

LEAD

LINCOLN ECONOMIC ADVANCEMENT & DEVELOPMENT

ANNUAL REPORT 2021

BUILDING A STRONG FOUNDATION



A MESSAGE FROM OUR CEO

It is truly my honor to pen the first Annual Report for Lincoln Economic Advancement & Development, Inc. LEAD got its official start on March 16, 2021, but this report represents years of conversations, dreams, aspirations, organizing, fundraising, and collaboration.

LEAD exists because of a dedicated board of individuals who strive to leave a potential-filled legacy for generations of Lincoln residents. We are happy to devote our time and effort to this undertaking and gratefully embark upon this journey with steadfast supporters like you.

2021 was a foundation-building year. We developed basic policies for daily operations and held listening sessions with many of you to understand our collective intentions for Lincoln. These activities set the tone for our first Strategic Plan.

The contents of this report will walk you through some of our most important inaugural work: the generation of our Mission, Vision, Values, our first Strategic Plan, and some highlights from the businesses we were able to help along the way. I hope that this gives you an understanding of the foundation on which we are planning LEAD's future and inspires you to take this journey with us.

In grateful service,



Andrea L. Runge
Chief Executive Officer



*To empower Lincoln's
economic health and vitality.*

This mission allows LEAD's current and future leadership to strive in bringing economic health to Lincoln and its residents. The addition of "vitality" serves to remind us that our work will never be completed. To remain vital in any environment will take continued assessment and adaptation to ensure sustainability for our future.

MISSION





LEAD'S

VISION

To become the community of choice.

LEAD's vision reminds us that being the community of choice means being the best Lincoln we can be in all ways. How else could we aspire to be the choice of individuals, families, entrepreneurs, and businesses? It also reminds us that how we see ourselves is a choice that we make together each day. Focusing on what makes Lincoln great is a choice that we share collectively and will be key in shaping a sustainable future.

CORE VALUES

TRUST



- We follow through on our promises.
- We respect all clients, partners, and residents.
- We diligently search for the right solutions.

STEWARDSHIP



- We utilize community resources sustainably.
- We listen to our clients and care about their needs.
- We connect people and ideas in search of equitable prosperity.

COLLABORATION



- We strive for mutually beneficial partnerships.
- We understand that we are stronger together.
- We create our future as a community.

HOSPITALITY



- We treat everyone as a potential client.
- We celebrate our small-town roots.
- We ease the burden of our customers.

OPTIMISM



- We focus on what is possible.
- We celebrate outside the box thinking.
- We believe in Lincoln.



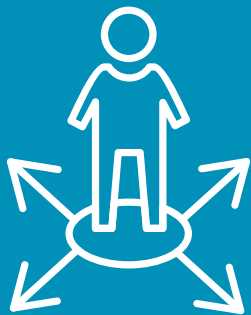
Strengthen Relationships

STRATEGIES

Within our strategies, we have developed training sessions, communication strategies, and navigation for grant programs. Every conversation, administrative task, and financial report strengthens the base on which we plan to build an amazing future for Lincoln. The road will not always be easy. We will encounter twists, turns, disappointments, and celebrations. It is our hope that the foundation laid by our work in 2021 will be rooted in our collective assets and will give us the strength to stretch to increasingly higher, shared prosperity.



Retain Businesses



Prioritize Opportunities



Expand Operations



Promote Entrepreneurship

2021 HIGHLIGHTS



204 Business Interactions



1 Business Plan Developed



3 SBA EIDL Applications



Web Provider Expansion



Apprenticeship Launch



1 Business Acquisition



Leader Relationships Established



1 Resource to Rebuild Business



Business Expansion Consultations



17 Back 2 Business Grant Applications

2021 YEAR END FINANCIALS

Externally prepared as of December 31, 2021

Balance Sheet

Assets:

Cash	\$ 202,640
Pledges Receivable	\$ 217,742
Reserve for Uncollectable Pledges	<u>\$ (10,000)</u>
Total Assets	<u>\$ 410,382</u>

Liabilities & Net Assets:

Retirement Plan Payable	\$ -
Payroll Liabilities	\$ 2,221
Deferred Revenue	<u>\$ 217,742</u>
Total Liabilities	\$ 219,963
Net Assets - Unrestricted	\$ 190,419
Total Liabilities & Net Assets	<u>\$ 410,382</u>

Income Statement

Income:

SBCN Income	\$ 5,582
Miscellaneous Income	\$ 852
Pledges Received	<u>\$ 144,050</u>
Total Income	<u>\$ 150,484</u>

Expenses:

Insurance	\$ 2,261
Marketing	\$ 3,555
Postage	\$ 155
Meetings & Meals	\$ 38
Telephone	\$ 794
Bank Fees	\$ 66
Dues	\$ 550
Corporate Filings	\$ 32
Printing	\$ 35
Conferences	\$ 723
Website	\$ 117
Meet & Greet	\$ 1,285
Supplies	\$ 661
Gift Baskets	\$ 114
Payroll	\$ 63,750
Payroll Taxes	\$ 5,330
Employee Benefits	<u>\$ 8,529</u>

Total Expenses \$ 87,994

Net Income \$ 62,490

2021 BOARD OF DIRECTORS

Steve Aughenbaugh

State Bank of Lincoln

Blinn Bates

Woods & Bates

Eric Burwell

Burwell Management Company

Dolan Dalpoas

Lincoln Memorial Hospital

Patrick Doolin

Integrity Data

David Gerlach, PhD

Lincoln College

Chris Graue

Graue Chevrolet Buick of Lincoln

Veronica Ohler

Eaton Corporation

Lynn Paulus

Champaign Hotel Ventures



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