

Every kid Counts^{INC.}



2009
ANNUAL REPORT



2009 ANNUAL PRESIDENT'S REPORT

PROJECTS AND FUND RAISERS IN REVIEW:

As we began to brace for an economic slowdown in December of 2007, I don't know anyone who would have imagined that we would have been faced with such a harsh economic landscape as we experienced the past two years. In 2009 we fared OK through the first part of the year, but we had many challenges and shortfalls in the second half of the year. We had been hoping to receive approximately \$65,000 in grant monies but they failed to be funded before the end of the year. That failure put the charity into a very tough situation with losses of over \$14,000 for the fiscal year. On the bright side, even though contributions were down and expenditures up, based upon the expectation of the aforementioned grant monies, we still managed to pull off another really good year of support for the kids throughout Arizona. In addition, **EKC** created many new relationships and participated in established projects for the first time that also contributed to the positive but modest giving momentum in 2009.

I credit a great deal of giving to the dedication and support of many of the new board members. Especially noted is the valiant work from our Chairman, Stacy Giolda. His stellar and enthusiastic leadership and family participation at many of the charity's events throughout the year showed us the commitment he has to **EKC**. Dax Jones, **EKC** Vice President, inspired the development of the *Leadership Through Baseball Program*, a program we hope to see expand to eventually make a real difference in the lives and growth of our youth. Both men also contributed in other ways including the development of new partner relationships with RJC Insurance, AT&T and many other companies that have joined the charity family this past year. As always, the volunteer board members and staff managed to continue and enhance the traditions of **EKC** in our 16th year of operations. Additional appreciation goes out to Associate Director Dwayne Somers for his leadership in the water program and his handling of the Season of Giving Program as well as his many other yearlong contributions. Also, special thanks to Nancy Russo for helping me stay organized. Again, thank you to the many other board members and volunteers, for you are the ones who truly make the difference in the lives of our community's kids. Listed below are many of our accomplishments during 2009:

In February **EKC** participated in the grand opening of the Queen Creek Equestrian Center. This fun filled event included Bull riding and Barrel racing competitions followed by a party with a live band. **EKC** introduced Coach T's BBQ under the direction of Tom Perelka with a host of volunteers, where **EKC** raised over \$2,500 from this event. For the first time ever, **EKC** had the distinct privilege of participating in Scottsdale's Parada del Sol thanks to the efforts of Brian Chambers, a long time supporter and newly elected board member of **EKC**. The weeklong event

helped raise several thousand dollars for support of our ongoing efforts. Once again special thanks go out to Tom, his family and the many volunteers who helped make this event a success.

In March, **EKC** participated in several Corporate Picnic & Events projects that raised thousands of dollars to donate and help support **EKC** operations and causes.

April was a very productive month. A first for **EKC** was its participation in the Pat Tillman Run held April 18th. This was made possible through a \$4,000 community grant from our friends at the Scottsdale Sam's Club. We allocated these funds to rent and host the Kids Zone at this event. Again, the success lies with all those who volunteered their time to provide a great day for the kids. On April 11th **EKC** volunteers participated in a special program honoring our country's active veterans as a special fundraising event at Westgate Plaza. On the 20th of April, **EKC** donated the use of 60 laptop computers to the kids of Children First Academy.

On April 22nd **EKC** donated about 200 hundred shirts and other items to a thrift shop by way of a donation from Board Member Bob Smith. On April 25th **EKC** participated in a Donation Drive for the Children First Academy. **EKC** provided a bounce house and Cotton candy Machine. This was made possible by the support of by Corporate Picnics and Events.

On May 7th we partnered with CPE to support a fund raiser for PCH at a valley Walgreen's. On Wednesday, May 13th, **EKC** hosted an end of the year school registration carnival from 4:30 to 6:30pm at the Children First Academy providing inflatable rides, games, prizes food and beverages. On the same day, Executive Board Members and CFA's Principal took several outstanding students who not only did well in their classes but didn't miss a day of school, to the Point Tapatio where they received a bicycle. Fifty bikes and helmets were given out and we are grateful to Ingram Micro who made this wonderful donation possible. Starting May 19th, **EKC** teamed up once again with CPE for another round of project graduation programs around the State.

June 1st **EKC** hosted its 15th Annual Spring Celebrity Golf Tournament at the Phoenician Golf Resort and raised just under \$7,800 for our causes. At the end of June **EKC** provided support once again to Camp Sunrise and other related camps through the purchase of food and beverage supplies.

July 8th **EKC** and several of our partners received another round of donated bikes, back packs, and stuffed bears through Pat Weldon and Team Dynamics. Also, during July and August, **EKC** hosted its 11th Annual Back to School Drive with the support of Papa John's Pizza, BNC Bank, Camelback Chiropractic and a host of other businesses. A special Thanks goes out to Pioneer Packing, Crown Press, The Sign Guys and Sam's Club for sponsoring this project.

