



IMPACT REPORT FY20

July 2019 - June 2020

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“

**GREAT NON-PROFIT ORGANIZATION!
EXTREMELY USEFUL SAFETY AND DEFENSE
INFORMATION GIVEN TO THE KIDS.
I'M GOING TO EXPLORE HAVING THEM
COME TO OUR CHILDREN'S SCHOOL.
THIS IS PERTINENT AND POTENTIALLY
LIFE-SAVING INFORMATION THAT ALL
CHILDREN SHOULD HEAR AND HAVE
ACCESS TO. EXCELLENT JOB REVVED UP!”**

Parent, Fall 2019

PLANNING THE NEXT STAGE...

After an unprecedented year in fiscal 2019 where we experienced more than 400% growth in training reach, the Revved Up Kids Board of Directors began the process of planning for sustained growth. Our three-year strategic plan was coming to an end, and it was time to make big decisions about next steps to achieve maximum mission impact.

Last July, at the beginning of fiscal year 2020, we began to envision leveraging technology as a training delivery platform. We knew that virtual delivery would be critical in reaching more children and teens with our vital training; we had no idea that “Zoom” would be a verb nine months later.

We’re excited to report that our new three-year plan includes a transition to virtual delivery platforms, including virtual training workshops and video games. Central to our planning process was our desire to protect all children from the very real possibility that they may be sexually abused.

Thank you for believing in our mission. Read on to learn more about the impact of your support.



Alli and David Neal
Co-Founders

2020 BOARD OF DIRECTORS



Alli Neal
*Co-Founder and
Executive Director*



David Neal
*Co-Founder and
Chief Operating Officer*



Giles Barton
*Chairman
CEO, Expeditor Systems*



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



Ron Versteegh
*Treasurer
Director,
Jabian Consulting*



Eric Richardson
*Incoming Secretary
Judge, State Court of
Fulton County*



Terry Geraghty
*Director
Retired CHRO,
Manhattan Associates*



Terrie O'Hanlon
*Director
Global Chief Marketing
Officer, GreyOrange*



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

OUR MISSION

Revved Up Kids is on a mission to protect children from sexual abuse and exploitation. At the heart of everything we do is our belief that no child should experience the life altering consequences of sexual abuse or trafficking. Each and every day, we pour ourselves into this work knowing that if we save even one child our efforts have made a difference. We thank each of you for believing in us and for helping us reach more children with our vital programs.

Thousands of Girl Scouts have benefited from Revved Up Kids training.



ACCOMPLISHMENTS

Three-year strategic plan. The Revved Up Kids Board drafted a new strategic plan that includes the following goals:

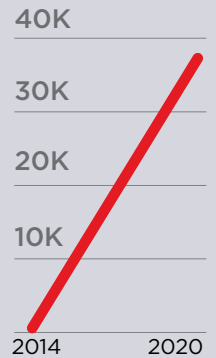
- Revved Up Kids will develop a robust menu of virtual and blended learning programs, including video games, to comprise 75% of training by FY24.
- 75,000 children and teens each year will participate in Revved Up Kids training, including 25,000 who live outside metro-Atlanta.
- Revved Up Kids will forge alliances with organizations that are working to eradicate child sex trafficking with a goal of incorporating training for children and teens as a primary prevention method.

Curriculum for Elementary Schools. Recognizing a need to reach more children in their schools, Revved Up Kids hired a curriculum consultant to aid in development of a scalable, affordable program for K-5th grade students. This new training will blend virtual and in-person learning in partnership with school Counseling and PE departments. The curriculum pilots, scheduled in March and April 2020, were delayed due to the pandemic. We anticipate finalizing



this curriculum during the 2020/21 school year. To learn more about this exciting new training, scan the code at left using your phone's camera or QR code reader.

Pro Bono Partnership. In January, Revved Up Kids was pleased to be accepted into the Pro Bono Partnership of Georgia. This alliance of attorneys provides free legal services to its partner nonprofits. Pro Bono attorneys will address all of our legal needs at no charge, allowing Revved Up Kids to redirect those dollars to reach more children with training.



