



Jim Mora Count On Me Family Foundation



IMPACTING our community

and Influencing Our Youth



The Jim Mora Count On Me Family Foundation had a fantastic 2014! It was a year of comebacks and a year of growth. It was also another year of establishing our Foundation in the hearts and minds of the great people in Southern California and the community we call home. What hasn't changed is our commitment and dedication to make an impact on youth from all walks of life.

More than ever, our successes would not be possible without our generous sponsors, supporters, donors, partners, volunteers and friends. We are thankful and inspired by the time, energy, effort and funding that keeps Count On Me going and growing. Please take a moment to browse this report and you'll quickly see the significance of your charity and goodwill.

One of the biggest areas of growth for our Foundation was in our Programs. Count On Me made a strategic shift in 2014 with the addition of two new programs created and managed directly by Count On Me staff and volunteers—Bus 2 The Bowl and Youth Football Extravaganza. These programs were new community outreach endeavors that were tested and implemented throughout the year and will continue in 2015.



The long-standing and always successful Count On Me Holiday Shops also had a big shot in the arm in 2014 (pun intended!). We were very excited to add another hospital location to the program – and it officially took the Holiday Shops “bicoastal”! Count On Me partnered with New York Mets Third Baseman, David Wright and his wife, model Molly Beers to bring a Holiday Shop to the Children's Hospitals of the King's Daughters in Norfolk Virginia. David has a long-standing connection with this hospital and when he and Molly volunteered at the 2013 Holiday Shop at Children's Hospital Los Angeles, there was no question in their hearts and minds that they had to take that experience to the children of Virginia. We are thrilled with this development and are currently seeking additional hospital partnerships in other parts of the country!

Of course, as Count On Me programming increases and grant funding continues, so does our fundraising! Our signature fundraiser continues to be the wildly popular Jim Mora Celebrity Golf Classic, and in 2014 we brought back another Count On Me signature event – Girls Night Out! We also saw the return of BRO Campaign (the Bruin Report Online community) and added a new seasonal campaign developed around the theme of football – PLAY ACTION PLEDGE!

As we look back on 2014 with gratefulness and forward to 2015 with excitement, we thank you all for your kindness and assistance. We hope each of you considers Count On Me a steadfast friend for life, as that is how we see each and every one of you!

Jim and Shannon Mora



GRANTED AND IN-KIND DONATIONS

2014*

\$61,000 granted and
3,800 children directly
impacted by Count
On Me programs

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 programs, grants, increased community awareness and empowering children to 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 young individuals 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 the addition of two new community outreach programs developed and coordinated by the Foundation. With the advent of Bus 2 The Bowl and Youth Football Extravaganza, our direct impact on youth has grown exponentially.

Since the Foundation's inception in 2005, Count On Me has raised over \$1.8 million and assisted over 70 children's charities through grants, in-kind support and community outreach programs. Our staff, volunteers and supporters have participated in numerous events and fundraisers, logging nearly 4,000 hours in the communities we serve.



*In 2014, Foundation shifted to tracking number of children directly impacted by our programs vs number of hours donated in the community.



FOUNDATION GRANTS

The Jim Mora Count On Me Family Foundation Grant Program provides grants and in-kind support to charities and children's organizations in the states where funds are raised. Initial grants are awarded once a year and successful projects have to the opportunity to receive additional funding. Grant amounts range from \$500 to \$20,000.

The Jim Mora Count on Me Family Foundation awarded grants to twelve charities benefitting children in Georgia, Washington, and California. In addition, Holiday Shops were created in those same states at six children's hospitals plus our newest venture in Virginia.

Funds for the 2014 grant cycle were raised through the Eighth Annual Jim Mora Celebrity Golf Classic; the third annual BRO (Bruin Report Online) Campaign; the new seasonal campaign "PLAY-ACTION-LEDGE!"; the comeback of Girls Night Out; and through generous donations from individuals and companies throughout the year.

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.

Together we are making an impact on the youth in our communities! To see a full list of past and present Grant Recipients please visit countonmefoundation.org.

"Our relationship with our grant partners is a significant touchstone for Count On Me. They keep us informed and tuned in to the needs of the children in our communities."

