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**Mission:**

Macdonald Family Charity was founded to grant dreams to children and youth who are terminally or chronically ill, injured, in a foster care environment or from a family with a low income. We serve children and youth who are citizens of the U.S. and reside in Larimer or Weld counties of northern Colorado.

**Message from the Board President, AJ Macdonald:**

2010 saw drastic growth for Macdonald Family Charity, despite the struggling economy. We saw an increase in the amount of eligible low income children, and during these times it makes me the proudest to be involved with such a fantastic organization as Macdonald Family Charity.

Not only does it bring great, giving volunteers together to grant dreams to children, but it helps bring the community closer together. By giving back to the children we can focus on a common goal to make Northern Colorado a better place to live.

In 2009 Macdonald Family Charity granted 13 dreams to children that were suffering. 2010 saw 22 dream kids reach for the stars. We were able to make their lives better for at least a day and hopefully restore the belief that “anything is possible, if you believe in yourself”. By granting these dreams we have touched these families forever and are making a difference in our community. I can’t wait to grant more dreams in 2011 and beyond!

In order to help us continue our mission, we, as a board, decided to take the initiative and make some important changes to the agency. This includes a name change to, “A Child’s Dream” and our mission will now be to grant dreams to children and youth who are terminally or chronically ill, injured or low income in Larimer County. These changes will take place on January 1, 2011.

Thank you for your continued support as we embrace these new adjustments that we feel will be integral to our growth and continued success in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "AJ Macdonald", written in a cursive style.

AJ Macdonald, Board President and Founder

**2010 Goals and Objectives:**

- Establish financial stability – raise \$100,000 to cover operating expenses, dreams and \$20K in reserves
- Grant 12 new dreams – 12 new photos on the Wall of Fame
- Continue to get word out to the community about the charity and its work – make 8 presentations through October 31, 2010
- Increase volunteer involvement for the agency – increase volunteers with 14 new people

**Timeline of the work done and services provided:**

- November 2009 – strategic planning by the board of directors for 2010
- February 12 – present at Caring and Sharing
- February 26 – 4<sup>th</sup> Annual Girls Night Out Fashion Show which raised \$32,000

- February 28 – grant first dream of the year
- March 6, 7 and 16-20 – grant dreams 2, 3 4 and 5
- March 10 – present to Pediatricians in Loveland
- April 7 – grant 6<sup>th</sup> dream
- April 22 – present to bankers at BBVA Compass for all of northern Colorado
- April 24 – Fine and Funky fundraiser
- May 5 – present at Estes Valley Community Services Coalition and Financial Service Providers luncheon
- May 11 – present at Fort Collins Rotary
- May 31 – close application period looking for dream kids
- June 1 – grant 7<sup>th</sup> dream
- June 3 – conduct community luncheon to share information about the agency with community leaders
- June 5 – host a volunteer appreciation barbecue
- June 16 – present at Shared Alliance For Youth in Loveland luncheon
- July 8 and 28 – grant dreams 8 and 9
- July 23 – Pacific Nights Luau which raised \$4,000
- August 3, 10, 12, 13, 18 – grant dreams 10, 11, 12, 13, 14 and 15
- August 21 – Poker Run fundraiser
- September 18 – Spurs and Pearls Wine Tasting fundraiser which raised \$15,000
- September 25 and 26 – grant dreams 16 and 17
- November 1 – close application period looking for dream kids for 2011
- November 17 – board conducts strategic planning and determine a name and mission change is necessary and will be rolled out January 1, 2011
- December 15 and 16 – grant dreams 18 and 19

### **Program Accomplishments:**

The board met 9 times during the course of 2010. There were 4 fundraising events that raised \$51,000. We were able to grant dreams for 22 children (the number of dreams differs from the number of children served because we had some dreams that were for siblings).

### **Collaborations:**

Our organization collaborated with several other community partners such as the Healthier Communities Coalition of Larimer County, City of Loveland, Hearts and Horses, the Boys and Girls Clubs of both Larimer and Weld counties, Reflections for Youth, Alternative Homes for Youth and ChildSAFE. These agencies have been integral in helping us spread the word about our agency, sending us applicants, and being supporters and champions in the community. We serve similar demographics of children, so to know that they are helping their constituents reach for the stars has been integral in all of our success.

### **Our Work in Action:**



Pictured above (from left to right) is Destinee, a foster child from Fort Collins who dreamed of meeting Ariel, Connor, a chronically ill child from Loveland who dreamed of the ease of his own swing in his own backyard, and Ethan, a chronically ill child from Greeley who dreamed of learning to ski despite being a quadriplegic.

