

# Revved Up Kids<sup>®</sup>

*Be Smart → Be Strong → Be Safe*

**Joyful**



**Happy**



**Loved**



**Safe**



**Years in Review**  
**Fiscal Years 2015-2017**







# Contents

Mission & Goals	4
Facts & Statistics	5
How We Serve	6
Organization History & Leadership	8
Financial Notes	10
Accomplishments	12
Thank you to our Donors	14



# Mission & Goals

## 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 escape violence if necessary.

## Goals

The nonprofit's primary goal is reducing the incidence of child sexual abuse by providing prevention education programs for children, teens, parents and youth serving organizations. We equip people to recognize the predators in their midst, and to respond appropriately to a threat or an attack.



# Facts & Statistics



Research shows that more than 1 in 10 children will be sexually abused before turning 18. The median age of a sexual abuse victim is 9 years old.



The National Center for Missing & Exploited Children reports that over 800,000 children are reported missing each year. Over 100 of these are kidnapped by strangers. That's one child every three days!



**Over 90% of the time, victims know their attackers.**

## Most children do not disclose sexual abuse.



More than 1 in 6 teen girls will be date raped before turning 22.



**More than 50% of sexual abusers are married with children of their own.**

**There are more than 750,000 registered sex offenders in the US, but most molesters have not been caught.**

**The most likely person to sexually abuse your child will not be someone on the registry, it will be someone you know and trust.**

**Child sex trafficking is a worldwide epidemic. Average age of a trafficking victim is 12-14 years old.**



# How We Serve

## Programs

The primary goal of Revved Up Kids is to teach children to recognize unsafe people, avoid dangerous situations and escape attackers. Not only do children need to understand who predators are and how they operate, they must understand that they have permission to say NO and defend themselves if they are ever the target of a predator, even if the predator is someone they know and trust.

We accomplish this goal through a spectrum of single session training workshops, classes and seminars provided throughout north Georgia (mainly in the Metro-Atlanta area). Programs include training for boys and girls in elementary and middle school, teen girls and college age young women, parents, and youth serving organizations.

## Community Collaboration

Revved Up Kids partners with for-profit, not-for-profit and government organizations to enhance their respective missions with the addition of personal safety/violence prevention programming to benefit the populations they serve. Our training partners include local parks, scouts, private clubs, youth social and service clubs, public and private schools, churches and other houses of worship, municipalities, police departments, youth-serving nonprofits and private groups.

Community Collaboration for Revved Up Kids goes beyond providing training sessions. Our organization also strives to be a leader in the community by participating as a member of established alliances in the Atlanta area. Revved Up Kids is a member of The North Fulton Inter-Agency Council, the Gwinnett Child Sexual Abuse Prevention Committee, the Fulton County Continuum of Care, the Cobb Collaborative, and the Adolescent Services Network. Our Founders are also active volunteers for The North Fulton Chamber of Commerce, the Johns Creek Business Association, and the Johns Creek Citizens Auxiliary Police Squad.

In addition to our exceptional training programs, Revved Up Kids provides robust content for adults through our Family Safety Community, a resource for those who want to understand the issue of child sexual abuse and protect the children they love.





## Sustainability and Growth

Revved Up Kids is pursuing funding that will enable us to meet the needs of a growing list of nonprofit organizations that serve children in at risk living situations and would like to offer our training but do not have the ability to pay. Atlanta is a top city for child sex trafficking, and we recognize that children in low income, high crime, unstable living environments face a high risk for trafficking. Revved Up Kids is actively forming partnerships that will allow us to reach these families with our prevention education programs in an effort to reduce the very real possibility that these children will be sexually abused, and/or lured or abducted into trafficking.

According to the mandates of the Revved Up Kids strategic plan, we are strengthening our operational model in Atlanta with the goal of training at least 1000 children a week by 2020. Revved Up Kids has an established record of excellence in program delivery, and our program content is regularly reviewed and revised to further enhance the value and lasting impact for participants. Our long-range plan includes development of additional programs for high-school age boys, developmentally disabled children, teens and young adults, and a plan to provide programs in multiple languages to meet the needs of marginalized groups whose first language is not English.

