



Fiscal 2018

JULY 2017 - JUNE 2018

Impact Report



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MESSAGE FROM THE CO-FOUNDERS

Dear Revved Up Kids Family,

Last year (July 2017-June 2018) was remarkable for our nonprofit. With your help, we were able to train more than 5,000 children and teens. Each of these training participants is now equipped to recognize unsafe people, avoid dangerous situations, and escape predators. For those who may come face to face with a predator, the fear has been replaced with confidence, the helplessness with power.

Year over year, Revved Up Kids has grown exponentially because of each of you -- our committed organizational funders, the individual donors with a heart for protecting children, and all of the parents who see the value of our programs and enroll their children. Thank you!

Revved Up Kids began its fifth year as a nonprofit on July 1, and we are looking to the future, a future where we protect at least 1,000 children each week from sexual abuse and exploitation. It is our goal to reach this milestone by 2020. As we march rapidly toward this goal, we are on track to train more than 16,000 children and teens this year.

We appreciate your continued encouragement and assistance. We appreciate you!

Alli David

Alli and David Neal
Co-Founders





LEADERSHIP: MEET OUR FY19 BOARD



Alli Neal, **Co-Founder**
and Executive Director



David Neal, **Co-Founder**
and Chief Operating Officer



Giles Barton, **Chairman**
CEO, Expedito Systems



Yetty Ayoola, **Treasurer**
Founder and CEO of Crest
Accounting Services



Lissa Versteegh, **Secretary**
SVP, Sales Strategy and
Development for Randstad
North America



Jonna Kirkwood, **Director**
COO, Kaiser Permanente of
Georgia



Terrie O'Hanlon, **Director**
Chief Marketing Officer,
DefenseStorm



Eric Richardson, **Director**
Judge, Fulton County
Superior Court



Elisabeth Wang, **Director**
Executive Director of
Communications and PR,
Piedmont Healthcare



Jillian Whatley, **Director**
School Psychologist, Georgia
Network for Educational and
Therapeutic Support
(GNETS)



Mission Statement:

It is the mission of Revved Up Kids to provide programs and safety resources that equip and empower participants to recognize and avoid dangerous situations and people and to escape violence if necessary.

Vision Statement: Children equipped against predators.





FY18: ACCOMPLISHMENTS

This year marked a series of significant accomplishments that positioned Revved Up Kids for mission expansion. We are proud of these milestones and thankful for the organizational, donor, and community support that helped us achieve them.



MISSION EXPANSION AT A GLANCE

Received pro bono rebranding services (new logo/new look), courtesy of Kennesaw State University advanced graphic design class.

Hosted 1st annual Shamrock 'n' Roll St. Patrick's Day Casino Party to raise awareness and funds.

Moved into new donated office space, courtesy of Barton & Poolos, LLC

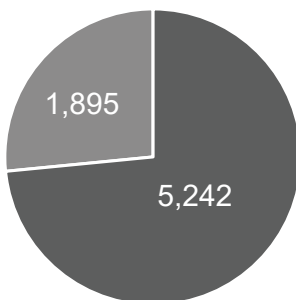
Forged multiple new training partnerships, including City of Decatur Police Department, Cherokee Family Violence Center, and seven Atlanta-area public, private and charter schools.

GROWING YEAR OVER YEAR (FY17 - FY18)