### **Staff:**

Our agency currently has one staff member, the Executive Director, Katie Reiff. Katie's role is to oversee the volunteers on the Dream Team, Dream Fulfillment Committee and Event Committee. She is also responsible for ensuring success of the fundraising efforts, community outreach, office administration duties, approaching the stars for meet and greets, and other things that come up.

### **Volunteers:**

The agency wouldn't be successful without our volunteers. Our volunteer workers did an excellent job this year by coordinating the 22 dreams, soliciting sponsorships and silent auction items for our two fundraisers, and promoting our application periods and selecting dream recipients. Our board members are all volunteers, and they dedicated time and energy to ensure our growth and success, provide leadership and direction for the future, and began setting up strategies for sustainability. We have over 40 volunteers to help us reach our goals and are grateful to every one of them!

### **Board Members:**

AJ Macdonald – Board President  
Molly Macdonald – Board Vice President  
Gregg Seebohm – Secretary  
Brownie McGraw – Treasurer  
Don Brown  
Aaron Eide  
Tina Barela  
Diana Foland

### **Goals for 2011 (from our November 2010 strategic planning session):**

Fulfill 14 dreams  
Raise \$151,000 to cover operating expenses, dream expenses and increase reserves by \$20,000  
Implement changes of mission and name  
Create board member and staff job descriptions and add them to the bylaws

### **Finance Information:**

Total amount of money raised in 2010: \$102,087.92

Total amount of money raised in 2009: \$98,709.75

Areas in which money was spent:

Granting Dreams: \$33,553.48

Fundraising: \$22,784.49

Payroll: \$39,901.54

Administration/Office: \$12,626.52

Actual budget for 2010:

### **Revenue:**

Fundraising Events

Fashion Show \$30,000

Wine Tasting \$15,000

Donations \$25,000

3<sup>rd</sup> Party Fundraising/Grants \$35,000

Total Revenue \$105,000

### **Expenses:**

Dreams Granted \$36,000

Executive Director	\$35,000	
Fundraising Events		
<i>Fashion Show TOTAL: {\$9,085}</i>		
Postage/invites	\$300	
Rental	\$1,500	
Rio	\$4,800	
Design	\$100	
Decoration	\$300	
Auctioneer	\$700	
Purchased items for auction	\$385	
Other	\$1,000	
<i>Wine Tasting TOTAL: {\$5,885}</i>		
Postage/invites	\$300	
Site (includes food, wine, staff, rental of space)	\$5,000	
Purchased items for auction	\$385	
Design	\$100	
Decorations	\$100	
Professional Fees		
Attorney	\$0	
CPA	\$100	
Website design	\$100	
Supplies		
Business Cards	\$100	
Stationary	\$300	
1 pg info sheet	\$150	
DVD's	\$400	
Postage	\$100	
Rent	\$1,500	
<u>Insurance</u>	<u>\$1,000</u>	
Total Expense	\$89,620*	

*\*The difference in expenses is due to a board vote at the August meeting in 2010 where it was decided to allocate an additional \$15,000 for granting dreams.*

2011 proposed budget:

**Revenue:**

Fundraising Events	
Fashion Show	\$60,000
Wine Tasting	\$26,000
Donations	\$25,000
Board Fundraising	\$20,000
<u>3<sup>rd</sup> Party Fundraising/Grants</u>	<u>\$20,000</u>
<b>Total Revenue</b>	<b>\$151,000</b>

**Expenses:**

Dreams Granted	\$47,200
Executive Director Salary	\$40,000
ED Health Insurance	\$2,400
Education	\$1,060
Payroll Expense	\$1,440
Fundraising Events	
<i>Fashion Show TOTAL: {\$15,000}</i>	
Postage/invites	\$500
Rental	\$350

<i>Drake Center</i>	\$6,500	
<i>Marketing/Branding</i>	\$3,500	
<i>Decoration</i>	\$300	
<i>Auctioneer</i>	\$700	
<i>Purchased items for auction</i>	\$385	
<i>Printing</i>	\$1,000	
<i>Other</i>	\$1765	
<b>Wine Tasting TOTAL: {\$6,000}</b>		
<i>Postage/invites</i>	\$300	
<i>Site (includes food, wine, staff, rental of space)</i>		\$5,000
<i>Design</i>	\$100	
<i>Decorations</i>	\$200	
<i>Other</i>	\$400	
<b>Professional Fees</b>		
Attorney	\$0	
CPA	\$500	
Website design	\$240	
Annual Strategic Planning	\$2000	
DonorPerfect	\$1991	
Background Checks	\$750	
<b>Supplies</b>		
Business Cards	\$100	
Stationary	\$500	
1 pg info sheet	\$300	
DVD's	\$100	
Postage	\$400	
Rent	\$2,000	
Insurance	\$2,500	
<b>Total Expense</b>	<b>\$124,581</b>	