

Every Kid Counts Newsletter

January 2009

As we begin a new year with Every Kid Counts (EKC), lets reflect back on a successful 2008. Despite the challenging economic year, EKC managed to complete one of its best years of service. Here is a list with a brief summary of the many positive programs and events that we accomplished in 2008:

- March through December: EKC supported the efforts of Corporate Picnics and Events, including the annual Project Graduation Weeks which ran from May 14th through May 26th. CPE contributed approximately \$35,000 to support the operations of EKC and its programs.
- Mid March EKC partnered with Sedexho at Phoenix Children's Hospital and donated 2 pallets of water in support of Panicle High School Annual Brain Cancer Walk. High School kids throughout the Valley raised over \$250,000.00 for Brain Cancer Research.
- March 28th: EKC and the Phoenix order of Police teamed up to raise funds to support the family of Phoenix Police dispatcher Kerri Mitchell. Providing a donation of water and volunteers to help support at the breakfast, lunch and dinner auction with raffle fundraiser.
- May 9th: EKC teamed up once again with Phoenix order of Police to raise funds to support the family of Phoenix Police Officer Charlie Steele. Providing a donation of water and volunteers to help support at the breakfast, lunch and dinner auction with raffle fundraiser.
- Early June EKC donated food, snack, drinks and EKC/PCH bottle water to the kids from Camp Sunrise.
- June 11th: EKC said farewell to the Thomas J Pappas School and hello to the newly created Children First Academy. Celebrating with an afternoon school carnival and dinner for about 200 kids and their families. Thanks to Corporate Picnics and Events and the many volunteers who made this event possible.
- June 13th: EKC held the End of Summer Golf Tournament, took place at the Phoenician Golf Resort with 87 golfers participating. Special Thanks for the efforts of Stacy Gielda, The Arizona Rattlers and to Travis Giles who set up the event. As well as PaySource USA, the title sponsor for this year's tournament. Raising just under \$12,000.00 after all expenses were covered, helping support the Cancer Camps and summer projects.
- July 28th: EKC teamed up with Phoenix order of Police to raise funds to support the family of Glendale PD dispatcher Kristi Barrie. Providing a donation of water and volunteers to help support at the breakfast, lunch and dinner auction with raffle fundraiser.
- August 2-4: EKC supported the Dry Heat Classic with donations of water.
- August: For three weeks EKC, several volunteers and Office Max worked together to help support the staff at the Children First Academy (formally known as Thomas J Pappas School) prepare for the first day of class. In addition, EKC collected and donated: back packs, school supplies, food and clothing worth over \$43,000.00 helping stock the supply room.

- September 12th: EKC held the 3rd Annual Eddie Keller Memorial Golf Tournament, sponsored by VERVE Energy Drink, by efforts of Tim Bonneville. The tournament took place at the Sanctuary Golf Club, raising about \$4,000.00. Half of the proceeds for this event went towards funding the EKC Season of Giving Campaign. The remaining half of the proceeds was presented to the Phoenix Children's Hospital Cancer Research Program through a check at the 2008 EKC Holiday Toy Drive Party.
- October 18th: EKC in partnership with Corporate Picnics & Events provided rides and popcorn to several thousand of people who attended Peoria Police Community Days.
- October 24th: EKC teamed up once again with Phoenix order of Police to raise funds to support the family of Phoenix Police Officer Barry Scott. Providing a donation of water and volunteers to help support at the breakfast, lunch and dinner auction with raffle fundraiser. Officer Scott passed away from injuries sustained in a charity-boxing event.
- November 19th: Brunswick Lanes in Mesa hosted the 4th Annual Michael J Arias Family and Fiends Bowl-a-thon. Named in Michael's honor and raising a little over \$4,000.00, proceeds helped to fund the MJA Champion's Hardship Fund at Phoenix Children's Hospital and the Season of Giving Program.
- November 20th: With boxes delivered on November 15th, EKC kicked off of the 10th Annual Season of Giving campaign with the Christmas Toy Drive. Working with several organizations, EKC collected over \$150,000 in toys, clothing and food. Special thanks go out to Dwayne Somers and his friends from Veteran Tickets and McFarland Toys, who donated approximately \$35,000.00 in sports and Spawn figures.
- December 7th: The Brother of the Northern Arizona University Chapter of Phi Sigma Kappa hosted their 10th EKC/PSK Annual Holiday Party for children in need and their families. The festivities took place at the American Legion Post in Flagstaff, Arizona. Treated to a turkey and ham dinner with all the fixings, sang holiday songs, played games and received a special visit from everyone's favorite Jolly o' Saint Nick. It was a great day and we appreciate the continued partnership with the Brothers of Phi Sigma Kappa.
- December 8th: Gainey Ranch was the site of the EKC 15th Annual Celebrity Golf and Holiday Toy Drive Classic, 57 golfers enjoyed a great day of golf raising over \$5,300.00, which was donated to the PCH Foundation.
- December 13th: The 10th Annual EKC Holiday Toy Drive Party, this family event provided food, fun and entertainment for the price of a new toy. Nearly 100 friends and family attended, and looked on while EKC presented an \$8,000.00 check to the Phoenix Children's Hospital (PCH). During the festivities, EKC and PCH kicked off our first ever Quarter Million Bottle Campaign. This Campaign will help support families who are struggling while their child is undergoing treatment at the hospital.
- December 18th: EKC delivered the toys collected "10th Annual Season Of Giving" campaign to the kids at Children's First Academy and to several military families throughout Arizona.
- December 23: EKC were invited to team up with Arizona Cardinals' All Pro WR, Larry Fitzgerald, to provide A Merry Fitzgerald Christmas to Remember, for over 300 children and their parents. This event took place at the Black Family Services building in south Phoenix. EKC and a team of volunteers, help serve a meal that was donated by Corporate

Picnics and Events (CPE). Larry and Lindsay are very fun to work with and we look forward to working with them again on future projects and programs that benefit our kids.

- Dec 24: Presentation of toys to needy families around the Valley. CPE President, Ken Wood, visited the Ronald McDonald House and several Valley neighborhoods playing Santa to hundreds of deserving kids. “Santa Wood” is his new name.

Every Kid Counts was pleased to finish with less debt than the previous year, thanks to the support of BNC Bank; our overall debt structure is now consolidated at lower interest rates and with a plan in place to pay it down completely in five years. In addition, the new direction is credited to the support of our newly elected Chairman, Stacy Gielda, who throughout the year has provided an enormous amount of dedication and support throughout 2008. Through his leadership skills he has contributed to the first positive cash flow in ten years. With the continual support from our board members and volunteers, we are creating the stability that the board has worked diligently towards and that we are continuing to move forward in a positive direction. As we venture forward into 2009, we get closer to the celebration of EKC’s 15th Anniversary date of March 24th. EKC will continue to stay the course set by the current board members to solidify Every Kid Counts’ role in the non-profit world for years to come. In addition to the positive financial news, the rebuilding process of our board and volunteers has begun to generate several new ideas and programs that will allow the organization to continue to flourish. Please visit our [events page](#) for upcoming 2009 Events.