August 3rd -6th **EKC** participated in and benefited from the sale of tickets to the Michael Finney Dry Heat Classic. During the month of August, **EKC** Board Members voted to support the creation of the **EKC Leadership Through Baseball Team**. Under the direction of **EKC** Vice President Dax Jones and Kurt and Jolie Viken, this program has done a phenomenal job in taking fourteen 12 and 13 year old boys and guiding them into becoming young leaders. This new program provides these boys not only with valuable baseball training through Dax and former major league pitcher, Ron Davis, it also teaches team members the value of community service.

The team provided volunteer and community support especially for the kids at the Children First Academy. The players and their families collected several thousand dollars in clothing, food, back to school supplies and athletic equipment to donate to CFA. In addition, several of the boys paid a visit to the school to provide a day of mentorship to the younger students. In October the team won a State Tournament and took second in league play in November. In late October the team also helped raise over \$1,800 to help support the **EKC/PCH** Hardship Fund Campaign.

In October **EKC** hosted the 5th Annual Michael J Arias Friends and Family Bowl-a-thon that raised a little over \$3,200.

From October thru December, **EKC** partnered with Harry and Nancy Luge and ET Motor Sports at the mud bog and sand rail races where my brother Tom kept everyone fed with his excellent BBQ. We raised about \$2,000 in the few days we worked out there. Thank you to the volunteers who did a stellar job in raising awareness and dollars to support our efforts.

On November 13th and 15th **EKC** kicked off its annual toy drive and Season of Giving Program with the AT&T Sponsored 16th Anniversary Holiday Celebrity Classic Golf Tournament and Casino Night that Raised \$2000. 119 golfers, including 31 celebrity players, participated in the golf outing at Gainey Ranch Golf Club. This event raised a little over \$5,900 that helped support both the Hardship Fund and our Season of Giving events.

SEASON OF GIVING HIGHLIGHTS:

GoDaddy employees donated over 2,000 toys that were delivered to various children and groups throughout Arizona. Toys were also collected from Camelback Chiropractic, BNC Bank and Papa John's Pizza, as well as some individuals. Over 75 people participated in the 11th Annual **EKC** President's Holiday Toy Drive Christmas Party. NAU Phi Sigma Kappa hosted the 10th Annual **EKC/PSK** Holiday Toy Drive for 45 Kids in Flagstaff. Alaska Airlines adopted a very special family and delivered gifts to the family in Tolleson. Toys were delivered to Military families at David Moffat Air force Base, Yavapai Food Bank, CFA and the Boys and Girls Clubs. Our Chairman, Stacey Gielda, and his family delivered toys to several families throughout West Valley. Elizabeth Gielda, our Chairman's wife, delivered toys to 30 kids at an orphanage in Casa Grande on Christmas Eve Day.

ASSESSMENT FOR 2010:

Given the challenges that **EKC** has had to deal with for the past 15 years as well as its accomplishments, I feel that in order to secure a lasting footprint of our organization, the board, its volunteers and sponsors will need to bring together all of our resources to clear the obligations from past years and build an endowment that will fund the organization for the next 15 years and beyond. I believe this can best be achieved by doing the following:

- 1 Examination of the current Business Plan. This plan was developed when the organization was first founded and needs to be reassessed for today's financial situations.
- 2 Review of the Organization's By-Laws in order to make them more efficient with respect to our operation.
- 3 Structure – Duties and responsibilities of each and every board member, staff and volunteer need to be set out. This should eliminate issues that have arisen in this area and make it easier for all to understand their responsibilities and duties to **EKC**.
- 4 The development of a 5 year strategic plan. This plan should outline the following:
 - a. Objectives of the organization
 - b. Goals we would like to achieve
 - c. Evaluation of current projects and programs
 - d. Various programs we seek to implement over the next five years
 - e. The means to accomplish these objectives.

Without these tasks being accomplished, it is my belief, that our organization will not be able to move forward in a manner that will reach its full potential to benefit the needs of the kids in our community. For the past 15 plus years we have accomplished a great deal and made a lasting impact and impression on many kids' lives. We now need to put together the final ingredients to insure that **EKC** will be around to support our community's youth for generations to come.

