



WHAS Crusade for Children

Annual Report 2020

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Highlights from the Year



The Crusade celebrated \$4,800,000 raised at the first-ever socially distanced telethon!

The WHAS Crusade for Children celebrated 67 years in 2020, despite many challenges throughout the year!

100% of the tote board total provided much needed funding for 238 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/2020-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.

Mission:

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

We are grateful for our top collectors, who faced unprecedented challenges this year:

Kentucky Fire Departments:

Fern Creek Fire District	\$121,559.41
Jeffersontown Fire District	\$107,654.09
Highview Fire District	\$96,014.02
St. Matthews Fire & Rescue	\$93,278.75
PRP Fire District	\$77,417.63

Indiana Fire Departments:

Charlestown VFD	\$57,667.00
Lafayette Twp. FD	\$49,636.69
Monroe Township FD	\$44,675.26
Elizabeth VFD	\$29,350.58
Jeffersonville Fire Dept.	\$20,633.40

Organizations:

LG&E/KU	\$241,621.00
Archdiocese of Louisville	\$214,856.00
Norton Healthcare	\$129,302.04

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 (<https://www.facebook.com/crusade.children>).

Financial Information

(based on audited financial statements Sept. 1, 2019- Aug. 31, 2020)

Source of Funds:

Contributions Tote Board	\$4,800,000
Endowment & Restricted Gifts	256,305
Investment Income	12,385
Change in beneficial interest in charitable trusts	65,435
TOTAL INCOME	\$5,134,125

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

Expenses:

Program Expenses	\$4,800,000
Return to Savings	-148,914
Fund Raising Expenses	339,878
Administrative Expenses	620,983
Endowment Expenses	1,725
TOTAL EXPENSES	\$5,613,672
Income in excess of expenses	(\$479,547)
Beginning Net Assets	25,140,311
Ending Net Assets	25,819,229
Total Liabilities	5,955,760
Total Liabilities & Net Assets	\$31,774,989