— Shannon Mora

grants

2014 RECIPIENTS

The following twelve charities received partnership grants in 2014:

Boys & Girls Club of Bellevue (WA)
Boys & Girls Club of Metro Atlanta (GA)
Children's Hospital Los Angeles (CA)
Jessie Rees Foundation (CA)
Mattel Children's Hospital UCLA (CA)
Reading Opens Minds (CA)
Special Olympics of Georgia (GA)
Special Olympics of Southern California (CA)
Special Olympics of Washington (WA)
St. Francis Medical Center Foundation (CA)
Together We Rise (CA)
Watts-Willowbrook Boys & Girls Club (CA)





BUS 2 THE BOWL



The Bus 2 The Bowl program launched in April 2014 at the UCLA Spring Football Showcase and continued through the 2014 UCLA regular football season. Over 1800 youth and 200 chaperones from more than 22 different youth-based organizations, sports leagues and schools participated in the first year of Bus 2 The Bowl.

B2B, as we like to call it, provides kids – ages 7-13 – from the greater Los Angeles area the chance to experience the thrill of “going to the game” at the historic Rose Bowl Stadium in Pasadena for UCLA football home games. The busses, tailgate meal, general admission into the game, as well as a T-shirt, other snacks and goodies for the ride home are provided as part of the experience.

Many thanks go to our inaugural sponsors, donors and partners! What an impact they made on the many hundreds of youth and their chaperones. California Pizza Kitchen, Formula Four Water, KIND Bars and Melissa’s Produce supported the program with meals, beverages and snacks. The Nick Pasquale Foundation and the Bruin Report Online (BRO) community provided financial support. UCLA Athletics made tickets available to Count On Me for every game. And the teen volunteers from the Windward School and Venice High School Football Teams made sure each tailgate experience ran smoothly.

This program aligns with the Foundation’s mission of supporting and enriching the lives of children in need and at risk. We’re excited about the future of Bus 2 The Bowl and look forward to the 2015 UCLA football season and giving even more kids the opportunity to “go to the game”



YOUTH FOOTBALL EXTRAVAGANZA



YES! - Youth, Education, Safety! - is a platform for Jim Mora Count On Me Family Foundation clinics. In 2014, we launched our first clinic in Southern California - the Youth Football Extravaganza. Held July 19th at Spaulding Field, UCLA Football’s own practice field on the university campus, over 350 youth football players, ages 7-13, from primarily low socio-economic communities of Los Angeles participated in the one-day clinic.

The clinic also had a Coaches’ Clinic component that provided youth league coaches the tools to guide their young participants in safe playing habits. Both the youth and the coaches spent the day with an eye toward player safety, proper fundamentals and being upstanding student athletes.

Meals and goodies were provided by California Pizza Kitchen, Cutter’s Gloves and Shock Doctor and topped off a great day of fun, food and football!





Children's Healthcare of Atlanta | Eggleston

"This program is too special to keep to ourselves. Why not include cities and hospitals in other parts of the country – we don't have to live in a particular city to have a positive impact on the people there."

— Shannon Mora



Mattel Children's Hospital UCLA

COUNT ON ME HOLIDAY SHOPS

The Count On Me Holiday Shops are as long running and successful as the Foundation itself. Born in the minds and hearts of the wonderful volunteers in Georgia in 2005, the Holiday Shops were created to serve one major purpose – to provide an empowering experience for young hospital-bound patients giving them the opportunity to shop for their loved-ones during the holidays. The 2014 Count On Me Holiday Shops hit an all time high of reaching young patients in hospitals across the country. Over 1,000 children in seven hospitals across four states participated in this unique program. And we could not have done it without our 60 volunteers who make the experience for the patients extra special.

Count On Me Holiday Shops give children in long-term care, who are unable leave the hospital during holiday seasons, a chance to "go shopping" for gifts for their loved ones. Holiday Shops bring the shopping to them. Young patients are able to select gifts for their parents or guardians from a great selection of items displayed in a festive, colorful setting – a bit like a "pop-up" shop. The youngsters are then assisted by Count On Me volunteers at the Shop's gift-wrapping station where they are able to choose the wrapping paper, bows and notecards for their hand-selected gifts. Volunteers also visit patients unable to leave their room with decorated carts loaded down with gifts so they can participate as well.

