

2010 ANNUAL PRESIDENT'S REPORT

Unlike any other year of our charities existence, 2010 was one of the most inspirational and motivated years in the history of Every Kid Counts with the nomination and finalist selection of the prominent Scottsdale Chamber Sterling Award and the work we accomplished. The year started off with its normal fast and furious nature leading to an end of a partnership with one organization and the beginning of a new long term relationship with another, which leads to the refocusing and rebranding of EKC and our long term vision for supporting the kids in all of our communities for years to come. In addition, the kids gave an awesome effort through our Leadership Through Baseball program with their 2nd place finish in the International Championship in North Carolina and Brandon Koon and Thomas Chambers took 2nd place in the world at inaugural High School Bass Fishing World Finals in Russiaville, Arkansas. The year ended up with an unbelievable Season of Giving campaign with the overwhelming support from our friends at Go Daddy Inc. who raised over 3,000 toys to add to the 1,000 we collected from other valued business partners and friends of the kids. This provided a memorable Christmas for thousands of kids and for those who helped delivered the good cheer.

The redeveloping of the business plan was a great deal of work and took many long hours. However, the work was necessary to insure a bright future ahead for our charitable efforts and could not have been positive without the dedication of our proactive and energetic new Executive Board of Directors and Board of Advisors. With the new direction and partnership, EKC has committed to a five plus year commitment to support the efforts of Administrators, Staff, Teachers and most importantly to the over seven thousand students attending Creighton Elementary School District.

In addition to our new relationship with CESD, EKC supported the efforts of the Children's First Academy, Phoenix Children's Hospital Foundation, Camp Sunrise Cancer Camp, Parada Del Sol Parade and Rodeo, Boys and Girls Clubs, Hope Community Church, UMOM and Sunshine Acres Children's Home just to name a few. Some of the programs included our year round food, clothing, sports equipment and hygiene drives, many facilitated by our EKC Thunder ball players, family and friends; our annual Back to School Drive and Water and Product Support programs along with our annual Toy Drive.

Listed in this report is a time line of our activities. However, none of this would be possible without all the companies, businesses, families and individuals who lent their support to make 2010 an extremely productive and beneficial year for the thousands of kids we had the privilege of supporting.

Respectfully submitted,



Robert J Perelka
EKC President/Executive Director

The first quarter of 2010 has been very busy as well as very different compared to prior years. With some of the challenges we endured in 2009 behind us, we are faced with a set of challenges that are more positive than negative. The biggest endeavor is deciding on the future of our organization for the benefit of the kids we serve for the next five years. This is an endeavor that needs to be addressed by the entire Board of Directors. This focus needs to be accomplished in order to present us with the opportunity to write grants and to set a course of direction we all want to see accomplished.

With all that said and in the words of past Chairman of the Board, Garth Jax, we are back to doing the “dog and pony shows”. Tom and his crew have been cooking it up keeping the cash flow though the mud bogs, Parada del Sol Rodeo and Saint Patty's Day events. He and his staff have been filling the bellies with great food. Listed below are some of the charity's accomplishments this past quarter:

January:

Participated in Fiesta Bowl activities for the 8th straight year.

February:

Contributed Water to the Brain Cancer Walk

Began preparations for the Aces and Bases 4th Annual Spring Training Charity Casino and Celebrity Poker Tournament

Our participation at The Parada del Sol Parade and Rodeo was a very positive step to a long lasting relationship. Despite the rain we raised a bit over \$1,000.00. We look forward to participation in next year's event.

March:

In Early March, we delivered the remaining balance of the \$8,000.00 contribution to the Phoenix Children's Hospital for our 2009 commitment.

Dax kicked off the spring season of our Leadership Through Baseball Program – EKC Thunder Baseball Team. The team consists of 12 young men eager and willing to jump in and help support the causes we set forth. This season will be more challenging than the past as the team has moved up to the 14 and under age level.

March 9th we held a meeting of the ESM group at the Children First Academy. It was a great opportunity for our ESM supporters to see the work we have been doing with the school.

March 28th EKC in partnership with the Scottsdale Charros held the first ever Aces and Bases event mentioned above. This even was dubbed as one of the best ran and most fun events EKC has hosted in a long time and we raised over \$6,000.00. A special thanks goes to Tom and the gang for the great food and service, Rusty and the White House, Jeff Geller and the gang at Dream Dealers, Go Daddy and the rest of the sponsors for making this event so successful and last but not least to Dax Jones for putting this event together.

