



Hands on DC 2005 Annual Report

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Executive Summary

On May 7th, 2005, Hands on DC (HoDC) completed its eleventh annual work-a-thon to refurbish Washington, DC, public schools, raise college scholarships for public-school students, and encourage a variety of stakeholders to become more involved in the community. We entered our second decade of service with a streamlined event that targeted a smaller number of schools with the goal of achieving a higher project completion rate. This goal was achieved thanks to the more than 2,000 volunteers who completed 228 projects in 33 schools. Hands on DC was also able to contribute \$36,000 in college scholarship funds to College Bound, a local tutoring and mentoring program.

By all measures, 2005 was a very successful year for HoDC. We raised our highest amount of corporate funding to date, despite a challenging environment, and attracted new donors that include AOL, Inc., BNA, Inc., and Case Design/Remodeling, Inc. We improved our planning for and tracking of supplies through a new database. We also continued our strong partnership with DC Public Schools (DCPS), which again provided a staging area for event preparation at Shaw Junior High School and a rally site at Cardozo High School. Publicity materials were completed earlier and were therefore used more extensively than in years past. We revamped our evaluation methods and collected considerable information about how the event was executed – thereby allowing us to target areas for improvement. Our post-event evaluation meeting was facilitated by a local professional and allowed us to have in-depth discussions on important topics including community outreach, volunteer preparation, and the organization of materials and supplies.

A key focus of this year was to conduct projects in schools we had not yet served and to attract more community involvement. We also worked hard to reach out to neighborhood and parent groups, although this continues to prove challenging. The post-event evaluation meeting offered several positive and useful suggestions that we hope will help to expand our efforts in this area. We also worked to improve cross-committee communications in the planning of the event. This improved communication allowed us to coordinate more effectively and to accomplish more in a shorter timeframe.

In 2006, as HoDC continues in its second decade of working for “better schools and brighter futures” for DC students, we will continue to build on our past accomplishments. We also plan to take time to reflect on both the past and the future through a strategic review. We are proud to report that over the past eleven years, more than 24,000 volunteers have created a better environment for learning in over 100 schools and have funded more than \$480,000 in college scholarship contributions for DC public school students. Our tradition of service to DC Public Schools will endure and we look forward to continued improvement.

What is Hands on DC?

HoDC is an all-volunteer, nonprofit organization that conducts an annual citywide work-a-thon to improve the physical condition of 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 volunteer-founded and volunteer-led: 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 committees responsible for volunteer recruitment, community outreach and publicity, fundraising and sponsorship development, and coordination of school projects.
- **The Executive Committee** is composed of the chairs of these committees, along with the Event Co-Directors and the organization's 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 organizational 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 2005 and 2006 Executive Committee and Board members.

Hands on DC's 2005 Accomplishments

The nine months of hard work contributed by HoDC volunteers to plan the 2005 event resulted in some impressive achievements – including raising over \$70,000 in operating funds to hold the event and recruiting 2,000 volunteers to complete projects at 33 schools. The Executive Committee began planning efforts in September, 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 grown to over 100 people by May 2005, including a team of AmeriCorps*National Civilian Community Corps volunteers.

In 2005, the Executive Committee decided to focus more resources on a fewer number of schools. Coupled with a particularly experienced and professional Executive Committee, as well as a new database for tracking, ordering, and delivering supplies, the result was one of the smoothest events in recent memory. Based on formal and informal feedback received afterwards, both the preparation and execution of the event went extremely well. Measured perhaps by one of the most important yardsticks, 97% of the respondents to our post-event survey indicated that they would participate again next year.

This points to one of the significant accomplishments in 2005: improved evaluation and feedback mechanisms. For the first time, we conducted an online survey for all volunteers, in addition to the more traditional surveys targeted to team leaders and site coordinators. We hired a professional facilitator to run our post-event evaluation meeting. And we continued the process, started last year, of detailed committee reports to the Board of Directors which are then shared with the following year's Executive Committee. All of these efforts have contributed to an improved understanding of what we have accomplished and what we can improve. For example, after observing a steady decline in pledge contributions from volunteers on the day of the event, we now know that many volunteers may be *unaware* that we collect such contributions to fund scholarships. We believe this is due, in part, to the fact that HoDC does not

communicate directly with each and every volunteer, but communicates through team leaders who may not be sharing all the necessary information.