Administrative and operating costs for Revved Up Kids are extremely low. Our founders are fully committed to the success of the nonprofit with their time, talent and treasure. Their investment includes seed funding to ensure the organization's sustainability during its first three years, and pro bono office space and utilities. Their commitment is also exemplified in the fact that they do not take a salary to run the business. The Revved Up Kids tuition revenue covers operating costs, and our annual development plan enables Revved Up Kids to provide programming for organizations that serve the children who would benefit the most.

# Organization History & Leadership

## History

Why Revved Up Kids? In 2009, Alli and David Neal, parents who had always been committed to the safety of their own children, realized a need facing Atlanta's children. More than one in ten children were being sexually abused before turning 18. After researching the issue extensively, they learned that a number of organizations in Atlanta were working to restore victims, but none were focused on preventing sexual abuse and violence from occurring. Alli and David decided to take action and in 2010, they redirected their lives and incorporated Revved Up Kids to provide this much-needed training.

Initially formed as an LLC, Revved Up Kids trained several thousand children in private group settings from 2010-13. As demand for the programs grew, Alli and David realized that there were many children from low income/unstable living situations who could benefit from the training but would be unable to afford tuition. They decided in 2013 to begin the process of reincorporating as a 501(c)3 nonprofit, and on July 1, 2014, Revved Up Kids, Inc. was officially formed. An inaugural Board of Directors was established and a new three-year strategic plan was developed. In its third year, Revved Up Kids was honored as a "2016 Top Rated" nonprofit by Greatnonprofits.org.

## Leadership

The Revved Up Kids Board of Directors includes the two Co-Founders and seven volunteer Directors. The Co-Founders have committed themselves personally, professionally, and financially to the success of Revved Up Kids. All the Directors are committed financially to the success of the organization, and their professional and personal experience in communications, marketing, business development, finance, legal, and child sexual abuse provides the framework for all organizational decision making.



**Alli Neal**  
**Co-Founder**

A tireless volunteer and advocate for children since 1998, Alli is committed to the Revved Up Kids mission of empowering kids and teens and keeping them safe. Alli is a child safety expert with extensive experience and knowledge about the people who commit violent acts against our most innocent citizens. She has appeared on several news and radio broadcasts and spoken to numerous groups about child sexual abuse and violence, educating parents and others about the issue and mobilizing them to protect our children.



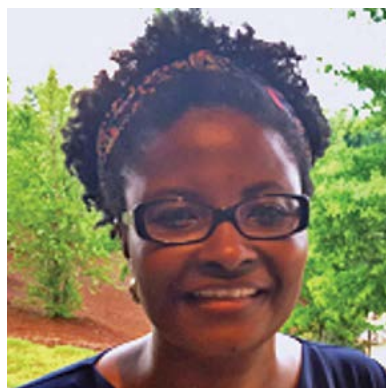
**David Neal**  
**Co-Founder, Chairman**

David is a Revved Up Kids training expert and certified Stewards of Children facilitator. His extensive experience includes expertise in firearms and firearm safety, child safety education and advocacy and public speaking. David has volunteered with children for over 15 years, as a youth leader, Sunday School teacher, youth baseball, soccer and basketball coach and mentor. He is passionate about creating safe environments for children and he serves as a role model for all men who want to join the fight against child sexual abuse and violence.





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



**Yetty Ayoola**  
**Board Officer - Treasurer**  
CEO, Crest Accounting Services



**Nike Aremu**  
**Director**  
CEO, HisGrip Home Care



**Kay Campbell**  
**Director**  
Pediatric Nurse Practitioner,  
Northside Hospital



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



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



**Grace Webster**  
**Director**  
Investment Advisor, MIO Partners

# Financial Notes

It should be noted that in 2014, Revved Up Kids underwent a reorganization and reincorporation process to become a nonprofit. Prior to that time, the company had been growing steadily as an LLC, covering its operating costs with a tuition model. To effectively reach more children with our critically important training to prevent them from becoming victims of sexual abuse, the founders made the decision in early 2014 to transition to a nonprofit corporation.

