



IMPACT Report

FISCAL 2019

JULY 2018 - JUNE 2019



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Revved Up Kids turns Five!

As we continue on the road toward our goal of training at least 1,000 children and teens each week by 2020, fiscal year 2019 was pivotal. Our training reach in FY19 was more than four times our FY18 reach, due in part to the Georgia legislature's passage of SB401/Erin's Law. Our state officially joined 36 others in recognizing the importance of body safety training for children and teens and requiring all students in K-9th grade to receive this important training every year.

The almost 23,000 children and teens we trained in FY19 are now equipped with critical safety skills that can provide protection for them in a pivotal moment. They are equipped if they encounter a child predator, or if someone they know attempts to engage in sexual contact with them. They are equipped if they meet someone online who is inappropriate, or they're tempted to share a provocative image with a dating partner. They are equipped if they're told a scary lie by someone who has sexually abused them. Each Revved Up Kids participant receives knowledge and tools to recognize, avoid and escape unsafe people and dangerous situations. Each child we train learns the importance of disclosing abuse to a trusted adult, regardless of the fear instilled in them by their abuser. Each child we train is safer from the life-altering consequences of sexual abuse.

Your support is crucial as we enter FY20 and beyond. Thank you for not turning your back on an issue that most would prefer to ignore. Thank you for recognizing the importance of our work with your financial support. Thank you for helping us protect the innocence of our precious children.

Thank you, in advance, for your continued support of our mission.



Alli and David Neal
Co-Founders



MESSAGE

from the
Co-Founders

LEADERSHIP

Meet Our FY19 Board of Directors



Alli Neal, Co-Founder
and Executive Director



David Neal, Co-Founder
and Chief Operating Officer



Giles Barton, Chairman
CEO, Executive Director S&P



Yetty Ayoola, Treasurer
Founder and CEO of Crest
Accounting Services



Lissa Versteegh, Secretary
SVP, Sales Strategy and
Development for Randstad
North America



Jonna Kirkwood, Director
COO, Kaiser Permanente
of Georgia



Terrie O'Hanlon, Director
Global Chief Marketing Officer,
Greengage



Eric Richardson, Director
Judge, Fulton County
Superior Court



Elisabeth Wang, Director
Executive Director of
Communications and PR,
Piedmont Healthcare



Jillian Whatley, Director
School Psychologist,
Georgia Network for
Educational and
Therapeutic Support
(GNETS)



Mission

It is the mission of Revved Up Kids to provide programs and safety resources that equip and empower participants to recognize and avoid dangerous situations and people and to escape violence if necessary.

Vision

Children equipped against predators.

FY19

Accomplishments

Revved Up Kids made great strides toward its goal of training 1,000 children each week. In December 2018, we trained our 15,000th child, and in June 2019 we trained our 30,000th. As we march toward our goal of training 1,000 children each week by 2020, we will continue to forge community partnerships, build trust, and maintain a high standard of programming excellence.



Pictured from left: RUK Chairman Giles Barton, RUK Director Elia Beth Wang, City of Decatur Police Lieutenant Jennifer Ros and Chief Mike Booker, RUK Co-Founders Allison and David Neal.

