



# FY21 Impact Report

July 2020 – June 2021

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## Our Why

**Our story began in 2009 when a clear call from God to Co-Founder Alli Neal planted the seed for Revved Up Kids. Since that time, our mission has continued to unfold year over year, but has remained grounded in the call to protect children from the most horrific form of abuse. Many of you have been on this journey with us from the beginning, others have joined along the way. [This video showcases "Our Why."](#)**

Click the QR Code or scan with your phone camera to view video, or visit YouTube and search Revved Up Kids.

# A year like no other

## Thoughts from our Chairman

**It is my pleasure to share that, despite the challenges of a worldwide pandemic, Revved Up Kids continues to deliver on its promise to value our most precious of assets, our children.**

I'm delighted to lead a new Board of Directors that embraces this principle as much as I do. In my past role as a senior corporate executive I was privileged to lead teams who were preventing sex trafficking at hotels around the world. That experience brought me to Revved Up Kids last summer, in the throes of the pandemic.

Revved Up Kids was founded with a singular purpose: Protect children from sexual abuse and exploitation. As the photo on this report cover illustrates, this past year has certainly had its challenges, with COVID-19 as the leading obstacle faced by us and so many organizations. For 11 years Revved Up Kids has equipped tens of thousands of children and teens to be safer from sexual predators. The mission of RUK is strong in 2021 and protecting our children is still our singular concern.

The fiscal 2021 period saw us develop new online training and virtual programs, enabling us to continue providing training when groups couldn't gather in person. The ability to continue providing training and accomplish new goals was paramount in the Board's thinking throughout the year, and I'm proud to say we continue to press forward. With the support of donors like you, institutional grants, and a committed Board of Directors, we will continue to evolve and grow Revved Up Kids and reach more children with our vital training in the 2022 fiscal period.



**Arthur Holst, FY22 Chairman of the Board**

# FY22 Board of Directors



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



**David Neal**  
Co-Founder, COO



**Arthur Holst**  
Chairman



**Rena Williams**  
Secretary



**Ron Versteegh**  
Treasurer



**Jhanelle Adams**  
Director



**Mike Breit**  
Director



**Bill Diehl**  
Director



**Terry Geraghty**  
Director



**Stephanie Shapiro**  
Director

Read about our Directors at [revvedupkids.org/founders-board](https://revvedupkids.org/founders-board).

# Accomplishments



## Delivered 50 training sessions

Despite the pandemic, Revved Up Kids was able to reach 50 training groups, 35 of these sessions were delivered virtually from our new broadcast studio that was built at the end of FY20.

# 80%

## of training sessions delivered at no charge to families

In this year of uncertainty, our generous donors and grantors stepped up and enabled us to provide free training to the community. Thank you!



## Updated website and CRM system

Our new site has received many accolades from users, check it out! We also received \$27K in pro bono consulting services on our Salesforce implementation. This system has greatly improved internal operations.



## Filmed training videos

In an effort to reach more children with training, Revved Up Kids filmed four video training series in FY21. These videos are slated for release in September 2021.



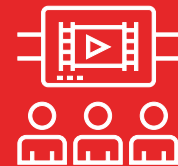
## Developed Internet Safety Training

Revved Up Kids developed its Protected While Connected series in response to increasing online dangers faced by younger and younger children. PWC training made up 1/3 of our program delivery in FY21.



## Got COVID creative!

This summer, we trained hundreds of children attending YMCA summer day camps. Safety protocols prevented them from sharing materials, so we got creative with balloons and pool noodles for self-defense training! (see cover photo of our trainers)



## Hosted community film screening

During Child Abuse Prevention Month, we hosted a screening of "The Social Dilemma," a powerful documentary about the dark side of the internet. Following the film, a panel of experts provided valuable insight to guests.

# What's next



## Elementary school program pilot

This pilot was tabled in March 2020 and we are making plans to conduct it during the coming school year.



## Video training rollout

These videos will enable Revved Up Kids to reach an audience outside of metro-Atlanta with training...more kids safer from predators!



## Event planning

Our Shamrock 'n' Roll fundraising event is planned for March 18, 2022, mark your calendars! You can also join us for [The Big Shew](#), our newest fundraiser, coming up on October 24th. Join us in-person or virtually!



