Table of Contents

4 Message From the Chair
6 President’s Message
10 Performance Metrics
12 Financial Reporting
14 Financial Statements
16 Professional Development
18 IFMA COVID-19 Coronavirus Response
20 IFMA Membership
22 Online Community
26 IFMA Strategy Plan
28 Knowledge Library
30 Conferences & Events
32 Government Relations
34 Corporate Sustaining Partners
36 FMJ Magazine
38 IFMA Management
Message from the Chair

There is an old saying in our industry: “No two days are alike; facility managers should always be prepared for challenges in the built environment.” This fiscal year (July 1, 2019 – June 30, 2020) surely tested our preparedness in pandemic proportions.

Amid IFMA’s continued progress, financial stability and strategic growth — including the promotion of senior staff member Don Gilpin to President and Chief Operating Officer in March 2020 — and following one of our most well-attended and top-rated World Workplace conferences in Phoenix, Arizona, USA, the association was suddenly faced with untold unknowns and an uncertain future.

We could not have foreseen that a global health crisis would put IFMA’s best performance in years at risk. But as the past 40 years have shown, our association and our industry are resilient. As the COVID-19 pandemic threatened life and livelihoods, closed and reopened facilities, and dramatically altered work and the workplace, FMs stepped up to an elevated role as essential, frontline workers; and IFMA quickly positioned itself to support our community through an ever-changing environment.

A strong strategic plan combined with deliberate cost-cutting measures and the overwhelming support of our members and volunteer leaders have kept the association secure. Rekindling IFMA’s strategic focus has allowed the organization to be proactive rather than reactive, and we have seen the results in our ability to adapt and lead in these disquieting times.

John Carrillo
CFM, IFMA Fellow
In June, IFMA joined in peaceful protest against reprehensible acts of racial discrimination and injustice in the United States. Internally, we reassured our valued staff members that IFMA is a safe and inclusive environment for everyone. Externally, we shared our position on fairness and equality for all, reinforcing our commitment to ensure that every individual who engages with IFMA feels represented, supported, included, heard and cherished.

At the forefront of our efforts to safeguard the association and help FMs worldwide navigate challenges presented by the pandemic, climate change, racial inequity and other serious concerns impacting our industry, is IFMA’s professional staff. Seamlessly acclimating to full-time remote work, this talented and dedicated team worked fervently to create and roll out relevant resources and opportunities to benefit the entire industry, providing the same high level of support and customer service our members have come to expect.

What lies ahead in a post-pandemic world will change the FM conversation even more so, as we consider long-term effects on commercial office space, work-from-home solutions, designing built environments to accommodate social distancing, impacts on smart cities, climate change resiliency planning, and the need to enhance preparedness and business continuity plans.

IFMA is positioned to guide and support the FM industry through this, as well as the next phase of change. We are conducting cutting-edge research, developing and curating top-quality content, advocating for the profession, and enabling professional advancement through education and credentialing. Through our strategic partnerships, we are collaborating with other key built environment players on a global scale. Our continued role in the development of global FM standards is vital to FM’s continued progress. The future may be clouded, but we remain optimistic thanks to our dedicated leaders, members, staff and partners.

Between January and July 2020

• IFMA launched a comprehensive online COVID-19 Resource Center, a series of weekly FM + COVID-19 webinars and hosted two virtual events
• The IFMA Foundation published an updated Pandemic Manual to help FMs address response and recovery
• IFMA’s COVID-19 Rapid Response Team published a Strategic Framework, including a project plan template for facility re-entry
• IFMA’s BETA community sponsored a series of prospective technology solutions for a socially distanced world
• Live virtual courses were added to the self-study options for Facility Management Professional™ (FMP®) students, and
• Nominations poured in for IFMA’s Forty Under 40 campaign to recognize FMs under 40 who are making their mark through initiative and ingenuity
Even amid disruption and worry, we continued doing what we’ve done for the past 40 years, providing training, knowledge sharing and support to help FMs create and maintain safe, sustainable and resilient workplaces.
IFMA has worked hard to overcome past obstacles. After several years of financial and operational challenges, 2019 was one of the most profitable in IFMA’s history, driven by professional development and bolstered by our global events. We entered 2020 strong and confident, with an eye toward building on the momentum of our achievements.

The alarm created by early warnings of a worldwide health emergency shifted our focus from earnings to ensuring the health and safety of our community, resulting in the cancelation of four global events, initiating a work-from-home order and ceasing all work-related travel for staff, and postponing IFMA’s 40-year anniversary celebrations.

Yet IFMA rallied, swiftly converting two of our live conferences into high-quality, cost-conscious virtual events. We launched a series of free webinars to assist FMs in responding to the pandemic’s impact on their facilities and workforce. We offered discounted pricing on IFMA credential programs and Knowledge Library subscriptions, announced an extended grace period for membership renewals, and published a climate change report and a Pandemic Manual, both free of charge to the FM community.