While the children "shop", parents and family members are treated to a brief respite at their own special "reception" area where volunteers provide snacks, beverages and holiday cheer. Infant patients are given soft baby blankets and toddlers are treated to a special goodie bag, ensuring every child in long-term care a warm and cheery "shopping" day.

"When you see the looks in the eyes of these kiddos and the giant smiles on their faces, you can't help but want to make sure every child who's in the hospital during the holidays has their own chance to 'turn the tables' and give back to their loved ones – those parents or guardians that they know have given up their normal day to day lives to care for them during these long hospital stays", says Shannon Mora, Vice President and co-founder of the Jim Mora Count On Me Family Foundation, "This is a program Jim and I - and our fabulous team of staff and volunteers - look forward to every year".

Holiday Shops Span Coast to Coast in 2014

Count On Me Holiday Shops began in Atlanta in 2005. When the Mora's moved from Atlanta to Seattle, and then to Los Angeles in 2012, Count On Me has continued to provide Holiday Shops in all three cities. In 2014, the Holiday Shops expanded to Virginia thanks to the enthusiasm, hard work and support of New York Mets Third Baseman, David Wright and his wife, model Molly Beers. David has a long connection with the Children's Hospitals of the King's Daughters in Norfolk, Virginia. In 2013, David and Molly volunteered at a Holiday Shop in Los Angeles and were immediately smitten with the young patients and really affected by the positive and remarkable impact the Shops had on those kids. The next step was a natural one as David and Molly quickly ramped up to add a Holiday Shop across the country in David's neck of the woods. And 2014 is sure to be the first of many future Holiday Shops for David, Molly and the wonderful people at CHKD.



Children's Healthcare of Atlanta | Scottish Rite



Children's Hospital Los Angeles



Children's Hospitals of the King's Daughters



Mother's Day Shop at Seattle Children's Hospital



The Jim Mora Count On Me Family Foundation's mission and vision is geared toward empowering and enriching as many young lives as possible. Sometimes a small program that impacts one child at a time can have as far-reaching an effect as a program that touches hundreds in one day. This is the impetus behind Youth of the Month, a small but mighty program established this last year with one of our grant partners, the Watts/Willowbrook Boys & Girls Club.





GIRLS NIGHT OUT

The Jim Mora Count On Me Family Foundation is no stranger to the fabulous Girls Night Out event model. In fact, Girls Night Out events were part of the Foundation's annual calendar for years in Atlanta and Seattle. Once the Foundation established itself in its new hometown, Girls Night Out made a comeback!

Friday, November 14th was a fabulous night of fun, frolic, food and our girlfriends made the first Girls Night Out in Los Angeles an unforgettable evening – all in support of the annual Count On Me Holiday Shops.

Sold out more than a month in advance, nearly one hundred gals filled the private 900 Club in Manhattan Beach and enjoyed hosted appetizers by Dave and the 900 Club team. Wine was provided by Wilson Creek Winery of Temecula and specialty cocktail mixers were provided by Nekter Juice Bar. Yummy sweet treats from Manhattan Beach Creamery capped off the tasty evening.

A phenomenally popular Balloon Pop gave our ladies a chance to land some really wonderful items donated from over 60 vendors, boutiques and businesses – just in time for the holidays! From handbags to gift cards and skin care to clothing, our guests gobbled up the opportunity to support the Foundation and go home with a gift for herself or a loved one. At the end of the evening, after all the dancing, karaoke and photo booth fun, our beautiful ladies all went home with a Fab Bag filled with amazing swag, all donated by our wonderfully generous vendors and sponsors.

Over \$9,000 was raised for our annual Count On Me Holidays Shops, which allowed us to expand that program to another hospital and reach even more young patients spending the holidays in long-term care.