Respectfully Submitted,



R J Perelka
EKC President

Every kid Counts^{INC.}



2009
FINANCIAL REPORT

Every Kid Counts Profit & Loss January through December 2009

	Jan - Dec 09
Income	
INCOME ACCOUNTS	
Restricted Funding (EKCThunder)	8,588.15
Contributions	
Cash	27,152.03
Noncash	235,500.00
Contributions - Other	3,179.18
Total Contributions	265,831.21
Grants	12,500.00
Interest Income	3.38
Product Sales	650.00
Special Events & Activities	50,975.68
Sponsorships	14,050.00
Total INCOME ACCOUNTS	352,598.42
Total Income	352,598.42
Expense	
B of A Deposit Correction	245.00
Reconciliation Discrepancies	18.00
QWEST COMMUNICATIONS	83.12
Charitable Donation	100.00
BUSINESS EXPENSES	
Automobile Expense	
Auto Repair	22.74
Gas	933.72
Total Automobile Expense	956.46
Bank Fees	384.69
Consultants	
Payroll Service	66.00
Accounting & Legal Fees	300.00
Total Consultants	366.00
Credit Card Fees	714.22
Dues and Subscriptions	575.24
Insurance	
General Liability	431.25
Health	2,961.00
Life	946.20
Insurance - Other	143.00
Total Insurance	4,481.45
Interest Expense	5,325.53
Miscellaneous	2,247.26
Office Supplies & Expenses	712.24
Postage and Delivery	253.46
Rent	2,250.00
Salaries & Wages	
Office Staff	1,000.00
Assoc. Director	9,000.00
Exec. Director	25,554.50
Payroll Taxes	3,399.00
Salaries & Wages - Other	2,200.00
Total Salaries & Wages	41,153.50
Taxes and Corporate Fees	10.00
Travel Expenses	
Meals	433.18
Total Travel Expenses	433.18
Utilities	
Telephone	373.51

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Cash Basis

Every Kid Counts
Profit & Loss
January through December 2009

	<u>Jan - Dec 09</u>
Utilities - Other	1,000.00
Total Utilities	<u>1,373.51</u>
Total BUSINESS EXPENSES	61,236.74
PROGRAM, EVENT & FUNDRAISING	
Registration Fees	4,590.00
Food	4,285.63
Event Change	0.00
Facility Rental	11,706.51
Jersey's and T Shirts	2,253.31
Printing	285.59
Charitable Contributions	255,625.00
General Labor	310.00
Licenses	190.00
Marketing	100.00
Product Purchase	21,167.14
Reimbursable Expenses	460.00
Supplies	3,303.50
Venue Rental	<u>850.00</u>
Total PROGRAM, EVENT & FUNDRAISING	<u>305,126.68</u>
Total Expense	<u>366,809.54</u>
Net Income	<u><u>-14,211.12</u></u>

Every Kid Counts Balance Sheet As of December 31, 2009

	Dec 31, 09
ASSETS	
Current Assets	
Checking/Savings	
EKC Thunder	1,125.96
BNC P1K Account	711.46
B of A Checking	8,583.20
Total Checking/Savings	10,420.62
Total Current Assets	10,420.62
Fixed Assets	
FIXED ASSETS	
Valuable Items Donated	59,500.00
Motorhome	41,195.00
Office Furniture & Equipment	3,543.01
Total FIXED ASSETS	104,238.01
Total Fixed Assets	104,238.01
TOTAL ASSETS	114,658.63
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
CREDIT CARDS	
Loan from Robs BofA Card	38,418.53
Bank of America C.C.	9,725.75
Sam's Club Card	13,610.14
Total CREDIT CARDS	61,754.42
Total Credit Cards	61,754.42
Other Current Liabilities	
NOTES PAYABLE	
BNC Bank Loan	52,000.04
Total NOTES PAYABLE	52,000.04
Total Other Current Liabilities	52,000.04
Total Current Liabilities	113,754.46
Long Term Liabilities	
LONG TERM NOTES PAYABLE	
1st National Bank - Motorhome	-12.93
Total LONG TERM NOTES PAYABLE	-12.93
Total Long Term Liabilities	-12.93
Total Liabilities	113,741.53
Equity	
Opening Bal Equity	35.93
Accumulated Income Prior Years	15,092.29
Net Income	-14,211.12
Total Equity	917.10
TOTAL LIABILITIES & EQUITY	114,658.63



2010
PROPOSED BUDGET

EVERY KID COUNTS, INC.
PROPOSED BUDGET
 January 1, 2010 through December 31, 2010

Salaries:

Salaries & Wages	Salaries	
Exec. Director	30,000.00	
Assoc. Director	9,000.00	Part Time
Administrative Assistant	6,000.00	Part Time
Total Salaries & Wages	45,000.00	

BUSINESS EXPENSES

Car - Truck Rental		0
Computers		0
Automobile Expense		
	Gas	<u>300.00</u>
Total Automobile Expense		300.00
Bank Fees		180
	Payroll Service	
	Taxes	4,500.00
	Accounting & Legal	
	Fees	300.00
	Temporary	
	Employees	<u>0</u>
	Total Consultants	4,800.00
Credit Card Fees		100.00
Dues and Subscriptions		264
Insurance		
	Umbrella	1000
	General Liability	1600
	D&O Policy	1,700.00
	Health	3,300.00
	Life	<u>936</u>
	Total Insurance	8,536.00
Interest Expense		5,000.00
Debt Reduction		19,000.00
Miscellaneous		100
Office Supplies & Expenses		1,200.00
Postage and Delivery		500
Printing and Reproduction		500.00
Rent	(Office)	3,600.00
Repairs and Maintenance		0
Taxes and Corporate Fees		10.00

