



2015 ANNUAL REPORT

JIM MORA COUNT ON ME FAMILY FOUNDATION

empower. inspire. nurture.



A LETTER FROM JIM AND SHANNON MORA
CO-FOUNDERS OF THE JIM MORA COUNT ON ME FAMILY FOUNDATION

CHAMPIONS FOR children

Providing
Opportunities
that Empower,
Inspire and
Nurture

What a year of milestones! In 2015, we celebrated ten years of Count On Me successes and plunged forward into our second decade, more determined than ever to provide great opportunities for children from all walks of life. We continued to grow our Foundation programs and establish wonderful relationships with community and charitable partners that have similar goals and passions for helping kids. One of the highlights of our year, was the opportunity we had to be the Honorary Co-Chairs for Host Town Manhattan Beach during the Special Olympics World Games.

The “Tenth Birthday” of our Foundation has given us a chance to reflect on those that have helped make our successes possible. Due to the generosity of AEG/Staples Center Foundation, we were able to celebrate with a “birthday” party. We are eternally grateful to our generous sponsors, donors, partners, volunteers and friends as they are the biggest reasons we’ve been able to have a positive impact in our communities and make a difference in thousands of youths’ lives. We are tremendously thankful for the time, effort, energy and funding of every single one of you and this Annual Report represents the significance of your goodwill and charity.

This past year saw growth in all our core programs. What was once was a singular program fueled by the passion of a group of fantastic women, the Count On Me Holiday Shops have gained momentum - and the interest of hospitals all over the United States. There’s been remarkable growth of this unique and special program. The newest Count On Me programs – Bus 2 The Bowl and Youth Football Extravaganza – are two examples of the avenues we’ve found to make a big impact with a broad reach across the greater Los Angeles region. Count On Me grant-funding continues to be an important part of our relationships with fellow charitable organizations that do good work on behalf of children in need, with many of these partnerships extending beyond initial grant funding and into community outreach opportunities.

Count On Me’s increased programming and outreach to our communities, as a small (but mighty!) nonprofit, has developed various activities and campaigns to financially support these efforts. Our anchor fundraiser continues to be our ever-popular annual Jim Mora Celebrity Golf Classic, a mega-event that provides mega-fun to our sponsors and celebrities and is a big reason that Count On Me can continue to make a difference. Other events and campaigns created over the last few years are gaining momentum and we’ve been fortunate to be the charitable beneficiaries of some fantastic fundraising by other businesses and entities.

We have a small, but very dedicated Count On Me staff, as well as an amazing and robust volunteer group, and their passion is the backbone to our Foundation’s purpose. With a renewed dedication and determination to influence the lives of youth, this milestone anniversary was our opportunity to re-introduce the Count On Me Mission and Vision, updated and infused with a message that matches our commitment to the children in our communities.

From the bottom of our hearts, we thank you for your interest in our Foundation and the work we do. We hope you join us in our pledge to empower, inspire and nurture every child we meet!



Jim Mora *Shannon*



empower. inspire. nurture.



EMPOWER, INSPIRE, NURTURE – THE PILLARS OF COUNT ON ME

Since the Foundation's inception in 2005, Count On Me has impacted the lives of tens of thousands of children through grant funding, in-kind support, and community outreach activities. Whether we are empowering, inspiring or nurturing children, our programs are dedicated to serving children in need.

Our updated Mission and Vision statements reflect our revitalized focus on directly making a difference in the lives of youth in need. As we've added new programming, each one is based on at least one of these pillars: Empower, Inspire and Nurture.

OUR MISSION

We provide impactful programs, grant funding, and community outreach, all towards efforts that empower, inspire and nurture the deserving youth of today. All Foundation activities focus on one or more of these priorities: to build and instill confidence; encourage health, wellness and safety; and foster learning experiences that shape children's futures.

OUR VISION

We strive to improve the lives of children in need, primarily in three target areas: children from low socio-economic backgrounds, mentally and/or physically challenged children, and children at risk. We support endeavors that provide young people the opportunity to realize their potential and achieve their dreams. The partner organizations we assist through our programs, grant funding and community outreach must proactively provide stability in youngster's lives, support advocacy for children's needs and offer channels that allow children to have a voice.

2015

3400

children directly served by
Count On Me Programs

36+

36+ community and charity
partners participated in
COM community outreach
opportunities

11

Eleven children-focused
nonprofits received Count
On Me grants

200+

volunteers supported
events, programs and
outreaches



Ten Year Highlights

10,000+

Tens of thousands of youth
impacted by Count On
Me programs, grants and
community outreach

100

Nearly 100 community
and charitable
partnerships developed
across Count On Me
communities

1000+

Over 1,000 volunteers
supported Count On Me
events, programs
and outreach

“Our community and charitable partnerships are vital to the efforts of Count On Me. They are the touchstone to the community-at-large, providing us vital insight and numerous avenues to reach out to those youngsters in need.”