Even amid disruption and worry, we continued doing what we’ve done for the past 40 years, providing training, knowledge sharing and support to help FMs create and maintain safe, sustainable and resilient workplaces. That’s IFMA’s calling — our reason for being — to be a source of information, direction and inspiration for FMs worldwide, especially in times of crisis.

Internally, we took deliberate cost-cutting and cost-saving measures, which helped the association remain stable going into the 2020-21 fiscal year. Strategically designed to sustain operations, retain our valued professional staff and to position the association for future financial health, these measures had the full support of association leadership and staff.

Businesses, organizations and institutions around the world have had to strategize, sacrifice and adapt. We feel very fortunate that IFMA has endured. From a financial and organizational standpoint, we survived the initial impacts of the COVID-19 pandemic as a united front. As we promised five months ago, we got through this together. We asked for the support of our community in order to be here for our community, and you came through.

Thank you. Your passion for the profession and your trust in the association have reawakened our strength and confidence, regenerated our purpose and recommenced the positive momentum necessary to meet both the short- and long-term needs of the industry.
Our community is built on and sustained by collaboration, knowledge sharing, mutual respect, a commitment to excellence, appreciation and recognition. Facility management professionals are adept at taking care of what’s entrusted to us. From the heart of your association comes a promise...we will continue to stand with our community, our colleagues, our friends and family in the demand for fair treatment and a voice given to all who have a right to be heard.
For four decades, IFMA has guided the facility management industry through progress, change and adversity.
Mid-fiscal year 2020, IFMA shifted its focus from earnings to ensuring the health and safety of our community.
Fiscal Year 2020.

Total consolidated revenues for the Fiscal Year 2020 were $15.1 million, which is a decrease of $744K under Fiscal Year 2019. Revenues from Membership / Professional Development / Events: $14.3M. Total consolidated expenses were $14.3M, down $107K from Fiscal Year 2019.

- Consolidated Net Income from operations, before "non-operating items" was $813K down $638K from prior year.
- All figures/amounts listed in U.S. dollars.
Following one of the most profitable years in IFMA history, the association entered 2020 with an eye toward building on the momentum of our achievements.

COVID-19 shifted our focus from earnings to ensuring the health and safety of our community, while we continued to provide essential training, knowledge sharing and support to help FMs navigate the crisis, lead their teams, respond, recover and prepare for what’s next.

From a financial and organizational standpoint, we survived the initial impacts of the pandemic as a united front. IFMA leadership and staff feel very fortunate that IFMA has endured and that we are getting through this together with the support of our community.
The overall consolidated net income totaled $1.1 million for the current year, a $429K decrease from prior year.

$1.1M net income was attributable to Revenues being down $744K due to cancelation of events and write off of the Foundation receivable.
# Consolidating Statement of Activities

