

Every year we are honored and humbled by the dedication and steadfast support that we receive from all of our sponsors, donors, volunteers and friends of our foundation. In 2011 we were once again thrilled with our Foundation's outreach and programs, focused on assisting children in need and at risk. We look forward to 2012 as we expand our boundaries and ability to help even more children in need through our Foundation.

### GRANTED AND IN-KIND DONATIONS

### 2011

\$72,000 granted and donated 500 hours in the community

### 2010

\$79,300 granted and donated 400 hours in the community

### 2009

\$144,000 granted and donated 350 hours in the community

### 2008

\$19,500 granted and donated 300 hours in the community

### 2007

\$52,000 granted and donated 350 hours in the community

### 2006

\$280,490 granted and donated 400 hours in the community







### **OUR MISSION**

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

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

### **THE 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/or physically challenged children and children at risk. The Foundation affords children the opportunity to realize their potential and achieve their dreams. The organizations we support and partner with provide stability in young people's lives, advocate for children's needs and provide channels that allow children to have a voice.

### **MAKING AN IMPACT**

We are proud to share that in 2011 the Jim Mora Count On Me Family Foundation awarded over \$72,000 in grant money and in-kind support to the community and logged over 500 hours assisting and volunteering at various events throughout our community.

Since our launch in 2005, the Foundation has expanded to two states and will expand further in 2012; given over \$635,000 in grants and in-kind support to our communities; has participated in numerous children's outreaches, events and fundraisers while logging over 2,300 hours for the community.



### A LETTER FROM JIM AND SHANNON MORA

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

As we prepare to launch into a new and fantastic sixth year of our Jim Mora Count On Me Family Foundation filled with change and exciting opportunities, we can look back on 2011 with a very fulfilling sense of satisfaction. We have had amazing events, raised money and supported many truly deserving children's charities and organizations in the same fashion we have always done, through the commitment, dedication and support of our contributors and volunteers.

We want to thank you all - our generous contributors, partners and friends - for your commitment of time, efforts and funding to the Foundation. It is through your support that we have touched the lives of thousands of children in need since our inception in 2005. We have been thrilled to build on our support of children in need throughout various communities in Washington and Georgia and are looking forward to expanding to Southern California in 2012.

It is with a truly heartfelt appreciation that we wish to thank our former Executive Director, Terri Grunduski for over five years of service to the Foundation. We would not be where we are today without her support and dedication to our mission. Terri will be staying on as a consultant for the Georgia programs while having more time to spend with her family.

It is with great delight and excitement that we announce our new Executive Director, Casey Kennedy. Casey has been on our Executive Committee for 3 years and brings with her decades of nonprofit and event experience throughout the country. We look forward to her leadership and vision as we expand to Southern California.

So as you can see, we are making some changes, but the more things change the more they stay the same. We will continue to service and support deserving organizations in Washington, Georgia and soon in Southern California through our amazing events and outreach programs. We are proud to celebrate six years of making a difference in the community, and we look forward to our future in 2012. We are ever appreciative and thankful to everyone who continues to make the Jim Mora Count On Me Family Foundation a success year after year. Thank you!

Shannon



"As our lives are ever-changing, the one constant is our Foundation's commitment to helping children in need and at risk. Due to our amazing supporters, we are thankful and humbled by all that they do to further our mission. We look forward to broadening our reach to help children as we expand in the upcoming year."

Jim Mora

Jim and Shannon Mora



### **Foundation Grants**

The Jim Mora Count On Me Family Foundation awarded \$60,000 in grants in 2012, as well as over \$12,000 in donations, to thirteen charitable organizations focused on assisting children in Washington and Georgia for the 2011 grant cycle.

Funds for the grants were raised through the Annual Jim Mora Celebrity Golf Classic, the Lucky Strike Bowling Benefit Bash, the Halloween Boo Bash, the Guys Night Out at Gordon Biersch and many generous donations from corporations and individuals.