## Return to in-person training

As the world adjusts to "new normal," we are experiencing an uptick in requests for in-person training. This is the heart of our mission and we're thrilled for this comeback!



# FY21 Financials

We entered the fiscal year with optimism that the pandemic would soon subside and, sadly, the end still seems nowhere in sight. Your donations and support, along with important COVID relief funds, enabled Revved Up Kids to continue impacting the lives of children. We are maintaining faith that our good work will continue and grow in FY22; we'd love to speak with you about how you can personally invest in our mission this year.

## INCOME

Federal COVID Grants/Loans	\$144,512
Donations and Grants	\$106,000
In-Kind Donations	\$121,598
Program Revenue	\$ 4,407
<b>Total Income</b>	<b>\$376,517</b>

## EXPENSE

Program Expense	\$225,291
Operating Expense	\$ 98,856
Fundraising Expense	\$ 20,003
Depreciation Expense	\$ 1,174
<b>Total Expense</b>	<b>\$345,324</b>

# Donors Making a Difference

## ORGANIZATIONAL SUPPORTERS

Chicago's Steak & Seafood  
 E.A.R.N of East Cobb  
 Emory Healthcare  
 Grimes Insurance  
 Martin Marietta  
 Porsche Care Network  
 Rotary Club of East Cobb  
 Snapping Shoals Electric Trust  
 Speedway Children's Charities  
 Synovus

## \$10,000 AND HIGHER

Mr. and Mrs. Phillip Sadler  
 Mr. and Mrs. RH Schirmer  
  

## \$5,000 AND HIGHER

 Mr. and Mrs. Kevin Pennington  
  

## \$1,000 AND HIGHER

 Mr. and Mrs. Henricus Evers  
 Arthur Holst and Robyn Kanner  
 Mr. and Mrs. Brandon Oren

## \$500 AND HIGHER

Mrs. Lisa Carlin  
 Mr. and Mrs. Gordon Coleman  
 Mr. and Mrs. Walter Dean  
 Mr. John Marshall  
 Mr. and Mrs. David Neal  
 Mr. and Mrs. Thomas Peer  
 Mr. and Mrs. William Talbot  
 Mr. and Mrs. David Yoak

## \$250 AND HIGHER

Ms. Stephanie Grohe  
 Mr. and Mrs. Dean Sauer  
 Mr. and Mrs. Marc Lubatkin  
 Ms. Susan McBreaity  
 Ms. Tiffany Moore  
 Mr. Gordon Oldham  
 Mr. and Mrs. Brian Siebert  
 Mr. and Mrs. Todd Smith  
 Mr. Jon Wittenberg

## \$100 AND HIGHER

Mrs. Janice Bramlett	Mr. and Mrs. Kim Fulkerson
Mr. and Mrs. James Murphy	Mr. and Mrs. Mark Schirmer
Mr. Clark Calhoun	Mr. and Mrs. Pat Giller
Mr. and Mrs. George Nix	Mr. and Mrs. G. Oliver Wagner
Mr. and Mrs. J. Michael Campbell	Mr. and Mrs. William Hardison
Mr. and Mrs. Robert Ostapower	Grace Webster and Daniel Walls
Betsy Carlin and Becky Watson	Ms. Myea Kelson
Ms. Muriel Pittaluga	Mr. and Mrs. Marshall White
Mr. Philip Carlin	Ms. Kathy Kendrick
Mr. and Mrs. Skip Rolquin	Mr. and Mrs. Philip Williams
Mr. and Mrs. Keith Daniel	Mr. and Mrs. Paul Lehner
Ms. Susana Salazar	Jeanne Willke and Dale Ditto
Mr and Mrs. Mark Feit	
Mr. Thomas Schirmer	