Almost **40,000** children trained by Revved Up Kids since 2014

5

Virtual training sessions for parents delivered during Child Abuse Prevention Month

3

Virtual training sessions for teen girls delivered in May and June

14

New training partnerships forged in 2020

FUTURE PLANS

9

Community events enabled Revved Up Kids to reach thousands of parents and children with vital child sexual abuse prevention information and resources

1,944

Low income children received grant funded training

682

Adults learned how to be better protectors

334

Teen girls learned about intimate partner violence

Broadcast studio. With the support of generous private donors, Revved Up Kids is building a broadcast studio at its office in Peachtree Corners. This studio will facilitate delivery of virtual training programs for children, teens and parents and provide an opportunity for production of additional video-based programming and resources.

Virtual training. Revved Up Kids is fast-tracking the transition of its in-person workshops for children and teens to virtual delivery. These programs will be rolled out in late summer and fall 2020.

New virtual training workshops are being developed and piloted, including “Protected while Connected” a one-hour training workshop about personal device safety for tweens and young teens.

Video game development. Production of our first video game is being supported by a grant from the United Way of North Fulton County. This project will engage students from local high school and college game design programs in a competition to develop a personal safety game for young children. Families of our training partners in North Fulton County (local youth serving nonprofits and schools) will have the opportunity to pilot the game and provide feedback.

Streamlining data management. As Revved Up Kids grows, our need for efficiency in data management has reached critical mass. This year, in an effort to reduce administrative overhead, improve internal and external communications and consolidate our data into a single system, we will migrate to the Salesforce Nonprofit Success Pack (a free data management platform offered by Salesforce to qualified nonprofits).

FINANCIALS

FY20 was a break-even year for Revved Up Kids. Our sound financial management practices enabled us to weather the storm of the pandemic despite the dramatic downturn in revenue during the last 1/3 of the year. Our FY19 audit was completed with no material or serious recommendations noted; it is available for review upon request.

REVENUE

Fundraising Unrestricted Donations	\$ 42,166
Fundraising Grants	\$ 45,639
Fundraising Events	\$ 22,634
Program Income	\$ 16,815
In-Kind Donations	\$ 77,952
Other Income	\$ 3

Total Revenue	\$ 205,209
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EXPENSE

Program Expenses	\$ 114,286
Operating Expenses	\$ 62,154
Fundraising Expenses	\$ 22,772
Other Expenses (Interest/Depreciation)	\$ 3,669

Total Expenses	\$ 202,881
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REVENUE TO RESERVES*	\$ 2,328
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THANK YOU TO OUR DONORS

INDIVIDUAL DONORS \$10,000 AND HIGHER

Kevin and Caroline Pennington
Ham and Barb Schirmer

\$5,000 AND HIGHER

Giles and Debbie Barton
David and Alli Neal
Ron and Lissa Versteegh

\$500 AND HIGHER

Terry and Nancy Geraghty
Kevin Hensley
Brandon and Kristin Oren
Bill and Celia Talbot
Rick and Karen Williams

\$250 AND HIGHER

Philip Carlin
Ted and Diana Cunningham
Gordon Oldham

\$250 AND HIGHER

Bob and Teresa Ostapower
Eric and Karen Richardson

\$100 AND HIGHER

Mike and Pat Campbell
Paula Guibault
Mark and Karen Linton
John Marshall
Russell and Robin Muretisch
Peter and Terrie O'Hanlon
Thomas Schirmer
Aaron and Kim Siders
Tom and Laura Vooris
Grace Webster and Daniel Walls
Jillian Whatley

\$50 AND HIGHER

George and Jody Bancroft
Patricia Barris
Heather Cadle

\$50 AND HIGHER

Gordy and Katie Coleman
Mark and Donna Feit
Bill and Cheryl Hardison
Ann Laidlaw
Kareem and Peggy Messawer
David Nystrom
Jennifer Pinkston
Laura Post
Dean and Lori Sauer
Michael Schirmer
Lamita Smith

UP TO \$49

Vance Barnes
Dale Ditto and Jeanne Willke
Scott and Catherine Hill
Erin Martin
Lisa Martin
Michael and Andrea Wronski

Donations from Amazon Smiles, Facebook and the Paypal Giving Fund totaled \$616 in FY20. Please consider participating in one of these giving platforms by selecting Revved Up Kids as your charitable cause!