The Foundation also collaborated with many of the recipients on in-kind donations and outreach. The Foundation awards grants and partners with charities and organizations whose mission aligns with ours: to support economically disadvantaged children, mentally and/or physically challenged children, medically fragile children as well as to support youth safety in sports and children at risk. The annual grant cycle for the Jim Mora Count On Me Family Foundation ends August 31. Grant recipients are announced by the end of each year.

Together we are making a difference. To see a full list of past and present Grant Recipients please go to countonmefoundation.org.

### **2011 Grant Recipients**

Boys & Girls Clubs of Bellevue
Boys & Girls Clubs of King County
Boys & Girls Clubs of Metro Atlanta
Catch a Special Thrill (C.A.S.T.)
Camp Fire USA: Snohomish County
Go 4 the Goal
Northwest Burn Foundation
The Salvation Army Seattle White Center
Seattle Urban Academy
Special Olympics Georgia
Special Olympics Washington
Virginia Mason Foundation's Nutrition and
Fitness for Life Program (N.F.L.)
Vision House



## Partnership with Special Olympics Washington Young Athletes Program

The Jim Mora Count On Me Family Foundation partners with Special Olympics Washington to support the expansion of the Young Athletes program in the state. This program is designed to inspire and motivate the youngest athletes, ages 2-7, with intellectual disabilities to participate in sports.

The Young Athletes program teaches basic sports skills through school assembly programs and leaves behind a sports bag of items to continue building upon the skills the athletes learn at the assembly that day. The program culminates in the spring with selected schools

participating in the Young Athletes Count On Me Jamboree to showcase their new skills.







## 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.







### **Count On Me Tailgate Parties**

Count On Me Tailgate Parties are held at The Zone at Children's Healthcare of Atlanta Scottish Rite campus bi-monthly throughout the NFL football season. The Jim Mora Count On Me Family Foundation hosts football-viewing parties with pizza, popcorn, crafts and more for patients and their families. The tailgates take

patients' minds off being in the hospital, and bring the tailgate to them. The Count On Me Football Tailgate Party Program was created to bring the fun of tailgating and Sunday football games to patients unable to leave the hospital.







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

The Jim Mora Count On Me Family Foundation supports the Boys and Girls Clubs of Bellevue's 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. Also through this program, The Jim Mora Count On Me Family Foundation helps support a co-ed Count on Me Flag Football League by donating sports equipment and

needed funding so more children can participate. A fun-filled fitness Field Day in the spring helps motivate the kids to join in on the activities.











The Classic was held on June 27, 2011 at The Golf Club at Newcastle in Newcastle, Washington. This year's event raised over \$246,000 for children's charities. Sponsors, golfers and celebrities enjoyed breakfast at the club, a fabulous day of golf including 18 prize-winning contests on the course, ending with a car contest giveaway, courtesy of Michael's



Toyota of Bellevue. Lunch on the course provided courtesy of Azteca Mexican Restaurants, Famous Dave's BBQ, Lucky Strike and Marination Mobile. Current and former NFL, NBA and MLB greats as well as other local celebrities participated in the tournament. The Backswing Bash Dinner boasted our highly regarded auction offering unique experiences and truly one-of-a-kind sports memorabilia, which provided additional funding for the foundation.

A VIP Appreciation Party was held the night prior to the tournament at Joey Restaurants in Bellevue. This special night featured delicious fare, courtesy of Joey Restaurants, door prizes and the opportunity to mingle with NFL greats and other local celebrities.

The Golf Classic benefited The Boys and Girls Club of Bellevue, Special Olympics Washington (SOWA), the Nutrition and Fitness for Life Program at Virginia Mason, the NW Burn Foundation, Salvation Army White Center, Seattle Children's Hospital and many other children's charities through the Jim Mora Count On Me Family Foundation.

The Annual Jim Mora Celebrity Golf Classic continues to be our primary fundraiser ensuring our Foundation the ability to grant and support the diverse and ever growing number of deserving children's charities, organizations and programs in our community.



