EVENT HIGHLIGHTS



EIGHTH ANNUAL JIM MORA CELEBRITY GOLF CLASSIC

The Foundation's annual Celebrity Golf Classic was held on May 19th, 2014 at the iconic Riviera Country Club in Pacific Palisades, California. An anchor fundraiser for Count On Me, the Golf Classic supports the Foundations programs, grants, and community outreach, the event raised over \$500,000.

Over 150 golfers including sponsors and celebrities participated in this year's Golf Classic. The festivities began with the annual VIP Appreciation Party presented by TVG Executive Search and hosted the night before the tournament at the W Hotel Los Angeles Westwood. This red carpet night featured signature cocktails, delicious appetizers, door prizes and a chance for our valued sponsors to mingle with sports and entertainment celebrities in a beautiful outdoor venue.

On Monday our golfers enjoyed an amazing day of golf. The highlight of the evening was a heartfelt speech by Special Olympic Athlete, Caley Versfelt, who was introduced by John C. McGinley, actor, author and spokesperson for the Global Down Syndrome Foundation and the National Down Syndrome Society. Raise the Paddle followed Casey with a record-breaking \$43,800.

The annual VIP Appreciation Party presented by TVG Executive Search was hosted the night before the tournament at the W Hotel Los Angeles Westwood. This red carpet night featured signature cocktails, delicious appetizers, door prizes and a chance for our high level sponsors to mingle with sports and entertainment celebrities in a beautiful outdoor venue.



MEDIA PARTNERS



2014 GOLF CLASSIC SPONSORS



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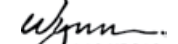
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thanks for all you do!



COMMUNITY CAMPAIGNS

Third Annual BRO Campaign Kicks Off Football Season

Special thanks go to our Foundation Board Member Dan MacMillan for this special campaign. Since Jim's first year at UCLA, Dan and the Bruin Report Online (BRO) community has taken advantage of the excitement of the start of the UCLA football season to run an annual fundraising campaign for Count On Me. In 2014, we were able to take the campaign online and to a bro audience.

Dubbed BRO's and Beyond, this was the third year of this supportive effort by some great die-hard UCLA football fans and funds were earmarked for the Foundation's new program Bus 2 The Bowl. \$37,000 was raised over one week and truly ensured that children across Los Angeles would have the chance to become UCLA die-hard fans too!



PLAY-ACTION-PLEDGE!

Taking a play out of some of our long-standing supporters' playbooks, Count On Me created a fun and interactive fundraising campaign built around the UCLA football season. PLAY ACTION PLEDGE! provided the forum for supporters to give to Count On Me based on wins, touchdowns, field goals or points per UCLA football game.

Keyes Automotive pledged per touchdown and RBC Wealth Management pledged per field goal. Their donations were showcased with check presentations on the field at the final UCLA home game. Greg Turk, Mac Hofeditz and a couple of BRO's (Bruin Report Online community members) pledged per win and Kristi Rose, long-standing Count On Me Executive Committee member pledged per point. Thanks to those pledges PLAY ACTION PLEDGE! raised \$33,464 by the last football game of the season. We'll be using this play from the playbook again in 2015!



2014 VOLUNTEERS



Anyone who knows Count On Me knows that we are a small staff that relies heavily on the time, efforts and generous hearts of our volunteers. From the time commitment of attending bi-weekly Executive Committee meetings, to being Foundation photographers at one of our events, to running errands, shopping and stuffing swag bags, our volunteers are up for any task at any time! We truly are growing and thriving because of our volunteers and their enthusiasm and devotion to our mission.

Every single one of our programs, fundraising events and community outreaches could not be accomplished without our team of volunteers – who come from all over Southern California, all walks of life and all ages. Thank you to each and every one of you! Your contribution means the world to us!

we couldn't do it without you!

STAFF & VOLUNTEER STAFF

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Shannon Mora	Vice President
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Chuck Price	Strategic Partnerships
Shari' Ammon Mills	Director, Communications
Gretchen Pingree	Business Manager
Anna Farmer	Social Media
Alex May	Website & IT
Tracy Welzel	Programs/Grants
Starla Knapp	Auction Coordinator
Jill Beckett	Design/Publications
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2014 VOLUNTEERS

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On behalf of the children we serve, we owe a huge THANKS.

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