For the Fiscal Year Ended June 30, 2020

<table>
<thead>
<tr>
<th></th>
<th>Association</th>
<th>India</th>
<th>Beta</th>
<th>RBI</th>
<th>China</th>
<th>Elimination</th>
<th>Consolidated</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership and components</td>
<td>$4,038,166</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$20,110</td>
<td>$</td>
<td>$4,058,276</td>
</tr>
<tr>
<td>Professional development</td>
<td>5,301,272</td>
<td></td>
<td></td>
<td></td>
<td>79,187</td>
<td></td>
<td>5,380,459</td>
</tr>
<tr>
<td>Conferences</td>
<td>4,629,117</td>
<td>48,344</td>
<td>50,000</td>
<td>106,498</td>
<td></td>
<td>4,833,959</td>
<td></td>
</tr>
<tr>
<td>Publications</td>
<td>484,713</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>484,713</td>
</tr>
<tr>
<td>Other revenues</td>
<td>112,749</td>
<td>145,983</td>
<td></td>
<td>81,965</td>
<td>49,836</td>
<td></td>
<td>390,533</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>14,566,017</td>
<td>194,327</td>
<td>50,000</td>
<td>81,965</td>
<td>255,631</td>
<td></td>
<td>15,147,940</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salary and benefits</td>
<td>5,896,370</td>
<td></td>
<td></td>
<td></td>
<td>149,043</td>
<td>27,111</td>
<td>6,072,524</td>
</tr>
<tr>
<td>Bad debt</td>
<td>232,106</td>
<td>185</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>232,291</td>
</tr>
<tr>
<td>Component and committee</td>
<td>225,264</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>225,264</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>648,163</td>
<td></td>
<td></td>
<td></td>
<td>30,957</td>
<td></td>
<td>679,120</td>
</tr>
<tr>
<td>Event and sales</td>
<td>1,417,145</td>
<td>1,348</td>
<td></td>
<td></td>
<td>61,298</td>
<td></td>
<td>1,479,791</td>
</tr>
<tr>
<td>Executive and board</td>
<td>192,895</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>192,895</td>
</tr>
<tr>
<td>Financial fees and interest</td>
<td>300,874</td>
<td></td>
<td></td>
<td></td>
<td>(1,593)</td>
<td></td>
<td>302,210</td>
</tr>
<tr>
<td>Insurance</td>
<td>114,565</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>114,565</td>
</tr>
<tr>
<td>Marketing</td>
<td>776,377</td>
<td></td>
<td></td>
<td></td>
<td>2,500</td>
<td></td>
<td>778,877</td>
</tr>
<tr>
<td>Office and operating</td>
<td>1,344,204</td>
<td>189,292</td>
<td>5,851</td>
<td>35,389</td>
<td>115,693</td>
<td></td>
<td>1,690,429</td>
</tr>
<tr>
<td>Professional development</td>
<td>1,289,943</td>
<td>17,746</td>
<td></td>
<td></td>
<td>27,502</td>
<td></td>
<td>1,335,191</td>
</tr>
<tr>
<td>Professional fees</td>
<td>110,132</td>
<td>34,525</td>
<td>224</td>
<td>2,017</td>
<td>13,965</td>
<td></td>
<td>160,863</td>
</tr>
<tr>
<td>Rent</td>
<td>344,274</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>344,274</td>
</tr>
<tr>
<td>Repairs and maintenance</td>
<td>42,453</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>42,453</td>
</tr>
<tr>
<td>Technological</td>
<td>514,952</td>
<td></td>
<td></td>
<td></td>
<td>30,284</td>
<td></td>
<td>545,236</td>
</tr>
<tr>
<td>Travel</td>
<td>120,750</td>
<td>10,092</td>
<td></td>
<td>3,140</td>
<td>5,385</td>
<td></td>
<td>139,367</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>13,570,467</td>
<td>256,117</td>
<td>6,075</td>
<td>253,330</td>
<td>249,361</td>
<td></td>
<td>14,335,350</td>
</tr>
<tr>
<td><strong>Changes in net assets from operations without donor restrictions</strong></td>
<td>995,550</td>
<td>(61,790)</td>
<td>43,925</td>
<td>(171,365)</td>
<td>6,270</td>
<td></td>
<td>812,590</td>
</tr>
<tr>
<td><strong>Other income (expense)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net investment income</td>
<td>354,743</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>354,743</td>
</tr>
<tr>
<td>Interest expense</td>
<td>(44,046)</td>
<td>(48)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(44,094)</td>
</tr>
<tr>
<td>Foreign income taxes</td>
<td>-</td>
<td>(6,139)</td>
<td></td>
<td></td>
<td>(12,071)</td>
<td></td>
<td>(18,210)</td>
</tr>
<tr>
<td><strong>Total other income (expense)</strong></td>
<td>310,697</td>
<td>(6,187)</td>
<td></td>
<td></td>
<td>(12,071)</td>
<td></td>
<td>292,439</td>
</tr>
<tr>
<td><strong>Change in net assets without donor restrictions</strong></td>
<td>1,306,247</td>
<td>(67,977)</td>
<td>43,925</td>
<td>(171,365)</td>
<td>(5,801)</td>
<td></td>
<td>1,105,029</td>
</tr>
<tr>
<td><strong>Net assets, beginning of year</strong></td>
<td>2,389,060</td>
<td>53,952</td>
<td>(97,030)</td>
<td>(198,386)</td>
<td>(137,529)</td>
<td></td>
<td>2,010,067</td>
</tr>
<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td>$3,695,307</td>
<td>$(14,025)</td>
<td>$(53,105)</td>
<td>$(369,751)</td>
<td>$(143,330)</td>
<td></td>
<td>$3,115,096</td>
</tr>
</tbody>
</table>
## Consolidating Statement of Financial Position

For the Fiscal Year Ended June 30, 2020

<table>
<thead>
<tr>
<th>Assets</th>
<th>Association</th>
<th>India</th>
<th>Beta</th>
<th>RBI</th>
<th>China</th>
<th>Elimination</th>
<th>Consolidated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 883,256</td>
<td>$ 58,512</td>
<td>-</td>
<td>$ 100</td>
<td>$ 107,053</td>
<td>$ -</td>
<td>$ 1,048,921</td>
</tr>
<tr>
<td>Accounts receivable – trade, net</td>
<td>714,699</td>
<td>967</td>
<td>-</td>
<td>-</td>
<td>66,347</td>
<td>-</td>
<td>782,013</td>
</tr>
<tr>
<td>Accounts receivable – related party</td>
<td>904,952</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(904,952)</td>
<td>-</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>501,571</td>
<td>26,079</td>
<td>-</td>
<td>-</td>
<td>491</td>
<td>(96,149)</td>
<td>431,992</td>
</tr>
<tr>
<td>Investments</td>
<td>4,248,160</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4,248,160</td>
</tr>
<tr>
<td>Intangibles, net</td>
<td>351,565</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>351,565</td>
</tr>
<tr>
<td>Program development costs, net</td>
<td>1,093,758</td>
<td>-</td>
<td>-</td>
<td>297,449</td>
<td>-</td>
<td>-</td>
<td>1,391,207</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>444,101</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>444,101</td>
</tr>
<tr>
<td>TOTAL ASSETS</td>
<td>$ 9,142,062</td>
<td>$ 85,558</td>
<td>-</td>
<td>$ 297,549</td>
<td>$ 173,891</td>
<td>$(1,001,101)</td>
<td>$ 8,697,959</td>
</tr>
</tbody>
</table>

## Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Association</th>
<th>India</th>
<th>Beta</th>
<th>RBI</th>
<th>China</th>
<th>Elimination</th>
<th>Consolidated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and other accrued expenses</td>
<td>$ 878,749</td>
<td>$ 13,730</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$ 7,429</td>
<td>$(6,149)</td>
</tr>
<tr>
<td>Accounts payable – related party</td>
<td>159,331</td>
<td>85,853</td>
<td>53,105</td>
<td>644,819</td>
<td>121,175</td>
<td>(904,952)</td>
<td>159,331</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>3,382,991</td>
<td>-</td>
<td>-</td>
<td>98,616</td>
<td>-</td>
<td>-</td>
<td>3,481,607</td>
</tr>
<tr>
<td>Portfolio line of credit</td>
<td>1,025,685</td>
<td>-</td>
<td>-</td>
<td>22,481</td>
<td>-</td>
<td>-</td>
<td>1,048,166</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>5,446,756</td>
<td>99,583</td>
<td>53,105</td>
<td>667,300</td>
<td>227,220</td>
<td>(911,101)</td>
<td>5,582,863</td>
</tr>
<tr>
<td>Total net assets without donor restrictions</td>
<td>3,695,306</td>
<td>(14,025)</td>
<td>(53,105)</td>
<td>(369,751)</td>
<td>(53,329)</td>
<td>(90,000)</td>
<td>3,115,096</td>
</tr>
<tr>
<td>TOTAL LIABILITIES AND NET ASSETS</td>
<td>$ 9,142,062</td>
<td>$ 85,558</td>
<td>-</td>
<td>$ 297,549</td>
<td>$ 173,891</td>
<td>$(1,001,101)</td>
<td>$ 8,697,959</td>
</tr>
</tbody>
</table>
IFMA credentials and online learning enable facility professionals from all backgrounds and experience levels to develop the skills and mastery needed for career advancement.
Effective June 16th IFMA’s CFM® program joined IFMA’s FMP® and SFP® credential programs in achieving ANSI accreditation. This accreditation provides assurance to customers that the IFMA Certification Commission operates according to internationally accepted criteria.

The ANSI National Accreditation Board (ANAB) recently granted initial accreditation for IFMA’s Certified Facility Manager® (CFM®) credential, effective June 16, 2020, under the ISO/IEC 17024:2012 standard. Accreditation provides assurance to customers that the IFMA Certification Commission operates according to internationally accepted criteria. ISO/IEC 17024:2012: Conformity assessment — General requirements for bodies operating certification of persons is an international standard that specifies criteria for the operation of a Personnel Certification Body, including requirements for the development and maintenance of the certification. The CFM program joins two other ANSI-accredited IFMA credential programs: Facility Management Professional™ (FMP®) and Sustainability Facility Professional® (SFP®). IFMA is accredited by ANSI (accreditation #1057) under ANSI/ASTM E2659-09 to issue the FMP and SFP certificates to those successfully completing the programs.

IFMA conducted a major content update to FMP credential program — in response to COVID-19’s impact on classroom courses:

Following cancellation of in-person courses due to COVID-19, we pivoted and launched newly created live virtual FMP courses. Conducted by IFMA Qualified Instructors, these entirely online courses, running 4-6 weeks, allowed individuals to supplement their learning on the four core competencies with additional instructional guidance and support. These virtual courses were made available to individuals in both the previous and current version of the FMP program. Additionally, we have been able to continue working with our partners and instructors during this time of transition as we look to evolve available training options going forward. Individuals who have gone through the virtual FMP courses have found them to be advantageous in helping them to deepen their knowledge and understanding of the four core competencies that the FMP program includes, with some noting that these courses provided the additional insight and motivation to complete their FMP program.