## \$50 AND HIGHER

Mr. and Mrs. George Bancroft	Mr. Michael Schirmer
Mr. and Mrs. Pat O'Donnell	Mr. and Mrs. Scott Hill
Ms. Patricia Barris	Mrs. Barbara Siebert
Ms. Candace Peters	Mr. Ross Kantra
Mr. and Mrs. James Carroll	Mr. and Mrs. Robert Vacko
Mr. and Mrs. John Petz	Mr. and Mrs. Theodore Lynam
Dr. and Mrs. Thomas Cunningham	Ms. Amy Waggoner
Mr. and Mrs. Pablo Pittaluga	Mr. and Ms. Jonathan Marks
Ms. Cheyenne Goss	Ms. Shanita Winslow
Mr. and Mrs. William Prigge	Ms. Bonnie Mauldin
Mr. and Mrs. Dan Goss	Mr. and Mrs. Michael Wronski
Mr. and Mrs. Eric Richardson	
Mr. and Mrs. Craig Harris	

## UP TO \$49

Ms. Angela Baker	Mr. and Mrs. Kareem Messawer	Ms. Sheryl Wentworth
Mr. Dylan Hengy	Ms. Mary Ann Rosenberg	Ms. Paula Fine
Mr. and Mrs. William Polakowski	Mr. Joshua Cooper	
Mr. and Mrs. Jim Barnes	Ms. Cheryl Miller	
Mr. and Mrs. Kjell Johansson	Mr. and Mrs. Alan Silverman	
Mr. and Mrs. David Pressy	Mr. Robert Cox	
Mr. and Mrs. Butch Carter	Mr. and Mrs. Thomas Pacer	
Ms. Melodie Leonard	Mr. and Mrs. Peter Smith	
Ms. Diane Rhea	Ms. Judy Donnahoo	
Ms. Desiri Chavers	Mr. Tukker Penrod	

## IN-KIND SUPPORTERS

Mr. and Mrs. Mark Barton, Barton & Poolos  
 Mr. and Mrs. Terry Geraghty  
 Mr. and Mrs. David Neal  
 DynamiX  
 Honest-1 Auto Care Johns Creek  
 Minuteman Press of Sandy Springs  
 Nothing Bundt Cakes Alpharetta  
 Silver Line Specialties

**Revved Up Kids also receives support from [Amazon Smile](#) and [Paypal Giving Fund](#), if you select us as your preferred charity, a portion of your spending will be donated to Revved Up Kids!**

# A special thank you

**Four of our dedicated Board members have finished up their terms of service with Revved Up Kids and we would be remiss if we didn't recognize their contributions to our mission.**

We're grateful that all four have committed to remain vested in our work. Our thanks to Giles Barton, Eric Richardson, Lissa Versteegh and Jillian Whatley for their dedication and years of service!

Giles Barton joined the Board in FY18 at a time when we had begun experiencing exponential growth. He was elected to serve as our Chairman the following year and stayed in that role until his departure in FY21. His business savvy and his connections were invaluable as we began the transition from "new kid on the block" to established nonprofit. Giles' contributions included helping us secure our beautiful, FREE, office space, securing much needed funding for program and operational growth, supporting us in the build-out of our new website and broadcast studio, and laying the foundation for our transition to virtual and video-based training during the pandemic. Our gratitude for Giles' support is immeasurable, thank you, Giles!

Eric Richardson and Lissa Versteegh joined our Board at the very beginning, when Revved Up Kids was an infant nonprofit. They were both instrumental in laying the foundation for the growth we experienced in our first six years, and their professionalism, experience and strong belief in our mission cannot be overstated. Eric served as our legal expert, providing guidance to the Board on all issues related to maintaining our 501c3 in good standing and establishing operational compliance. Lissa provided business development expertise that enabled us to establish strong organizational training partnerships and provide customer service that consistently exceeds expectations. Lissa ended her service with us after six years on the Board, and Eric stayed for seven! Thank you, Eric and Lissa!

Jillian Whatley joined the Board in FY19 and her experience as a school psychologist has proved invaluable as we began the work of establishing strong curriculum to provide to public and private schools. Jillian has also worked extensively with children and teens who've experienced childhood trauma, and this lens is at the forefront of all Revved Up Kids programs. We look forward to Jillian's continued contributions as the schools settle in to "new normal." Thank you, Jillian!



**Giles Barton**  
2017-2021



**Eric Richardson**  
2014-2021



**Lissa Versteegh**  
2014-2020



**Jillian Whatley**  
2018-2021



**Revved Up Kids, inc**

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**Donate today** [revvedupkids.org/donate](https://www.revvedupkids.org/donate)