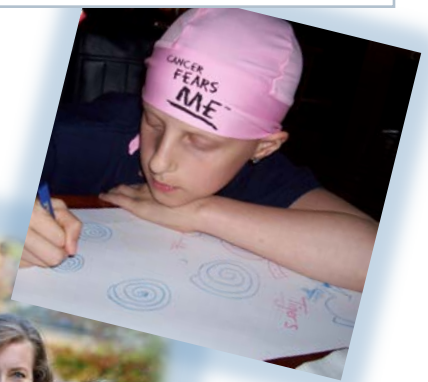




2012 ANNUAL REPORT

The mission of the Cool Kids Campaign is to provide kids with cancer a higher quality of life for themselves and their families while they face the challenges of cancer.



COOL KIDS CAMPAIGN FOUNDATION, INC.

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MESSAGE FROM THE FOUNDERS

DEAR FRIENDS OF COOL KIDS,

Thank you for reviewing the Cool Kids Campaign 2012 Annual Report. Our mission from day one has been to provide kids with cancer a higher quality of life as they and their families face its many challenges. We think kids are cool – sick or healthy!

When Cool Kids Campaign was established in 2006, some wondered where the idea of assisting kids with cancer would lead us, and how we would stand apart from similar organizations. Looking back over the past seven years has allowed us to know one thing for sure – Cool Kids Campaign has significantly and directly impacted hundreds of children and their families across the country as they have utilized our free programs.

Is it difficult to be around children with cancer? No. There is nothing hard about possessing an endless passion to serve kids with cancer and to help add a bit of happiness to their lives. We feel truly blessed to have this opportunity – one we do not take for granted.

Because we have strived to design programs that directly impact the kids, we take great pride in our Cool Kids Learning Center, established Fall 2011. As you learn about the Center and what it offers, keep in mind that we believe this is just the beginning of a vital need to serve more kids with cancer in Maryland. With the continued support of sponsors and donors – people like you – we envision extending our reach. There is unlimited potential! To learn more about our foundation, visit us online at coolkidscampaign.org.



Our gratitude on behalf of the cool kids,

Sharon Perfetti

Executive Director and Co-founder

Chris Federico

President and Co-founder

Kimmie Meissner

Co-founder and World Champion figure skater

Rob Belanger

Chairman and Co-founder

BOARD OF DIRECTORS

Cool Kids Campaign is supported by our Board of Directors – a diverse group of compassionate individuals who understands our success – in large part achieved because of their commitment, time and talents.

OFFICERS

Robert J. Belanger, *Chairman, co-founder Cool Kids Campaign; Brown Advisory*

Christopher P. Federico, *President, co-founder Cool Kids Campaign*

Sharon A. Perfetti, *Executive Director, co-founder, Cool Kids Campaign*

Mark Gleason, *President of Spencer's Friends Foundation*

David Hausner, *Abacus Corp.*

ADVISORS

Jonathan Anders, *Allegeant LLC*

Justin Berk, *Meteorologist; Creator of Wind For Change at Cool Kids Campaign*

Linda Burton, *DRW Inc.*

Mark Allen Belanger, *Barnes & Noble*

Edie Brown, *Brown & Associates*

Peter Collier, *Consultant*

Tom Curcio, *United Methodist Church Board of Child Care*

Steve DiBiagio, *PHH*

David Hinshaw, *Towson University Marriott*

Johnny Holliday, *ABC Sports / MD Terps Basketball & Football Radio Broadcaster*

Bruce Laird, *President, Fourth and Goal; former Baltimore Colt*

Julie Landau, *Law Office of Julie Landau*

Scott McGregor, *Former Baltimore Oriole*

Kimmie Meissner, *Co-founder Cool Kids Campaign, World & U.S. Champion Figure Skater*

Jim Prusak, *M&T Bank*

Frank Remesch, *1st Mariner Arena / SMG Corporation*

Brooks Robinson, *Baseball Hall of Fame third baseman; former Baltimore Oriole*

Steve Rogers, *Major League Baseball Players Association; former Montreal Expo*

Ken Singleton, *NY Yankees' YES Network TV Broadcaster; former Baltimore Oriole*

Renee Townsley, *Radcliffe Jewelers*

Barbara Webbert, *Gray & Son*

Ceo Wimmer, *President, CayRay Group*

LEARNING CENTER ADVISORY COMMITTEE

Our dedicated Cool Kids Learning Center Advisory Board consists of handpicked professionals from the education and hospital industries who understand children's profiles. They were instrumental in helping us design the best educational and social environment for kids with cancer, which we have ultimately created in our Cool Kids Learning Center.