IFMA developed an FMP Virtual delivery model. Launching new IFMA HQ-led live virtual FMP courses, conducted by IFMA Qualified Instructors, these 4 to 6-week courses supplement the four core competencies training with additional instructional guidance and support.
How this pandemic is impacting work and the workplace and what lies ahead in a post-pandemic world is perhaps our industry’s greatest challenge, and IFMA is positioned to support its members and the industry through these changes.
01
Launched a comprehensive online COVID-19 Resource Center

04
Hosted two IFMA Global Virtual Events

07
IFMA’s COVID-19 Rapid Response Team published a Strategic Framework, including a project plan template for facility re-entry

02
Developed and published IFMA Coronavirus Essentials

05
The IFMA Foundation published an updated Pandemic Manual to help FMs address response and recovery

08
IFMA’s BETA community sponsored a series of prospective technology solutions for a socially distanced world

03
Produced a series of weekly FM + COVID-19 webinars

06
Added live virtual courses to the self-study options for Facility Management Professional™ (FMP®) students

09
Collaborated with ISSA, Better Buildings, SAME, IBM and others to host content in the Knowledge Library
IFMA Membership

IFMA Component Groups

IFMA offers its diverse membership opportunities to engage in component groups, which provide additional focus and support in areas of interest.

- REGION – 141 IFMA Chapters
  - New chapters formed in FY20: Mexico City Chapter, Suzhou Chapter and Kazakhstan Chapter

- INDUSTRY - 16 IFMA Councils

- AREAS of INTEREST – 6 IFMA Communities

IFMA Member Testimonials

“IFMA has helped me quickly identify issues and answer questions that I would not otherwise recognize or be able to answer.”

Ondrej Strup, IFMA Fellow
IFMA member since 1999

“Being a member of IFMA has propelled my career forward in a relatively short time. In two years, I went from being a Building Engineer to a Technical Facilities Manager. I attribute a great portion of this success to IFMA.”

Teresa Rodgers, member since 2005
Seattle, Washington, USA

“My affiliation with IFMA has been invaluable to my professional career, providing educational opportunities and resources essential to successfully managing the built environment. The IFMA family is extensive and always available as an informal source of knowledge and experience to the facility professional.”

Howard K. “Buck” Fisher, CFM, IFMA Fellow
IFMA FY20 Highlights

- 6,706 New Members, 4% increase over FY19
- 135,399 Total Logins, Engaged since 2017 Launch
- 22,368 IFMA Members
- 4% increase over FY19
- 78 billion + Square feet of property managed
- $526 billion in products and services purchased annually
- 112 Countries
- 70% United States
- 30% International
- +9% Young Professional membership (35 years of age or younger) over FY19

Award Winners 2019-2020

- Associate Member of the Year
  - Tim Burdge, FMP
- Chapter Award of Excellence in Professional Development
  - Boston Chapter of IFMA
- Chapter Web Communications Award
  - New York City Chapter of IFMA
- Council of the Year Award
  - City and Country Club Council of IFMA
- Distinguished Author of the Year: Research Paper
  - Dr. Audrey Schultz
- Distinguished Author of the Year: Book
  - Geoff Williams, CFM, FMP, SFP, IFMA Fellow
- Distinguished Educator of the Year
  - Phyllis Meng, CFM, SFP, IFMA Fellow
- Large Chapter of the Year Award
  - New York City Chapter of IFMA
- Small Chapter of the Year Award
  - Chesapeake Chapter of IFMA
- Student Chapter of the Year Award
  - Chaffey College Student Chapter of IFMA
- The FM Innovation Award
  - Five Chapter SFP Collaboration
    - Denver, Greater Phoenix, Dallas/Fort Worth, Capital, Richmond Chapters of IFMA
- Sheila Sheridan Award for Sustainable Facility Operations and Management
  - Emaar Facilities Management
IFMA’s online community allows members to share best practices, comment on industry trends and access resources to address real-world FM challenges.

### Online Community

<table>
<thead>
<tr>
<th>Since 2017 launch</th>
</tr>
</thead>
<tbody>
<tr>
<td>New threads created</td>
</tr>
<tr>
<td>Discussion post total</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top discussion posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce yourself</td>
</tr>
<tr>
<td>Add, move and change policy</td>
</tr>
<tr>
<td>Corporate Facilities Manual</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top library resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Facility Opening Checklist</td>
</tr>
<tr>
<td>Facilities Assessment RFP Sample</td>
</tr>
<tr>
<td>Facility Condition Assessment Checklist</td>
</tr>
</tbody>
</table>
Social Media Stats

LinkedIn
30,049 Followers
27.0% Increase

Twitter
22,305 Followers
3.2% Increase

Facebook
12,441 Likes
20.1% Increase

Instagram
844 Likes
2% Increase in followers each week*

YouTube
2,467 Likes
43% Increase

IFMA.org Stats

872,754
Sessions

436,658
New Users

3,198,559
Page Views

31%
Bounce rate

FMJ Social Media Monthly Averages

Subscriptions
Twitter
Facebook

3,855
7,530
1,913

Print Subscribers
Likes Monthly
Likes Monthly

1,919
Followers Monthly

*Instagram account started in Jan 2020
Ensure your career with credentials for the future of facility management.
IFMA is committed to enable, empower and equip facility management professionals.