Utilities		
	Electric	360
	Telephone	
		Cellular 1,800.00
		Total Telephone <u>2,100.00</u>
	Total Utilities	<u>2,460.00</u>
Total Business Expenses		108,970.00

PROGRAM, EVENT & FUNDRAISING

Debt Reduction for Past Programs	
Printing	1000
Entertainment	500
Auction Item Expense	1,000.00
Charitable Contributions	280,000.00
Equipment Rental	5,000.00
General Fundraising Expense	2,000.00
General Labor	1,500.00
Licenses	100.00
Marketing	0.00
Petty Cash	0.00
Product Purchase	2,000.00
Reimbursable Expenses	0.00
Supplies	2,500.00
Venue Rental	12,000.00
PROGRAM, EVENT & FUNDRAISING – Other	<u>293.36</u>
Total Program, Event & Fundraising Expenses	307,893.36
TOTAL EXPENSES	416,863.36

Planned Fundraisers and Contributions:

Non Cash (Material Donations)	<u>350,000.00</u>
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Project Cash Income:

Platinum 1K Donor Club	10,000
Miscellaneous Events	10,000
May Golf Tournament	20,000
Michael J Arias Bowl-a Thon	10,000
All Poker Events	10,000
November 16 th - 16th Annual Celebrity Golf Tournament	20,000
CPE Events	30,000
Retail Water Program	10,000
Grants	35,000
Contributions	<u>20,000</u>
Total Projected Cash Income	175,000.00
TOTAL PROJECTED INCOME	525,000.00



2010 Schedule

- Meetings
- Programs and Projects
- Fundraisers

2010

Meetings & Events Calendar

MEETING SCHEDULE:

Executive Board Meetings: (1st Wednesday at 11:30 AM)

- January 6th (Discussion and preparation for annual meeting)
- March 3rd
- May 5th
- July 7th
- September 1st
- November 3rd (Nominations of New Term Board Members)
- December 1st (Election of Board Members/ New Term)

Board of Directors Quarterly Meetings: (2nd Saturday of Every 3rd Month)

- January 16th Annual Board Meeting
- April 10th
- July 10th
- October 9th

Meeting Times are scheduled for 3:00 PM – 7:00 PM

Family members are encouraged to attend. (Potluck BBQ)

Note: Board of Directors are not required to attend the Executive Board Meetings, however, the meetings are always open to all members. Meeting dates are subject to change and all board members will be given a minimum of **ONE** week advance notice of new meeting dates and times.

EVENTS SCHEDULE: (currently scheduled)

Programs and Projects:

- January 4th: Fiesta Bowl (Volunteers Needed)
- February 17th: EKC Partnership Luncheon
- April TBD: School Carnival for Children First Academy
- April 17th: Pat Tillman Run – Kids Corner (Sponsors Needed)
- May 15th – 23rd: Graduation Programs (Project)
- July 15th – August 15th : 12th Annual Back to School Drive
- August – November – Fall Leadership Through Baseball Program
- October 31st: Halloween Events
- November 15th – December 25th: 12th Annual Season of Giving (Project)
- November 15th: Toy, Food and Clothing Drive Kick-off
- December 5th: 9th Annual PSK/EKC Holiday Party for Flagstaff Kids
- December 11th: 12th Annual EKC Toy Drive Christmas Party
- December 18th: Commence Toy/Gift Presentations to participating groups
- December TBA: Toy/Gift presentation to other groups and families

Fundraisers:

- January – December: EKC/PCH Quarter Million Water Bottle Campaign
- January or February TBA – 1st Quarter Texas Hold'em Tournament
- February 20th – 28th: Scottsdale Parada Del Sol Rodeo
- April TBA – 2nd Quarter Texas Hold'em Tournament
- May 8th: 16th Annual Spring Celebrity Pre Tournament Casino Party
- May 14th: 16th Annual Spring Celebrity Golf Tournament – Phoenician Resort
- June 26th: 3rd Quarter Texas Hold'em Tournament (Rob's 45th "Surprise Birthday Party")
- July 4th: Holiday Events with CPE (Volunteers Needed)
- August 1st – 4th: Annual Michael Finney Golf Tournament and Comedy Night
- August 6th: Annual Michael Joseph Arias Family and Friends Bowl-a-thon
- September 11th: 4th Quarter Texas Hold'em Tournament
- November 15th: AT&T 17th Annual EKC Fall Celebrity Golf Tournament – Gainey Ranch