A second advancement was an expanded commitment to improve cross-committee coordination. Executive Committee meeting agendas were oriented around action items instead of committees, which allowed the whole group to focus on developing solutions to such challenges as working in schools that are not accessible via the Metro subway system, reaching out to a wider range of community members, and fostering long-term relationships with sponsors. The Co-Directors spent much of their time identifying these issues and engaging the entire Executive Committee to discuss and resolve them.

Looking to 2006, we hope to see continued improvements in both of these areas — collecting information about the event and organization as well as ever-smoother coordination among committees. We also hope to see the organization tackle the challenge of developing new community and stakeholder relationships and reversing the downward trend in scholarship donations by individuals.

Recruitment

The Hands on DC 2005 Recruitment Committee, chaired by Nicole Zeigler and Andrea Gudeon, recruited volunteers for both the event day and for the Organizing Committee, maintained ongoing communication with volunteers, developed informational materials for volunteers, and assisted in broader community outreach. The Recruitment Committee also spearheaded the Adopt-a-School campaign which encouraged corporate teams or teams of individuals to sponsor the refurbishment materials and participate in Hands on DC projects at a specific school.

Consistent with the smaller number of schools this year, the Recruitment Committee recruited 126 teams, who in turn brought 2,000 volunteers to the event (compared to 162 team leaders and 2,500 volunteers in 2004). There was a larger number of returning team leaders this year—roughly half this year compared to 20 percent last year. As in previous years, teams represented a mosaic of the Washington community – university groups, church-related organizations, corporate teams, small businesses, alumni associations, and simply groups of friends. In addition to tracking the participation history of team leaders, we also connected the data on teams with scholarship pledge-raising information in order to better target our communications and encourage more donations.

We made a particular effort this year to contact community groups in and around the schools where we worked. Although in the short-term this effort did not yield a large number of new volunteers, we believe that on-going efforts to reach out to neighborhood community groups will lead to increased community awareness of, and participation in, future Hands on DC events. In addition, some schools, like Coolidge Senior High School, recruited many of their own community volunteers. Many corporate groups that had a prior relationship with a certain school (such as Accenture at Amidon Elementary and Freddie Mac at Nalle Elementary) volunteered in large numbers. As in years past, roughly 18% of the volunteers who had signed up prior to the event did not participate (based on those who arrived at the opening rally); only one entire team did not show up. More than half the teams took advantage of the new on-line registration and, as in past years, on-line availability of forms and materials was greatly valued by team leaders.

This year marked a successful effort to attract and retain more Organizing Committee members by making the meetings more useful and engaging for all attendees. We kept an every-other-week meeting schedule until February (versus moving to weekly meetings in January, as was done in years past). We also changed the structure of the general Organizing Committee meetings, virtually eliminating the organization-wide meeting in favor of break-out sessions for



each committee. New members were approached individually by the Co-Directors to discuss volunteer opportunities, and then were introduced to committee chairs. Co-Chairs also were encouraged to consider the volunteer development aspect of their work — grooming new people to assume leadership roles in the future and assisting their committee members in meeting expectations and addressing challenges.

One goal for 2006 is to improve data collection during the event. The Recruitment Committee collects volunteer liability waivers from each school, which provide an accurate count of the number of volunteers who participate in the event. However, the waiver forms do not collect details such as team membership, whether the volunteer participated in previous years, or how they found out about HoDC. Next year, such information may be included on the waiver or on another information collection tool. A second goal for 2006 will be to continue our effort to recruit even more volunteers from neighborhoods directly around the schools we serve, as well as improve our ability to get volunteers to non-Metro-accessible schools. A third goal is to assist the Site Coordinators and Registrars better understand their role in collecting volunteer data on the day of the work-a-thon.