IFMA Strategy Plan

Changing the FM Conversation

Vision
To be the global standard and resource for facility management.

Mission
To advance the professional discipline for facility management worldwide.

Credo
We believe people come first. We are committed to enable, empower and equip facility management professionals. We will provide training and knowledge sharing to support safe, sustainable and resilient workplaces focused on achieving the organizational goals. We are committed to advancing the industry by conducting all of our activities in accordance with our core values as stewards of the built environment.
Learn

Connect

Advance

Grow + Retain
Membership

Increase
Global Awareness

Amplify
Marketing + Communications

Expand
Global Professional Development

Change
Conversation to Innovation, Technology & Sustainability

Build
Financial Reserves
Supporting Standards and setting them.

IFMA’s Knowledge Library provides access to thousands of facility management resources created and peer-reviewed by industry experts. As the largest collection of high-quality articles, videos, podcasts and research, the Knowledge Library helps you solve day-to-day facility challenges, learn best practices, and stay up-to-date on the latest topics and trends.

Top 10 Downloads

1. Redefining the Executive View of Facility Management (FM)
2. Is There a Standard in Rooftop Fall Protection?
3. An Inside Look at FM Outsourcing Research Report 27
4. Facility Management History and Evolution
5. Sustainability How-To Guide: Global Green Cleaning
6. IFMA Strategic Framework—COVID-19
7. Change Management and the Facility Manager
8. Raising the Bar 3: From Operational Excellence to Strategic Impact in FM
9. Project Plan Template for Re-entry to Facilities after COVID-19
10. Sustainability How-To Guide: Carbon Footprint

Knowledge Library

Users
Total users: 5,680
Annual Knowledge Pass subscribers: 833
Average new users per month: 99

Content
179,955 Total Downloads (all-time)
29,355 Total Downloads (FY 20)
1,080 Total pieces published

Content Types
- Articles
- Benchmarks
- Blogs
- Case studies
- How-to's
- Podcasts
- Presentations
- Research
- Templates
- Videos/Webinars
- White papers
IFMA understands the profound importance standardization has on our industry and profession and supports continuing to build a common language and understanding of FM best practices among facility managers globally. Standardization of the industry helps to advance FM as a profession and demonstrates the key contributions of FM to the organizations they serve by supporting effective, efficient and sustainable operations.

IFMA’s support of the development of global standards

- IFMA has served as the administrator on behalf of ANSI* to the U.S. technical advisory group for ISO/TC 267**, Facility management, since 2012
- IFMA provided support for the convener role developing ISO 41001:2018, Facility management – Management systems – Requirements with guidance for use
- IFMA members are key contributors to all ISO/TC 267 working groups
- IFMA coordinated member feedback to the International Fire Safety Standards Coalition for the International Fire Safety Standard – Common Principles
- IFMA identified collaboration opportunities to standards developing organizations
- IFMA identified liaison opportunities to the European Committee for Standardization (CEN)

* American National Standard Institute
** The International Organization for Standardization’s Technical Committee for developing FM standards

Global Standards

IFMA is a key contributor to development of global standards for facility management.
When challenges arise...

Conferences & Events

World Workplace China
Aug. 29 – 30, 2019
Suzhou, China

World Workplace Phoenix
Oct. 16 – 18, 2019
Phoenix, Arizona, USA
4,602 attendees

World Workplace Europe
Transitioned to virtual due to COVID-19

World Workplace Asia
Cancelled due to COVID-19

Facility Fusion
Transitioned to IFMA Global Virtual event due to COVID-19
Upcoming Events

World Workplace Europe 2021
Virtual + Live (hybrid)
March 17 – 18, 2021

Facility Fusion 2021
Virtual
April 20 – 22, 2021

World Workplace Asia 2021
Virtual + Live (hybrid)
July 7 – 8, 2021

IFMA Global Canada
June 9 – 10, 2021
In a year largely defined by the COVID-19 pandemic, IFMA’s government affairs team worked with policy makers to have FM designated an essential workforce. Through existing relationships and channels, the team highlighted the frontline role of FM in response and recovery efforts. As a result, awareness of FM’s necessity in sustaining critical infrastructure has heightened among policy makers in the U.S. and other global markets.
FY20 was a year of transition for governments in the United States and Europe, IFMA continued to work with decision makers and stakeholder groups around the globe to promote common sense public policy that recognizes the role and value of effective facility management. Through our education and advocacy programs, supported by a dedicated group of FM leaders, IFMA has succeeded in promoting training and certification for FM personnel, reducing waste in public sector buildings, ensuring better utilization of private sector best practices and enhanced use of IFMA resources. Now more than ever, decisions made by governments on the local, national and international level have an ever-increasing impact on the business of facility management.