### **Lucky Strike Bowling Benefit Bash**

More than 150 friends of the Jim Mora Count On Me Family Foundation filled the lanes to show off their bowling skills for Seattle children's charities on April 19, 2011 at the Third Annual Lucky Strike Bowling Benefit Bash. Lucky Strike Lanes and Lounge graciously hosted the sold out event in Bellevue, Washington. The evening was filled with fantastic food, fun and



friends along with a fabulous silent auction. Bowling was the highlight of the evening as each sponsored lane was matched with a celebrity including All Pro Quarterback Matt Hasselbeck, Pro-Bowler Lawyer Milloy, Justin Forsett, Roy Lewis, Colin Cole, Michael Jackson, Nesby Glasgow and many other local sports celebrities. Due to our generous sponsors and Lucky Strike Lanes and Lounge, over \$25,000 was raised for local children's charities.

### Mother's Day Shop at Seattle's Children's Hospital

On May 3rd, young patients at Seattle Children's Hospital enjoyed choosing a special gift for Mom at the Mother's Day. The young shoppers were able to browse through the selections displayed in the festive area to find the perfect gift for their mother, grandmother or female caregiver as well



as choose a card and get assistance in wrapping their selection. To top off the fun experience, each shopper was able to choose from a variety of funny glasses to take with them and reminder bands from both the Count On Me Family Foundation and Go 4 The Goal. A big *Thank You* goes out to our partners and Holiday Shop Program Sponsors, Michael's Chevrolet of Issaquah and Michael's Toyota of Bellevue.

### **Haunted House and Halloween Boo Bash**

On October 30th, the Foundation hosted the first Haunted House and Halloween Boo Bash. Over 500 costume adorned friends and family enjoyed the epic 2011 Haunted House and Halloween Boo Bash in support of children and animals in need through the Jim Mora Count On Me Family Foundation and the Seattle Humane Society. The event raised just over \$4,000 with donations from the partygoers! Half of an existing house was amazingly transformed into the Haunted House complete with a wild maze of realistic frightening scenes, fantastic special effects, hidden doors and passageways along with humorous twists and turns. The Haunted House and Halloween Boo Bash was a frightfully fun and festive event with all donations supporting children and animals in need.

### JIM MORA COUNT ON ME FAMILY FOUNDATION HOLIDAY SHOPS

### Children's Healthcare of Atlanta

Since 2008, the Jim Mora Count On Me Family Foundation has helped keep the holiday spirit alive by giving young patients at Children's Healthcare of Atlanta's Egleston and Scottish Rite campuses the opportunity to choose gifts for their families in a festive holiday shop supplied and decorated by the Foundation. Volunteers from around the country flew in to assist the young



shoppers select two gift items for their parents or guardians. The children enjoy having a part in wrapping their gifts with festive paper, bows, gift tags and writing cards. To date over 650 young patients have participated in this jubilant event.

### Mary Bridge Children's Hospital & Health Center

The Foundation held its third annual Holiday Shop at Mary Bridge Children's Hospital in Tacoma to infuse holiday cheer and provide some empowerment and normalcy in the lives of children in long-term care. The event gave over 100 children the opportunity to enjoy the gift of giving during the holiday season and share the experience with their family, as a winter wonderland Holiday Shop appeared on the 1st floor of the hospital just for them! Foundation and hospital volunteers assisted the young patients with selecting and wrapping their gifts for the special people in their lives. The Foundation owes a special thank you to Michael's Chevrolet of Issaquah and the Hunts Point Connection for sponsoring this annual event!

### **Guys Night Out to Benefit the Holiday Shop**

Foundation friends and patrons came out to support the tapping of Winterbock Wednesday November 9th at Gordon Biersch in Atlanta. Proceeds from the silent auction and raffle benefited the Jim Mora Count On Me Family Foundation and HOPE Atlanta to support families in need in the community. Fans went home with amazing raffle prizes such as tickets for various VIP events at Philips arena, dinner certificates and family outings around Atlanta while our auction winners walked out with smiles and items such as team signed footballs, jerseys and a trip to Biloxi! The funds raised supported the Holiday Shop at Children's Healthcare of Atlanta.

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### **2011 VOLUNTEERS**

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**Executive Director** 2012 - Present Casey Kennedy

Former Executive Director 2005 - 2011

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Rod Stout

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