



# WHAS Crusade for Children

## Annual Report 2018

### Mission:

The WHAS Crusade for Children makes life better for children with special needs by inspiring generosity with our community partners.

### 2018 Board of Directors

#### Board Chair

Mr. Brennen Lawrence

#### Vice-Chair

Mr. Gary Stewart

#### Treasurer

Angelica Williams, CPA

#### Secretary

Tom Hoy, Esq.

#### WHAS11 GM

Ms. Christy Moreno

#### Members

Mr. Don Allen

Mr. Kevin Burke

Ms. Lisa Columbia

Ms. Jennifer Erhard

Mr. Josh Everett

Chief Dave Goldsmith

Ms. Kelly Grangier

Mr. Shawn Kaelin

Ms. Debbie Leist

Dr. Tom Mobley

Ms. Jean O'Brien

Dr. Pam Stephens

#### President & CEO

Dawn Lee

#### Vice-President

John Blim

WHAS Crusade  
for Children

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fax (502)582-7712  
www.whascrusade.org

### Highlights from the Year



Representing the Swope Family Foundation, Marlys Swope "rounds-up" the total with \$31,177 donation!

## \$5,675,000

The WHAS Crusade for Children celebrated 65 years in 2018!

100% of the tote board total provided much needed funding for 229 grants to non-profit agencies, schools and hospitals that all serve children with special needs. For a full list of grants, visit the Crusade website at

<http://www.crusadeforchildren.org/2018-whas-crusade-for-children-grants/>

These grants will help thousands of amazing children in this community. Search WHAS Crusade for Children on YouTube and see their stories!

It takes the entire community for the Crusade to be successful every year. We are so grateful to our fire fighters who are responsible for collecting over half of the tote board total.

#### Our top collectors this year:

##### Kentucky Fire Departments:

McMahan FPD	\$193,509.68
Pleasure Ridge Park FPD	\$189,307.09
Fern Creek Fire Dept.	\$120,944.51
Zoneton FPD	\$ 88,616.97
Highview FPD	\$ 86,612.31

##### Indiana Fire Departments:

Lafayette Township FD	\$111,838.00
Charlestown VFD	\$ 62,000.00
Monroe Township FD	\$ 41,614.82
New Albany FD and Harvest Homecoming	\$ 33,626.61
Georgetown Twp. FD	\$ 30,464.00

##### Organizations:

Archdiocese of Louisville	\$308,000.00
LG&E/KU	\$229,240.00
Norton Healthcare	\$133,305.78
McAlister's Deli	\$110,036.14
Jeff. Co. Public Schools	\$108,202.53

Social networking for the WHAS Crusade for Children continues to grow! For the most up-to-date information, follow us on Twitter (CrusadeChildren) and like us on Facebook ([CrusadeChildren](https://www.facebook.com/crusade.children)) and like us on Facebook ([CrusadeChildren](https://www.facebook.com/crusade.children)) and like us on Facebook ([CrusadeChildren](https://www.facebook.com/crusade.children))

### Financial Information

(based on audited financial statements Sept. 1, 2017- Aug. 31, 2018)

#### Source of Funds:

Contributions Tote Board	\$5,675,000
Endowment & Restricted Gifts	805,884
In-Kind Contributions	657,527
Investment Income	12,548
Change in beneficial interest in charitable trusts	149,389
<b>TOTAL INCOME</b>	<b>\$7,300,348</b>

A complete copy of our audited financial statements is available on our website.

#### Expenses:

Program Expenses	\$5,675,000
Return to Savings	-190,177
Fund Raising Expenses	895,937
Administrative Expenses	678,202
Endowment Expenses	2,150
<b>TOTAL EXPENSES</b>	<b>\$7,061,112</b>
Income in excess of expenses	239,236
Beginning Net Assets	23,411,742
Ending Net Assets	25,427,603
Total Liabilities	7,145,180
Total Liabilities & Net Assets	\$32,572,783