May:

On May 7th, EKC hosted its 16th Annual Celebrity Spring Golf Tournament that raised a bit over \$5,000.

May (Continued):

May 15th we partnered with Corporate Picnics and Events to host the 2010 Go Daddy Company Picnic. We needed 20 volunteers to help with this event and we raised over \$3,000.00 for EKC.

May 18th we kicked off our partnership with CPE for the two week event, Project Graduations.

June:

We provided support to Camp Rainbow with the purchase of food and beverage for the two week camp.

At the end of June Dax took the EKC Thunder Baseball Team to North Carolina for a weeklong baseball tournament where the team took 2nd place in their division.

July:

July 15th EKC adopted a new partnership with Creighton Elementary School District with a five plus year commitment. This partnership also required the refocusing our mission as well as the revamping our business plan for the organization.

July 19 – 26th we took Brandon Koon and Thomas Chambers to Russellville, AK to represent the State of Arizona in the first ever High School Bass Fishing World Finals. The boys shocked us all by taking 2nd place in the tournament. A special thanks to **Circle K, AZ National Guard, Corporate Picnics & Events and Camelback Chiropractic** for sponsoring this adventure for the boys!

August:

EKC and its partners conducted its 10th Annual Back to School Drive with the supplies being donated to the kids at Creighton Elementary School District.

September:

EKC Thunder Baseball Program begins its fall season.

October:

Development Committee ramps up the final touches of the EKC Business and Five Year Strategic Plan.

November:

November 13th Gainey Ranch in Scottsdale, AZ hosted the AT&T 17th Annual EKC Holiday Celebrity Classic that raised over \$25,000 to fund our 2010 Season of Giving Program. This event also kicked off what turned out to be one of the biggest toy collections in the history of EKC. A special thanks to **Chris Percy** and **Michelle Lueu** from **AT&T** who Title Sponsored this Tournament and put a great deal of time into making this tournament a major success. In addition we appreciate **Corporate Picnics & Events** and its staff for the food and sponsorship as well and the **Finney Foundation, Crown Castle, KTAR, Camelback Chiropractic, Extenet, Mosaic, Emines, SRP, CB Ellis** and **George James** from **AXA Financial Group** for their generosity and support of this event.

November 14th EKC was honored as a finalist in the non-profit category for the prestigious Scottsdale Chamber Sterling Award. We were in the company of some very prestigious charity programs. This award was great recognition for EKC and our work with the kids.

December:

This is a month that really made EKC and all its Board Members, Staff and Volunteers shine. The Season of Giving Program was the best ever starting with the 76 attendees who brought a couple hundred toys the 12th Annual EKC President Holiday Toy Drive Party. The following week our friends at Go Daddy Inc. set the tone for an even more awesome toy drive by collecting over 2,000 toys at their annual Holiday Party at Chase Field. They did not stop there; they then raised additional toys throughout their office locations bringing their total contribution to over 3,000 toys collected by one company. Other partners included AT&T, Honeywell, Camelback Chiropractic, BNC Bank, First American Title Insurance Company, Stonecreek Golf Course and a host of small businesses around the State.

Toys were delivered to deploying Military families at Davis Mathis Air Force Base in Tucson by Bob & Barb Perelka. Another batch of toys was delivered to families through our partnership at Creighton Elementary School District and to UMOM Women's Shelter. In keeping with tradition toys were delivered to the Yavapai Food Bank in Prescott Valley and the remaining toys were delivered by members of EKC's Board and their families to over 1,000 kids throughout the Valley including Sunshine Acres in Mesa and an Orphanage in Casa Grand. EKC Chairman Stacy Gilda along with his family led the final push to go door to door and church to church to deliver the remaining thousand toys to individual families throughout the Valley. They say they had a blast and cannot wait till next year to do even more.

December 31st EKC joined forces with Open Air Events to ring in the New Year in Scottsdale. This year the sponsors of this event chose EKC as their specific recipient charity. Unfortunately the event was held one of the coldest nights on record. While the turnout was low, the celebration was big thanks in part to all the volunteers who helped set up and run a great event. In addition Harry Luge, Danny Griego and DJ Champ Town kept those in attendance entertained while Tom Perelka and his crew provided some great food for the dinner. Dream Servers provided the atmosphere while serving the spirits.