



2016 ANNUAL REPORT

COUNT ON ME FAMILY FOUNDATION
empower. inspire. nurture.



COUNT ON ME ANNUAL PARTNERSHIP GRANTS



Since the Count On Me Family Foundation began in 2005, providing grant-funding to children's charities has been an important mission for the Moras and Foundation supporters. In eleven years, over 75 nonprofit organizations have been recipients of Count On Me grants. This annual program has played an important role in our community outreach and partnerships with local children's organizations whose missions align with ours.

The following charities received partnership grants in 2016:

- AbilityFirst
- Mar Vista Family Center
- Reading Opens Minds
- St. Francis Medical Center Foundation
- UCLA Intervention Program
- UCLA UniCamp
- Watts/Willowbrook Boys & Girls Club

CONGRATULATIONS TO THE 2016 COUNT ON ME GRANT RECIPIENTS!



YOUTH OF THE MONTH

MONTHLY PROGRAM RECOGNIZES YOUTH ACHIEVEMENTS

Even the smallest gesture can reap big rewards and the Count On Me Youth of the Month program is an example of providing a positive impact one youngster at a time. Since arriving in Los Angeles in 2012, Shannon Mora has had a special place in her heart for the Watts/Willowbrook Boys & Girls Club. The partnership with this special and tenacious Club has been a favorite among staff and volunteers throughout the years.

The Youth of the Month program began in 2014 and recognizes a youngster who has achieved some aspect of academic or interpersonal improvement in his or her life. This individualized moment of positivity and reinforcement for their hard work and efforts is celebrated with Club peers, Count On Me staff and volunteers and commemorated with a special recognition ceremony.





empower. inspire. nurture.

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

OUR MISSION

OUR VISION

Our Mission and Vision statement reflect our dedication to making a difference in the lives of youth in need. Count On Me has made a positive impact on thousands of children through our own programs, community outreaches and in-kind support. No matter the activity, our efforts are based on at least one of these pillars: Empower, Inspire and Nurture.

The Count On Me Family Foundation provides 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.

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.

Since 2005 **10,000+**

Youth impacted by Count On Me programs, grants and outreach events



47

Holiday Shops across five states



7,000+

Children empowered through one of those Holiday Shops



100+

Count On Me Grants awarded



100+

Count On Me community partnerships



1,000+

Volunteers have supported Count On Me activities



1,000+

Donors, Sponsors and in-kind Supporters have given to Count On Me



BLUE & GOLD FOOTBALL CLINIC INSPIRES YOUNGSTERS

In June 2016, Count On Me teamed up with Super Bowl Champion and former UCLA Bruin Akeem Ayers to provide an all day, all free football clinic hosted by south Los Angeles' Verbum Dei High School. The clinic combined football drills with life skills and lessons featuring Akeem and his Los Angeles Rams teammates Todd Gurley and Alec Ogletree. With lunch, snacks and hydration provided by California Pizza Kitchen, Melissa's Produce and AQUAhydrate respectively, kids were armed for a day of fun in the sun. They also went home with goody bags filled by Count On Me, Los Angeles Rams, Quest Nutrition, Lenny and Larry's, KIND Snacks and Xenith. Law Rocks, and AEG and the Staples Center Foundation fundraising events underwrote the expenses associated with the Blue & Gold Clinic. The show of cash and in-kind support Count On Me receives from our community partners is unparalleled and directly impacts youth in need!

FUNdraising InDEED!



COMMUNITY CAMPAIGNS



In 2016 two amazing organizations invited Count On Me to be recipients of their community campaigns and, of course, we said "YES!"

Law Rocks Los Angeles, a fun night of rock'n roll and hair raising fundraising, is THE annual "battle of the bands" for local law firms. Each law firm selects a charity partner who benefits from the fundraising element. Run DLA - a fantastic group of talented legal professionals from DLA Piper, eHarmony and Wolf Rifkin Shapiro Schulman & Rabkin- rocked out for Count On Me and not only that! Run DLA won! Thank you, you awesome legal eagles! \$15,290 was raised and supported our Blue & Gold football clinic!

AEG and the Staples Center Foundation invited Count On Me back for our second LA Kings Suite event. An exclusive suite decked out for an afternoon of food, drinks and hockey at a LA Kings game made for a great day for Count On Me and our local supporters. Net proceeds from ticket sales and a Charity Buzz component garnered \$10,638 for our Blue & Gold football clinic! Thank you!





❖ NEW ORLEANS ❖



❖ ATLANTA ❖



❖ LOS ANGELES ❖



❖ PHOENIX ❖



❖ SEATTLE ❖



empower

GIVING THE GIFT OF GIFT-GIVING

Special Sponsorship by Lenny and Murray Neidorf

The Count On Me Holiday Shop program gives the gift of gift-giving, empowering over one thousand hospital-bound children and giving them the chance to give back to those from whom they receive so much.

In its twelfth year, this very special program traveled to five states and eight hospitals providing 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 as they choose gifts, colorful wrapping papers, bows and tags. Creativity abounds as these kiddos wrap each gift, empowered and equipped to give back to those they love.

For patients unable to leave their hospital room, decorated carts laden with gift and gift 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 has a warm and cheery day.

In 2004, what began as a service project of the Atlanta Falcon's Wives Association at the Children's Hospital of Atlanta at Egleston moved under the auspices of Count On Me in 2005 and has expanded every year since then. In 2016, Holiday Shops popped up in Atlanta, Seattle, Los Angeles, New Orleans and Phoenix with future growth in new cities expected in 2018 and beyond.

EVENT HIGHLIGHTS

HOSTED BY
**NELSON
& SHARON
RISING**


**THE RIVIERA
COUNTRY CLUB**




TVG
EXECUTIVE SEARCH


**LOS ANGELES
WESTWOOD**



"This milestone year marks a significant moment for our annual golf classic. For the tenth year, celebrities, sponsors, volunteers and friends have demonstrated their support of Count On Me and our commitment to children in need."

— Shannon Mora, Founder and President
Count On Me Family Foundation



TENTH ANNUAL JIM MORA CELEBRITY GOLF CLASSIC HOSTED BY NELSON & SHARON RISING

The Tenth Annual Jim Mora Celebrity Golf Classic hosted by Nelson & Sharon Rising drew a sold out crowd of charity-minded celebrities and sponsors raising a record \$605,000 for Count On Me. The event officially kicked off with a VIP Appreciation Party sponsored by TVG Executive Search and hosted by the W Los Angeles West Beverly Hills, followed by a full day on the Riviera Country Club Golf Course and ending with the BackSwing Bash - a festive silent auction happy hour and live auction dinner.

The tournament was a fulfilled adventure - sponsored foursomes were matched with a guest celebrity for a day of golf, delicious food and beverages, exciting contests and tee prizes. The event wrapped at the Annual BackSwing Bash which included happy hour, dinner and auction featuring a unique array of silent and live items. Heartwarming testimonials were shared by Special Olympics Ambassador and cast member of Born This Way, Caley Versfelt, and Watts/Willowbrook Boys & Girls Club members, Marlenne Garcia and Damarion Smith.

Because of the generosity of Count On Me donors and partners, the food, beverages, prizes, swag and auction items were provided at little to no cost to the Foundation, allowing the funds raised to directly impact children in Southern California.

MEDIA & SPORTS PARTNERS



2016 GOLF CLASSIC SPONSORS

NELSON & SHARON RISING

GOLD SPONSORS



SILVER SPONSORS



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Annette Alvarez

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Honestly Green Limo



we couldn't do it without you!

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