



2004 Annual Report



Hands on DC 2004 Annual Report

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Executive Summary

On May 1st, 2004, Hands on DC (HoDC) marked a major milestone – we completed our tenth annual work-a-thon to refurbish Washington, DC public schools, raise college scholarships for public-school students, and get our stakeholders more involved in the community. This year, our 2,500 volunteers conducted over 325 projects in 41 different DC public schools and raised over \$32,000 in college scholarship funds for College Bound, a local tutoring and mentoring program.

HoDC 2004 was a very successful year for us. Christina Russell, one of our two Co-Directors for 2004, won DC Mayor Anthony Williams' Community Service Award in November 2003. Our recruitment team increased the number of volunteers by almost ten percent over the previous year. To better promote the organization and communicate with potential volunteers and sponsors, we developed a branding strategy which includes a new logo and a revamped website. Our partnership with DC Public Schools continued to grow, illustrated by the school system providing us with space at Shaw Junior High to house our supplies in the weeks before the event. Relationships with donors also deepened, exemplified by Mr. Anthony Lewis from long-time supporter Verizon speaking at our kick-off rally at Cardozo High School. Several new donors contributed to HoDC this year, including the McGowan Foundation and Visa, while all three DC Whole Foods Market stores held a "5% day" on September 10, 2003, donating five percent of their sales to HoDC. Overall, HoDC came in under budget for 2004 operating expenses, increased the number of scholarship pledges received, and ended the year on solid financial footing for our 2005 program year.

In 2005, HoDC will begin its second decade of "brighter schools and better futures" for DC students. Over the past ten years, over 22,000 volunteers have created a better environment for learning in over 100 schools and have funded more than \$445,000 in college scholarship contributions for DC public school students. We are continuing to improve our recruitment, planning, fundraising, and logistical processes. We look forward to continuing our tradition of service to DC Public Schools.

What is Hands on DC?

HoDC is an all-volunteer, nonprofit organization that conducts an annual citywide work-a-thon to improve Washington, DC public schools, raise funds to support local college scholarship programs, and encourage greater community involvement in the public schools. Hands on DC is truly all-volunteer: we have no paid staff. Instead, two main bodies undertake the group's work:

- ***The Organizing Committee*** focuses on planning, developing, and executing the annual work-a-thon. To accomplish that task, the group forms subcommittees responsible for volunteer recruitment, publicity, fundraising, events, and coordination of school projects.
- ***The Executive Committee*** is composed of the chairs of these committees, along with the Event Co-Directors and the Treasurer. The Executive Committee oversees the work of the Organizing Committee.

HoDC's governing body, the **Board of Directors**, provides long-term stability and policy guidance by focusing on strategic issues and relationships. The Board is composed of previous event directors and other selected individuals with a long history of participation in HoDC. The Event Co-Directors and the Treasurer are also *ex officio* Board members and form the link between the Board and the Executive Committee. Please see Appendix C for a list of the 2004 and 2005 Executive Committee and Board members.

Hands on DC's 2004 Accomplishments

The nine months of hard work contributed by HoDC volunteers to plan the 2004 event resulted in some impressive achievements – including raising almost \$70,000 in operating funds to hold the event and recruiting 2,500 volunteers to take part. As in most years, the Executive Committee began planning efforts in August, focusing on those tasks that require a long lead-time – such as finding a location for committee meetings and discussing potential projects with the DC public school system. The Organizing Committee, which started work in early October, had by May 2004 grown to over 90 people, including a team of AmeriCorps*National Civilian Community Corps volunteers. Finally, Christina Russell, one of the two Co-Directors for HoDC 2004, won the DC Mayor's Community Service Award in November 2003 in recognition of her service to the DC community.

Recruitment

The HoDC 2004 Recruitment Committee, chaired by Karen Manship and Jehan Abdel-Gawad, recruited volunteers for both the event and the Organizing Committee, maintained ongoing communication with volunteers, and developed materials for interested volunteers. The Recruitment Committee also spearheaded the Adopt-a-School campaign, which encouraged corporate teams or teams of individuals to sponsor and participate in HoDC projects at a specific school.

The Recruitment Committee recruited an impressive 162 team leaders, volunteers who organize a group of their friends, family members, and co-workers. The number of volunteers who came to the 2004 event totaled 2,507, an increase of nearly ten percent over the 2003 event. Thirty-seven of these team leaders returned from previous years; several other teams returned with a new leader. As in previous years, teams represented a mosaic of the Washington community -- university groups, church-related groups, corporate teams, small businesses, alumni organizations, and simply groups of friends. Of particular note were a large corporate team from Accenture, providing enough volunteers for projects at two schools, and a group of teams representing DC-based AmeriCorps programs that completed projects at three schools. In addition, a group of mentors and students from College Bound, the program that receives



HoDC's scholarship collection, volunteered on event day, as did a group from the Higher Achievement Program, another local tutoring program.

