

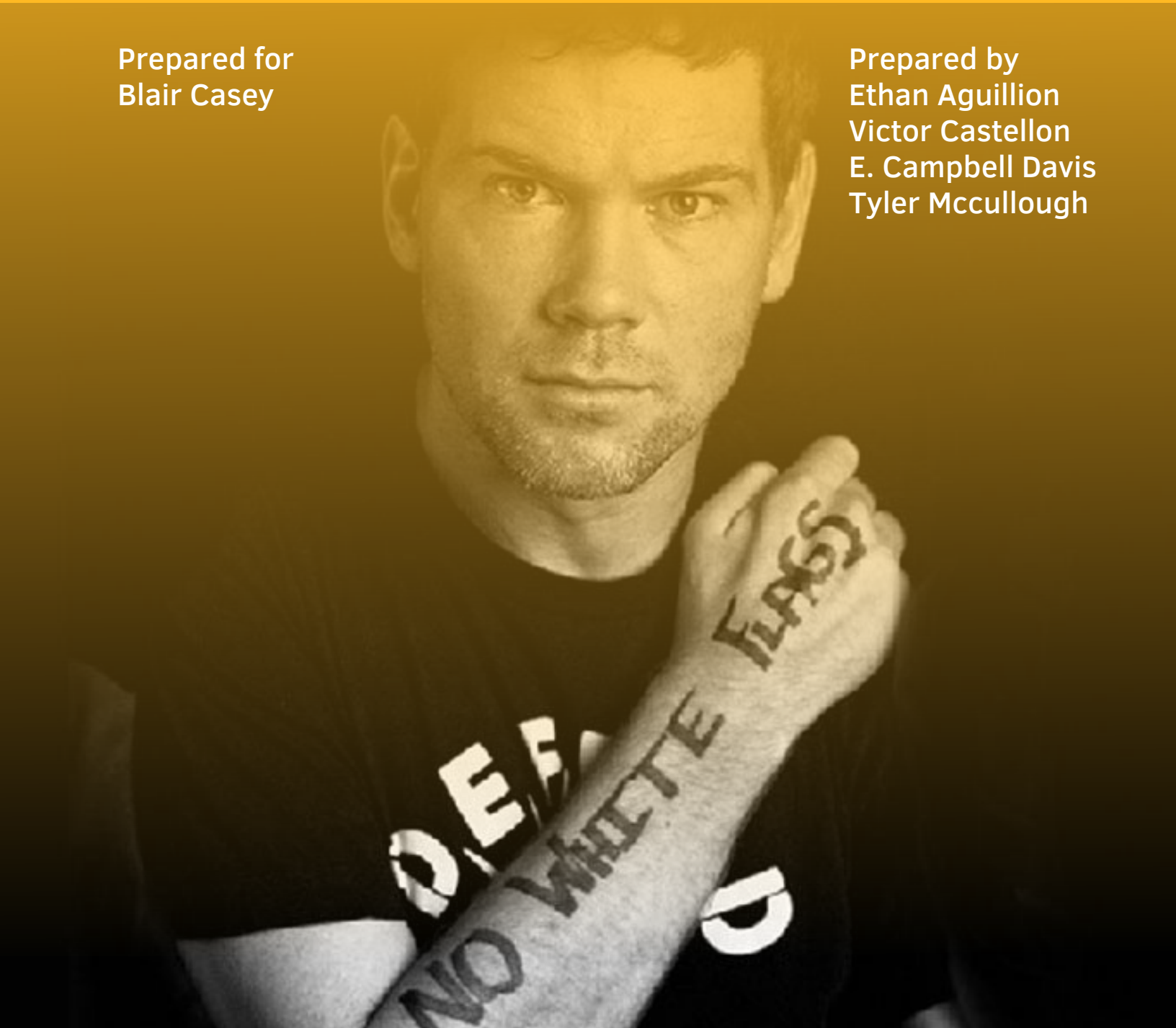


TEAM GLEASON FOUNDATION

STRATEGY ANALYSIS

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ABOUT TEAM GLEASON

Team Gleason is a non-profit organization founded by former NFL player, Steve Gleason, who was diagnosed with ALS in 2011. Its mission is to enhance the quality of life for individuals with ALS by providing innovative technology and equipment, as well as empowering them to live fuller lives. Over the years, the foundation has made great strides in raising awareness of ALS and funding research toward a cure. By dedicating themselves to improving the lives of those with ALS, Team Gleason has become a source of support for individuals and families impacted by the condition.

Team Gleason operates in the non-profit industry, specifically, in the healthcare and medical research sector. As an organization focused on ALS, they work alongside other non-profit organizations, hospitals, research centers, and healthcare professionals to enhance the quality of life for individuals living with ALS. In addition to working with medical professionals and researchers, Team Gleason also collaborates with technology companies that develop and provide assistive technology for individuals with ALS.

Aside from their work in the healthcare industry, Team Gleason raises awareness about ALS and educates people about the condition. Through many of their partnerships, fundraising efforts, and initiatives, Team Gleason is able to support and raise funds for research toward a cure.

As a whole, the non-profit industry greatly benefits from Team Gleason's efforts. Their work not only enhances the quality of life for those living with ALS, but also paves the way for innovative solutions and advancements in the non-profit healthcare and medical research industry. Their efforts serve as a testament to the power of non-profit organizations in making a substantial difference in the world.



FINANCIAL ANALYSIS

Performance & Growth Measurements	2018	2019	2020	2021