Publicity

The 2005 Publicity Committee, chaired by Liz Farrar and Virginia Kromm, conducted community outreach efforts, developed publicity materials, and planned the event day kick-off rally. Unlike previous years, the publicity committee did not change the logo design this year. This allowed HoDC both to improve its organizational branding by providing a more consistent look and feel to the public and, importantly, to print publicity material earlier without logo design and approval delays. This year, palm-sized postcards were printed in December and an initial batch of posters in January, providing us with more professional and attractive material to use in early recruitment and fundraising efforts.

The Publicity Committee also pursued community leaders to participate in the event and sought to publicize the event in a wide range of community outlets. This reflected an increased emphasis on community—rather than only media—relations that hopefully will continue in

2006. Rather than seeking to place news stories in regional or national outlets, the committee increasingly focused on building support in the communities around our schools. This includes work with community newspapers and radio stations as well as local leaders.

Once again, the Committee produced a highly successful rally at Cardozo High School, where teams were able to register for their school assignments and hear a moving speech from Maurice Brown, a recent Hands on DC scholarship recipient. The rally helps volunteers understand the magnitude of the event—with so many individuals serving DC schools—and boost their enthusiasm for the work day. However, not all volunteers

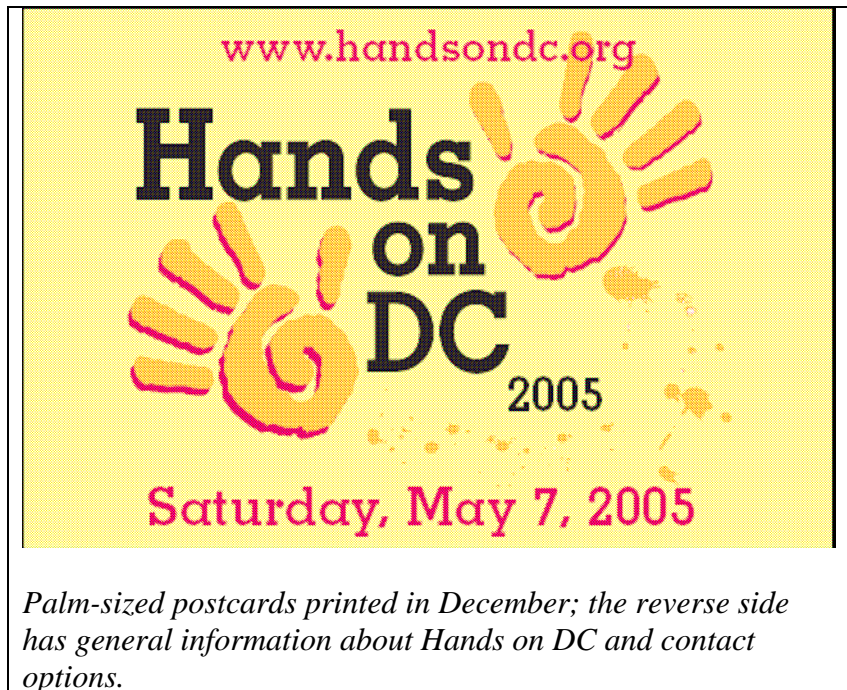
want to attend the rally, so we have begun to think about the possibility of altering the registration process or eliminating the rally altogether in order to more quickly move volunteers to the schools where they will be working.

The Hands on DC website continued to be the backbone of information dissemination within the organization and to the public. This year, we began a significant archiving effort to keep all of our materials online where they are accessible to both current and future volunteers. Our website allowed for online volunteer registration and provided information for site coordinators such as maps, training materials, data sheets, and contact information. As in previous years, donors also could make contributions online – in fact, more than \$4,000 was donated this way. Over one thousand photographs of the event are linked to the website.