Complementing successful recruitment through word-of-mouth and monthly happy hours, the committee took advantage of electronic communication, advertising opportunities through the online resources such as Volunteer Match and Craig's List. In 2005, HoDC hopes to further increase its use of the website and electronic resources, for example by including a "Frequently Asked Questions" page on our website to provide easily accessible information about volunteering (www.handsondc.org).

These successes highlight the strong base of volunteers and efficient systems that HoDC has built over its first decade of service, particularly given that the Organizing Committee was smaller in 2004 compared to recent years. A core group of dedicated volunteers regularly attended meetings and contributed to committee work. Over the course of the planning for HoDC 2004, about 90 people worked on the Organizing Committee, but attendance was not as consistent as we would like. A goal for 2005 is to increase Organizing Committee participation, perhaps by restructuring meetings to be more task-oriented and engaging to volunteers.

Publicity and IT

The 2004 Publicity Committee, chaired by Katie Ferrier, conducted outreach efforts, developed publicity materials, and planned the event day kick-off rally. In celebration of Hands on DC's 10th anniversary HoDC, the Publicity Committee designed an attractive new HoDC logo. This logo was displayed on the website managed by Andrea Gudeon, as well as on all materials, including letterhead, posters, palm cards, t-shirts, the rally banner, pledge brochures, and pins distributed to volunteers.

In addition to developing press packets for the event, the Publicity Committee submitted public service announcements to radio stations and wrote press releases for local television, radio, and print news outlets. The committee also generated interest among potential volunteers, media outlets, and funders by regularly posting news stories about the HoDC co-directors, the selection of schools, and other activities to our newly revamped website. A goal for 2005 is to build a stronger relationship with local media, for example by arranging interviews with the event co-directors or encouraging media professionals to serve on the committee in an advisory capacity.

In 2004, the Publicity Committee reached out to key constituencies in DC Public Schools (DCPS) and city government. In particular, the committee met with Leonie Campbell of the DCPS Office of Communications and Public Information and Dave Anderson of the DCPS Facilities Management department to garner their continued support and enthusiasm for HoDC. The Committee also collaborated with Kimberly Flowers of Serve DC, the community service branch of the Mayor's Office, to publicize the event and encourage the participation of local community groups. In 2005, the HoDC Publicity Committee plans to continue to educate these constituencies about our organization and to generate enthusiasm among the Mayor, City Council members, the Superintendent, and DCPS Offices as well as neighborhood organizations.

The Publicity Committee also organized the event kick-off rally, held for the first time at the centrally located Cardozo High School. The rally was held in Cardozo's large auditorium

and opened with a presentation by the high school's color guard. Before heading to their assigned schools, volunteers enjoyed donated refreshments and listened to speeches highlighting the value of service by HoDC co-founder Jacquelyn Davis, former HoDC scholarship recipient Ebony Lea (now a College Bound employee), and Anthony Lewis from Verizon, a long-time sponsor of HoDC and College Bound.



Fundraising

The 2004 Fundraising Committee benefited from the experience of returning co-chair Billy Pizer, joined by new co-chair Sarah Brachle. The HoDC 2004 Fundraising Committee successfully raised \$52,824 in corporate donations, \$35,800 in in-kind donations (including a Nextel cell-phone donation, used by Organizing Committee members to communicate with each other in the weeks leading up to the event, valued at \$24,000), \$2,798 in individual contributions, \$11,735 through Adopt-a-School donations, and \$1,787 from seven happy hours.

The Fundraising Committee enjoyed the continued support of several core HoDC funders such as GEICO, and previous supporters like the American Institutes for Research increased their sponsorship. The Committee also diversified its income streams by attracting new donors, including the McGowan Foundation and Visa. In total, the Fundraising Committee submitted 34 applications for donations, 17 of which were funded. In 2005, the Fundraising Committee plans to emphasize online donation opportunities through a secure link on the HoDC website, and is investigating partnering with the Washington Area Grantmakers/TouchDC to develop a customized donation form.

Fundraising has increasingly become a year-round activity for HoDC, as demonstrated by sponsorships ranging from a very successful early September event in which the three DC Whole Foods locations donated 5% of their sales for the day, to a post-event donation by Timberland. The Fundraising Committee benefited from the efforts of its five committee members to complete most applications by the end of January, allowing for several months of follow-up before the May 1st event.

