



YOU CAN "COUNT ON ME"



**MISSION** The Jim Mora Count On Me Family Foundation strives to lend support to charities and children's organizations through grants and increased community awareness, empowering organizations to help children improve their lives by:

- building and instilling confidence,
- encouraging health and wellness,
- fostering learning opportunities, and
- using the sport of football as a springboard to talk about life and life lessons.

**VISION** The Jim Mora Count On Me Family Foundation was created to support children in need, primarily in three target areas: children from low socio-economic backgrounds, mentally and physically-challenged children, and children at risk. The Foundation affords children the opportunity to realize their potential and dreams by working with organizations helping to create more stability in their lives, supporting advocacy for children, and supporting channels that allow children to have a voice.



Seattle



The Jim Mora Count On Me Family Foundation has participated in numerous events since its inception, logging over 972 hours for the community.

The Mora Family has awarded **over half a million** in grants to the community since the first Jim Mora Celebrity Golf Classic in 2005.




Atlanta





### **Making A Difference in our Communities**

As we enter into our fifth year of the Jim Mora Count on Me Family Foundation, it is with great pride that we are able to serve two communities in the states of Georgia and Washington. Helping children in need is near and dear to our hearts and so we began this journey with the Foundation in Georgia in 2005 as a way to raise funds for charities that support and enrich the lives of children in need. We feel very fortunate that we are now able to expand our philanthropic efforts in Washington. We have met so many people along the way that have contributed greatly to the success of the Jim Mora Count On Me Family Foundation. We want to thank our generous contributors, partners and friends for their commitment of time and money to the Foundation. We would not be where we are today without them. As we look forward we hope to continue to make dreams come true for many deserving children. We are excited to begin the next chapter of the Jim Mora Count on Me Family Foundation. We hope you will join us.

A handwritten signature in black ink that reads "Jim Mora Shannon Mora". The signature is stylized, with the first name "Jim" and last name "Mora" written in a cursive-like script, and "Shannon Mora" written in a more straightforward, slightly cursive script.

Jim and Shannon Mora





### Foundation Grants

The Jim Mora Count On Me Family Foundation awarded \$131,800 in grants to thirteen organizations in Washington and Georgia for the 2009 grant cycle. Funds for this year's grants were raised through the annual Jim Mora Celebrity Golf Classic, the Lucky Strike Bowling Benefit Bash, the Super Seattle Steak Out Benefit Bash and generous donations from other individuals.

The Foundation also partnered with many of the applicants on in-kind donations and outreach. The Foundation awards grants to organizations whose mission coincides with ours: to support children in a low socio-economic background, children who are mentally and/or physically challenged, and children at risk. The annual grant cycle for the Jim Mora Count on Me Family Foundation ends on May 1. Grant recipients are announced each fall.

### 2009 Grant Recipients

American Association of Adapted Sports Programs  
 Atlanta Ronald McDonald House Charities (ARMHC)  
 Boys & Girls Club of Bellevue  
 Boys & Girls Club of Metro Atlanta  
 Camp Twin Lakes  
 Children's Development Center  
 Fragile Kids Foundation  
 Gwinnett Children's Shelter  
 Gwinnett Special Olympics  
 Northwest Burn Foundation  
 Special Olympics Georgia  
 Special Olympics Washington  
 Virginia Mason Foundation's Nutrition and Fitness for Life program



### Partnership with Special Olympics Washington Young Athletics Program

The Jim Mora Count On Me Family Foundation recently partnered with Special Olympics Washington to expand the Young Athletes program – a program designed to inspire and motivate the youngest athletes (2-7) with intellectual disabilities to participate in sports.

The Young Athletes program teaches basic sports skills through school assembly programs for these young athletes and leaves behind a "sports bag" of items to continue building upon the skills the athletes learn at the assembly that day. The program will culminate in the spring with selected participated schools to be invited to the Young Athletes' Count On Me Jamboree to showcase their new skills, play games, have a nutritious lunch, and enjoy a meet and greet with Coach Mora and friends.







### Triple Play Program with Boys and Girls Club of Bellevue

The Jim Mora Count On Me Family Foundation supports the Boys and Girls Club of Bellevue Triple Play Program, a program designed to motivate and teach kids how to lead a healthy life through fitness, nutrition and positive relationships with peers. Through this program, The Jim Mora Count On Me Family Foundation helps support a co-ed Flag Football league, donates sports equipment so more children can participate, and motivates kids with a fitness celebration in the spring with Coach Mora.