Fundraising

The 2005 Fundraising Committee chaired by Sarah Brachle and Jeremy Citro beat all previous corporate fundraising records and raised over \$55,000 in cash contributions. Supplemented with more than \$17,000 from other sources and \$25,000 in in-kind donations, this year maintained HoDC's strong financial position despite the challenge of raising money on the heels of the tsunami in southeast Asia and in a somewhat guarded economic environment. Perhaps most impressively, more than half the corporate funds came from new donors, including AOL, BNA, The May Department Stores Co., Washington Gas, and Escheated Estates. As has been the case in the past, several engaged Board members greatly assisted the fundraising committee in exceeding its fundraising goals.

Fundraising has increasingly become a year-round activity for HoDC, with the fundraising cycle starting earlier each fall and efforts to thank and to report back to donors



occurring after the event. HoDC also is shifting some of the responsibilities for maintaining ongoing relationships with sponsors to the Board of Directors, with the idea that each director will manage relationships with one or two key donors. Because directors serve longer terms than do typical fundraising chairs, this should provide more continuity and stability with donors, which we believe will lead to increased fundraising success.



Volunteers paint a wall at Merritt Elementary School

Even as corporate fundraising and the Adopt-a-School program reach new records, we continue to lose ground on scholarship donations in the form of volunteer pledges on the day of the event. In an online survey conducted for the first time this year, it appeared that many volunteers were unaware of the scholarship fundraising program. This is true despite a more concerted and considerable effort publicizing

the opportunity to team leaders. Next year, we hope to consider new ways to educate team leaders or to get the message directly to individual volunteers.

An important goal for 2006 will be to create a more systematic approach to tracking and logging donor contact information. We also plan to engage our major donors earlier, to let them know the date of the following year's event, and more generally increase awareness. Finally, targeted solicitations based on increased donor research could yield better results with new sponsors, something next year's committee will try to encourage.

This year we continued the effort to photograph HoDC projects at each of the 33 schools where volunteers worked on event day. Thanks to a large team of photographers from the Office of the Armed Forces Medical Examiner, we documented projects at almost every school. Donors received "thank you" notes and pictures from the school that they sponsored, providing a visual reminder of the value of their donation.

Sites

Chaired by Shawn Bucholtz and Matthew Herzog, the Sites Committee oversaw the completion of 228 landscaping, painting and special projects in 33 DC Public Schools, including schools that had never participated in Hands on DC. The Sites Committee also oversaw the development a number of special projects, including two enormous planter boxes, carpet at two schools, murals, 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. Once again, the DCPS Facilities Operations Officer helped



Volunteers paint a world map at Hart Elementary.

HoDC to secure a safe and centrally located Staging Area in the parking garage at Shaw Junior High School, as well as a kick-off rally location at Cardozo High School. 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. Stuart Shave, returning from 2004, provided excellent leadership of the NCCC team.

Following recommendations from 2004, the 2005 event witnessed a dramatic improvement in project planning as HoDC began using the database software developed by former HoDC Co-Director and current board member, Brian Kettler. The software provides for the central collection and storage of project data, accurate calculation of supply needs, printing of labels for supplies and paint, and volunteer estimates. While several suggestions were made for modifications in 2006, particularly to the project sheets used to collect data during school visits, the overall result was a much smoother, better-informed, and accurately tracked process for providing supplies and volunteers for the event. As in previous years, the event benefited from walkie-talkie phones donated by Nextel for the event, as well as discounted paint prices from Duron.

Also following recommendations from 2004, the focus on a smaller number of schools in 2005 allowed the committee to avoid overextending our logistical capacity and improve the percentage of completed projects. This change also allowed the committee to assign fewer schools to each Regional Coordinator. As in 2004, each Regional Coordinator was assigned a vehicle and a driver to deliver supplies to their schools during the event and ensure a quicker clean-up process once projects were complete. Goals for 2006 include efforts to work in more schools we have not yet served, particularly in the



Volunteers paint a cartoon mural, with characters chosen by students, at Harris Elementary .

Northeast and Southeast quadrants of DC ; to finish school selection earlier in order to begin community outreach in those neighborhoods at an earlier date; and to develop training materials for Site Registrars that complements the training for Site Coordinators and supports the data collection needs of the Recruitment Committee. In keeping with our increased emphasis on evaluation, we hope to conduct a more extensive survey of Site Coordinators after the event in 2006 (similar to the Team Leader survey currently conducted).