DR. NANCY GRASMICK, PHD.

- Retired Maryland State Superintendent of Schools
- Towson University Presidential Scholar

MARY BOHLEN, MSSW

- Social Worker, Sinai Hospital, Baltimore

ELIZABETH FAIRALL, MACCLS

- Child Life Specialist, Johns Hopkins Hospital, Baltimore

ERIN GARNER, MSSW

- Social Worker, University of MD Medical Center, Baltimore

DR. LISA JACOBSON, PHD, NCSP

- Neuropsychologist, Kennedy Krieger Institute, Baltimore

DR. RAYMOND LORION, PHD.

- Dean of Education, Towson University

DR. KATHY RUBLE, PHD.

- Director of Survivorship, Johns Hopkins Hospital

SARAH SPROSS

- Maryland State Department of Education

"No one has yet realized the wealth of sympathy, the kindness and generosity hidden in the soul of a child. The effort of every true education should be to unlock that treasure."

~ Emma Goldman

PARENT ADVISORY COMMITTEE

The Parent Advisory Committee was established to assist parents through the emotional battle as their child is diagnosed and treated for cancer. Each committee member has experienced one of their children having cancer. They provide input on program design to offer the best possible support as Cool Kids Campaign helps to guide parents through the demanding and difficult journey.

JOHN ROZEMA

John lost his son, Johnny, to Burkits Lymphoma in 2007. John was one of the Foundation inspirations to create the Parent Advisory Committee. Experiencing the loss of a child initiates a certain experience that we hope continues to be beneficial to other families in similar situations. John has a wonderful and supportive family; his wife Holly is one of our best volunteers. The Rozemas have two children, Emily and Luke, and live in Phoenix, MD.

SUE LANMAN

Sue works from home as a medical/historical transcriber and as a preschool teacher's aide. Her son, Ben, is a survivor of Ewings Sarcoma, diagnosed at age 8. Sue lives in Bel Air, Maryland with her husband, Barry, and their teen children, Olivia and Ben.

SUE STUCK

Sue has four daughters and is active in pediatric cancer awareness since one of her daughters, MacKenzie – one of our first “cool kids” – was diagnosed with malignant brain cancer (Medulloblastoma) in 2005 and passed away in 2010. It is now customary to present The MacKenzie Stuck Award to a deserving recipient during our annual Ken Singleton Celebrity Golf Classic.

GREGG GORMAN

Gregg lives in Glenwood, Maryland with his wife, Cathy, and their children, Nick and Juliana. Gregg is Chief Financial Officer at Legg Mason Capital Management. The Gormans lost their son, Joe, to Hypodiploid Acute Lymphocytic Leukemia in 2011 – one day after his 15th birthday.

Every kid wants to feel ‘cool’ even when they don’t feel well.

