

Kaity's Way 2014 Annual Report

Accomplishments

2014 as predicated was yet another record breaking year for Kaity's Way! We participated in whopping 208 events! Of those events we presented 122 times for 114 different schools/organizations; including the Paint Phoenix Purple Initiative, Maricopa County Juvenile Probation Department, Fresh Start Womens Foundation and One Billion Rising. We also set up 79 resource tables at community events and sat on 2 panels for the CAC Social Justice Forum.



In addition, Bobbi Sudberry was a Keynote Speaker for the AZ Gun Safety Breakfast even though she had lost her voice a few days before. Also, in the spirit of collaboration Kaity's Way participated in the Arizona Foundation for Women fundraising event by sharing Kaity's Story in a video, with other survivors of abuse.

An innovative opportunity we experienced this year was participating in the Mesa Teen Maze. The theme was "What is your Game Plan?"

Our game was the "Newly Dating Game." We asked a panel of three newly dating teens questions to find out if their relationships were healthy. The crowds response to some of the answers was remarkable and it really drove home the importance of healthy relationships.



It was a two day event, which several Kaity's Way volunteers, board members and interns came out to help us to bring awareness to the issue of teen dating violence and promote healthy relationships.

We were in 7 different Counties: Gila, Maricopa, Mohave, Pima, Pinal, Santa Cruz and Yavapai; For a total of 8626 miles and nearly 200 hours driven throughout Arizona.

2014 presentations took us over the 30,000 mark for those who have attended either a Kaity's Way presentation or workshop. We also have given out more than 45,000 Kaity's Way brochures.

Of those present at the events we participated in, the demographics gathered show we continue to reach a very diverse population:

~48% Adults age 25+

~11% age 19 - 24

~40% age 12-18

~30% Male

~70% Female

~36% Caucasian

~13% African American

~ 2% Asian

~39% Hispanic

~7% Native American

~2% Other

We had the help of seven Interns from Arizona State University, University Service Learning and Criminal Justice Programs. Combined they needed 1020 hours and they all were able to get in their hours. We are very Thankful for their help and dedication to our program.

According to Google Analytics in 2014 we had 5,600 users review nearly 17,000 pages. The users averaged 2 minutes on the site and there were 77% new sessions opened.

Our board held steady at 9 in 2014, and held their 2nd annual Retreat in Clay Springs Arizona Thanks to generosity of the Villanueva/Brady family, by allowing the use of their cabin and property. During this team building retreat bonds were formed and a couple more committees were created in an effort to focus in certain areas such as education and marketing.



In 2014 we had several new volunteers join us and many volunteers from the previous season as well as board members returned to help us raise funds through the Cardinals games. We ran 2 concession stands which raised over \$8,000, thanks to the Superbowl being in Glendale, AZ and the College Pro Bowl. Fortunately, one of the volunteers

works with GoDaddy, who in turn for her volunteer hours she was able to secure a \$1,000 grant for us. The employees from the Gap were able to do something similar. We continue to be on the list for the Arizona State Employee's Charitable Contribution fund as well as other employers such as: APS, Salt River Corporation and American Express.

Our fiscal year runs from August 1st to July 31st. Given our passion to make a sincere impact with our program we feel we have no other choice than to put every dime we raise through donations, fundraisers or sponsorship right back into the program. The salary paid is for doing presentations and outreach to the community through our resource tables.

2013-14 Actual Revenue & Expenses		
		Comments
Revenue	Totals	
Individuals	\$15,511.95	
Honorariums	\$1,836.24	
Fundraisers, events, sales	\$42,132.85	
Misc	\$5.89	Earned interest
Total Revenue	\$59,486.93	
Expenses		
Staff salaries and wages	\$25,000.00	
Payroll taxes	\$1,973.50	
Program - Presentation/R.Tables		
Supplies and materials	\$3,855.75	
Printing & Copying	\$1304.00	
Telecommunications	\$1,496.64	
Travel and meetings	\$4,039.47	
Postage	\$255.90	
Fundraising		
Supplies	\$298.38	
Contracted Services	\$6,825.44	Venue, Technology
Marketing and advertising	\$352.50	
Kaity's Way BB Scholarship	\$1,300.00	
Credit Card processing fees	\$40.55	
General Business		
Contracted Services	\$838.00	Tax Prep/Payroll processing fee
General operating (indirect) - 8%	\$2,133.00	insurance/Corp Comm fee
Total Expenses	\$49,713.13	

Listed below are our top donors for last fiscal year. Talking Stick Resort once again tops the list for the fourth year. We are very grateful for their continued support and the support of all of our donors. Other multiyear donors are Modern Woodmen and the Arrowhead Kiwanis Club Glendale/Peoria.

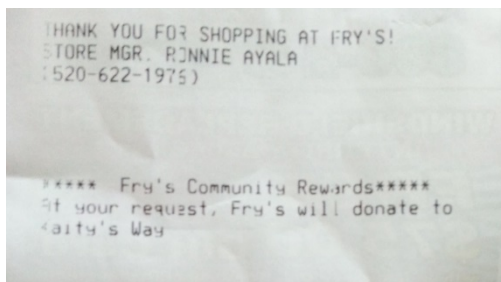
Donor	Aug '13 - Jul 14
Talking Stick Resort	\$15,000.00
Modern Woodman	\$2,496.00
Kiwanis Club	\$2,000.00
Elisabeth Hughes	\$1,000.00
Frys Community Rewards	\$638.67
Ajo Lodge 1576 BPOE	\$500.00
Marsh& McLennan	\$500.00
Ric Sudberry	\$500.00
State Emp Charitable Campaign	\$355.23
Don Thrailkill	\$350.00
Bonnie Black	\$350.00

Looking at the year ahead we are anticipating we will receive invites and participate in over 200 events again. That being said we could use any and all help we can get from the community by way of donations and [volunteerism](#).

[Donations](#) can be made through our website <http://www.kaitysway.org/donations.html> or by mail to Kaity's Way P.O. Box 83494, Phoenix Az 85071.

Other ways to support Kaity's Way:

Kaity's Way supporters can enroll their Fry's V.I.P. Cards online at their secure website www.FrysCommunityRewards.com . Every September, another cycle of giving begins and everyone must re-enroll their cards.



Every time an enrolled participant shops at Fry's using his or her registered Fry's V.I.P. Card, Kaity's Way will earn funds. The card holders will still get their fuel points.

Amazon gives customers the option to select a non profit to receive .5% of any purchase upon checkout. At Smile.Amazon.com You can select Kaity's Way and shop away.

Another way to support us and have loads of fun is to attend our Annual Signature event held every year at the end of July, Step Against Teen Dating Violence. It is our one night version of Dancing with Stars, and everyone as a Star!



We also accept in kind donations of most kinds as we have a group of very talented volunteers that can in one way or another make the items work for our needs. Some of the items are used for office supplies, some are sold at our annual Spring or Fall Ajo yardsales. Other items are used in baskets to raise at our Signature event.



With regards to volunteerism, we are always looking for dedicated volunteers to help with events and fundraise. Besides our signature event, we work with Rojo Hospitality to staff two portable concession stands at the Arizona Cardinals games. The more people we have on our roster the easier it is to staff both portables for all the games. Our volunteers also help with data entry and coordination of volunteers for upcoming events. To complete an application click on the picture to the left or the word volunteer or follow this link <http://goo.gl/forms/lmNy8AO0nW>.



For any questions about this report or Kaity's Way please visit our website or feel free to contact Bobbi Sudberry, Executive Director directly via email kw08@kaitysway.org or by phone (602) 740-2734.