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. For the second year in a row, the accounting firm of Ross, Langan, and McKendree issued an unqualified audit opinion for our 2004 financial statements. In addition to improved event evaluation, the HoDC Board is considering a strategic review to run in parallel to the 2006 event.

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.



Supplies sorted by school at the staging area.

2005 Financial Overview

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

	Balance (SOY)	Income	Expense	Transfers	Balance (EOY)
Operating Fund	\$24,301.50	\$79,616.85	-\$50,907.84	-\$27,800.00	\$25,210.51
Scholarship Fund	\$1,559.90	\$8,195.09	-\$36,007.00	\$27,800.00	\$1,547.99
In-kind Donations	\$0.00	\$37,942.50	-\$37,942.50	\$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 \$36,000 to the FY 2005 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 2005 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.

2005 INCOME

As a result of dedicated efforts by the fundraising committee, HoDC increased its operating income from \$69,965 in FY 2004 to \$79,616 in FY 2005. This increase is primarily attributable to a rise in corporate donations and the success of HoDC's adopt a school program. Direct scholarship pledges collected on event day declined in FY 2005, from \$12,610 to \$8,180, although this is partly offset by an increase of \$1,800 in personal contributions to HoDC collected before the event. In total, HoDC's revenues in FY 2005 (excluding in-kind donations) were \$87,810, an increase of approximately \$5,800 over FY 2004.

2005 EXPENSES

Operations

During 2005, HoDC expended \$50,908 (excluding in-kind contributions) to stage our annual event. Of that amount, about 60% of our operating expenditures (\$30,746) went to cover direct project costs before and on the day of the event, such as paint, painting supplies, mulch, special projects materials and equipment. Another 14% were used to publicize the event in order to raise awareness of HoDC among potential volunteers and donors.

All told, HoDC's annual event came in \$1400 under budget. While some line items, such as HoDC's financial audit, were over budget, all HoDC subcommittees outside of administration operated well within their budgeted levels. Responsible financial management, careful attention to cost containment, and the receipt of certain in-kind contributions allowed HoDC to stage the work-a-thon event 2.7% below budget while still delivering an extremely effective program.

Scholarships

In 2005, 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 2005 scholarship payment was set at \$36,000, an increase of \$4,000 over the 2004 level. 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
2005	\$36,000.00			\$36,000.00
Total	\$334,890.52	\$130,999.91	\$15,166.58	\$481,057.01

2005 SUMMARY

In 2005, HoDC achieved a roughly \$5,800 increase in its operating and scholarship income. As the work-a-thon operated below budget, the organization was able to up its scholarship commitment while still adding roughly \$900 to financial reserves. For 2006, HoDC hopes to continue our strong performance in corporate fundraising, building on the strong foundation laid in 2005. The outstanding fundraising performance in 2005, along with cost containment measures, has proven HoDC to be financially stable and in a very good position for the start of our 2006 year.



Adopt-a-school signs being painted at the staging area.

2006 Budget

HoDC's 2006 work-a-thon is scheduled for April 29th, 2006. 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 Fiscal Year 2006 budget.

Operating Budget Summary

Income	<u>FY05 Actual</u>	<u>FY06 Budget</u>
	\$79,616.85	\$80,400.00
Expense	<u>FY05 Actual</u>	<u>FY06 Budget</u>
Sites	\$30,746.29	\$35,500.00
Fundraising	\$294.17	\$710.00
Recruitment	\$209.64	\$370.00
Publicity	\$6,914.96	\$7,665.00
Administration	\$12,742.78	\$9,605.00
Total	\$50,907.84	\$53,850.00
<i>Income less expense</i>	\$28,709.01	\$26,550.00

Scholarship Fund Budget Summary

Income	<u>FY05 Actual</u>	<u>FY06 Budget</u>
	\$8,195.09	\$10,020.00
Expense	<u>FY05 Actual</u>	<u>FY06 Budget</u>
	\$36,007.00	\$36,570.00
<i>Income less expense</i>	-\$27,811.91	-\$26,550.00

The HoDC budget remains relatively stable for 2006. Overall, we are projecting 4% growth in expenditures and 3% growth in revenue over the 2005 budget. This small increase is mostly associated with an expected increase in paint prices.