FY17 ■ FY18 ■

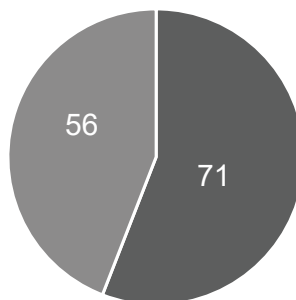
Children Trained

↑ 277%



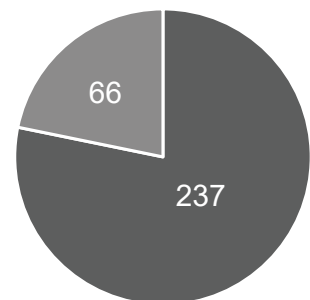
Training Events

↑ 127%



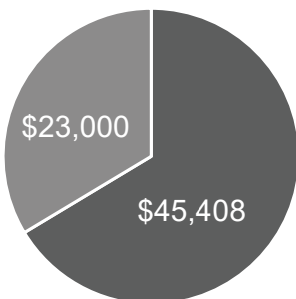
Training Sessions

↑ 359%



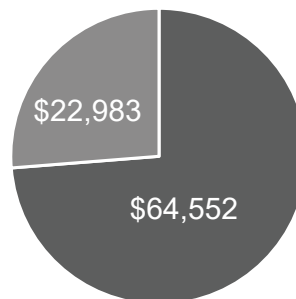
Grants Received

↑ 197%



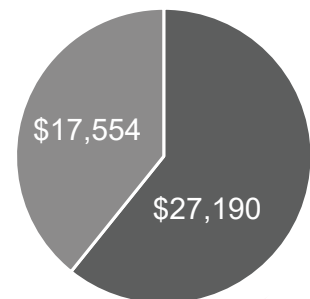
Donations Received

↑ 281%



Tuition Revenue

↑ 155%





FINANCIALS: CONTINUING TO GROW

Fiscal year 2018, Revved Up Kids' fourth as a nonprofit, marked an organizational shift from start-up to capacity-building. Unbudgeted expenses in fundraising and operating categories reflect two (unplanned) mid-year opportunities: hosting the Shamrock 'n' Roll fundraising event and moving to new office space. The year ended with reserves for program expansion.

REVENUE

Fundraising - Unrestricted Donations
Fundraising - Grants
Fundraising - Events
Program Income
In-Kind Donations
Other Income
TOTAL REVENUE

BUDGET

\$ 52,000
\$ 81,000
\$ 5,000
\$ 43,600
\$ 0
\$ 0
\$181,600

ACTUAL

\$ 42,348
\$ 46,908
\$ 22,204
\$ 27,600
\$ 44,948
\$ 3
\$184,011

EXPENSES

Program Expenses
Operating Expenses
Interest Expense
Fundraising Expenses
Depreciation (Auto)
TOTAL EXPENSES

BUDGET

\$ 98,100
\$ 13,577
\$ 3,880
\$ 18,000
\$ 600
\$134,157

ACTUAL

\$ 78,911
\$ 41,941
\$ 3,880
\$ 41,792
\$ 600
\$167,124

REVENUE TO RESERVES \$16,887

ADULT OBSERVER FEEDBACK

(observers of training for children and teens)

98%

Improves participants' knowledge about who predators are.

98%

Strengthens participants' self-protective behaviors.

99%

Equips participants with appropriate response.

94%

Observer learned something new about personal safety.

97%

Training was age appropriate.



TEEN PARTICIPANT FEEDBACK

79%

Changed understanding about who predators are.

83%

Improved personal safety habits.

74%

Increased confidence to defend against a predator.





THANK YOU TO OUR DONORS

ORGANIZATIONAL SUPPORTERS

Barton & Poolos, LLC
 Clear Ventures, LLC
 Control Southern
 Corporate Office Furniture + Panels
 Expedito Systems
 Johns Creek Business Association
 Law Offices of J. Christopher Miller
 Porsche USA
 Samuel, Son and Company

PROGRAM GRANTS

Cobb EMC Community Foundation
 Cobb Friendship Club
 The Fiona Project
 Fulton County Community Service Program
 Luther and Susie Harrison Foundation
 Rotary Club of East Cobb
 Speedway Children's Charities

INDIVIDUAL DONORS \$5,000 and up

Giles and Debbie Barton
 Ham and Barb Schirmer
 Joe and Pam Scripture
 Lissa and Ron Versteegh

INDIVIDUAL DONORS \$2,500-\$4,999

David and Alli Neal

INDIVIDUAL DONORS \$1,000-\$2,499

Terrie and Peter O'Hanlon
 Bill and Celia Talbot
 Karen and Rick Williams

INDIVIDUAL DONORS \$500-\$999

Katie and Gordy Coleman
 Carla Kapreilian and Weldon Feightner
 Scott and Elizabeth Wang

INDIVIDUAL DONORS \$100-499

Yetty Ayoola
 Janice and James Bramlett
 Mike and Pat Campbell
 Tim and Louise Chisholm
 Ted and Diana Cunningham
 Keith Daniel
 Walter Dean
 Dick and Lynn de Vore
 Dayo and Joy Obebe
 Sam and Molly Elkind
 Cheryl and Andy Gans
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 Jeff Lashley
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 Danny Montgomery
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 Teresa and Bob Ostapower
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 Lig Quigley
 Karen and Eric Richardson
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 Thomas Schirmer
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 Barbara Stengard
 Amy and Jeff Swygert
 Cheri and Dennis Teague
 Peggy Turner
 Grace Webster and Daniel Walls
 Marshall and Sue White
 Angela and Phil Williams
 Jeanne Willke and Dale Ditto
 Jon Wittenberg
 Chris and Laura Zimmerman

