



Jim Mora Count On Me Family Foundation



GRANTED AND IN-KIND DONATIONS

2013

\$75,000 granted
and donated
640 hours in the
community

2012

\$60,000 granted
and donated
350 hours in
the community

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 report that in 2013 the Jim Mora Count On Me Family Foundation awarded over \$75,000 in grant money and in-kind support to the community and logged over 640 hours assisting and volunteering at various events throughout our community.

Since our launch in 2005, the Foundation has expanded to three states and has given over \$750,000 in grants and in-kind support to our communities, and our staff, volunteers and supporters have participated in numerous children's outreaches, events and fundraisers, logging close to 3,300 hours for the community.

Making a

DIFFERENCE in our community

As we head into our tenth year of the Jim Mora Count On Me Family Foundation we celebrate the successes of the last couple of years that have been filled with change and exciting opportunities. Not only have we had amazing events, raised money and supported many truly deserving children's organizations in the same fashion we always have—through the commitment, dedication and support of our contributors and volunteers—we have expanded to Southern California!

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 growing quickly in Southern California, making lasting relationships with wonderful organizations across the Los Angeles area.

An exciting aspect of our growth into Southern California, is the addition of our new foundation staff to expand and support our programs, events and donors. It is with great delight that we welcome Lauren Smith, Director of Development; Chuck Price, Strategic Partnerships and Shari Ammon Mills, Associate Director of Special Projects. Each of these dedicated persons bring knowledge, motivation and commitment that will ensure that the foundation thrives as it expands with new partnerships and fundraising components and strives to make a national impact on children in need.

It is with truly heartfelt appreciation that we wish to thank our former Executive Director, Michèle Heffron for over 3 years of service with the Foundation. We would not be where we are today without her support and dedication to our mission. Michèle will continue as a member of our Executive Committee, volunteering her time and support to the Jim Mora Celebrity Golf Classic along with our many other Executive Committee members throughout Georgia, Washington and 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 even as we add organizations in Southern California—through our amazing events and outreach programs. We are proud to celebrate nine years of making a positive difference in the community, and we look forward to our future in 2014. We are absolutely appreciative and thankful to everyone who continues to support the Jim Mora Count On Me Family Foundation and allowing us to empower deserving children year after year. Thank you!



Jim and Shannon Mora



"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 where we've been, where we are and wherever we can."

— Jim Mora

grant RECIPIENTS

Foundation Grants

The Jim Mora Count on Me Family Foundation awarded \$115,000 in 2012 and 2013 to a total of 16 charities benefitting children in Atlanta, Washington, and California. In addition, over \$20,000 was donated to create Holiday Shops at five hospitals in those same states.

Funds for the 2012 and 2013 grant cycles were raised through the annual fundraiser – The Jim Mora Celebrity Golf Classic, as well as the Lucky Strike Bowling Benefit Bash, the BRO (Bruin Reporters Online) Campaign, the 50 for 50 Campaign in honor of Shannon Mora's 50th birthday, Count On Me Meet & Greets and through generous donations from individuals throughout the year.

2012 Grant Recipients

The following nine charities received partnership grants in 2012:

Boys & Girls Club of Bellevue (WA)
Boys & Girls Clubs of King County (WA)
Boys & Girls Clubs of Metro Atlanta (GA)
Shelter 37 (CA)
Northwest Burn Foundation (WA)
Seattle Urban Academy (WA)
Special Olympics Georgia (GA)
Special Olympics Washington (WA)
and Vision House (WA)

The Foundation also collaborated with many of the recipients on in-kind donations and outreach programs. 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 in fall. Grant recipients are announced by the end of the year.

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

2013 Grant Recipients

The following twelve charities received partnership grants in 2013:

Boys & Girls Club of Watts/Willowbrook (CA)
Boys & Girls Club of Bellevue (WA)
Boys & Girls Clubs of Metro Atlanta (GA)
Club 21 Learning and Resource Center (CA)
Exceptional Children's Foundation (CA)
Saint Francis Medical Center Foundation (CA)
Special Olympics of Georgia (GA)
Special Olympics of Southern California (CA)
Special Olympics of Washington (WA)
Stillpoint Family Resources (CA)
Vista Community Clinic (CA) and Young Warriors (CA)





Partnership with Special Olympics— Young Athletes Program

The Jim Mora Count On Me Family Foundation partners with Special Olympics to support the expansion of the Young Athletes program. 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.

Late in the 2013 calendar, the Jim Mora Count On Me Family Foundation planted our “stakes” in the ground in California, announcing our charitable partnership with Special Olympics of Southern California. We look forward to a continued partnership with such an amazing organization.



Boys & Girls Club of Watts/Willowbrook and Boys & Girls Clubs of Bellevue (Triple Play)

The Jim Mora Count On Me Family Foundation supports the Boys & 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.

2013 marked the beginning of our Partnership with the Watts/Willowbrook Boys & Girls Club. We have eagerly embarked on assisting the dedicated staff in their endeavors to improve their facilities, equipment and programming that services a large group of at-risk children.