INCOME

An experienced team is leading the 2006 fundraising effort, including a veteran of the successful 2005 committee and one of last year's publicity chairs whose regular job involves fundraising. They have set ambitious goals 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 carpet and rental equipment 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 address recent declines.

EXPENSES

Most projected expenditures in 2006 reflect a continuation of the 2005 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.

2006 SUMMARY

We expect the 2006 event to generate more revenue, reach more students, and raise more college scholarships than we were able to achieve last year. Some key goals for 2006 include:

- Increasing scholarship donations and highlighting our relationship with the mentoring organization College Bound to a wider audience;
- Increasing our contacts with community leaders;
- Further improving our use of information technology resources;
- Reaching out to schools that have not previously participated in HoDC;
- Reaching out to more community-based groups in recruitment efforts, specifically in neighborhoods of schools served by HoDC.

We have the elements in place to achieve these goals: a talented group of leaders, a strong volunteer base, and even greater experience. We expect 2006 to continue the strong financial performance established in previous years, building on our tremendous successes in corporate donations.



Volunteers paint doors at Ferebee-Hope Elementary, one of the schools who had not previously participated in Hands on DC.

Appendix A: Detailed Financial Information

INCOME

<u>Source</u>	<u>FY05 Budget</u>	<u>FY05 Actual</u>	<u>Actual-Budget</u>	<u>FY06 Budget</u>
Adopt-a-school	\$12,000.00	\$16,910.00	\$4,910.00	n/a
Corporate	\$55,000.00	\$55,920.27	\$920.27	\$56,000.00
Other (e.g., T-shirts)	\$800.00	\$285.00	-\$515.00	\$800.00
Personal	\$2,800.00	\$4,585.61	\$1,785.61	\$21,500.00
Events	\$2,000.00	\$1,813.00	-\$187.00	\$2,000.00
Interest, Op.	\$75.00	\$102.97	\$27.97	\$100.00
Subtotal, Operating	\$72,675.00	\$79,616.85	\$6,941.85	\$80,400.00
Work-a-thon Donations	\$12,000.00	\$8,177.00	-\$3,823.00	\$10,000.00
Other	\$0.00	\$0.00	\$0.00	\$0.00
Interest, Scholarships	\$12.00	\$18.09	\$6.09	\$20.00
Subtotal, Scholarships	\$12,012.00	\$8,195.09	-\$3,816.91	\$10,020.00
Grand Total (cash)	\$84,687.00	\$87,811.94	\$3,124.94	\$90,420.00
In-kind Contributions	\$28,300.00	\$37,942.50	\$9,642.50	\$37,450.00

In-kind Contributions

<u></u>	<u>FY05 Budget</u>	<u>FY05 Actual</u>	<u>Actual-Budget</u>	<u>FY 06 Budget</u>
Nextel Cellular Phones	\$24,000.00	\$24,000.00	\$0.00	\$24,000.00
Carpeting		\$5,300.00	\$5,300.00	\$5,300.00
Duron	\$1,000.00	\$500.00	-\$500.00	
Visa, U.S.A.		\$122.50	\$122.50	\$150.00
Honest Tea	\$500.00	\$500.00	\$0.00	
Penn Camera	\$200.00		-\$200.00	
Rentals Unlimited	\$2,600.00	\$1,000.00	-\$1,600.00	\$1,000.00
Gift Certificates, Tickets		\$4,500.00	\$4,500.00	\$5,000.00
Other		\$2,020.00	\$2,020.00	\$2,000.00
Subtotal, In-kind Contrib.	\$28,300.00	\$37,942.50	\$9,642.50	\$37,450.00



Volunteers paint hopscotch squares at Montgomery Elementary.