The Fundraising Committee worked closely with other HoDC committees. In particular, the Fundraising and Publicity Committees collaborated to secure sponsor logos and ensure that all sponsors were properly recognized on HoDC materials, including T-shirts, posters, brochures, website, and rally banner. The Fundraising Committee also supported the Recruitment Committee in the Adopt-a-School campaign, through which teams of volunteers were encouraged to sponsor projects at a specific school for a \$500 donation. Continuing the trend from recent years, many teams elected to participate in the Adopt-a-School program, but fewer volunteers raised pledge donations designated specifically for college scholarships. A goal for 2005 is to clarify the distinction between Adopt-a-School and pledge-raising, as well as to simplify the recognition that sponsors will receive at various donation levels.

In order to continue to build relationships with donors, the Fundraising Committee also spearheaded an effort to photograph HoDC projects at each of the 41 schools where volunteers worked on event day. As a result, donors received thank you notes and pictures from the school that they sponsored, providing a visual reminder of the value of their donation. In 2005, the committee intends to continue to develop relationships with existing and regular funders through written communications as well as in-person presentations.



Sites

Chaired by Salim Bhabhrawala and Caroline Clayton, the Sites Committee oversaw the completion of 325 landscaping, painting and special projects in 41 DC Public Schools. The Sites Committee also oversaw the development a number of special projects, including more than 10 murals, the creation of a composting box from old picnic tables, and the planting of a garden.

The Sites Committee continued to build upon its partnerships with key DC institutions. In particular, the Sites Committee benefited from the strong relationship that has been developed

with DCPS over the past decade. The DCPS Facilities Operations Officer helped HoDC to secure a safe and centrally located Staging Area in the parking garage at Shaw Junior High School, as well as a new kick-off rally location at Cardozo High School. Further, in 2004 the Sites Committee submitted permit requests electronically to DCPS one month prior to the event, earlier than ever before, thereby creating an efficient and collaborative process for receiving the permit approvals that enable HoDC to carryout its projects safely and with the full approval of the school system. In prior years, the last-minute paper submissions generated confusion over which projects had received approval. As in previous years, the Sites Committee also benefited from the hard work of the National Civilian Community Corps (NCCC) volunteers assigned to work with HoDC for the two weeks prior the event.



In addition to the tools borrowed from the Community Tool Chest managed by Greater DC Cares, the Sites Committee received many donations in 2004: the government of the District of Columbia donated and delivered nearly half of the mulch used and the Washington Times donated all the newsprint used as drop cloths. Most other supplies were purchased at a discount from Duron. The Sites Committee also relied on the donation of cell phones from Nextel to create efficient communications between the committee chairs, Regional

Coordinators, and Site Coordinators in the weeks of logistics and preparation leading up to the event.

In 2004, the Sites Committee took advantage of lessons learned from the first decade of HoDC to improve the complicated logistics of planning and implementing projects. In particular, more Regional Coordinators—committee members who supervise a group of five to six schools within a condensed area—were recruited, so that each Regional Coordinator was responsible for fewer schools than in the past. On event day, each Regional Coordinator was assigned a



vehicle to deliver supplies to their schools and ensure a quicker clean-up process. Although these efforts helped create a successful event day, working in 41 schools stretched the Sites Committee logistically. In 2005, we plan to work in approximately 35 schools, a reduction that will improve the project completion rate, because HoDC will use the same number of volunteers more effectively, both in initial assignments and by re-assigning volunteers if needed during the event. Another goal for 2005 is to develop a database to help calculate supplies, in order to make the process of determining quantities easier and more accurate.

Hands on DC Board of Directors

The reports from the Co-Directors and committee chairs capture the essence of this year's event. But the yearly event could not happen if other issues like filing taxes, maintaining the organization's incorporation status, obtaining an audit, developing evaluation processes, and other long-range planning efforts did not occur "behind the scenes." The HoDC Board handles these responsibilities.

Over the past few years, the HoDC Board has focused on institutionalizing our financial processes and developing better self-evaluation tools. We achieved a major milestone in the first area in FY 2004: the accounting firm of Ross, Langan, and McKendree issued an unqualified audit opinion for our 2003 financial statements. For the second area, the Board instituted a process to obtain more regular feedback and reports from Committee chairs to capture the lessons learned during the event.

HoDC 2004 marked the organization's 10th Anniversary. And as one of the founding directors noted at this year's rally, we have come a long way since 1994. The number of schools we work in, the network of volunteers, and the close relationship with the school system have grown immensely since then – no one from that first event could have envisioned what HoDC has become. Yet, while the size, scope, and sophistication of the event has grown, the vitality that made two people start an all-volunteer service organization remains the same.