To ensure the success of the new organization, the founders provided seed money to sustain the nonprofit's operations during its start-up phase, and to fund a program evaluation. The program evaluation was commissioned to provide evidence that the curriculum for elementary age children was achieving its primary training goals, and the outcome was successful. Revved Up Kids now has scientifically supported evidence that these training programs change children's knowledge about who predators are, and increase children's confidence in their ability to respond appropriately to a predator.

While the financials show an annual loss for the first three years of operation, it was not an unexpected loss. Our strategic plan has positioned us for exponential growth over the next three years, with a goal of training 1000 children per week by 2020. Our plan is to train at least one child at no charge for every one child who pays tuition. Tuition revenue will continue to fund the organization's administrative expenses, and fundraising efforts will enable us to reach children whose families cannot afford to pay tuition for training.

<b>Revenue</b>	<b>FY 2014-15</b>	<b>FY 2015-16</b>	<b>FY 2016-17</b>
<b><i>Fundraising Income</i></b>			
Direct Public Support & Donations	800.00	15,690.49	23,183.20
Grants - Government Unrestricted	-	-	1,500.00
Grants - Foundations	-	-	21,500.00
<b>Total Fundraising Income</b>	<b>\$800.00</b>	<b>\$15,690.49</b>	<b>\$46,183.20</b>
<b>Total Program Income</b>	<b>\$12,676.75</b>	<b>\$15,049.25</b>	<b>\$17,503.62</b>
<b>Total Other Types of Income</b>	<b>\$14.66</b>	<b>\$9.17</b>	<b>\$4.48</b>
<b>Total Revenue</b>	<b>\$13,491.41</b>	<b>\$30,748.91</b>	<b>\$63,691.30</b>
<b><i>Expenditures</i></b>	<b><i>FY 2014-15</i></b>	<b><i>FY 2015-16</i></b>	<b><i>FY 2016-17</i></b>
<b>Total Program Expenses</b>	<b>\$16,570.93</b>	<b>46,406.72</b>	<b>\$32,534.35</b>
<b>Total Operating Expenses</b>	<b>\$21,982.62</b>	<b>\$18,925.32</b>	<b>\$16,043.59</b>
<b>Total Expenditures</b>	<b>\$38,553.55</b>	<b>\$66,923.80</b>	<b>\$69,924.61</b>
<b>Total Other Expenditures</b>	<b>\$0.25</b>	<b>\$700.00</b>	<b>\$600.10</b>
<b>Net Other Revenue</b>	<b>\$0.25</b>	<b>(\$700.00)</b>	<b>(\$600.10)</b>
<b>Net Revenue</b>	<b>(\$25,061.89)</b>	<b>(\$36,874.89)</b>	<b>(\$6,833.41)</b>



<b>Assets</b>	<b>FY 2014-15</b>	<b>FY 2015-16</b>	<b>FY 2016-17</b>
<b><i>Current Assets</i></b>			
Bank Accounts			
Bank of America Checking	3,590.32	7,391.01	5,722.03
Bank of America Savings	67,514.66	26,523.83	16,026.11
Petty Cash	20.72	3.66	123.49
Paypal	347.78	1,654.78	5,033.92
Active Account	(29.10)	69.37	598.90
<b>Total Bank Accounts</b>	<b>\$71,444.38</b>	<b>\$35,642.65</b>	<b>\$27,504.45</b>
Undeposited Funds	-	-	440.00
<b>Total Current Assets</b>	<b>\$71,444.38</b>	<b>\$35,642.65</b>	<b>\$27,944.45</b>
<b><i>Fixed Assets</i></b>			
Furniture and Equipment	3,550.00	2,850.00	2,250.00
<b>Total Fixed Assets</b>	<b>\$3,550.00</b>	<b>\$2,850.00</b>	<b>\$2,250.00</b>
<b>Total Assets</b>	<b>\$74,994.38</b>	<b>\$38,492.65</b>	<b>\$30,194.45</b>
<b>Liabilities &amp; Equity</b>			
<b><i>Liabilities</i></b>			
Total Payroll Liabilities	56.27	429.43	999.72
Loan Payable - Neal	100,000.00	100,000.00	97,964.92
<b>Total Liabilities</b>	<b>100,056.27</b>	<b>100,429.43</b>	<b>98,964.64</b>
<b><i>Equity</i></b>			
Unrestricted Net Assets	-	(25,061.89)	(61,936.78)
Net Revenue	(25,061.89)	(36,874.89)	(6,833.41)
<b>Total Equity</b>	<b>(25,061.89)</b>	<b>(61,936.78)</b>	<b>(68,770.19)</b>
<b>Total Liabilities &amp; Equity</b>	<b>74,994.38</b>	<b>38,492.65</b>	<b>30,194.45</b>