— Shannon Mora, co-founder and Vice President
Jim Mora Count On Me Family Foundation

2015 RECIPIENTS

These charities received partnership grants in 2015:

American Academy of Pediatrics CA
Chapter 3 – Reach Out and Read San Diego
Assistance League of Los Angeles
Hollenbeck Police Activities League
Mar Vista Family Center
Providence TrinityCare Hospice Foundation
Reading Opens Minds
St. Francis Medical Center of
Lynwood Foundation
UCLA Unicamp
UCLA Intervention Program
Watts/Willowbrook Boys & Girls Club

To see a full list of past and present Grant Recipients as well as information on the new grant application process, please visit www.countonmefoundation.org.



COMMUNITY PARTNERSHIPS

Community partnerships have a positive impact on the youth in our communities!

When the Jim Mora Count On Me Family Foundation began in 2005, providing grant-funding to children's charities was an important mission. In ten years, over 75 nonprofit organizations have been recipients of Count On Me grants.

Community outreach opportunities have also been a mainstay of Count On Me activities from field days to beach days and movie screenings to other nonprofit events, Count On Me has been fortunate to be able to offer some unique and interesting experiences to deserving youth of all ages.

Community partnerships generate outreach opportunities each year. In 2015, we were honored to host an exclusive screening of Fast & Furious 7 for hundreds of youth from a number of our charity partners, thanks to the generosity of Neal Moritz and Universal Studios, and our sponsor, Boston Private Bank & Trust.

Summertime brought some beach days for Watts/Willowbrook Boys & Girls Club and some fun in the sun activities for international athletes visiting for the Special Olympics World Games. Football season is our chance to bring tailgate parties to young patients and their families at Children's Hospital of Atlanta at Scottish Rite and Mattel Children's Hospital UCLA, providing some much needed fun and distractions, pizza and crafts!

Whether sending at-risk kids to a cool sporting event or creating a fun field day for inner-city kids on spring break, Count On Me loves the different ways we've been able to reach out and provide a memorable experience for those youngsters that otherwise wouldn't have that chance. It's because of our wonderful relationships with corporate entities, local businesses, individuals, and fellow non-profit organizations that we can bring ideas, dreams and needs together to create special adventures for these special kids!





BUS 2 THE BOWL

The Bus 2 The Bowl program launched in April 2014 at the UCLA Spring Football Showcase and has continued for the past two UCLA regular football seasons. In 2015, 1,200 kids from 25 different child-focused organizations participated in this fun-filled experience.

Bus 2 The Bowl provides kids from the greater Los Angeles area (ages 7-13) 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, admission into the game, as well as a T-shirt, snacks and goodies for the ride home are part of the day long experience.

This program, which INSPIRES deserving youth, would not be possible without the inspired support from our Bus 2 The Bowl sponsors, in-kind donors and fellow community partners. What an impact they've had on the many hundreds of youth and their chaperones each home game! The Bruin Report Online, Bruin Fan Alliance, Nick Pasquale Foundation along with Mariner Wealth Advisors, Neil and Marylyn Warren and Craig and Stacy Bloom sponsored the 2015 Bus 2 The Bowl season. California Pizza Kitchen, AQUAhydrate, KIND Bars and Melissa's Produce supported the program with meals, beverages and snacks.

UCLA Athletics made tickets available to Count On Me for every game and teen volunteers from the Brentwood, Hamilton, Notre Dame, Palisades, Salesian, Venice and Windward High Schools made sure each tailgate experience ran smoothly.

We're looking forward to the 2016 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 all Count On Me clinics and supports our commitment to NURTURE kids in need. The second annual Youth Football Extravaganza, held at UCLA's Spaulding Field in June 2015 was attended by youth football players and coaches from low socio-economic communities of Los Angeles and provided important facets of safe football play in a fun and exciting environment.

The Coaches' Clinic component gave youth league coaches the tools to guide their young participants in safe playing habits and presented by some of the top high school football coaches in the region. Both the youth and their coaches then spent the day with an eye toward player safety, proper fundamentals and being upstanding student athletes. Volunteer clinic coaches included Coach Mora and players from the UCLA Football Team

Many thanks to our wonderful in-kind donors! California Pizza Kitchen, Melissa's Produce, AQUAhydrate, KIND Bars and Diddy Riese provided lunch and snacks while other goodies and activities were provided by UCLA Athletics, Adidas, Wilson and Inflatable Design Group.