Washington DC's public schools are improving. We see that every year as we work with the school system. But we are still a long way from working ourselves out of an event – which is our real long-term goal. In the meantime, the Board will continue to work to improve HoDC so that it can continue to refurbish DC's public schools, raise money for college scholarships, and involve people in their community.



2004 Financial Overview

The following table provides a consolidated overview of HoDC's financial position:

	Balance (SOY)	Income	Expense	Transfers	Gain/Loss	Balance (EOY)
Operating Fund	\$19,099.79	\$69,965.72	-\$44,764.01	-\$20,000.00	\$5,201.71	\$24,301.50
Scholarship Fund	\$1,003.04	\$12,620.16	-\$32,063.30	\$20,000.00	\$556.86	\$1,559.90
In-kind Donations	\$0.00	\$35,800.00	-\$35,800.00	\$0.00	\$0.00	\$0.00

Notes:

1. *Fiscal Year:* The HoDC fiscal year runs from September 1 to August 31.
2. *Scholarship Fund:* The Scholarship Fund Expense figure includes HoDC's payment of \$32,000 to the FY 2004 scholarship recipient organization (College Bound) and bank fees, which are reimbursed to the Scholarship Fund from the Operating Fund. Funds to pay for these expenses came from both contributions of individual donors (listed in the Income and, from the previous year, in the Balance (SOY) columns) and corporate funds transferred from the operating account (listed in the Transfer column).
3. *Transfer from the Operating Fund to the Scholarship Fund:* In addition to reimbursing the Scholarship Fund for bank fees, funds were also transferred from the Operating Fund to increase the FY 2004 scholarship contribution as well as to maintain sufficient balance in the Scholarship fund to avoid regular bank fees.

Please see Appendix A for more detailed income and expense breakdowns. Appendix B provides detailed descriptions of each income and expense category.

2004 INCOME

As a result of dedicated efforts by the fundraising committee, HoDC increased its operating income from \$65,365 in FY 2003 to \$69,966 in FY 2004. This increase is primarily attributable to a rise in corporate donations (from \$49,350 to \$52,824) and in Adopt-a-School receipts (\$9,775 to \$11,734). Scholarship Fund income, primarily based on pledges related to the event day, showed a slight increase in FY 2004 (\$11,480 to \$12,620), reversing a trend from the past few years. In total, HoDC's revenues in FY 2004 (excluding in-kind donations) were \$82,586, an increase of approximately \$5,700 over FY 2003.

2004 EXPENSES

Operations

During 2004, HoDC expended \$44,764 (excluding in-kind contributions) to stage our annual event. Of that amount, about 63% of our operating expenditures (\$28,355) went to cover direct project costs, such as paint, painting supplies, mulch, special projects materials and equipment. Another 13% were used to publicize the event in order to raise awareness of HoDC among potential volunteers and donors.

Responsible financial management, careful attention to cost containment, and the receipt of certain in-kind contributions allowed HoDC to reduce our cash costs to stage the work-a-thon event by more than \$4,000 (8.6%) from the FY 2003 level, while still delivering an extremely effective program. The Publicity Committee was able to reduce costs by negotiating more effectively with vendors. Expenses were remarkably consistent from 2003 to 2004, including their breakdown by category. Our largest single category of expenditures, Sites, which includes the direct costs of the work-a-thon projects, decreased in 2004. The expenditure for paint was

reduced significantly as our supplier arrangements were re-negotiated and we received a significant donation of mulch from DCPS. Increases in insurance, storage costs, and audit fees resulted in an increase of \$1,320 in Administration expenditures in 2004.

Scholarships

In 2004, HoDC continued its long-standing relationship with College Bound, naming it the recipient of our scholarship award. College Bound will use the funds to provide college scholarships to DC public school students who have graduated from its tutoring program and gone on to college. Fortunately, due to an increase in scholarship income and our ability to apply some of the corporate donations to college scholarships, the 2004 scholarship payment was set at \$32,000, an increase over the 2003 level of \$18,000. The following table shows the cumulative scholarship totals contributed by HoDC and the community organizations that received our grants since 1995:

