



# OPTIMIST INTERNATIONAL FOUNDATION

## 2014 - 2015 Annual Report

Dear Fellow Optimists,

The 2014-2015 Optimist Foundation Year was about "Our Kids". The dedicated Optimists who served as District Foundation Representatives (DFR) and Club Foundation Representative (CFR) have performed a great and loyal service to "Our Kids" during this Foundation year by raising funds to support the many Optimist International Programs.

The Women's Philanthropy Council (WPC) set another record by increasing their membership this year. This committee has not missed increasing membership since it was developed. Thank you! Board Member Bill Teague deserves credit for guiding this committee to new heights.

Twelve of the DFR's finished the year as a Distinguished DFR. Congratulations!!! The District with the greatest total donations was once again Michigan. The District with the highest Donations per Member was Arizona and Tennessee was had the highest percentage increase in Giving.

None of this could happen if it was not for all our giving groups such as William H Harrison Society members (\$10,000.00 life-time giving), Christian D. Larson Partners (\$1,000.00 one-time donation), President Club Members, Dime-A-Day members and of course our District Scholarship Sponsors.

It has been my honor to serve you, our donors, for the last four years and to serve as President this last year. I can say nothing would have been accomplished if it were not for my fellow board members who diligently counseled, lead and served with me.

I must say "Thank You" to the Foundation Staff in St. Louis, made up of Shenita Taylor, Allyson Pope, Jessica Hurn and led by Executive Director Steve Skodak for their guidance, wisdom and friendship during my term on the board.

Most of all, Thank You Optimists for "Helping Optimists Help "Our" Kids.

Yours in Optimism,

Melvin Betts  
OIF President 2014 - 2015



### Mission:

Seeking, receiving and managing funds and real and personal property for the benefit of Optimist International and its Member Clubs for charitable, literary, and educational activities.

### Vision:

We envision a Foundation that can provide significant funding for Optimist International's youth and service programs and is proudly supported by individual Optimists, their Clubs, and the community at large.

### Board of Directors:

Mel Betts, *President*  
Ed Finn, *President-Elect*  
Don Crall, *Treasurer*

Bill Teague, *Director*  
Sandy Williams, *Director*  
Steve Skodak, *Executive Director/Secretary*

### Staff:

Steve Skodak, *Executive Director*  
Shenita Taylor, *Director of Donor Services*  
Allyson Pope, *Volunteer and Development Coordinator*

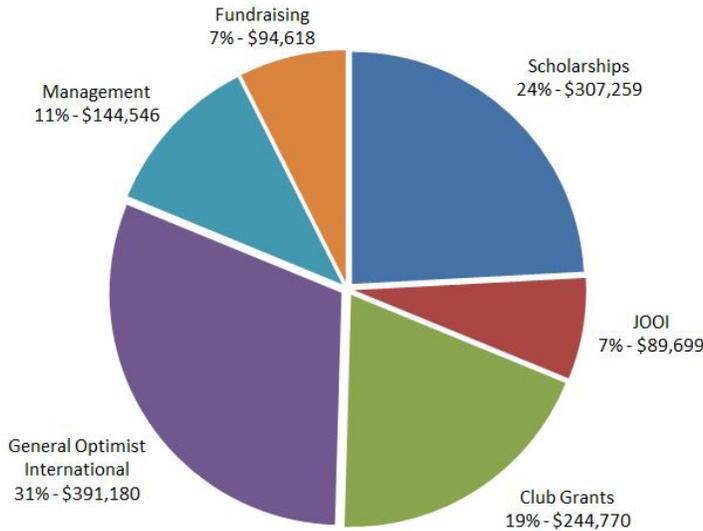
Jessica Hurn, *Donor Relations Manager*  
Connie Pellock, *CFO - Optimist International*  
Michelle Blackburn, *Accountant - Optimist International*



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### \$1,272,072 Expenditures



### Key Achievements:

- Sent 141 students to college with Foundation-funded scholarships totaling \$336,500
- Paid out \$244,198 to Clubs utilizing the Club Campaign program and added an additional \$18,001 in interest for their use while providing charitable, literary and educational programs
- Assisted Clubs in receiving \$244,769 in charitable contributions for their local programs through the Pass Through program
- Helped 747 Optimists help 10,881 children and their families by awarding 20 Club Grants.
- Ended the year with 211 donor members to the Women's Philanthropy Council
- Added 13 new Presidents Club members bringing the annual total to 374 members
- Increased the amount of Clubs with Club Foundation Representatives by 12%

### General O. I. Grants:

Childhood Cancer Campaign, Club Campaign Fund, *The Optimist*, accounting, growth, disaster relief, International development, allocated staff time for programs, training at International Convention, endowment payouts

### Management and Operations:

Audit, legal, banking, investment expense, some convention expenses, currency transactions, state registrations

### Fundraising:

Recognition program, planned giving, brochures

### Financial Information:

#### Revenues and Support

Public Support	\$1,901,193
Revenues, Gains and Losses	\$1,788,104

#### Expenses

Program Services	\$1,032,908
Management/Fundraising	\$ 239,164

#### Net Assets

Beginning of year	\$3,283,811
End of year	\$3,799,843

*Per Audited Financial Statements*



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