

Squirrel Savings Bank

2023 Annual Report

Building Financial Futures, One Acorn at a Time

Message from Our Executive Director

Dear Friends and Supporters,

As I write this letter, I'm reminded of the moment that inspired Squirrel Savings Bank over a decade ago—watching squirrels in Quercusville Park instinctively prepare for winter. In 2023, that same spirit of preparation and forward-thinking guided our organization to new heights.

This year, we expanded our reach, deepened our impact, and proved once again that financial literacy education can be both fun and transformative. Thanks to supporters like you, we've helped thousands of individuals and families develop the skills they need for a secure financial future.

With gratitude and excitement for what's ahead,

Jane Bellota

Founder & Executive Director

2023 Program Highlights

Acorn for a Rainy Day

- **5,200 children** participated (+15% from 2022)
- **325,000 acorns** saved collectively
- **88% of participants** demonstrated improved saving behaviors

Squirrel Stash Challenges

- **7,100 families** participated (+18% from 2022)
- **\$1.5 million** saved collectively (+25% from 2022)
- **78% of families** continued saving after program completion

Nutty for Numbers

- **13,500 teens and young adults** completed the program (+13% from 2022)
- **\$890,000** in simulated investment gains
- **92% of participants** reported increased financial confidence

The Great Acorn Race

- **12 events** held across 8 states
- **6,200 participants** (+24% from 2022)
- **\$62,000** raised for local financial literacy initiatives

Squirrel Scholars (Pilot Program)

- **150 students** served across 8 colleges
- **85% completion rate** in first year
- **National expansion** planned for 2024

Financial Summary

Revenue (2023): \$850,000

- Individual Donations: 45% (\$382,500)
- Foundation Grants: 30% (\$255,000)
- Corporate Partnerships: 15% (\$127,500)
- Program Fees & Events: 10% (\$85,000)

Expenses (2023): \$795,000

- Program Services: 78% (\$620,100)
- Administrative: 12% (\$95,400)
- Fundraising: 10% (\$79,500)

Net Assets: \$55,000 (carried forward to 2024 programs)

Geographic Reach

Active in 28 states, serving communities from rural Pennsylvania to urban California:

- **Northeast:** PA, NJ, NY, CT, MA, ME, VT, NH
- **Southeast:** VA, NC, SC, GA, FL, TN, KY
- **Midwest:** OH, MI, IN, IL, WI, MN, IA, MO
- **West:** CA, OR, WA, CO, AZ, TX, NV

New in 2023: Expanded to Nevada, Arizona, and Colorado

Community Partnerships

200+ Active Partners including:

- Public school districts
- Community centers and libraries
- Credit unions and community banks
- Youth organizations (Boys & Girls Clubs, YMCA)
- Senior centers
- Faith-based organizations

Featured Partnership: *Philadelphia School District*

Reached 2,400 students across 15 schools with our Acorn for a Rainy Day program.

Looking Ahead: 2024 Goals

- 🎯 **Expand Squirrel Scholars** to 20 colleges nationwide
 - 🎯 **Launch digital platform** for remote program delivery
 - 🎯 **Reach 50,000 total participants** across all programs
 - 🎯 **Establish West Coast office** in Sacramento, CA
 - 🎯 **Develop Spanish-language** program materials
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Donor Recognition

Acorn Circle (\$10,000+)

- The Bellota Family Foundation
- First National Bank of Quercusville
- Thompson Family Trust

Squirrel Supporters (\$5,000+)

- Oak Tree Foundation
- Community Credit Union
- Johnson & Associates

Chipper's Champions (\$1,000+)

- 47 generous individuals and families

We are grateful to all 1,200+ donors who supported our mission in 2023.

Board of Directors

Jane Bellota - Founder & Executive Director

Robert Chen - Board Chair, Retired Banking Executive

Maria Rodriguez - Vice Chair, Elementary School Principal

David Thompson - Treasurer, CPA

Sarah Williams - Secretary, Marketing Professional

Dr. James Park - Professor of Economics, Temple University

Lisa Martinez - Community Volunteer Coordinator

Squirrel Savings Bank is a 501(c)(3) nonprofit organization.

Tax ID: 12-3456789

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