IFMA’s Advocacy program

By making FMs a visible and reliable part of these conversations, IFMA’s Advocacy program continues to drive value for our membership and recognition for the profession including:

01 Election as Chair of the High-Performance Buildings Congressional Caucus
02 Expanded Chapter Representation at IFMA’s Advocacy Day and Public Policy Forum
03 Increased use of IFMA training and membership by Public Sector Partners
04 Recognition of effective FM as a resource to improve Energy Performance of Buildings
05 Congressional Hearing focused on High-Performance Buildings
06 Growth of Public Sector FM Training and Apprenticeship Programs
07 Selection for leading public sector Advisory Boards
08 Ramping up for increased advocacy effort commencing with the new European Union Parliament term
As leaders in their respective industries, IFMA CSPs are constantly innovating.

These best-in-class organizations make a substantial investment in the facility management community, contributing more than half a million dollars annually to the association. As advisers, topic experts and change leaders, they are committed to the success of the professionals they support.
To help IFMA professional members make informed decisions about their facilities, CSPs:

1. Partner with IFMA to create informative webinars and content, including recent COVID-19 resources that helped guide FMs through the effects of the pandemic.
2. Share survey and research results.
3. Share information on new methods and groundbreaking products.
4. Contribute industry white papers and case studies to IFMA’s Knowledge Library.
5. Contribute articles to FMJ magazine.
6. Partner with IFMA to fund research, benchmarking and educational projects.

IFMA’s Corporate Sustaining Partners

**Platinum**
- Otis Elevator Company
- SoftBank Robotics

**Gold**
- C&W Services
- Kimberly-Clark Professional

**Silver**
- ABM
- Al-Hajry Overseas
- Amentum
- Aramark
- ARC
- Armstrong Ceilings
- Biamp
- City Facilities Management
- Connectrac
- COR T
- Davies Office
- EDF Renewables
- Emcore Facilities Services
- Excel Dryers

**Bronze**
- Al Shirawi Facilities Management LLC
- Ambius
- BARQ Group
- Belfor USA Group
- BGIS

**Canadian Base Operators**
- COIT Services, Inc.
- Controlled Environments, Inc.
- Corporate Care
- Engineering Maintenance Company (EMCO-Qatar)
- Facility Engineering Associates
- Facility Management Services dooel
- Forbo Flooring Systems
- HID Global Rastede GmbH
- Jacobs
- Kimball
- Lencore Acoustics Corp.
- LogiSon Acoustic Network
- MasterCorp
- Planon
- REDLEE/SCS, INC.
- Renaissance Services SAOG
- Rentokil Steritech
- Rheem Manufacturing
- Securitas Security Services USA
- Staples
- Sunbelt Rentals, Inc.
- Sunline Office, LLC
- Trimbale (Real Estate Workplace Software)
- Unika Vaev
- Vertiv
- Versteel
For more than 30 years, IFMA’s FMJ has continued to be the international standard bearer magazine for FM professionals.
For the fourth consecutive publishing cycle, the FMJ has increased its issue-to-issue paid subscription numbers.

In Calendar Year 2019, the number of paid subscriptions for the print edition fell from 4,292 to as low as 3,655 (November/December 2019) by the end of the year. From that low point, the number has risen to 4,124 for the July/August 2020 issue – a 12.8 percent increase.

The FMJ offers its audience globally applicable best practices and takeaways written by FM professionals for FM professionals.

The FMJ showcases real locations, professionals and opportunities to grow through features including: My Facility, Member Spotlights and highlighting IFMA's Accredited Degree Programs for college students. FY2020 has reignited FMJ's commitment to true global coverage by expanding global representation through a broadened collection of international articles and authors.

Distributed six times per year in print to subscribers (January, March, May, July, September and December) the digital online version provides enhanced content including extra articles, videos and podcasts.

### FMJ Magazine Stats

<table>
<thead>
<tr>
<th>Readership Insights</th>
<th>Top Sectors Represented</th>
<th>Top Professional Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 53.3% Facility Director</td>
<td>1 Manufacturing/industrial</td>
<td>1 Cost management</td>
</tr>
<tr>
<td>2 22.6% Operations</td>
<td>2 Nonprofit</td>
<td>2 Staffing/personnel</td>
</tr>
<tr>
<td>3 50% in industry 20+ years</td>
<td>3 Banking/finance</td>
<td>3 Occupant relations/customer service</td>
</tr>
<tr>
<td>4 42% exclusive decision makers for FM purchases</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Seated (L-R):
Laurie A. Gilmer, John Carrillo, Peter Ankerstjerne, Graham J. Tier
Standing (L-R):
Colette Temmink, Hari Hegde, Lorri Rowlandson, Michael Redding, Kate North, Dean Stanberry, Mindy Williams-McElearney, Jos Duchamps