	College Bound	Community IMPACT!	Beat the Odds Foundation	Total
1995	\$22,000.00	\$22,000.00		\$44,000.00
1996	\$38,500.00	\$31,500.00		\$70,000.00
1997	\$37,073.85	\$15,166.58	\$15,166.58	\$67,407.01
1998	\$41,333.33	\$20,666.67		\$62,000.00
1999	\$36,666.67	\$18,333.33		\$55,000.00
2000	\$26,666.67	\$13,333.33		\$40,000.00
2001	\$21,650.00	\$10,000.00		\$31,650.00
2002	\$25,000.00			\$25,000.00
2003	\$18,000.00			\$18,000.00
2004	\$32,000.00			\$32,000.00
Total	\$298,890.52	\$130,999.91	\$15,166.58	\$445,057.01

2004 SUMMARY

In 2004, HoDC achieved a roughly \$5,700 increase in its operating and scholarship income. For 2005, HoDC hopes to continue our strong performance in corporate fundraising, while establishing a strategy to address the long-term decline in Scholarship Fund income (event-day pledges). The strong fundraising performance in 2004, along with cost containment measures, has left HoDC in a very good position for the start of our 2005 year.

2005 Budget

HoDC's 2005 work-a-thon is scheduled for May 7th, 2005. Planning is already well underway, and the Organizing Committee is working hard to develop another successful event. The following table provides a summary of our preliminary budget estimates for 2005.

Operating Budget Summary

<u>Income</u>	<u>FY04 Actual</u>	<u>FY05 Budget</u>
	\$69,936.62	\$72,675.00
<u>Expense</u>		
<u>Committee</u>	<u>FY04 Actual</u>	<u>FY05 Budget</u>
Central Administration	\$10,232.53	\$11,766.00
Fundraising	\$482.26	\$650.00
Publicity	\$5,390.71	\$7,300.00
Recruitment	\$303.40	\$295.00
Sites	\$28,355.11	\$32,250.00
Total	\$44,764.01	\$52,261.00
<i>Income less Expense</i>	<i>\$25,172.61</i>	<i>\$20,414.00</i>

Scholarship Fund Budget Summary

<u>Income</u>	<u>FY04 Actual</u>	<u>FY05 Budget</u>
	\$12,676.40	\$10,012.00
<u>Expense</u>		
	\$32,063.30	\$30,060.00
<i>Income less Expense</i>	<i>-\$19,386.90</i>	<i>-\$20,048.00</i>

The HoDC budget remains relatively stable for 2005. Overall, we are projecting 17% growth in expenditures and 4% growth in revenue over the 2004 budget. Much of the increase in projected expenditures is based on the one-time nature of in-kind contributions received in 2004 and increased fees for accounting and audit services.

INCOME

HoDC is maintaining its successful fundraising team from 2004. This committee has a proven ability to find new donors, reinvigorate past relationships, and find new opportunities to raise funds. Based on its success last year, we believe the fundraising goals we have established are realistic and attainable. We expect our in-kind donations of equipment, such as cell phones for the day of the event, and services, such as cell phones from NEXTEL, to remain steady. Volunteer pledging is the one area in which some additional analysis will be performed in order to ensure continued performance. As indicated above, pledges are the primary source of income for the Scholarship Fund, and this source has been declining over the past few years.

EXPENSES

Most projected expenditures in 2005 reflect a continuation of the 2004 levels. We anticipate that we will achieve savings relative to the budget over the course of the year. However, we plan to take a prudent approach to budgeting for costs while allowing flexibility to spend appropriately when necessary.

2005 SUMMARY

We expect the 2005 event to generate more revenue and reach more students than, and raise more college scholarships that we were able to achieve last year. Some of these key goals include:

- Increasing emphasis on scholarship donations and highlighting our relationship with the mentoring organization College Bound;
- Increasing our contacts with media organizations;
- Improving our information technology capacity by increasing our use of the internet and revising our databases;
- Reaching out to schools that have not previously participated in HoDC;
- Reaching out to more community-based groups in recruiting volunteers.

We have the elements in place to achieve these goals: a talented group of leaders, a strong volunteer base, and greater experience. Finally, we expect 2005 to continue the strong financial performance established in 2004, building on our successes in corporate donations with improved results in the Scholarship Fund income (work-a-thon pledges).



