

# 2020-2021 Annual Report

## TELLING THE CSHA STORY

CSHA has worked across communications platforms to promote its new vision and mission that were launched in December 2019. The CSHA story is grounded in the essence of our members' work and aptly reflected in the tagline, "Human Lives. Human Connection."



## VIRTUAL ENGAGEMENT

With a focus on improved member experience and with pandemic-driven limits on in-person gatherings, CSHA launched a new virtual platform to empower our community to engage and connect. The "CSHA Community" is one of the most-powerful member benefits in CSHA history. CSHA also added COVID-19 and Diversity, Inclusion & Culture resources to its website.

## CONVEY MAGAZINE

With content driven by organizational strategies and guided by the Content Advisory Committee, *Convey* focuses on the stories of our members and the broader community. Launched in March 2019, CSHA's quarterly magazine continued to deliver high-quality content throughout 2020 and 2021.



## CONVERGENCE 2021 PRESENTED AS VIRTUAL CONFERENCE

Due to the COVID-19 pandemic, our core professional development event was held virtually for the first time. Over 1,600 participants attended the event, along with approximately two-dozen exhibitors. Some 170 sessions were offered and attendees gave high marks to the event.

## CSHAF LAUNCHES MAJOR FUNDRAISING EFFORT

Given the ongoing negative fiscal impacts of canceling the 2020 annual conference, the CSHA Foundation launched a major fundraising effort at the virtual conference in March 2021. The goal of the ongoing effort is to provide much needed support to reinforce CSHAF's capacity to continue to deliver a world-class annual conference and more in the future.

## 2020-2021 FINANCIALS

ASSETS	LIABILITIES	REVENUE	EXPENSES
\$1,114,358.24	\$359,567.67	\$1,168,835.24	\$926,430.47
↓ \$94,134.66 from 2019-2020	↓ \$336,539.43 from 2019-2020	↑ \$346,693.42 from 2019-2020	↓ \$294,734.19 from 2019-2020

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