PROGRAMS

LOS ANGELES * SEATTLE * ATLANTA * DALLAS * NEW ORLEANS * PHOENIX



empower



COUNT ON ME HOLIDAY SHOPS

"These youngsters know their care-givers have given up their normal day to day lives to care for them during these long hospital stays and this is their chance to "turn the tables" and give back to their loved ones."

— Shannon Mora, co-founder and Vice President
Jim Mora Count on Me Family Foundation

Giving the Gift of Gift-Giving – that is what the Count On Me Holiday Shops are all about. In its eleventh year, this special program traveled to five states and seven hospitals, EMPOWERing over one thousand hospital-bound children during the holidays, giving them the chance to give to those from whom they receive so much.

This endearing program provides children in long-term hospital care the opportunity to "go shopping" for their parents or care-givers right in the hospital during the months of December and May. Festive pop-up shops are created for a day in select children's hospitals and young patients browse, select and wrap the gifts they've chosen for mom and dad, or grandma and aunt – whomever their adult care-givers might be. Giant-hearted volunteers spend the day hosting our shoppers, providing assistance as they choose gifts, colorful wrapping papers, bows and tags. Individuality and creativity abound

as these kiddos wrap each gift, empowered and equipped to "give back" to those they love.

For those patients unable to leave their hospital room, decorated carts laden with gifts and wrap travel the hospital wings visiting every room possible. Parents and family members are treated to a respite of holiday cheer and festive snacks while their youngsters shop. For infants and toddlers too young to shop a goodie bag with the appropriate baby blanket or interactive toy is provided, ensuring every child in long-term care to a warm and cheery day.

The Holiday Shops began in 2004 with a single hospital in Atlanta, Georgia and has now expanded to eight hospitals including the addition of Children's Hospitals in Phoenix and New Orleans during 2015 with plans to continue to expand in 2016 and beyond.

Count On Me
YOUTH
OF THE MONTH



The Count On Me mission focuses on providing a positive impact on the lives of kids and sometimes we have the chance to do that one youngster at a time. This is the driving force behind the Youth Of The Month program, a small program established in 2014 with Watts/Willowbrook Boys & Girls Club. Each month, a child that has demonstrated exceptional growth in their studies, leadership, teamwork or other improved behavior is recognized at a gathering of peers and Club leadership and awarded with a Count On Me medal and their name is listed on a plaque at the Club. This simple program may recognize one child at a time but we've found that it has as far-reaching an effect as a program that touches hundreds in a day. We hope to introduce this little piece of positivity to some of our other grant partners in the near future.



The Jim Mora Celebrity Golf Classic may be our anchor FUNdraiser, but we've had a blast developing other campaigns that provide avenues to fund our growing programs and sustain our grant funding. For football fans, there's Play Action Pledge. Girls Night Out is a party for philanthropic gals and #GivingTuesday touches those who want to give back during the busy holiday season.

PLAY ACTION PLEDGE

Play Action Pledge was born out of the pledge made by RBC Wealth Management to donate per UCLA Football Field Goal and a wonderful personal donor who donated per win. Next came Keyes Automotive with a pledge per touchdown, and we just kept it going, opening up the chance for any person or entity to pledge around UCLA football fun. In 2015, Play Action Pledge raised nearly \$20,000 and included some new participants from the Bruin Fan Alliance.



GIRLS NIGHT OUT



The 2015 Girls Night Out was filled with laughter and merriment, and raised several thousand dollars more than 2014 – all in support of the Count On Me Holiday Shops. Every November, Girls Night Out is a highly anticipated evening of fun and frolic. Sold out well in advance, this event has such great in-kind donor support that more than 90% of the funds raised are able to go directly to our Holiday Shop program. The 900 Club Manhattan Beach provides the venue and menu, and our popular Balloon Pop is stacked to the ceiling with gifts donated by businesses from all over the Los Angeles region. All we can say is watch out 2016!



#GIVINGTUESDAY



#GivingTuesday is part of an international campaign with a focus on giving during the busiest shopping season. Primarily an online call to action, #GivingTuesday offers an alternative to Black Friday and Cyber Monday during the busy holiday shopping season. Our supporters were so generous that we saw an increase in giving through all of December. We aligned this campaign with our gift-giving program, the Count On Me Holiday Shops.



“Count On Me has always been, and will continue to be, actively involved in giving youth the opportunity to succeed regardless of the challenges they face in life. It is the needs of these children that drives our Foundation. And it is the drive of our volunteers and friends that makes all this possible...”