Appendix A: Detailed Financial Information

FISCAL YEAR 2004 INCOME

Income

<u>Source</u>	<u>FY04 Budget</u>	<u>FY04 Actual</u>	<u>Actual-Budget</u>
Adopt-a-school	\$10,000.00	\$11,734.55	\$1,734.55
Alumni	\$0.00	\$0.00	\$0.00
Corporate	\$50,000.00	\$52,824.00	\$2,824.00
Other (e.g., T-shirts)	\$1,000.00	\$715.00	-\$285.00
Personal	\$1,000.00	\$2,827.80	\$1,827.80
Events	\$5,000.00	\$1,787.00	-\$3,213.00
Interest, Op.	\$50.00	\$77.37	\$27.37
Subtotal, Operating	\$67,050.00	\$69,965.72	\$2,915.72
Alumni	\$0.00	\$0.00	\$0.00
Corporate	\$0.00	\$0.00	\$0.00
Pledges	\$12,180.85	\$12,608.01	\$427.16
Other	\$0.00	\$0.00	\$0.00
Personal	\$0.00	\$0.00	\$0.00
Summer Scholarship Fund	\$0.00	\$0.00	\$0.00
Interest, Scholarships	\$29.00	\$12.15	-\$16.85
Subtotal, Scholarships	\$12,209.85	\$12,620.16	\$410.31
<u>In-kind Contributions</u>			
<u></u>	<u>FY04 Budget</u>	<u>FY04 Actual</u>	<u>Actual-Budget</u>
Nextel Cellular Phones	\$24,000.00	\$24,000.00	\$0.00
Duron	\$1,000.00	\$1,000.00	\$0.00
Visa, USA	\$2,500.00	\$2,500.00	\$0.00
Honest Tea	\$500.00	\$500.00	\$0.00
Penn Camera	\$200.00	\$200.00	\$0.00
Rentals Unlimited	\$2,600.00	\$2,600.00	\$0.00
Subtotal, In-kind Contrib.	\$30,800.00	\$30,800.00	\$0.00
Grand Total	\$110,059.85	\$113,385.88	\$3,326.03

FISCAL YEAR 2004 EXPENSES

<u>Expense</u>	<u>FY04 Budget</u>	<u>FY04 Actual</u>	<u>Actual-Budget</u>
<u>Committee</u>			
Central Administration	\$10,524.00	\$10,232.53	-\$291.47
Fundraising	\$170.00	\$482.26	\$312.26
Publicity	\$10,035.00	\$5,390.71	-\$4,644.29
Recruitment	\$200.00	\$303.40	\$103.40
Sites	\$30,604.75	\$28,355.11	-\$2,249.64
Subtotal, Operating	\$51,533.75	\$44,764.01	-\$6,769.74
Subtotal, Scholarship Payments	\$27,133.96	\$32,063.30	\$4,929.34
Subtotal, In-kind Expend.	\$30,800.00	\$30,800.00	\$0.00
Grand Total	\$109,467.71	\$107,627.31	-\$1,840.40

<u>Recruitment</u>	<u>FY04 Budget</u>	<u>FY04 Actual</u>	<u>Actual-Budget</u>
Official Representation	\$100.00	\$0.00	-\$100.00
Postage	\$0.00	\$125.80	\$125.80
Other	\$0.00	\$0.00	\$0.00
Office Supplies	\$100.00	\$18.08	-\$81.92
Photocopies	\$0.00	\$159.52	\$159.52
<i>Subtotal, Recruitment</i>	<i>\$200.00</i>	<i>\$303.40</i>	<i>\$103.40</i>

<u>Publicity</u>	<u>FY04 Budget</u>	<u>FY04 Actual</u>	<u>Actual-Budget</u>
Advertising	\$160.00	\$0.00	-\$160.00
Banner	\$450.00	\$293.25	-\$156.75
Brochures	\$500.00	\$990.00	\$490.00
Rally	\$100.00	\$0.00	-\$100.00
Office Supplies	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$44.43	\$44.43
Other Publicity	\$900.00	\$535.00	-\$365.00
Palm cards	\$700.00	\$313.50	-\$386.50
Programs	\$200.00	\$0.00	-\$200.00
Photocopies	\$150.00	\$223.13	\$73.13
Photos	\$0.00	\$0.00	\$0.00
Postage	\$25.00	\$0.00	-\$25.00
Posters	\$650.00	\$543.40	-\$106.60
T-shirts	\$4,200.00	\$2,448.00	-\$1,752.00
Metro Ad Campaign	\$2,000.00	\$0.00	-\$2,000.00
<i>Subtotal, Publicity</i>	<i>\$10,035.00</i>	<i>\$5,390.71</i>	<i>-\$4,644.29</i>