Revenue Growth	-6.70%	78.02%	6.82%	-3.49%
Liquidity Measurements				
Current Ratio	15.99x	11.35x	12.82x	9.76x
Quick Ratio	14.13x	11.35x	11.10x	8.02x
Cash Flow Measurements				
Free Cash Flow	\$89,480.00	\$1,071,731.00	\$925,061.00	\$276,494.00
Growth of Free Cash Flow	-83.79%	1097.73%	-13.69%	-70.11%
Return on Investment				
Return on Equity	1.23%	12.80%	10.58%	3.07%
Return on Assets	1.20%	12.54%	9.71%	2.82%

Above is a table that encompasses financial metrics showing the health of the Gleason Foundation across the past four years. We chose to display the past four years as this gives us insight on the financial health of the foundation before Covid-19 and during Covid-19. While there are hundreds of financial metrics that can help visualize and measure specific aspects of the financial health of a company, we chose the above that focused on the overarching performance and growth of the company, the liquidity of the company, the cash flows of the company, and the Return on Investment of the company.



PERFORMANCE AND GROWTH MEASUREMENTS

As seen in the previous table under the Performance & Growth Measurements, Team Gleason has done a great job in increasing its total revenues over the past four years. After having a slight decrease in revenue growth in 2018, Team Gleason grew its revenues by 78% which is a tremendous amount of growth year over year. This was largely due to the investment team of Team Gleason. As in 2018, they saw a loss of \$(382,937) in their investment portfolio, but saw an impressive increase of around \$1,400,000 in their investments as they posted a \$1,039,352 gain in investments during 2019. What was also impressive to see was that they followed up the next year with another net positive growth in revenue. Team Gleason finally saw a decrease in revenue in 2021, but after two massive years in revenue growth and while being in the midst of Covid-19, this small drop does not concern our group in terms of Team Gleason's financial health and ability to drive revenue.