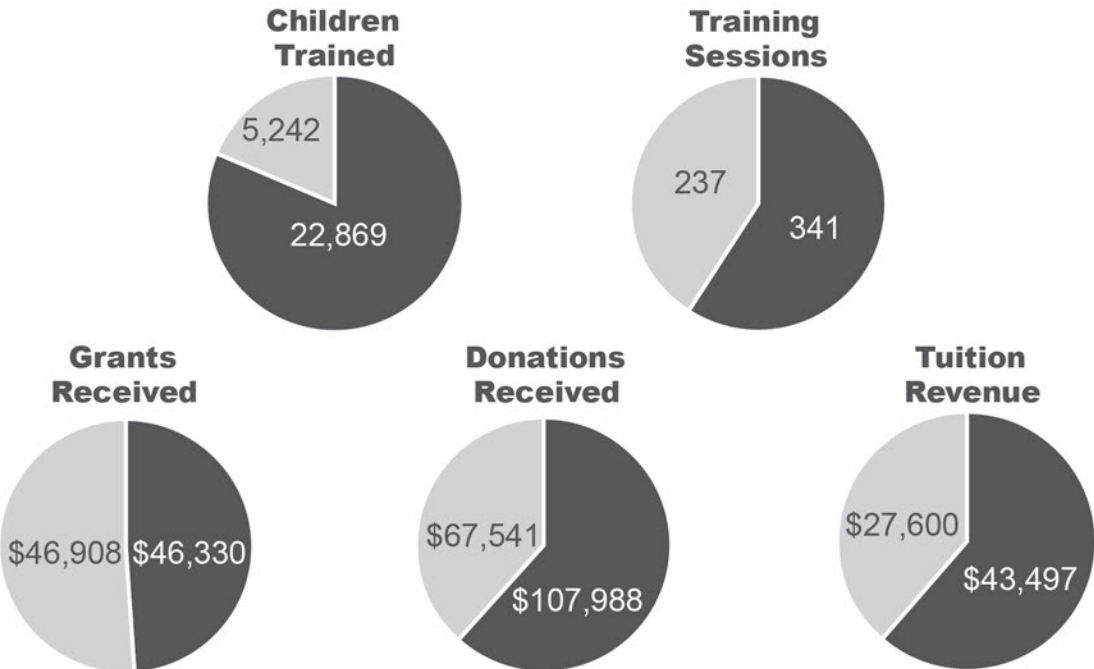


MISSION EXPANSION at a Glance

- Co-Founder **Alli Neal** received a **Nonprofit Community Impact Leader** award from the Greater North Fulton Chamber of Commerce in recognition of Revved Up Kids’ work in the community.
- Trained almost **23,000 children and teens** to be smarter, stronger and safer from predators.
- Selected inaugural **“Training Partner of the Year Award”** recipient, the City of Decatur Police Department. This partnership has reached more than 2,000 children and teens since August 2017
- Provided seminar training to **17,793 middle school students** in the Fulton County School System.
- Provided free workshop training to **3,290 Title 1 elementary school students** in the Cobb County School System.
- Provided **13 free seminars** to equip parents to keep their children safer.
- Provided **2 free community safety events**, reaching more than 100 children and teens with Revved Up Kids training workshops.

CONTINUING to Grow

■ FY18 ■ FY19



FINANCIALS

Strengthening the Foundation

FY19 was a pivotal growth year for Revved Up Kids. We were able to accomplish training growth in excess of 4X, while continuing to keep expenses in check. In an effort to maintain financial transparency and stakeholder accountability, Revved Up Kids took two important steps in FY19, the addition of a contract bookkeeper and the commissioning of a full audit of the FY18 finances. The audit showed no anomalies, and it is available for review upon request.



REVENUE	FY18	FY19
Fundraising - Unrestricted Donations	\$ 42,348	\$ 77,408
Fundraising - Grants	\$ 46,908	\$ 46,330
Fundraising - Events	\$ 22,204	\$ 30,580
Program Income	\$ 27,600	\$ 43,497
In-Kind Donations	\$ 44,948	\$ 77,671
Other Income	\$ 3	\$ 4
TOTAL REVENUE	\$184,011	\$275,490



EXPENSES	FY18	FY19
Program Expenses	\$ 78,911	\$147,138
Operating Expenses	\$ 41,941	\$ 65,654
Interest Expense	\$ 3,880	\$ 3,160
Fundraising Expenses	\$ 41,792	\$ 40,656
Depreciation (Auto)	\$ 600	\$ 600
TOTAL EXPENSES	\$167,124	\$257,208

REVENUE TO RESERVES \$18,282

Shamrock 'n' Roll Fundraiser

March 15, 2019

150 guests came together to support Revved Up Kids at the second annual Shamrock 'n' Roll fundraising event. This St. Patrick's Day Casino party inspires guests to get their green on for a great cause. This year's event raised more than \$10,000 in support of the Revved Up Kids mission to protect children from sexual abuse and exploitation.



THANK YOU

To Our Donors

ORGANIZATIONAL SUPPORTERS

Barton & Poolos, LLC
Clear Ventures, LLC
Expeditor Systems
Marietta Woman's Club
Samuel, Son and Company

PROGRAM GRANTS

Cobb Community Foundation
Cobb Friendship Club
Cobb EMC Community Foundation
Delta Pilots Charitable Fund
Jackson EMC Foundation
Martin Marietta
Porsche Care Network
Roswell Woman's Club
Rotary Club of East Cobb
Rotary Club of Marietta
Speedway Children's Charities
Tegna Foundation
Waffle House Foundation

RUK came out to speak to our 6th grade Girl Scout troop. The girls (and the moms) all left a little bit mightier than they arrived. The approach was no nonsense without taking a 'scare tactic' angle. The message was relayed in a way that the girls could understand and respond to. The physical defense portion was amazing and the ability to be hands on was key. We are so thankful for the opportunity to empower our daughters in this way. The experience exceeded our expectations!
Thank you Revved Up Kids!

*Girl Scout Troop Leader
February 2019*

EVENT SPONSORS

A&S Culinary Concepts
Angela Yadid Graphic Design
Berkshire Hathaway
Home Services /
The Steven Markfeld Team
Black Dog Sign
Capstone Center for Counseling
Career Sisters
CAY Communications, LLC
Dramatic Water Solutions
Edward Jones /
Jennifer Heal, CFP
Emory Johns Creek Hospital
Firebirds Wood Fired Grill
(Alpharetta)
Gotcha Covered

Grimes Insurance
Honest 1 Auto Care
Kaiser Permanente
The Mauldin Group
Minuteman Press
(Sandy Springs)
Nothing Bundt Cakes
Paul Ollinger
Piedmont Healthcare
Silver Line Specialties
Smile Doctors
Synovus
Vann Whipple Milligan
Tom & Laura Vooris
Wellstar North
Fulton Hospital