MEET OUR STAFF

	<p>ROB BELANGER, CHAIRMAN & CO-FOUNDER, had a childhood split between Massachusetts and Baltimore during the years his father, Mark Belanger, played shortstop for the Baltimore Orioles. After Mark's death from lung cancer in 1998, Rob co-founded the Belanger-Federico Foundation – and later Cool Kids Campaign – to honor his dad and help others whose lives are affected by cancer. Rob played baseball for Towson University, where he graduated in 1992 with a Sports Management degree. He and his wife, Natasha, have two daughters.</p>
	<p>CHRIS FEDERICO, PRESIDENT & CO-FOUNDER, was born and raised in Baltimore and graduated from Loyola-Blakefield High School and Villa Julie College. His passion to co-found this Foundation derived from the loss of his mother, Susannah Federico, to Leukemia in 1995. Chris understands how blessed he is to be surrounded with an outstanding board, wonderful staff and the best 'cool kids' and their families. He feels privileged to be in a position to help families, knowing that Cool Kids Campaign is making a positive difference in their lives. Chris has three kids with his wife, Tracy.</p>
	<p>SHARON PERFETTI, EXECUTIVE DIRECTOR & CO-FOUNDER, developed the idea for Cool Kids Campaign after her interest grew in helping others to cope from the death of her daughter's friend Annie, killed by a drunk driver. When people kept asking, "What can we do?" to help the family, Sharon spearheaded the construction of a monumental project – Annie's Playground in Fallston, MD. Sharon wanted to continue to help kids and families with the creation of Cool Kids. She is a graduate of University of Baltimore with a degree in Corporate Communications. Sharon has three children.</p>
	<p>KRISTIAN SEKSE, DIRECTOR OF DEVELOPMENT, joined Cool Kids Campaign in March 2011 to fill an important and needed role. A graduate of Johns Hopkins University, he felt happy to return to Baltimore after working in New York and Philadelphia for several years. Kristian became acquainted with Cool Kids Campaign through his wife, Samantha, a nurse in the Pediatric Oncology unit at Johns Hopkins Hospital. His background in nonprofit event planning is put to great use at Cool Kids Campaign as he grows its existing programs.</p>
	<p>SUZANNE MOLINO SINGLETON, MARKETING COORDINATOR, is a native Baltimorean who has volunteered with Cool Kids Campaign since its inception, writing and designing marketing materials and editing the <i>Cool Kids Connection</i> newspaper. As a mom, she feels quite passionate about child-focused nonprofits. Suzanne holds a Bachelor of Science in Mass Communications from Towson University and is married to Cool Kids board member, Ken Singleton, host of the annual Ken Singleton Celebrity Golf Tournament (benefits Cool Kids Campaign) and a NY Yankees broadcaster. The Singletons have four children and two grandbabies.</p>

WHERE WE'VE BEEN

When friends **Rob Belanger** and **Chris Federico** each lost a parent to cancer, they honored them by formulating the Belanger-Federico Foundation in 2004 to raise money through a golf tournament. (Rob's dad was **Mark Belanger**, Baltimore Orioles shortstop; Chris' mom was **Susannah Federico**, mom of seven.) After two successful celebrity golf tournaments, Rob and Chris wanted to shift the focus of the Foundation away from research and onto something more tangible. Little did they know how good their timing was.

In 2006, Cool Kids' Executive Director **Sharon Perfetti** had just finished serving as the general coordinator of Annie's Playground in Fallston, Maryland, and was seeking an opportunity to involve herself with a nonprofit organization that served children. Simultaneously, world champion figure skater **Kimmie Meissner** had lost two friends to cancer and was searching for a children's charity to support.

Through mutual friends, Rob and Chris met Sharon and Kimmie; together they conceived Cool Kids Campaign to focus on serving children and their families battling cancer. Why the name? While deciding what to name the new organization, the co-founders kept in mind that kids are kids whether sick or healthy, and that every kid wants to feel "cool" even when they don't feel well.



WHERE WE ARE

Today, as Cool Kids Campaign decides how to best designate dollars to help kids with cancer, our decisions are based on whether our foundation's actions will directly impact the children and their families. We aim to distract them – at least for a while – while they are fighting for their lives. Continuing our original programming of mailing care packages around the country to kids diagnosed with cancer, publishing a quarterly newspaper for families and implementing awareness and fundraising activities in the community, the staff of Cool Kids Campaign has added a dramatic program to its impressive efforts. The Cool Kids Learning Center opened fall 2011 to address the needs of kids who lag behind in school and socializing with peers because of hospitalizations, treatments and not feeling well enough to attend school and activities.

COOL KIDS CARE PACKAGES - Hundreds of care packages have been distributed throughout the U.S. to children with cancer. From our inventory, volunteers select items that reflect a child's specific interests, then mail a special package to his/her home as a surprise. This program is well received by families, and accepts donations of toys, gift cards and shipping supplies.



Our 16-page free quarterly newspaper is all about the cool kids and their families. Stories are written by parents, siblings, and kids living with cancer. Families are invited to submit stories, poetry, artwork, photography and other pieces that reflect how they feel about their traumatic experience. Cool Kids Connection is delivered to pediatric oncology units in 120 children's hospitals across the country and to a handful of children-related doctors' offices and clinics.



Our unique merchandise line provides an uplifting and strong message to kids with cancer. Every care package includes a Cancer Fears ME item such as a chemo cap or blanket. This line is also sold on our Web site.