EXPENSES

<u>Committee</u>	<u>FY05 Budget</u>	<u>FY05 Actual</u>	<u>Actual-Budget</u>	<u>FY06 Budget</u>
Sites	\$32,300.00	\$30,746.29	-\$1,553.71	\$35,500.00
Fundraising	\$650.00	\$294.17	-\$355.83	\$710.00
Recruitment	\$295.00	\$209.64	-\$85.36	\$370.00
Publicity	\$7,300.00	\$6,914.96	-\$385.04	\$7,665.00
Administration	\$11,766.00	\$12,742.78	\$976.78	\$9,605.00
Subtotal, Operating	\$52,311.00	\$50,907.84	-\$1,403.16	\$53,850.00
Subtotal, Scholarships	\$32,060.00	\$36,007.00	\$3,947.00	\$36,570.00
Grand Total (cash)	\$84,371.00	\$86,914.84	\$2,543.84	\$90,420.00
In-kind Expenses	\$28,300.00	\$37,942.50	\$9,642.50	\$37,450.00

Fundraising

	<u>FY05 Budget</u>	<u>FY05 Actual</u>	<u>Actual-Budget</u>	<u>FY 06 Budget</u>
Postage	\$60.00	\$0.00	-\$60.00	\$60.00
Office Supplies	\$90.00	\$127.16	\$37.16	\$130.00
Photocopies	\$150.00	\$0.00	-\$150.00	\$150.00
Proposals	\$50.00	\$17.01	-\$32.99	\$50.00
Photographs	\$300.00	\$150.00	-\$150.00	\$300.00
Other	\$0.00	\$0.00	\$0.00	\$20.00
Subtotal, Fundraising	\$650.00	\$294.17	-\$355.83	\$710.00

Recruitment

	<u>FY05 Budget</u>	<u>FY05 Actual</u>	<u>Actual-Budget</u>	<u>FY 06 Budget</u>
Postage	\$125.00	\$0.00	-\$125.00	\$75.00
Office Supplies	\$20.00	\$209.64	\$189.64	\$200.00
Other	\$0.00	\$0.00	\$0.00	\$20.00
Photocopies	\$150.00	\$0.00	-\$150.00	\$75.00
Subtotal, Recruitment	\$295.00	\$209.64	-\$85.36	\$370.00

Publicity

	<u>FY05 Budget</u>	<u>FY05 Actual</u>	<u>Actual-Budget</u>	<u>FY 06 Budget</u>
Banner	\$300.00	\$255.15	-\$44.85	\$300.00
Brochures	\$1,000.00	\$935.00	-\$65.00	\$1,000.00
Rally	\$0.00	\$220.50	\$220.50	\$200.00
Office Supplies	\$0.00	\$0.00	\$0.00	\$20.00
Other Publicity	\$600.00	\$0.00	-\$600.00	\$600.00
Palm cards	\$325.00	\$182.50	-\$142.50	\$300.00
Photocopies	\$225.00	\$0.00	-\$225.00	\$225.00
Postage	\$0.00	\$0.00	\$0.00	\$20.00
Posters	\$550.00	\$1,092.00	\$542.00	\$750.00
T-shirts	\$4,250.00	\$4,193.75	-\$56.25	\$4,200.00
Other	\$50.00	\$36.06	-\$13.94	\$50.00
Subtotal, Publicity	\$7,300.00	\$6,914.96	-\$385.04	\$7,665.00