Count On Me Tailgate Parties

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. 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 party to them. Count On Me Tailgate Parties are held at The Zone at Children's Healthcare of Atlanta Scottish Rite campus and UCLA Children's Mattel Hospital bi-monthly throughout the NFL & College football seasons.



Count On Me Hosts Hundreds of Kids at the Rose Bowl

Thanks to the wonderful partnership with the UCLA Athletic Department, Count On Me was able to host over 700 kids at the Rose Bowl for multiple UCLA home games. Program partners including Young Warriors, Suite Kids, Special Olympics of Southern California and Mattel Children's Hospital enjoyed the full game day experience while Count On Me staff and volunteers found the outings so much fun we're making some great plans for the future!



Children's
Healthcare of Atlanta

Mattel Children's Hospital **UCLA**

event HIGHLIGHTS



The Seventh Annual Jim Mora Celebrity Golf Classic

The annual Golf Classic was held on May 20th, 2013 at The Riviera Country Club in Pacific Palisades, CA. The event raised over \$500,000 to support the foundation's efforts in programming, outreach and grants. Sponsors, golfers and celebrities enjoyed lunch on the course and a fabulous day of golf that included 18 prize-winning contests. 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 lauded auction that offered unique experiences and genuine one-of-a-kind sports memorabilia.

The annual VIP Appreciation Party was hosted the night prior to the tournament at The W Hotel in Westwood. This special night featured delicious fare, door prizes and the opportunity for high level sponsors to mingle with the invited sports and entertainment celebrities.

The Golf Classic benefited Boys & Girls Club of Bellevue (WA), Boys & Girls Clubs of Metro Atlanta (GA), Club 21 Learning and Resource Center, Exceptional Children's Foundation, Saint Francis Medical Center Foundation, Special Olympics of Georgia, Special Olympics of Southern California, Special Olympics of Washington, Stillpoint Family Resources (CA), Vista Community Clinic (CA), and Young Warriors (CA); as well as our Foundation's programs.

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



Photo courtesy Joann Dost



2013 Count On Me holiday shop

mother's day shop

The Count On Me Holiday Shop Program was created to empower children in hospitals in long-term care around the holiday season by allowing them to "shop" for their families, without ever having to leave the hospital. Young patients are able to select gifts from a wide range of creative options for their parents or guardians. For children unable to leave their rooms, they receive visits from volunteers with carts loaded with gifts so that they may participate as well. It is a well-received program and is thoroughly enjoyed by the children, their families, the hospital staff and our volunteers every single year!

As in previous years, the 2013 Count On Me volunteers assisted all of the children in wrapping their gifts with festive paper, bows, gift tags and writing cards for the special people in their lives. Board games were also a part of every child's shopping list so they could plan a fun game night with their siblings and other family members.

In 2013, Count On Me was honored to visit six hospitals in three different states with 67 big-hearted Foundation volunteers and serve 1,361 incredible young patients.

2013 Holiday Shops

Our 2013 Holiday Shop Program was an amazing success and touched the lives of over 1,300 children in three states.

The 2013 Holiday Shops started its tour at Mattel Children's Hospital UCLA on December 2nd. We were able to create a wonderful shopping experience for 84 children in long-term care. Our second stop was at Mary Bridge Children's Hospital in Seattle, where we were able to assist another 42 patients in long-term care.

Count On Me visited Atlanta, Georgia on December 9th and 10th. On the first day we set up shop at Children's Hospital of Atlanta-Egleston and had 174 children shop for their loved ones. The next day we gave 209 children their shopping experience at Children's Hospital of Atlanta-Scottish Rite.

Back in L.A., at Children's Hospital Los Angeles, we had 258 children in long-term care who shopped on December 16. At each of these Holiday Shops, parents enjoyed their own "special reception" of hot chocolate and treats while their children shopped for them; infants received soft baby blankets; and toddlers were treated to their own special goodie bags, ensuring every child in long-term care and their parent or guardian had a warm and cheery "shopping" day!

2013 Mother's Day Shop

On May 3rd, young patients at Seattle Children's Hospital enjoyed choosing a special gift for Mom at the Mother's Day Shop hosted by The Jim Mora Count on Me Family Foundation. The shop provided patients in long-term care the opportunity to "shop" for their mother or guardian without ever leaving the hospital. Count On Me volunteers walked each patient through the shop and helped them carefully select the right gift! Then the patients and their mother's are treated to a reception of goodies and refreshments! It was a great day for all those involved.

THANK YOU TO OUR GOLF CLASSIC CORPORATE SPONSORS



MVP FOUNDATION SPONSORS



On behalf of the children we serve

we owe a huge **THANK YOU** to our dedicated

VOLUNTEERS and committed DONORS in California, Washington and Georgia. Your continued donations of time, energy and resources help us to reach more children each day!