SPECIAL EVENTS – Special in-house and around-town activities are planned periodically throughout the year, such as: Baltimore Ravens Play Day, free tickets to events at 1st Mariner Arena and Maryland State Fair, Santa & Me Tea, special Santa visits at the mall, picnics offered by Baltimore City Fire Department, and more.



COOL KIDS LEARNING CENTER



Cancer renders a child's immune system too weak to attend school regularly, and when they do, can cause them to feel differently with bald heads, medical ports and fatigue. Addressing the academic, social and emotional needs of children with cancer, the Cool Kids Learning Center is a tutoring and activity facility serving pediatric oncology kids currently in treatment or remission. From the vision of our Executive Director, our new Towson location is within a one-hour drive for over 65% of Maryland's population and is the only facility in the state that focuses on such needs of the pediatric oncology patient.

ACADEMIC TUTORING - Students are paired with volunteer tutors (typically retired or active teachers) who assist with schoolwork and subjects with which the child needs extra assistance.

MOMMY & ME – This weekly, one-hour social and educational program for the preschool-aged oncology child and parent allows children to play and chat together in an organized and clean setting.

PARENTS' NIGHT OUT/KIDS' MOVIE NIGHT IN
Our cool kids and siblings are offered a chance to socialize while their parents enjoy a needed night out.



SUPER SIBS – On the first Thursday of the month we host a sibling and parent support group. Sessions consist of dinner followed by age-related breakout groups that discuss issues relating to having brothers/sisters with cancer. This program is a collaboration between Cool Kids Campaign and Johns Hopkins Hospital, University of Maryland Children's Hospital, Children's Hospital at Sinai, and the Leukemia Lymphoma Society.

TEEN CLUB – Teens.CanSurvive is a teen social club providing current cancer patients and survivors an opportunity to socialize, as well as mentor younger patients. They plan seasonal parties and other in-house and around-town gatherings.



WHERE WE'RE HEADED



Our plans for the future will focus on continuing to identify the needs of the families as they journey through a child's cancer. To address those needs, we will add programs, activities and events to respond to those needs, keeping in mind the family as a whole: patient – siblings – parents.

We recognize how fortunate we have been with our supporters who have stepped up to offer their various talents in the Cool Kids Learning Center, and administratively, in our office. We will continue to listen to, and identify, the needs and issues of our Cool Kids families, plan programs accordingly, and fill the voids that may exist in their world of dealing with their children's cancer.



FUNDRAISERS & SPECIAL EVENTS

All proceeds from our fundraisers and events directly benefit our mission of assisting Cool Kids families. Our fundraising efforts help us continue to provide emotional and social support to families dealing with the horrific disease of childhood cancer.



Board Member Pete Collier and former Baltimore Colt Tom Matte

Originally named the Mark Belanger Celebrity Golf Classic, the **Ken Singleton Celebrity Golf Classic** attracts an impressive array of sports and entertainment celebrities (to name a few in past tournaments: MLB Hall of Famers **Eddie Murray** and the late **Gary Carter**, and Baltimore Ravens coach **John Harbaugh**). **Ken Singleton**, NY Yankees' TV broadcaster and retired baseball pro, works with the Cool Kids staff to invite celebrity golfers from around the country. 2012 sponsors included:

- Bacchus Importers
- Baltimore Assoc. Underwriters
- Brown Advisory
- Coors Light
- Gray & Son
- Invotek
- KTBS Payroll
- Kelly & Associates Ins. Group
- MLB Players Association
- McCormick & Co.
- M&T Bank
- NAIFA
- Pepsi
- PHH
- PhRMA
- Radcliffe Jewelry
- Revere Strategies (title sponsor)
- R&H Motors
- Schochor Federico & Staton
- Spencer's Friends Foundation
- Towson University Marriott
- Webb Mason
- Workforce Tactix
- The YES Network



TEAM COOL KIDS – In addition to hosting our own race in June, the **Cool Kids Running Festival** (former Lutherville Running Fest), we coordinate race teams that participate in Baltimore-area race events: **Baltimore Running Festival** and **Baltimore 10-Miler**. Those running on **Team Cool Kids** enjoy the perks of discounted entry fees, access to our Team Tent, complimentary food/beverages, free race shirt, and personalized fundraising page online.

(cont'd...)