<u>Sites</u>				
	<u>FY05 Budget</u>	<u>FY05 Actual</u>	<u>Actual-Budget</u>	<u>FY 06 Budget</u>
Landscaping	\$4,500.00	\$1,928.14	-\$2,571.86	\$3,000.00
Postage	\$55.00	\$0.00	-\$55.00	\$50.00
Office Supplies	\$80.00	\$0.00	-\$80.00	\$80.00
Paint Supplies	\$20,000.00	\$22,425.28	\$2,425.28	\$24,400.00
Paint Storage	\$1,000.00	\$610.92	-\$389.08	\$1,000.00
Tool Purchases	\$1,000.00	\$1,000.00	\$0.00	\$1,000.00
Photocopies	\$0.00	\$0.00	\$0.00	\$20.00
SC Disc Fund	\$300.00	\$0.00	-\$300.00	\$300.00
Staging Area Costs	\$50.00	\$0.00	-\$50.00	\$50.00
Special Projects	\$1,000.00	\$586.29	-\$413.71	\$1,000.00
Other Miscellaneous	\$15.00	\$0.00	-\$15.00	\$200.00
Trucks, Fuel, Insurance	\$4,000.00	\$3,804.30	-\$195.70	\$4,000.00
Volunteer Support	\$100.00	\$319.00	\$219.00	\$400.00
<i>Subtotal, Sites</i>	\$32,300.00	\$30,746.29	-\$1,553.71	\$35,500.00

<u>Central Administration</u>				
	<u>FY05 Budget</u>	<u>FY05 Actual</u>	<u>Actual-Budget</u>	<u>FY 06 Budget</u>
Bank Charges	\$0.00	\$0.00	\$0.00	\$20.00
Office Supplies	\$0.00	\$0.00	\$0.00	\$20.00
Phone	\$425.00	\$393.83	-\$31.17	\$425.00
Postage	\$20.00	\$0.00	-\$20.00	\$20.00
Storage space	\$1,400.00	\$1,304.00	-\$96.00	\$1,400.00
Insurance	\$6,000.00	\$5,848.00	-\$152.00	\$6,200.00
Accounting Fees	\$3,000.00	\$5,000.00	\$2,000.00	\$1,500.00
Returned Check Charges	\$21.00	\$7.00	-\$14.00	\$20.00
Other	\$900.00	\$189.95	-\$710.05	\$450.00
<i>Subtotal, Central Admin</i>	\$11,766.00	\$12,742.78	\$976.78	\$9,605.00

Total, Operating Expenses	\$52,311.00	\$50,907.84	-\$1,403.16	\$53,850.00
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<u>Scholarship Fund</u>				
	<u>FY05 Budget</u>	<u>FY05 Actual</u>	<u>Actual-Budget</u>	<u>FY 06 Budget</u>
Bank Charges	\$60.00	\$7.00	-\$53.00	\$20.00
Scholarship Contrib.	\$32,000.00	\$36,000.00	\$4,000.00	\$36,550.00
<i>Subtotal, Scholarship Fund</i>	\$32,060.00	\$36,007.00	\$3,947.00	\$36,570.00

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. Starting in 2006, Adopt-a-School income will be grouped into personal contributions, as many of these donations are accumulated from individuals.
- **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. Starting in 2006, Adopt-a-School income will be grouped into personal contributions, as many of these donations are accumulated 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

2005

Board of Directors

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

2006

Michael Daniel, President
 Kimberley Luczynski, Secretary
 Drew Baglino, Treasurer
 Caroline Clayton, Event Co-Director
 Matt Herzog, Event Co-Director
 Tracy Costigan
 Katie Ferrier
 Jill Brown Kettler
 Brian Kettler
 Billy Pizer
 Christina Russell
 William Wright

Executive Committee

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
 Virginia Kromm, Publicity Co-Chair
 Kristen Van Dusen, Webmaster
 Sarah Brachle, Fundraising Co-chair
 Jeremy Citro, Fundraising Co-Chair

Caroline Clayton, Event Co-Director
 Matt Herzog, Event Co-Director
 Drew Baglino, Treasurer
 Scott Jackson, Sites Co-Chair
 Shawn Bucholtz, Sites Co-Chair
 Lauren Maza, Recruitment Co-Chair
 Leigh Egaas, Recruitment Co-Chair
 Ellie McCormick, Publicity Co-Chair
 Kristina Rundquist, Publicity Co-Chair
 Eili Klein, Webmaster
 Virginia Kromm, Fundraising Co-chair
 Brian Gage, Fundraising Co-Chair



Volunteers build planter boxes at J.C. Nalle Elementary, sponsored by Freddie Mac.