Missing:
Luis Morejon

Executive Committee

IFMA Chair
John Carrillo, CFM, IFMA Fellow
San Ramon, California, USA

First Vice Chair
Peter Ankerstjerne, MBA, COP, FRICS, IFMA Fellow
Global FM and Experience Services Lead
Jones Lang LaSalle Incorporated (JLL)
Copenhagen, Denmark

Second Vice Chair
Laurie A. Gilmer, P.E., CFM, SFP, LEED AP
Vice President/COO
Facility Engineering Associates, P.C.
Santa Rosa, California, USA

Past Chair
Graham J. Tier, MRICS, CFM, FMP
GM, District Facility Services
West Kowloon Cultural District Authority
Hong Kong, PRC

Board of Directors

Jos Duchamps, MSc, Eng.
Managing Director, PROCOS Group
Antwerpen, Belgium

Hari Hegde
Senior Vice President & Global Head – Operations
Wipro Limited
Bangalore, Karnataka India

Luis Morejon
Senior Managing Director, CBRE
San Francisco, California, USA

Kate North
Vice President, Workplace Innovation Advisory, Corporate Solutions (Americas), Colliers International
Chicago, Illinois, USA

Michael Redding
Managing Director, Agile OAK LLC
Sparta, New Jersey, USA

Lorri Rowlandson
Global Senior Vice President, Strategy & Innovation, BGIS
Markham, Ontario, Canada

Dean Stanberry, CFM, LEED AP O+M
Chair, IFMA Environmental Stewardship, Utilities and Sustainability Community
Denver, Colorado, USA

Colette Temmink, CFM, FRICS, CPM, CRE, MCR, SLCR
President, Property Services, Eden
San Francisco, California, USA

Mindy Williams-McElearney
Vice President, L&K Partners, Inc.
New York, New York, USA
Staff Management

Executive
Don Gilpin, President and Chief Operating Officer
Linda Pate, Executive Administrative Services Officer

Events
Ann Loayza, Director, Events
Cyndy Thompson, Events Specialist
Kim Springer, Events Specialist
Minh Pham, Events Coordinator

Expo & Advertising
TJ Mendieta, CEM, Director, Expo & Advertising
Diana Maldonado, Specialist, Advertising & Exhibitions
Cameron Niblock, Specialist, Advertising & Exhibition Sales

External Affairs
Jeffrey Johnson, Executive Director Government Affairs

General & Administrative
Jim Vetter, Controller
Jennifer Muesse, Director, Accounting
Aimee Mudd, Accountant III
Minh Le, Accountant III
Lisa Prell, Accountant II

Human Resources
Kholo Kondelis, Specialist, Human Resources and Administration

Marketing
Communications
Public Relations
Maureen Lederer, Senior Director Marketing, Communications & Public Relations
Chris Leake, Director, User Experience
Madeline Nickey, Marketing Team Lead, Membership
Amanda Day, Marketing Team Lead, Events
Chablis Lindquist, Senior Copywriter
Bobby Vasquez, FMJ Editor
Ellen Cregan, Visual/UI Designer
Katherine Sproles, Communications and Social Media Specialist
Yonas Woldetsadik, Graphic Designer - Video Coordinator
Perla Carrizales, Marketing Coordinator

Membership & Components
Mary Ressler, Director, Membership & Components
Tanesha Johnson, Team Lead, Member Services
Wendy Martinez, Membership Coordinator
Treslyn Onajoko, Team Lead, Components
Joshua Amos, Component Liaison
Andre Marie Jean, Component Liaison
Aniesha Hall, Component Liaison
Cassandra Warholak, Customer Service Representative
Lucas Andrus, Customer Service Representative
Zaidmy Mesa, Customer Service Representative

Professional Development
Cathy Pavick, Senior Director Professional Development
Rhonda Hager, Team Lead, Credentials
Vicky Acosta, Team Lead, Learning Technology
Laura Clark, Specialist, Learning Operations
Crystal Herrera, Credentials Coordinator
Deb Van Dyne, Learning Operations Specialist
David Deckert, Program Support Specialist

Sales & Corporate Partners
Kim Coffey, Senior Director, Sales & Corporate Partners
Lauren Krueger, Director, Sales Operations
Brittany Willoughby, Education Sales Representative
Gayle Head, Educational Sales Specialist

Technology
Christopher Judd, Director, Information Technology
Lindy Daniels, Lead Developer Web & Enterprise Systems
Grady Hughes, .NET Developer
Louie Kafka Jr., Front-End Web Developer

IFMA Foundation
Diane Levine, Executive Director
Christina Gonzales, Specialist, Program Support

Research
Nick Rocha, Director, Research Operations