This is the newest major fundraiser to be added to our calendar. Held in March at the Hippodrome Theatre, it blends education, entertainment and charity. This event attracts an affluent audience that includes young girls and their families, providing a wholesome family-friendly event and an excellent opportunity for sponsors to benefit two causes - **University of Maryland Children's Hospital and Cool Kids Campaign.**



Launched in summer of 2012, Houses of Hope is the opportunity for children and teens with cancer (or in remission) to express themselves through art by hand-painting wooden birdhouses. The inspiring and colorful birdhouses are then placed on exhibit at area malls, libraries, hotels, etc. with bios of the artists. This program helps to educate the public about the real kids behind the cancer statistics.



This fundraising science program is the brainchild of meteorologist, Justin Berk, one of our board members. It is a fun and interactive classroom educational program in which Justin visits elementary schools, teaches a complimentary science lesson about weather, and coordinates a wind speed contest among the students. His presentation is easily adjusted for various ages (works best in grades 3-6) and can be tailored to emphasize current curriculum topics. Season 1 and 2 of Wind for Change has raised over \$35,000 for the Cool Kids Campaign and Season 3 is ongoing.

Previous (and scheduled) participating Maryland schools include:

- Deep Run Elementary
- Essex Elementary
- Seven Oaks Elementary
- Hebron-Harman Elementary School
- New Covenant Christian School
- Westminster Elementary
- Westminster East Middle School
- Westminster West Middle School



OUR TREASURED VOLUNTEERS

What is **any** organization without the tenderhearted people who give their time and talents simply because they **want** to? No exception at Cool Kids Campaign where we have been triple-blessed with splendid people who feel the passion of our mission and step forward to help us meet it. For every one of our events we depend on the power of volunteers to help pull together the myriad of details. Cheers to our PLETHORA of wonderful volunteers ... we tip our hats as you touch our hearts.

The volunteers pictured below assist consistently in the office and Cool Kids Learning Center.

LYNN MATTINGLY
"MOMMY & ME"
PROGRAM



PATTY BLACK
"MOMMY & ME"
PROGRAM



BARB GRONNING
OFFICE
VOLUNTEER



MELISSA JOHNSON
GOLF AUCTION
COORDINATOR



DIANE ROGERS
LEARNING CENTER
TUTOR



PEGGY HAUF
LEARNING CENTER
TUTOR



HONORING SEVEN COOL KIDS (DONOR LEVELS)

We invite corporations, foundations and individuals to participate in one of five levels of giving, specially named after Baltimore-area kids who had played an integral part in the early stages of Cool Kids Campaign.

ERIK'S ANGELS - \$100,000 - up

- Wind For Change
- Pioneer Fund



MACKENZIE'S MISSION - \$50,000 - \$99,999

- Spencer's Friends Foundation
- Major League Baseball Players Association
- W.D. "Pete" Class Foundation
- Towson University Marriott Hotel



BEN'S BUDDIES - \$25,000 - \$49,999

- Major League Baseball Players Trust
- Marty & Ed Speno
- McCormick & Company
- M&T Charitable Foundation



SPENCER'S FRIENDS - \$10,000 - \$24,999

- Ronald McDonald House Charities
- M&T Bank
- Duclaw Brewing
- Dunkin Donuts
- Board of Child Care of the United Methodist Church
- Phrma
- PHH Vehicle Management Services
- Legg Mason Charitable Foundation



JOHNNY'S JETS - \$5,000 - \$9,999

- Lou & Nancy Grasmick
- NAIFA
- PHH CORP
- Fourth & Goal Foundation/NFL Retired Players
- The Herman & Walter Samuelson Hospital at Sinai
- Baltimore Area Health Underwriters



EMILY'S EDUCATORS - \$1,000 TO \$4,999

- 98 Rock and Recovery Fund, Inc.
- Bacchus Importers, Ltd.
- Baltimore Football Club, Inc.
- Baltimore Health Underwriters Assoc., Inc.
- BCFD Riders Group
- Board of Education of Carroll County
- Bruce J. & Carolyn J. Mattheiss
- Diane & John Martin
- DRW, Inc.
- Dunkin Brands
- EISAI USA Foundation
- Embrace Home Loans, Inc.
- Giant Food
- Howard L. & Christine P. Lance
- Indiana University Health
- J. Todd & Lisa J. Baldanza
- Katherine Miller
- MacKenzie Ventures, Inc.
- Mars Super Markets, Inc.
- Maryland Chapter ALA
- Nancy Grasmick
- Our Lady of Mount Carmel
- Paul Malstrom
- Phillip C. & Diane P. Federico
- R&H Motor Cars LTD
- The Harvest Group DBA Nalley Fresh
- Towson University
- University of Maryland Medical Center
- YES Network