# Accomplishments

## Fiscal Year 2015

Revved Up Kids is formed as a 501(c)3 nonprofit.

Revved Up Kids' inaugural Board of Directors is formed with five Directors.

Revved Up Kids establishes its organization structure, forms its bylaws and develops its first strategic plan.

Revved Up Kids trains its 4000th child.

## Fiscal Year 2016

Revved Up Kids commissions Dr. Matthew Lee Smith of MLS Health Services and The University of Georgia School of Public Health to conduct a program evaluation. Evaluation concluded that Revved Up Kids programs for K-5th graders change children's knowledge about who predators are and increase their confidence in responding to a predator.

The Revved Up Kids Board is joined by two new Directors, Nike Aremu and Grace Webster.

Revved Up Kids sends its first educational mailer to friends and family to raise awareness about the epidemic of child sexual abuse.

Revved Up Kids trains is 6000th child.







## Fiscal Year 2017

Revved Up Kids begins planning for exponential growth with a goal of training 1000 children each week by 2020.

The Revved Up Kids Board is joined by two new Directors, Yetty Ayoola and Elisabeth Wang.

Revved Up Kids begins a formal fundraising initiative, with a goal to train thousands of children and teens in economically disadvantaged communities.

Revved Up Kids is honored as a Top Nonprofit by Greatnonprofits.org.

Revved Up Kids plans an awareness campaign during Child Abuse Prevention Month in April. Pinwheel gardens are planted in 9 locations around Atlanta to educate the public ([www.revvedupkids.org/pinwheels](http://www.revvedupkids.org/pinwheels)), and free training events are offered in partnership with the Georgia Center for Child Advocacy and the Cobb County Safety Village.

Revved Up Kids trains its 9000th child.

# Thank you to our Donors

## Organizations

- Cherokee Ford Lincoln
- Cobb EMC Community Foundation
- Cobb Friendship Club
- Country Club of the South Charity Guild
- Family Outdoor Expo
- Fulton County, Georgia
- Greystone Power Foundation
- Joe E Johnston Foundation
- Luther and Susie Harrison Foundation
- Roswell Woman's Club
- Samuel, Son and Company
- Snapping Shoals Electric Trust

## Gold Supporters (\$1000 and up)

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- Mr. John Middlebrook
- David & Alli Neal
- Peter & Terrie O'Hanlon
- Mr. & Mrs. RH Schirmer
- Bill & Celia Talbot
- Lissa & Ron Versteegh

## Silver Supporters (\$100 - \$999)

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- Kim & Paul VanValkenburgh
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- Elisabeth & Scott Wang
- Ms. Sue White
- Karen & Rick Williams
- Jon Wittenberg
- Kimberly & David Yoak
- Beth & Gary Zermuehlen





## Bronze Supporters (up to \$99)

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- Nike & Kola Aremu
- Yetty Ayoola
- Ms. Angela Baker
- Mr. & Mrs. Gerard Ballard
- Mary & Bill Bergin
- Enid and Darryl Berman
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- Kelly & Chip Yonkee
- Chris & Laura Zimmerman



**All children deserve to be  
joyful, happy, loved & safe.  
Join us in protecting them.**



**Revved Up Kids®**  
*Be Smart ➡ Be Strong ➡ Be Safe*

**Revved Up Kids, Inc.**

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