Sites	FY04 Budget	FY04 Actual	Actual-Budget
Communications	\$0.00	\$0.00	\$0.00
Landscaping	\$4,500.00	\$1,901.78	-\$2,598.22
Postage	\$0.00	\$54.02	\$54.02
Office Supplies	\$59.75	\$81.62	\$21.87
Other	\$0.00	\$177.17	\$177.17
Paint Supplies	\$18,000.00	\$19,541.44	\$1,541.44
Paint Storage	\$1,010.00	\$817.50	-\$192.50
Tool Purchases	\$1,000.00	\$1,000.00	\$0.00
Photocopies	\$0.00	\$0.00	\$0.00
SC Disc Fund	\$300.00	\$0.00	-\$300.00
Staging Area Costs	\$100.00	\$0.00	-\$100.00
Special Projects	\$2,500.00	\$834.86	-\$1,665.14
Other Miscellaneous	\$15.00	\$10.12	-\$4.88
Trucks, Fuel, Insurance	\$3,000.00	\$3,854.60	\$854.60
Volunteer Support	\$120.00	\$82.00	-\$38.00
<i>Subtotal, Sites</i>	\$30,604.75	\$28,355.11	-\$2,249.64

Fundraising	FY04 Budget	FY04 Actual	Actual-Budget
Official Representation	\$0.00	\$0.00	\$0.00
Postage	\$100.00	\$28.09	-\$71.91
Office Supplies	\$70.00	\$44.20	-\$25.80
Photocopies	\$0.00	\$133.97	\$133.97
Proposals	\$0.00	\$0.00	\$0.00
Photographs	\$0.00	\$276.00	\$276.00
Other	\$0.00	\$0.00	\$0.00
<i>Subtotal, Fundraising</i>	\$170.00	\$482.26	\$312.26

Central Administration	FY04 Budget	FY04 Actual	Actual-Budget
Bank Charges	\$50.00	\$0.00	-\$50.00
Imprest Fund	\$0.00	\$0.00	\$0.00
Office Supplies	\$60.00	\$0.00	-\$60.00
Phone	\$420.00	\$415.06	-\$4.94
Postage	\$0.00	\$14.80	\$14.80
Other	\$750.00	\$879.67	\$129.67
Storage space	\$1,244.00	\$1,194.00	-\$50.00
Staging Area	\$0.00	\$0.00	\$0.00
Insurance	\$5,000.00	\$5,722.00	\$722.00
Legal fees	\$0.00	\$0.00	\$0.00
Audit Fees	\$3,000.00	\$2,000.00	-\$1,000.00
Returned Check Charges	\$0.00	\$7.00	\$7.00
<i>Subtotal, Central Admin</i>	\$10,524.00	\$10,232.53	-\$291.47

Total, Operating Expenses	\$51,533.75	\$44,764.01
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Scholarship Fund	FY04 Budget	FY04 Actual	Actual-Budget
Bank Charges	\$92.90	\$63.30	-\$29.60
Office Supplies	\$41.06	\$0.00	-\$41.06
Other	\$0.00	\$0.00	\$0.00
Scholarship Contrib.	\$27,000.00	\$32,000.00	\$5,000.00
<i>Subtotal, Scholarship Fund</i>	\$27,133.96	\$32,063.30	\$4,929.34

Appendix B: Income and Expense Category Descriptions

HoDC uses the following definitions for the income and expense categories outlined in the financial report:

INCOME

Operating Income: Funds used to support the organization's administrative, fundraising, and projects functions.

- **Adopt-a-School:** \$500 donations made by local businesses, organizations, or individuals to support specific schools. The company or group is recognized within the school in some fashion (including signage at the school and a certificate). The intent is to help create long-lasting ties between community businesses and schools.
- **Alumni:** In some years, we request former HoDC members to contribute to the organization.
- **Corporate:** Funds from large companies or businesses. Also includes in-kind donations of equipment such as cell-phones or services such as media time.
- **Events:** Funds raised from happy hours or other activities sponsored by HoDC.
- **Other:** Uncategorized operating income, including anonymous donations.
- **Personal:** Funds from individuals.
- **Interest:** Earned interest on the Operation Fund bank account.

Scholarship Funds: Amounts donated to local organizations to distribute to Washington, DC public school students for college scholarships.

- **Pledges:** Funds raised by the volunteers on the day of the event.
- **T-shirt sales:** Funds raised from selling HoDC t-shirts.
- **Other:** Uncategorized funds or anonymous donations specifically for college scholarships.

EXPENSES

- **Advertising:** Costs associated with obtaining advertising or donated time from our sponsors.
- **Audit Fees:** The cost of obtaining an audit of the organization's finances.
- **Bank charges:** Bank fees and other associated costs of maintaining bank accounts.
- **Banner:** Cost of creating a banner for use at the rally with corporate sponsors' logos.