ORGANIZATIONAL SUPPORTERS

Barton & Poolos, LLC
Control Southern
EARN of East Cobb
Expeditor Systems
Georgia Institute of Technology
Pro Bono Partnership of GA
Samuel Group of Companies

PROGRAM GRANTS

Catholic Foundation of North GA
Charity Guild of Johns Creek, Inc.
Cobb EMC Community
Foundation, Inc.
DeKalb County Human
Services Department
Delta Community Credit Union
Porsche Care Network

PROGRAM GRANTS

Rotary Club of East Cobb
The Kirby Smart Family
Foundation Inc.
Speedway Children's Charities
The Taylor Family Foundation
Wellcare

TRAINING
PARTNER
OF THE
YEAR



Girl Scouts of Greater Atlanta 2019 Partner of the Year

Left to Right From RUK: Alli Neal, Lissa Versteegh and Giles Barton; from GSGATL: CEO Amy Dosik and Senior Program Manager Kathryn Schroeder. The award was presented during GSGATL's Halloween themed leadership meeting.

SHAMROCK 'N' ROLL

Our 2020 Shamrock 'n' Roll casino party was expected to be our best yet. We were just a week away from the event when the pandemic hit. Rescheduling in August seemed like a perfect solution at the time; little did we know what COVID had in store for our country. Despite having to cancel Shamrock 'n' Roll, all of our event sponsors maintained their support and most of our ticket holders elected to donate their purchases to Revved Up Kids. This enabled us to raise almost \$14,000 for new programming initiatives!

THANKS TO THESE EVENT SPONSORS



THANKS TO THESE TICKET HOLDERS

Jim and Jenny Barnes	James and April Murphy	Brian and Laurel Siebert
Deborah and Mark Bongiorno	Bob and Teresa Ostapower	Alan and Bonnie Silverman
Butch Carter and Kimberly Shea	Thom and Anne Peer	Laura Smith
Tyler and Desiri Chavers	Carolyn Polakowski	Bill and Celia Talbot
Dale Ditto and Jeanne Willke	Eric and Karen Richardson	Rob and Laura Vacko
Arthur Holst and Robyn Kanner	Skip and Julie Rolquin	Jon Wittenberg
Kathy Kendrick	Susana Salazar	Michael and Andrea Wronski
Marc and Susan Lubatkin	Dean and Lori Sauer	

♣ We're betting on March 19 for Shamrock 'n' Roll 2021...see you then!



“

I LIKED THIS TRAINING A LOT BECAUSE IT GAVE ME CONFIDENCE TO STAND UP FOR MYSELF IF I FEEL THREATENED. I USED TO FEEL LIKE I WAS VERY WEAK AND THE TRAINING HELPED ME REALIZE THAT I'M STRONG.”

Middle School Student, Fall 2019

CHILDHOOD TRAUMA: LEARN & SHARE

The 10 primary ACEs

Adverse Childhood Experiences (ACEs) are traumatic events that occur before age 18. Child sexual abuse is a significant ACE.

- Sexual abuse
- Physical abuse
- Emotional abuse
- Physical neglect
- Emotional neglect
- Family member with a mental illness
- Mother treated violently
- Family member incarcerated
- Family member with drug/alcohol addiction
- Parental divorce

Adults who experienced four or more ACEs are:

5

times more likely to suffer from **depression**.

12

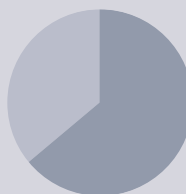
times more likely to **attempt suicide**.

2

times more likely to have a **heart attack**.

4

times more likely to be diagnosed with **lung disease**.



64%

of adults have experienced at least one ACE.

Teen girls who experience four or more ACEs are twice as likely to get **pregnant** before they turn 18.

Children with multiple ACEs are more likely to **fail a grade, be suspended or expelled** from school, **score lower** on standardized tests.

What's your ACE score?

Visit this link to find out:
<https://acestoohigh.com/got-your-ace-score/>



Revved Up Kids

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

“

I AM PROUD OF THE WORK REVVED UP KIDS HAS DONE AND WILL DO TO PROTECT CHILDREN AND HUMBLED BY THE SUPPORT WE HAVE RECEIVED TO CONTINUE DELIVERING EXCEPTIONAL SEXUAL ABUSE PREVENTION TRAINING PROGRAMS IN ATLANTA AND BEYOND.”

Giles Barton, Chairman of the Board

Donate today: revvedupkids.org/donate