



# WHAS Crusade for Children

Annual Report 2024

## 2024 Board of Directors

### Board Chair

Dennis Stilger

### Vice-Chair

Jeremy Shumate

### Treasurer

Meaghan Reynolds

### Secretary

Katherine Langan

### WHAS11 GM

Lisa Columbia

### Members

Michael Carr

Susan Cilone

Daniel Czech

Nathan Fessel

Bill Frey

Jennifer Fries

Fr. Joe Graffis

Petina Jones

Debbie Leist

Shay McAlister

Chief Jason Meiman

Michael Wade

### President & CEO

Dawn Lee

### Vice-President

Shawn Kaelin

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

## Highlights from the Year



**The Crusade celebrated \$5,700,525.71!**

The WHAS Crusade for Children celebrated 71 years in 2024!

100% of the tote board total provided much needed funding for 231 grants to non-profit agencies, schools, and hospitals that all serve children with identified needs. For a full list of grants, visit the Crusade website at:

<https://www.whascrusade.org/2024/06/25/2024-2025-whas-crusade-for-children-grants-announced/>

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 identified health care, educational, and emotional wellness needs by inspiring generosity with our community partners.

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

### Kentucky Fire Departments:

|                             |              |
|-----------------------------|--------------|
| PRP Fire District           | \$241,717.75 |
| Fern Creek Fire District    | \$185,489.00 |
| St. Matthews Fire District  | \$150,048.00 |
| Jeffersontown Fire District | \$106,298.63 |
| Shelby County Fire Dept.    | \$ 95,618.31 |

### Indiana Fire Departments:

|                           |              |
|---------------------------|--------------|
| Jeffersonville Fire Dept. | \$126,416.15 |
| Monroe Township FD        | \$107,708.24 |
| Highlander Fire District  | \$ 94,647.12 |
| Charlestown Vol. FD       | \$ 55,606.69 |
| Elizabeth Vol. Fire Dept. | \$ 31,529.59 |

### Organizations:

|                           |              |
|---------------------------|--------------|
| LG&E/KU                   | \$402,891.00 |
| Archdiocese of Louisville | \$286,674.00 |
| Norton Healthcare         | \$117,872.40 |

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, 2023- Aug. 31, 2024)

### Source of Funds:

|                              |             |
|------------------------------|-------------|
| Contributions Tote Board     | \$5,700,526 |
| Endowment & Restricted Gifts | 965,025     |
| In-kind contributions        | 671,234     |
| Investment Income            | 221,588     |
| Distributions from trusts    | 324,692     |

**TOTAL INCOME \$7,883,065**

Income in excess of expenses \$ 503,055

### Expenses:

|                        |             |
|------------------------|-------------|
| Program Expenses       | \$5,700,526 |
| Return to Savings      | -144,999    |
| Fund Raising Expenses  | 1,015,827   |
| Admin & Endow Expenses | 808,656     |

**TOTAL EXPENSES \$7,380,010**

|                                |              |
|--------------------------------|--------------|
| Endow. Net Realized (loss)     | 4,539,620    |
| Beginning Net Assets           | 37,199,286   |
| Ending Net Assets              | 46,604,630   |
| Total Liabilities              | 7,649,866    |
| Total Liabilities & Net Assets | \$54,254,496 |

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