



Presidents Report

Robert J. Perelka
January 25th 2009
Scottsdale, Arizona

President's 2008 Annual Report

2008 Projects and Fund-raisers in review:

Despite the unusual economic downturn in the last quarter of 2008, EKC managed to complete one of its best years of service without a negative end of the year account balance. In all actuality, EKC finished with less debt than the previous year. Going into 2009, and 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. I'd also like to give credit to the efforts and support of Matt, Scott and Jamie at Owens/Harkey & Associates, a public relations firm. They have taken on several "behind the scene" elements of the day to day operations of EKC. These are signs that 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 and as we get closer to the celebration of EKC's 15th Anniversary date of March 24th, we 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 netted several new ideas and programs that are beginning to be implemented. They too will allow the organization to continue to flourish. Listed below is a summation 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 with the partnership of Sedexho at PCH donated 2 pallets of water in support of Panicle High School Annual Brain Cancer Walk which the kids from High Schools from the Valley raised over \$250,000.00 for Brain Cancer Research.
- March 28; EKC teamed up with Phoenix order of Police to raise funds to support the family of Phoenix Police dispatcher Kerri Mitchell with donation of water and volunteers support at a breakfast, lunch and dinner auction and raffle fundraiser.
- May 9; EKC once again teamed up with Phoenix order of Police to raise funds to support the family of Phoenix Police Officer Charlie Steele with donation of

water and volunteers support at a breakfast, lunch and dinner auction and raffle fundraiser.

- June 11th EKC said farewell to the Thomas J Pappas School and hello to the newly created Children First Academy with 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 13: EKC End of Summer Golf Tournament. This event was held at the Phoenician Golf Resort. Approximately 87 golfers participated in this event. Thanks to the efforts of Stacy Gielda, The Arizona Rattlers and PaySource USA, the title sponsor for this year's tournament and to Travis Giles who set up the event, were able to raise just under \$12,000.00 after all expenses were covered. Proceeds from this event helped cover the costs of the Cancer Camps and summer projects.
- Early June EKC donated food, snack, drinks and EKC/PCH bottle water to the kids from Camp Sunrise. I was privileged to visit the camp for the first time in 8 years since we began donating to the camp. I hope to schedule a Quarterly board meeting this summer for all the interested board members to spend the weekend with the kids.
- July 28th: EKC once again teamed up with Phoenix order of Police to raise funds to support the family of Glendale PD dispatcher Kristi Barrie with donation of water and volunteers support at a breakfast, lunch and dinner auction and raffle fundraiser.
- August 2-4: We supported the Dry Heat Classic with donations of water.
- Three weeks in August: EKC and several volunteers teamed up with Office Max in supporting the staff of the all new Children First Academy (formally known as the Thomas J Pappas School) in readying the new school for the first day of class. In addition, EKC collected and donated back packs, school supplies, food and clothing worth over \$43,000.00 to help stock the supply room.
- September 12: VERVE Energy Drink, through the support of Tim Bonneville, presented the 3rd Annual Eddie Keller Memorial Golf Tournament that was held at the Sanctuary Golf Club. This event raised about \$4,000.00. Half of the proceeds for this event went towards funding the EKC Season of Giving Campaign with the other half of the proceeds going to the Phoenix Children's Hospital Cancer Research Program. This Check was presented during the 2008 EKC Holiday Toy Drive Party.
- October 18 – Peoria Police Community Days. EKC in partnership with Corporate Picnics & Events provided rides and popcorn to several thousand of people who attended this late afternoon event.
- October 24th: EKC once again teamed up with Phoenix order of Police to raise funds to support the family of Phoenix Police Officer Barry Scott with donation of water and volunteers support at a breakfast, lunch and dinner auction and raffle fundraiser. Officer Scott passed away from injuries sustained in a charity boxing event.