— Jim Mora, co-founder and President
Jim Mora Count On Me Family Foundation



NINTH ANNUAL JIM MORA CELEBRITY GOLF CLASSIC



The 2015 Jim Mora Celebrity Golf Classic was held in May at the historic Riviera Country Club in Pacific Palisades, California. This anchor fundraising effort supports Count On Me Programs, grant funding and community outreach endeavors.

The annual VIP Appreciation Party presented by TVG Executive Search kicked off the sold out tournament and was once again hosted by the W Los Angeles – West Beverly Hills. This exclusive red carpet event featured signature cocktails and appetizers and provided our sponsors a chance to mingle with sport and entertainment celebrities before a big day of golf.

For the third year in a row, our golfers enjoyed a day at the iconic and private golf club that included contests, swag, prizes, food and beverage – all provided by in-kind donors - at nearly every hole on the course. The Petros & Money Show – Fox Sports AM 570 returned and The Rich Eisen Show visited, following Jim and Shannon Mora for an NFL Network feature piece.

Fresh off the course, golfers and celebrities joined their guests at the BackSwing Bash and Auction Dinner, hosted by Jim and Shannon. Unique and one-of-a-kind silent and live auction items and experiences raised well over one hundred thousand dollars and we broke our Raise The Paddle record raising nearly thirty thousand dollars more than 2014. Heartwarming testimonies were provided by guest speakers, Special Olympic Athlete and Ambassador Caley Versfelt and Boys & Girls Club Youth of the Year, Brian Juarez.

MEDIA & SPORTS PARTNERS



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& COORS LIGHT

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Glass Jacobson Group
Honestly Green Limo

Alex May
Patrece May

FUNdraising Campaigns

COMMUNITY CAMPAIGNS

If there is one thing that could be considered the pivotal component to the success of Count On Me, we'd have to say it would be our relationship with our community partners. Those partners come in all shapes, sizes and types but they all have one thing in common – their desire to make a difference. In 2015, we were honored to be the recipient of some wonderful charitable campaigns held by other entities, including the 2015 AT&T Chase for the Cup.



Law Rocks LA, an annual “battle of the bands” that provides a forum for law firms to dust off their guitars and drums and raise money for select charities was a new experience for us in 2015. Local firm, DLA Piper, chose Count On Me as their beneficiary, and their efforts and awesome talent raised over \$15,000 for our programs.

THE HACK

The Hack, an annual golf tournament held by some generous local commercial real estate companies raised nearly \$25,000 on behalf of Count On Me, their chosen charitable beneficiary for 2015. And to finish out the year, the playful folks at ATT/DirectTV selected us for their Chase For The Cup soccer match between Engineering and IT raising nearly \$10,000 on our behalf.



And every year, the Bruin Report Online (BRO) community finds many opportunities to help those in need. Since 2012, when Jim started coaching at UCLA, the BRO's have held an annual campaign for Count On Me that coincides with the first football game of the season. In 2015, the BRO's opened their hearts even wider and did some amazing fundraising to help some special families in particular need. Even with the many many thousands of dollars raised for those families, the BRO's participated in Play Action Pledge and #GivingTuesday. Thank you BRO's!

THANKS TO OUR VOLUNTEERS FROM LA, SEATTLE, ATLANTA AND BEYOND!



We may be a small staff at Count On Me but we feel like we're part of a giant family thanks to the many volunteers that participate in our efforts throughout the year. Executive Committee members are the heart and soul of our volunteer base committing many hours every year to planning meetings, auction and gift procurement, and event staffing.

From running errands to taking photos and video, to spending hours stuffing bags and counting t-shirts, not one of our programs, community outreaches or events could be accomplished without our team of volunteers – from high school students to great-grandparents, we're lucky to have each and every one of you! You mean the world to us!



2015 EXECUTIVE COMMITTEE

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2015 STAFF & VOLUNTEER STAFF

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Shannon Mora Vice President (gratis)
Lauren Hall Director, Development
Chuck Price Strategic Partnerships
Shari' Ammon Mills Director, Communications
Gretchen Pingree Business Manager
Kara Rooney Operations
Felicia Salmon Intern, Social Media
Anna Farmer Social Media Operations (through March 2015)
Alex May Website & IT (through Sept 2015)
Tracy Welzel Programs/Grants (volunteer)
Starla Knapp Auction Coordinator (volunteer)
Jill Beckett Design/Publications
Patrece May IT (through Sept 2015)

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Porter Payne

we couldn't do it
without you!

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