LIQUIDITY MEASUREMENTS

Liquidity is an incredibly important, and sometimes overlooked, aspect to look at to see how a company is currently performing. It is incredibly important that companies do not over-leverage themselves by trying to grow too quickly by taking on too much debt and expenses without being able to pay them off in the short-term with quickly generated cash and other short-term assets. The current ratio essentially measures how well a company is positioned to pay off its short term bills. It is measured by dividing the current assets in a given year by the current liabilities in the same year. The quick ratio is a similar metric as the current ratio, but instead of measuring a company's current assets against its current liabilities, it measures its cash, the most liquid of all assets, against its current liabilities. This ratio is a better indicator of how well a company is positioned to meet its upcoming bills immediately as opposed to the quick ratio which measures a company's capability of paying off its bills in the foreseeable future (~0-6 months). As the table, **both metrics indicate three consecutive years of decline in their liquidity**. This is certainly a red flag for the company, especially if the company has growing revenues matched with declining liquidity metrics. While the liquidity levels are still high, we would suggest that **Team Gleason focus on their cash position over their growth**, or at least set up more constant checks on this metric to ensure these numbers don't fall to where it will cause defaults on bills and other massive issues for the company.



CASH FLOW MEASURES

A company's ability to generate positive cash flow is one of the most important metrics that can be measured to test a company's financial performance. While many people think generating net income is the most important thing a business can do, that is not necessarily true. Cash is king in most businesses. Net income is simply an accounting number while cash is what is used to allow a company to maintain itself (as measured with the above quick ratio), pay its employees, invest in the market, or invest in itself. The trends in cash flow are somewhat correlated with revenue growth as we see a massive spike in cash flow in 2019. But, as stated in the Performance & Growth Section, a large reason we see this increase, and why revenue doesn't take a massive dive as we see cash flows do, is the **increase in returns on investments**. While it is great that investments are doing well, it is **imperative that the Gleason Foundation be able to generate consistent cash flows** so they can predict and operate in a less-risky manner with proper projections and future planning. It is not great to see such spikes and drops in cash flows year over year as we see in the table above, but it is not a completely negative sign as the cash flows on their own are high relative to the overall liabilities of the company. As long as the quick ratio remains stable and at a high multiple, the decreases we see in 2020 and 2021 will not cause issues.

RETURN ON INVESTMENT

It is important to see how well a company is using its resources to positively grow the company. We test this aspect of financial performance by using Return on Equity and Return on Assets of the Team Gleason Foundation. Return on Equity is calculated by dividing net income by the total equity (assets minus liabilities) and Return on Assets is calculated by dividing net income by the total assets of the company. These metrics tell us how well a company is performing given the structure of the company and how well the company uses its assets to generate a return. **Both of these metrics reflect the same trends of the other metrics in the table as they both were great in 2019 but trended down the following two years.** While it is difficult to keep growing after having the massive year they had in 2019, it is important for a company to stabilize the changes to ensure the floor is as stable and low as possible while maintaining the highest possible ceiling for the future. The company, as shown by these metrics, had two good years in 2019 and 2020, but the low ROA and ROE metrics in 2021 are a bit concerning. We would **suggest that Team Gleason try to focus on driving cash flows higher to help keep these metrics at an ideal and steady rate.**



CURRENT SOURCES OF REVENUE

Team Gleason has relied heavily on individual donations and fundraising events to support its mission: to improve life for people living with ALS by delivering innovative technology and equipment, as well as providing and empowering an improved life experience. Early on, much of the foundation's revenue came from fundraising events organized by the Gleason family and their supporters. Some of these events included charity runs, golf tournaments, and food festivals. In doing so, they raised awareness for Team Gleason and ALS as well as improved its public image. These early fundraising efforts played a vital role in Team Gleason's growth and success, allowing them to expand their impact and support more individuals and families affected by ALS.

As the foundation grew, Team Gleason began to attract corporate sponsors and donors who were interested in supporting their mission. They also began to receive grants from foundations and other organizations that provide funding for ALS research and advocacy. Currently, Team Gleason receives most of its revenue from individual donations, corporate sponsorships, grants, and fundraising events. These diverse sources of revenue have allowed Team Gleason to continue expanding their programs and services, while also investing in research and technology to improve the lives of those living with ALS. As the foundation moves forward, identifying and creating sustainable sources of revenue will be critical to its mission.