- November 19: Brunswick Lanes in Mesa hosted the 4th Annual Michael J Arias Family and Fiends Bowl-a-thon. This event is named in Michael's honor with proceeds raised funding both this year's Season of Giving Program and the MJA Champion's Hardship Fund at Phoenix Children's Hospital. This event raised a little over \$4,000.00.
- November 20: Kick 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. Boxes were delivered out before November 15. 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. The toys were distributed to the kids at CFA on December 18 and to several military families throughout Arizona.
- December 7th: The Brother of the Northern Arizona University Chapter of Phi Sigma Kappa hosted their 10th EKC/PSK Annual Holiday Party for at need children and their families at the American Legion Post in Flagstaff, Arizona. The guests were treated to a turkey and ham dinner with all the fixings, some songs, games and special visit from everyone's favorite Jolly old fat guy, who turned out not to be so fat. 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 Holiday Toy Drive Classic. 57 golfers enjoyed a great day of golf which raised over \$5,300.00. The proceeds were donated to the PCH Foundation.
- The 10th Annual EKC Holiday Toy Drive Party was held on Saturday, December 13. We presented an \$8,000.00 check to the Phoenix Children's Hospital. This is a family event with food, fun and entertainment for the price of a new toy. Nearly 100 friends and family attended. EKC in continued partnership with 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 23: EKC was 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 its volunteers, Tom, Debbie, Ariel and Ryan Perelka along with Stacy Gielda and his children Chase and Madison and their friend Mykal Porter, served the meal donated by Corporate Picnics and Events. 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.
- Dec 25: This was a very special day for me. I had the pleasure of watching P1K Chairman Stacy Gielda and his wife Elizabeth pass out toys to families that they adopted in conjunction with EKC. In addition, I was very moved by the appreciation of support for "one of our own", whose family had fallen on hard

times. It was a pleasure to visit their home and share in what I have always felt was The Season of Giving's greatest gift.

Looking to the future we collectively need to:

- Continue to recruit an active Board of Directors
- Establish Bowl-a-thon teams and pledges for March/October fundraisers
- Golf sponsors and participants for the May tournament
- Platinum 1K donor members
- Market the United Way Campaign more – Funds can be designated to EKC
- Water Club Program and sales – Need more and larger accounts
- Really get behind the Quarter Million Bottle Campaign

In order to continue this fantastic momentum, the current and future board members, volunteers and staff need to continue working diligently to set the new course and dedicate our efforts to helping those who need our help the most. Although our nation is faced with a challenging time ahead, with creative ideas and full dedication, we will manage our way through these difficult times and perhaps touch a few lives along the way. My heartfelt thank you goes out to all of you who have supported the charity and participated in its' programs these past fifteen years and all of us at Every Kid Counts look forward to your support in 2009.

Respectfully submitted and yours for the Kids,
 Rob Perelka
 EKC President

2009
 Proposed Budget

EVERY KID COUNTS, INC. Budget

January 1, 2009 through December 31, 2009

Salaries:		Salaries	
Salaries & Wages			
Exec. Director		30,000.00	
Assoc. Director		20,800.00	Part Time
Administrative Assistant		10,400.00	Part Time
Total Salaries & Wages		61,200.00	
BUSINESS EXPENSES			
Car - Truck Rental			0
Computers			0
Automobile Expense			
	Gas		300.00
Total Automobile Expense			300.00
Bank Fees			180
	Payroll Service Taxes		6,120.00
	Accounting & Legal Fees		300.00
	Temporary Employees		0
Total Consultants			6,600.00

Credit Card Fees		100.00
Dues and Subscriptions		264
Insurance		
	Umbrella	1000
	General Liability	1600
	D&O Policy	1,700.00
	Health	2,900.00
	Life	<u>936</u>
Total Insurance		8,136.00
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
	Office	<u>300.00</u>
	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	80,000.00
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

107,893.36

Total Expense		<u>216,863.36</u>	18071.94667
Planned Fundraisers and Contributions:			
Non Cash (Material Donations)		350,000.00	
Projected			2008
Income:	Platinum 1K Donor Club	10,000.00	2,000
	Miscellaneous Events	10,000	750
	May Golf Tournament	20,000	12,000
	Michael J Arias Bowl-a Thon	10,000	4,950
	September 11th EK4 Golf Tournament	8,000	4,500
	November 16 th : 16th Annual Celebrity Golf Tournament	20,000	5,300
	CPE Events	30,000	30,000
	Retail Water Program	10,000	7,500
	Grants	5,000	1,000
	Contributions	65,000	65,000
		188,000.00	133,000
Total Projected Income		538,000.00	