INDIVIDUAL DONORS \$25,000.00 AND UP

Kevin & Caroline Pennington

INDIVIDUAL DONORS \$10,000 - \$24,999

Giles & Debbie Barton

INDIVIDUAL DONORS \$5,000 - \$9,999

Phillip Sadler
Ham & Barb Schirmer
Lissa & Ron Versteegh

INDIVIDUAL DONORS \$2,500 - \$4,999

David & Alli Neal

INDIVIDUAL DONORS \$1,000 - \$2,499

Mr. & Mrs. Henricus Evers
Kevin Hensley
Peter & Terrie O'Hanlon
Joe & Pam Scripture

INDIVIDUAL DONORS \$500 - \$999

Gordy & Katie Coleman
Bill & Celia Talbot

INDIVIDUAL DONORS \$250 - \$499

Mark & Rose Barton
Alison Byrnes
Keith & Amy Daniel
Judith Joyce
Gordon Oldham
Eric & Karen Richardson

INDIVIDUAL DONORS \$100 - \$249

Julie Allen	Brad Fried	Mike & Elizabeth Nadal
Kimberly Allen	Pat & Kate Giller	Bridgit Partalis
Ray Ban	Frank & Anne Harbin	Carey Peard
George & Jody Bancroft	Lauren Horton	Bill & Carolyn Polakowski
Patricia Barris	Bill & Susan Hovis	Charlene Powers
Priscilla Barton	Lita Hovis	Steve Reagin
Lindsey Barton	Mark Kantor	Mark & Tamara Schirmer
Beth Bradford	Ken & Jonna Kirkwood	Tom Schirmer
Philip Carlin	Mr. & Mrs. Paul Lehner	Michelle Sherman
Michele Costello	Marianna Llop	Dennis & Cheri Teague
Ted & Diana Cunningham	Susan McBreaity	Michael & Matilon Tillitski
Richard Decker	W. McDermott	Sara Williams
Greg & Charlyn Elliott	Jay McDonald	Jon Wittenberg
Carol Findley	Robin Muretisch	Todd Youngblood

INDIVIDUAL DONORS \$50 TO \$99

Yetty Ayoola	Frank Hall	Ted & Betty Lynam
Gerard & Judy Ballard	Bill & Cheryl Hardison	Marshall Mallory
Bruce Benator	Linda Hensley	Amanda Mewborn
Ken & Lieben Bogle	Dennis & Nancy Hill	Bill & Melissa Prigge
Jodi Buckley	Scott & Catherine Hill	Ollie & Heather Wagner
Jim & Martha Carroll	Lori Konopka	Laura Wallace
Yvonne Chrimes	Colleen Lanier	Mary Elizabeth Williams
Steve & Wendy Cory	Lori Lewandowski	Terri Williams
Jody Green	David, William & Mark Lindsey	
Donna Habig	Kimberly Lindsey	

INDIVIDUAL DONORS UP TO \$49

Melissa Alverson	Theresa & Edward Frayer	Michael Schirmer
Simon Araya	Bethlehem Berhanu Kidanu	Anne Sherman
Jana Bertkau	Gayle Lorio	Peter & Susan Smith
Steve & Mary Culp	Kelly Marks	Elizabeth Summer
Tom & Marian Cunningham	Cheryl Miller	Demola & Kike Togun
Mike & Pat Cutler	Pat & Leann O'Donnell	Lynn Van Breene
David DeCredico	Caren O'Neill	Patrick Verstraete
Ronda Fox	John & Carole Petz	Mark & Debbie Weiss

“Revved Up Kids, Inc. is saving children’s lives! I have been so privileged to work with this organization and would highly recommend them to others. Revved Up Kids teaches children and teens to recognize and protect themselves from the unsafe people in their lives. They also teach parents about the dangers of predators and about the dangers of the internet and social media.

Parent and kids are completely engaged in their presentation and learn so much information about how to stay safe in a very dangerous world.”

*School Social Worker
January 2018*

BE A PROTECTOR!

Learn and Share

This page is an easy way for you to learn and remember the terrible truths about child sexual abuse and exploitation. Access this page for sharing on the Revved Up Kids website under About.

HOW MANY:

More than 1 in 10 children are sexually abused before they turn 18.

ABOUT THE VICTIMS:

Median age of a victim is 9 years old.

Stranger danger myth!
>90% of victims know their abusers.

1 in 6 teen girls is date raped before turning 22.

Average age of a child sex trafficking victim is 12-14.

Boys and girls are victims.
Boys are less likely to disclose their abuse.

HOW THEY FIND OUR CHILDREN:

Predators routinely work or volunteer around children.

Most common way traffickers now find victims is social media.

Online games are common places where predators seek victims.

Predators are patient. Grooming of a victim, and even the family, can take months or years.

FOLLOW THE MONEY:

Child sex trafficking is big business; estimated annual revenues >\$32B

The sale of child pornography generates \$3B in revenue annually.

An average trafficker in Atlanta makes \$33,000/week.

Child sexual abuse drains \$124B each year from the US economy.

Cost to restore one victim: >\$220,000
Cost of Revved Up Kids prevention training: Average \$10-\$15 per child

Facts and statistics from the CDC, US Department of Justice, National Center for Missing and Exploited Children and Street Grace.

We welcome a meeting or a conversation with you about our mission to protect children and your role as a protector. Please contact us!

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