SIERRA'S CIRCLE - \$100 to \$999



Issam Zineh Amber Beitelshes
Susan & John Anders
Brian Apple
Tim & Patricia Apple
Harvey & Emily Belcher
Michael Berges
Justin & Deborah Berk
Zhanna Blat
Andrew & Frances Bolton
Theodora Braver
James Buckey
Kevin & Melinda Campbell
Ronald Caplan
Charles Ross Carozza
Ronald & Susan Carter
Robert & Teresa Cook
Carolyn & Mark Crooks
Sandra Crowder
Angelo & Patricia Cumella
Penny Curcio
Thomas Curcio
Stephen & Deborah DiBiagio
Peter & Patricia Dunbar
Patricia Fallon
Joseph & Marjorie Fick
Gordon Fronk
Ronald & Ann Gilbert
Philip Gobrecht
Gregg Gorman
William & Julie Gormley
Angela & Michael Grant

Kristine Hagy
Mary & Kevin Hall
Leslie & Arthur Haskins
Lori Hayman
Teena & Steven Heck
James Hettleman
William & Gail Keil
Alan Kettermen
Kathryn King
Roger & Sarah Kleinhans
Melanie Kletz
Jeannette Koras
Margaret Krause
Lisa & Paul Krynick
Jeff Krystofiak
Carol Lawson
Kevin & Trina Lewis
Xiang Li
William & Michelle Love
Adam McConnell
Kathleen McGee
John McNamara
Allyson McNamara
Karen Lee & James Bishop-Miller
Hugh & Leanne Mohler
Stephen & Kathleen Moore
Laurie Muldoon-Velez
Raymond & Holly Murray
Divya & Sethu Odayappan
Amy Paul
Patricia Petroff

Chris & Bernd Potts
Randy Reed
Robert & Laura Reiners
Rodney Ross
Peter & Kimberly Ryan
Kurt Saberg
Rick Scheetz
Robert Shackelford Jr.
John & Denise Shaduk
Suzanne & Ken Singleton
Paula Singleton
Cotter Smith
Robert & Samantha Smith
Chris Snyder
Denise Stefano
Chris Swam
Kent & Patricia Swanson
Kevin Thatcher
Robert & Candus Thomson
Gary & Kellie Tosadori
Judi & Jeffrey Trammell
Craig & Anastasia Trent
Venkatachalam & Alamelu Veerppan
Joe & Laurie Vervaecke
Stephen Walker
M.B. & J.A. Watt
Robert & Barbara Webbert
Edward & Kathleen Whitaker
Teresa Williams
Kevin & Nicole Wimsatt
Erin Yale

CORPORATE DONATIONS

Abingdon BPOE #2354
Blakmon Service, Inc.
Boda Plumbing, Inc.
Bruce Laird Sports Connection, LLC
Chapman Company
Cliffort Propane, LLC
Edie Brown & Associates, Inc.
Geier Asset Management, Inc.
M& W Mobile Washing, LLC
Maryland Association of Health Underwriters
McKenneys, Inc.

Pittsfield Welding Supply, Inc.
ProSource Technical Services, LLC
Prudential Foundation Matching Gifts
Rosewater, LLC
Sid Goodman & Co., Inc.
Stockbridge Gas Company
UBS Matching Gift Program
Uno Restaurants
Morgan Stanley
The Marion I. & Henry J. Knott Foundation
Duclaw Brewery, LLC

COOL KIDS CAMPAIGN BY THE NUMBERS

2012

Care packages mailed **127**

Kids and families served at Learning Center **100**

Connection newspapers delivered **13,070**

Cancer Fears ME! orders **52**



As of 12/31/2012:

Contributions & Revenues **\$496,731**

Expenses **\$434,376**

Positive Change in Net Assets **\$62,354**



Total Assets **\$95,579**

Total Liabilities **\$57,602**

Unrestricted Net Assets **\$37,976**