2013 volunteers

EXECUTIVE COMMITTEE VOLUNTEERS

Alex May
Candie Curry
Danya Hill
Erin McClure
Gretchen Pingree
Jill Beckett
Joanne Graham
Julie Schweitzer
Kathy Kerochan
Kim Irwin
Kristi Rose
Lauren Smith
Linda Rosen
Meghan Hudgins
Michèle Heffron
Molly Girardi
Molly Hobin
Nancy Batter
Nancy Cho
Patreece May
Roxane Robinson
Shannon Mora
Shari Mills
Sharon Rowlands
Starla Knapp
Tracy Welzel

Cecile Marsh
Timme Spanos
Lodi Soreano
Sara Narbaitz

VOLUNTEERS

Ali Shearer
Adrianne Gordon
Alicia Junker
Allison Tourville
Andy Robinson
Art Richard
Ashley Hickman
Barb Anderson
Barb Hixon
Bekah Laughman
Bill Harper
Bob Conrad
Brandi MacMillan
Brett Stevens
Brooke Panov
Carol Caffrey
Carolyn Cosso
Casey Zejdlik
Chad Madsen
Cheryl McLauchlan
Norman Chew
Chris Burnside

Chris Capozzoli
Chris Hoplauf
Christy Karras
Claire Dillow
Colette Dow
Courteney Bailey
Dana Dominguez
Danielle Ruby
Daryl Russinovich
Dave Coffey
David Denitz
David Wright
Deb Whitaker
Debbie Anderson
Dee Cutler
Denise Anderson
Dennis Dominguez
Diane Salisbury
Diane Smith
Doug Panchak
Duane Eng
Eliana Pesce
Elizabeth Songer
Elsbeth Campbell
Erika Roberts
Gail Jahns
Hugh Gladner
Ivan Gooch

Jackie Bruner
Jan Merrill-Jones
Jane Meitl
Janine Pritt
Jason Kono
Jason Woolwine
Jeff Hall
Jerry Guevara
Jessica Abell
Jessie Guevara
Jill Heijer
Jim Martin
Jim Whelehan
Joan Blue
Joe Lynch
Joel Pearson
John Kelley
John Lizama
Johnathan Klier
Jon Dehner
Jordan Green
Joyce Long
Joyce Sakai
June Zampino
Karen Dominguez
Karen Wirthlin
Kathy Golden
Katie Zejdlik

Kelli Gilmour
Kevin Enriquez
Kirsten Pond
Kristi Rigoni
Kristin Brown
Kristyn Arnold
Kyle Lynch
Lance Latimer
Laura McIntire
Leah Coffey
Lester Stepper
Linda Guinasso
Maja Butler
Marin McEntyre
Mark Jackson
Matt Haggart
Melissa Brzusek
Michael McClure
Michael Ruby
Michele Lowe
Mike Luckenbaugh
Mo Denitz
Molly Beers
Neil Brusch
Nicole Jackson
Oliver Lee
Paul Brown
Paul Mammen

Pauline Storino
Peggy McClure
Peter Reale
Randy Biddle
Rashawd Willett
Renee Wigner
Rich Wall
Robin Sinclair
Rochelle Fontana
Rod Stout
Ryan Scott
Sally Brooks
Sam Bacon
Scarlet Buchanan
Sheila Ober
Shelley Turner
Sonja Loadholdt
Steve McWilliams
Sue Farley
Sue Strong
Terra Huntley
Terri Begun
Tim Vandever
Todd Falconer
Tracey Harriott
Veronica Zelle
Winston Rendall

2013 donors

7 For All Mankind
710 ESPN
900 Club Manhattan Beach
AB Store
ABC - Jimmy Kimmel Live
Acushnet Golf
Adidas
AEG
Alan Harding
Alias
Alteraun Verner
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An Urban Company, Inc.
Andy & Amy Heyward
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Bergman Law Group
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Billy & Stacy Ray
Blue Chip Moving
Boston Private Bank
Brendan Cosso
Brentwood Country Club
Brett Barnes
Bruin Varsity Club
Budweiser/ Michelob Ultra
Budwesier

Carl Peterson
CBS Corporation
Charles Barkley
Chris New
Chris Phillips
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Jeff & Kathy Kernochan
Jim & Connie Mora, Sr.
Jim & Shannon Mora
John Manuck
John Peterson
Judy & Jake Jacobson
Keil Skaggs
Ken Floyd
Ken Norris
Kettle Restaurant
King Kone Ice Cream Company
Kristi Rose
LA Galaxy

LA Kings
Lakeside Golf Club
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Lido Equities Management
Long Shadows Vintners
Los Angeles Country Club
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Nancy Batter
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Nelson Rising
New England Patriots
Newport Rib Company
NFL
Nikki Klobucher
Northwestern Mutual
Nova Storage
O Wines
Oakley

Paradise Bowls
Patrón Spirits Company
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Pepsi Products
Peyton Manning
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Prescott Hotel
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Seymour jewelers
Shangri-La/Webcor Builders
Sharon Rowlands
Sheppard Mullin
St. Supery Vineyards and
Winery
Stew Heathcote
Storquest
Sugar Ray Leonard Foundation
Sweety High

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The Adam Carolla Show
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UCLA Athletic Department
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Under Armour
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Washington Redskins
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Join the COUNT ON ME Team by donating or volunteering!

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2711 N. Sepulveda Blvd. #460
Manhattan Beach, CA 90266
Phone 425-765-3572
Fax 310-546-1837