### Partnership with Virginia Mason's Nutrition & Fitness for Life Program

The Jim Mora Count On Me Family Foundation is proud to partner with the Virginia Mason Medical Center Pediatric Department's Nutrition and Fitness for Life Program (N.F.L. Program) to help fight

childhood obesity in Washington. The Nutrition and Fitness for Life program is a free, six-week comprehensive education and awareness program targeting children between seven and fifteen years of age.



**Special Olympics Georgia**

### Special Olympics Georgia's Outstanding Coach of the Year

The Jim Mora Count On Me Family Foundation is proud to partner with Special Olympics Georgia to support its Outstanding Coach Of The Year Award. The award, named in honor of Coach Mora is given to a Special Olympics Coach to recognize him/her for their outstanding work both on and off the field with these special athletes. The recipient receives a letter of recognition from Coach Mora and a pro sport memorabilia pack.

### The Jim Mora Flag Football League

The Jim Mora Count On Me Family Foundation has partnered with the Boys and Girls Clubs since 2005 to provide funding and encourage involvement in their co-ed Flag Football League for boys and girls ages 9-11. Youth in the metro Atlanta and Bellevue clubs compete against other club members through an in-house game schedule. After an intense eight-week season schedule, the youth in Atlanta compete in an annual Turkey



Bowl tournament usually held the week of Thanksgiving to determine that season's champion in each age category.

### 2009 Tailgate Parties

The 2009 Tailgate Parties were held at the Zone at Children's Healthcare of Atlanta Scottish Rite campus. Jim Mora Count on Me Family Foundation hosted bi-monthly football viewing parties with pizza, popcorn, crafts and more for patients and their families leading up to the annual Holiday Shop.







## Foundation West Coast Launch

On April 8, 2009 The Jim Mora Family Foundation announced its expansion to the West Coast in Seattle, Washington. Jim and Shannon addressed the media, Foundation friends, and new charity partners at the Virginia Mason Athletic Center (VMAC), the practice facility of the Seahawks. Children from the Boys & Girls Club Bellevue and Special Olympics Washington attended the announcement as special guests of the Moras, and received a tour of the practice facility and lunch, courtesy of the Seahawks and the Foundation.

The West Coast Launch Day culminated with a celebration event and check presentation at Joey Restaurants in Bellevue, Washington. Jim and Shannon addressed the crowd of friends, supporters, business associates, members of the Seahawks team and organization, and charity partners; as well as accepted a check on behalf of the Foundation from Joey Restaurants for \$3,000, as one of the recipients of their holiday card promotion.

## The Third Annual Jim Mora Celebrity Golf Classic



The Classic was held on August 24, 2009 at the Tournament Players Club at Snoqualmie Ridge in Seattle, Washington. This year's event raised over \$245,000 for charities in Washington and Georgia. Participants enjoyed breakfast at the club, 18 holes on the course, lunch courtesy of Azteca Mexican Restaurant, Johnsonville Brats, Ivar's/Kidd Valley and Famous Dave's BBQ, and a post-event barbecue, sponsored by Ivar's/Kidd Valley. Former NFL, NBA and MLB greats as well as other local celebrities participated in the tournament.

A VIP Appreciation Party and Auction was held the night prior to the tournament at the state-of-the art Virginia Mason Athletic Center on Lake Washington. This special night featured delicious fare courtesy of Joey Restaurants and over 100 amazing live and silent auction items.

The tournament benefited Special Olympics Washington (SOWA), the Boys and Girls Club, the Nutrition and Fitness for Life Program at Virginia Mason, and other children's charities through the Jim Mora Count On Me Family Foundation.

## Jim Mora Count On Me Family Foundation Lucky Strike Bowling Benefit Bash



More than 100 friends of the Jim Mora Count On Me Family Foundation struck it up for children's charities in Seattle on April 22, 2009 at the inaugural Jim Mora Count On Me Family Foundation Bowling Benefit Bash. The sold out event was held at Lucky Strike Lanes and Lounge in Bellevue, Washington. The evening was filled with fantastic food, fun and friends. But, the highlight of the evening

was the celebrity bowling as each sponsored lane was matched with two Seahawks players, members of the Seahawks coaching staff and other local celebrities. The first official fundraiser of the Foundation on the West Coast was a huge success. Over \$27,000 was raised for local children's charities.