Team Gleason has also taken advantage of digital platforms on social media to expand its reach and connect with supporters in creative new ways. For instance, the foundation introduced the "Living Proof" virtual reality program, which offers individuals with ALS the opportunity to enter an immersive virtual reality environment with unique activities. Further, they established "Team Gleason Global," an online community designed to serve as a platform for individuals affected by ALS. It offers support and the ability to connect with others globally.

In addition to their revenue sources, Team Gleason has also been successful in cultivating relationships with key partners. For example, the foundation has forged partnerships with Comcast and Microsoft to develop innovative solutions for people with ALS. Aside from that, they have worked closely with the New Orleans Saints to help raise awareness for people with ALS research. Moving forward, establishing complementary partnerships and collaborations will drive revenue, growth, and longevity.



NEW SOURCES OF REVENUE

In identifying new opportunities for significant and sustainable sources of revenue for Team Gleason, several options can be explored. One option is to **expand the foundation's fundraising events to reach a wider audience and generate more revenue**. This can be achieved by organizing virtual events and expanding staff presence in multiple states and countries as the foundation continues to grow. In addition, Team Gleason should partner with additional organizations and influencers to increase awareness and participation in these events. This can include collaborating with celebrities, sports teams, and industry-specific influencers to promote the foundation and its cause.

Another potential avenue for Team Gleason to explore is **expanding its merchandise program to increase brand awareness and revenue**. Currently, the "Shop" section of the Team Gleason website features designs centered around the foundation's logo and the number 37. However, by diversifying the types of products offered, the foundation can appeal to a wider audience and generate more revenue. For example, Team Gleason could consider collaborating with designers or influencers to create limited edition merchandise collections that reflect the foundation's values and mission. This can include items such as clothing, accessories, and home goods that are both stylish and meaningful to consumers. Additionally, offering exclusive merchandise items to donors or members of the Team Gleason community can provide a sense of exclusivity and increase engagement.

To pursue these new streams of revenue, Team Gleason can **leverage social media, advertisements, and newsletters to promote new merchandise offerings and collaborations**. They can also engage with influencers and bloggers to generate popularity and reach new audiences. Additionally, partnering with companies in the fashion and home goods industries can open up new avenues for distribution and promotion. Finally, by creating products that are both meaningful and high-quality, the foundation can simultaneously advance its mission and increase its revenue potential.



NEW SOURCES OF REVENUE (CONT)

Another opportunity to explore is establishing a corporate giving program that inspires companies to support Team Gleason's mission. This can involve designing customizable giving packages that align with each company's goals and values, while also providing opportunities for employee engagement and acknowledgment. By building strong relationships with corporate partners, Team Gleason can secure significant and sustainable funding to support its programs and services. To implement this, the foundation can leverage its existing network of partners and supporters and expand outreach efforts to target new companies and industries that align with its mission.

On top of all of these strategies, one of the main ways in which the Team Gleason Foundation can grow is through connecting through the lens of sports. As Team Gleason has done throughout the years, being connected with the NFL is a major factor that could be utilized. Gleason, a major figure in New Orleans as well as the whole state of Louisiana, has been seen as a hero to many. Gleason had one of the biggest moments in the history of the NFL. Using the foundation's platform, Team Gleason should connect with the NFL to raise awareness and eyes on the key reason the foundation was started in the first place. The NFL would have no reason not to team up with Team Gleason in future projects.

Upon implementing the above strategies, Team Gleason could potentially generate significant and sustainable sources of revenue to support its mission and services. While focusing on expanding fundraising events, merchandise offerings, and corporate giving programs, the foundation can reach a wider audience and build strong partnerships with supporters and partners. By utilizing social media, collaborations, and promotional strategies, Team Gleason can raise awareness and increase engagement with its community. Ultimately, these solutions will assist Team Gleason in improving the lives of those living with ALS and their families.

TEAM  GLEASON