- **Brochures:** Printing costs associated with the pledge brochures used by volunteers to record pledges received.
- **Communications:** Costs associated with establishing the communication network for the day of the event. Typically consists of donated cell phones.
- **Hardware:** Small tools and other similar items.
- **Insurance:** Liability insurance for the day of the event and Director's and Officer's insurance for the Board of Directors and the Executive Committee.
- **Landscaping:** All costs associated with landscaping projects, including the following sub-categories:
 - Disposable supplies, including gloves, bags, and other one-use items
 - Mulch and plants
 - Tools associated with landscaping projects
- **Legal fees:** Costs associated with maintaining records and getting required legal work accomplished.
- **Mail and postage:** Costs of mailing proposals, volunteer information, school forms, and other items.
- **Office supplies:** Paper, pens, files, computer disks, and other supplies needed to manage the organization.
- **Other:** Small charges that do not fall into any other category.
- **Paint Supplies:** All costs associated with painting projects, including the following sub-categories:
 - Disposable supplies, such as drop cloths, tape and roller heads, that only can be used once
 - Durable supplies, including brushes, roller cages and extensions, that are reusable
 - Paint
 - Stencils used to create painted maps or other art on parking lots
- **Palm cards:** Index-sized cards giving a quick summary of the event that are used primarily as a publicity tool.
- **Phone:** Cost of HoDC's phone line, voice-mail services and the temporary phone line at headquarters.
- **Photocopies:** Cost of copies for operational uses.
- **Photos:** Film developing expenses to document Organizing Committee activities and the annual work-a-thon.
- **Posters:** Large-size posters publicizing the event.

- **Proposals:** Creation, duplication and mailing expenses for fundraising proposals.
- **Programs:** Materials used at the rally to inform volunteers of the schedule and to thank sponsors.
- **Returned check charges:** Checks that are returned for insufficient funds. (A fairly consistent number of checks from donors bounce each year, resulting in fees to HoDC's bank accounts.)
- **Rally:** Costs associated with the opening rally held the morning of the event.
- **Site Coordinator Discretionary Fund:** The coordinator assigned to oversee each school has the authority to spend up to \$50 on extra supplies on the day of the event in order to cover unanticipated needs.
- **Special projects:** Non-standard projects requiring special equipment or skills.
- **Staging area:** Costs associated with the location we use as a logistics headquarters in the weeks leading up to the event. Expenses include minor supplies such as light bulbs, snack food, toilet paper, etc, needed to make the location functional.
- **Storage:** Cost of storing our supplies during the year; includes special hazardous material storage for our paint supplies.
- **Training supplies:** Items used to train volunteers assigned to coordinate activities at specific schools or groups of schools.
- **Trucks:** Cost to rent trucks to transport materials to schools.
- **T-shirts:** HoDC t-shirts with logos sold to raise funds for scholarship and given to volunteers on the Organizing and Executive Committees.
- **Volunteer Support:** Expenses associated with purchasing food, cups, snacks, and other "morale boosters" for staff at headquarters and when working long hours on projects.

Appendix C: Board and Executive Committee Membership

2004	2005
<u>Board of Directors</u>	
<p>Michael Daniel, President Nancy Bagot, Secretary Andrew Gillen, Treasurer Tracy Costigan, Event-Co-Director Christina Russell, Event Co-Director Jill Brown Kettler Brian Kettler Kimberley Luczynski Lorraine Mitchell Margaret Tower Smith William Wright</p>	<p>Michael Daniel, President Kimberley Luczynski, Secretary Andrew Gillen, Treasurer Katie Ferrier, Event-Co-Director Billy Pizer, Event Co-Director Tracy Costigan Jill Brown Kettler Brian Kettler Lorraine Mitchell Christina Russell William Wright</p>
<u>Executive Committee</u>	
<p>Tracy Costigan, Event Co-Director Christina Russell, Event Co-Director Andrew Gillen, Treasurer Salim Bhabhrawala, Sites Co-Chair Caroline Clayton, Sites Co-Chair Karen Manship, Recruitment Co-Chair Jehan Abdel-Gawad, Recruitment Co-Chair Katie Ferrier, Publicity Co-Chair Andrea Gudeon, Webmaster Billy Pizer, Fundraising Co-chair Sarah Brachle, Fundraising Co-Chair</p>	<p>Katie Ferrier, Event Co-Director Billy Pizer, Event Co-Director Andrew Gillen, Treasurer Matt Herzog, Sites Co-Chair Shawn Bucholtz, Sites Co-Chair Andrea Gudeon, Recruitment Co-Chair Nicole Zeigler, Recruitment Co-Chair Liz Farrar, Publicity Co-Chair Kristen Van Dusen, Webmaster Sarah Brachle, Fundraising Co-chair Jeremy Citro, Fundraising Co-Chair</p>