SHAMROCK 'N' ROLL EVENT SPONSORS

Actorboy Video Productions / Tom Clark | Barnes Risk Management
 Berkshire Hathaway Home Services / The Steven Markfeld Team | Black Dog Sign
 Cay Communications, LLC | Choices to You | Dramatic Water Solutions
 Edward Jones / Jennifer Heal, CFP | Emory Johns Creek Hospital | Grimes Insurance
 Firebirds Wood Fired Grill | Honest 1 Auto Care | Kaiser Permanente
 The Mauldin Group | Nothing Bundt Cakes | Piedmont Healthcare
 POP's Wine & Spirits | Silverline Specialties | Singleton Marine
 Wellstar North Fulton Hospital



Shamrock 'n' Roll 2018

INDIVIDUAL DONORS up to \$99

Jill and Damon Allweiss
Nike and Kola Aremu
Angela Baker
Gerard and Judy Ballard
David Bearse
Pat and Robert Becker
Kenneth and Rita Boughrum
Elizabeth Bowles
Betsy Carlin and Becky Watson
Jim and Martha Carroll
Steve and Wendy Cory
Michael and Clara Dowling
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Donna and Mark Feit
Michelle Fisher
Debra and John Flack
Deana and Nathan Griffin
June and Eric Grindle
Bill and Cheryl Hardison
Laura and Craig Harris
Linda Hensley

Nancy and Dennis Hill
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Margaret and Delos Knight
Jeanne and Jim Kreiser
Susan Lantz
Mark Mancuso
Kristina McInerny
Kareem and Peggy Messawer
Amanda Mewborn
Elizabeth and George Nix
Patrick and Leann O'Donnell
Mary Ann and Thomas Pacer

John and Carole Petz
Helen and David Scherrer-Diamond
Michael Schirmer
Karl Chinoy and Marissa Sequeira
Aaron and Kim Siders
Susan and Peter Smith
Anne and Richard Thomas
Pam and Nick Trainer
Ollie and Heather Wagner
Sheryl Wentworth
Myea Williams
Chip and Kelly Yonkee





FACTS: THE UGLY TRUTH ABOUT SEXUAL ABUSE

Child Sexual Abuse (CSA)

- Statistics show that more than one in ten children will be victims of sexual abuse before turning 18. Child sexual abuse is an epidemic.
- The median age of a victim of child sexual abuse is nine years old. Most victims never tell.
- One in six teen girls will be date raped before turning 22, and one-third of teen girls are physically, emotionally or sexually abused in their dating relationships.
- More than 90% of the time, if a children are victims of sexual abuse or teen girls are victims of rape, they will know their attacker.
- There are approximately 30-40 million adult survivors of CSA in the United States (a glaring contrast to the approximately 15 million survivors of cancer).
- According to the CDC, the financial impact of child abuse in the United States is more than \$124 billion annually drained from our economy.
- Child pornography arrests have jumped 2,500% in the past 10 years. Of those arrested, 40% indicate that they have also sexually abused at least one child.

Child Sex Trafficking (CSEC/DMST)

- Child sex trafficking (also known as commercial sexual exploitation of children and domestic minor sex trafficking) has reached epidemic levels worldwide. This lucrative enterprise generates more than \$30 billion in annual revenues for the traffickers who exploit our children. If it were a corporation, it would be in the top 100 on the Fortune 500 largest companies list.
- Atlanta consistently ranks as one of the top cities in the world for child sex trafficking, and the vast majority of victims who are rescued report that they were sexually abused prior to being trafficked. ***Preventing child sexual abuse can reduce the incidence of child sex trafficking.***
- On average, two-thirds of children who run away from home are approached by a trafficker within 48 hours of being on the street.
- More and more, traffickers are using technology to lure victims and to advertise children for sale.
- The average age of a victim of child sex trafficking is 12-14 years old.

The Revved Up Kids Solution

Revved Up Kids believes that the easiest target for a predator is the child who doesn't know that predators exist. Our training teaches children and teens to **Be Smart** (recognize and avoid dangerous people and situations) and **Be Strong** (use voice and body with power to respond to a threat or attack) so they can **Be Safe**. Each child we train is one less likely victim, and we want to train them all.

Revved Up Kids
3105 Gateway Drive, Suite C
Peachtree Corners, GA 30071
revvedupkids.org 678.526.3335