## Jim Mora Count on Me Family Foundation Holiday Shop/Children's Healthcare of Atlanta



The Jim Mora Count On Me Family Foundation kept the holiday spirit alive by giving patients at Children's Healthcare of Atlanta Egleston and Scottish Rite campuses the opportunity to shop for gifts for their families, right there at the hospital. Coaches' wives from around the league flew in to assist at this "in-house" store. Each child was able to select two items for their parents or guardians. The Coaches' wives and Foundation volunteers assisted children in wrapping their gifts with festive paper, bows, gift tags and writing cards. Over 200 patients participated in the 2008 inaugural Foundation Holiday Shop held on the Egleston campus, and over 250 patients in 2009 at the Scottish Rite campus.

## Inaugural Holiday Shop at Mary Bridge Children's Hospital & Health Center

In order to provide some normalcy in the children's lives, the Foundation expanded its Holiday Shop program to Tacoma on December 15, 2009. The event gave over 100 children the opportunity to prepare for the holiday season with their families, without ever leaving the hospital. The Seattle Seahawks Women's Association, the Foundation and hospital volunteers assist all of the children with gifts and cards for the special people in their lives.



### Char 88's Ladies Night Out to Benefit the Holiday Shop

Char 88 Steakhouse and Piano Bar in Historic Buford partnered with the Jim Mora Count On Me Family Foundation to raise over \$5800 for the annual Holiday Shop at Children's Healthcare of Atlanta. Char 88 hosted the "Ladies Night Out" on December 7, 2009. Attendees enjoyed a special evening of great food, fine wines, wonderful entertainment, a special silent auction, fashion show and marketplace to help support local charities, including the Foundation.

### Super Seattle Steakout Benefit Bash

The Super Seattle Steakout Benefit Bash continues to be a key fundraiser in Georgia for The Jim Mora Count on Me Family Foundation. Since its inception in 2007, the football-themed dinner event raised over \$110,000 for the Foundation and its programs that serve children's organizations in Georgia including Special Olympics Georgia. Attendees of the event join fellow fans on a night out for mouth-watering food from Stoney River Legendary Steaks, delicious drinks and football! In addition to amazing food, signature cigars by Cigartainment, and door prizes, attendees bid on authentic NFL football gear – jerseys, helmets, footballs – and other unique items.

### The Jim Mora Flag Football League Turkey Bowl

The Jim Mora Count On Me Family Foundation has partnered with the Boys and Girls Clubs of Metro Atlanta since 2005 to provide funding and encourage involvement in their co-ed Flag Football League for boys and girls ages 9-11. After an intense eight week schedule in the Jim Mora Flag Football League, the youth compete in an annual Turkey Bowl to determine the season's champion in each age category. The Foundation is instrumental in providing uniforms and equipment to line and mark the fields. All teams receive certificates and the teams in the finals receive medals. In the past, the team that exhibited the best sportsmanship (voted on by the officials and volunteers) represent the Mora League in an out of town flag tournament.



Thank you to all our sponsors and corporate partners

#### Seattle



#### Atlanta



#### 12th Man Sponsorships



#### 2009 Jim Mora Celebrity Golf Classic

Amcut Diamond Company  
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Aviation Partners  
Boeing  
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Butler Publications  
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Foster Pepper  
Joey Restaurants  
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MBI – Creating Innovative Workplaces  
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Spirit Aerosystems  
Virginia Mason Foundation  
Virginia Mason Medical Center

#### Jim Mora Count On Me Family Foundation Lucky Strike Bowling Benefit Bash

Lucky Strike Lanes and Lounge  
13 Coins/Thomasville  
Balls of Fury  
Bekins Moving and Storage  
HTI  
Joey Restaurants  
Pilates with Brynne  
Postal Express  
Polar Graphics Seattle Seahawks  
Special Olympics Washington  
Suncadia  
Tamarack Woodworks  
Team Malika  
The SuperBowlers

#### Char 88's Ladies Night Out

Char 88 Steakhouse & Piano Bar

#### Super Seattle Steakout Benefit Bash

Aaron's Sales and Lease  
AirTran Airways  
Stoney River Legendary Steaks

#### Thank You To All Of Our Friends Of The Foundation

Our Individual Donors • Auction Contributors • Event Sponsors  
In-Kind Supporters and Dedicated Volunteers

Your continued support and generosity helps us to further the mission each day!

Thank you to Seattle photographers Rod Mar and Corky Trewin, and Seattle charity partners for images from the Foundation launch and events throughout the year.

#### Join the Team!

Visit us at [www.countonmefoundation.org](http://www.countonmefoundation.org) to find out how you can donate to the Jim Mora Count on Me Foundation or mail your contribution to:

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