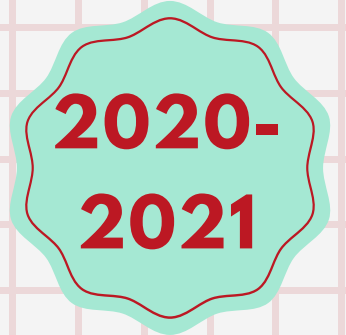


# YEAR IN REVIEW



**175,008**  
**media impressions**

Number of people reached through social media posts, press releases and news articles referencing the work of the Coalition. MCC expanded its follower base across all media platforms this year.



**\$131,277**  
**cash match and in-kind**

Amount that MCC raised this year through countless volunteer hours, office space donated by the Borough of Madison, and so much more.



**2034**  
**volunteer hours**

Number of hours that volunteers spent attending meetings, participating in events, tabling, participating in the leadership team and so much more.



**441**  
**services provided**

Number of people served by the work of MCC through tabling at community events, trainings, and resources provided.



**4**  
**new materials**

Number of new and branded prevention and recruitment materials produced.



**13**  
**teen task force meetings**

The Teen Task Force launched one Instagram takeover, participated in two Sticker Shock campaigns, designed a logo and recruited six new members this year.



**10**  
**event tables**

MCC tabled at 10 different community events this year. Volunteers shared valuable prevention resources with members of the community at events like farmers' markets and food drives.



**53**  
**mcc weekly roundups**

Number of weekly newsletters that were sent to MCC's mailing list this year. Newsletters includes articles, resources and more.

## OUR DIGITAL FOOTPRINT



**307**  
**Mailchimp**  
**subscribers**



**26% increase**



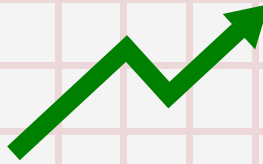
**401**  
**Podbean**  
**downloads**



**127% increase**



**519**  
**Instagram**  
**followers**



**141% increase**



**165**  
**Facebook**  
**followers**



**94% increase**



**177**

### **media posts/articles**

Number of posts on various social media channels as well as press releases or articles mentioning the work of the Madison Chatham Coalition.



**8**

### **sector spotlights**

Number of monthly meetings that featured a guest speaker from one of MCC's 12 sectors.



**58**

### **active Coalition members**

Number of MCC volunteers that have attended a meeting within the last program year. Volunteers come from 12 different sectors of the community.

## **thank you !**

For being a part of this important work, for helping the Coalition expand its reach, and for advancing the mission, from the bottom of our hearts, thank you.



**MADISON  
CHATHAM  
COALITION**

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