource limitations.)

CONVEY MAGAZINE

With content driven by organizational strategies and focused on the stories of our members and the broader community, CSHA's new quarterly publication, *Convey*, was launched in March 2019.



CSHA BOARD STRATEGIC PRIORITIES

Having launched its strategic planning work at its September 2019 meeting, and after work by the Strategic Planning Task force, the board adopted two strategic priorities for the foreseeable future at its virtual June 2019 meeting: Fiscal Sustainability and Diversity, Inclusion & Culture. These two priorities will drive the organization's work as it navigates unprecedented times.



CONVERGENCE 2020 CANCELED

Due to the COVID-19 pandemic, the association's annual conference, our core professional development event and primary revenue driver, was canceled. New technologies that improved the online registration experience (and which would have streamlined the onsite experience and automated CEU processing), were focused on vastly improving the attendee experience.

BOARD APPROVES MAJOR FUNDRAISING EFFORT

Given the negative impacts of canceling the annual conference, which generates two-thirds of CSHA's annual gross revenues, and with a challenging fiscal future, the board approved a major fundraising effort, to be launched in late 2020.

2019-2020 FINANCIALS

ASSETS	LIABILITIES	REVENUE	EXPENSES
\$1,232,623.98	\$686,509.27	\$825,437.03	\$1,190,730.96
↑ \$13,937.15 from 2018-19	↑ \$379,231.08 from 2018-19	↓ \$605,266.84 from 2018-19	↓ \$246,989.95 from 2018-19

**Numbers subject to change upon audit/review.*