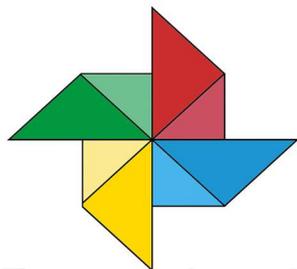


FRIENDS OF 90BY30 ANNUAL REPORT 2018

THE FOUNDING 500

Thank you to the following individuals and companies who generously gave \$1,000 or more in 2018 to become Founding 500 Members:

Phyllis Barkhurst, Jeff Todahl, Ted & Stacy Dervin, Lana Blair, Jon & Kristi Schneider, The families of Julie Fischer & Mel Bankoff, Jason Patoine, Randy & Donna Hunter, John & Denise Callahan, Linksource IT LLC, Sid & Elsa Johnson, Oregon Wine Lab, Bob & Wendy Laing, Rob Handy, Rich & Laura Lee, Rose Wilde, Leslie Wallace, Mike & Megan Shultz, Maritza Herrera, Cathy Ingman, George & Evelyn Evano and Carolyn Rexius.



Friends of
90by30

Our Friends of 90by30 logo depicts a pinwheel, a national symbol of child abuse prevention. The pinwheel represents the carefree childhood that everyone deserves.

2018, LAUNCHING FORWARD

2017 was our non-profit's beginning, a year where we laid the foundation that would allow future donors to have confidence giving to our organization. **In 2018, excited about our mission to financially support 90by30, we set our sights high and launched our first fundraising campaign, the Founding 500.**

On April 12th, 2018, we held our Founding 500 campaign launch event at the Northwest Community Credit Union board room, a space generously donated to us by NWCUCU. An upbeat mood was set with music provided by local DJ Barry McGuire, our MC for the evening. Guests enjoyed wine donated by Oregon Wine Lab, another generous sponsor (and home to our Board's monthly meetings), and desserts homemade by Board member Lana Blair. We heard from Phyllis and Jeff, Co-Directors of the Center for the Prevention of Child Abuse and Neglect, and leaders of the 90by30 initiative. They shared the **tremendous progress occurring within all seven 90by30 regional leadership teams** and spoke of the **excitement building in our county around strategy implementation**, including the Welcome Baby Box and Roots of Empathy strategies, which both began implementation in 2018.

Friends of 90by30 Board Members Stacy Dervin and Kristi Schneider later spoke to the crowd about our goal to raise \$500,000 over the coming years in support of 90by30's work. We sought gifts of \$1,000 or more from donors who would become **Founding 500 Members, a once in a lifetime chance for perpetual recognition as one of Friends of 90by30's first supporters.** We held our breath and hoped that a few of the forty or so guests, some of 90by30's closest friends and supporters, would open their hearts and wallets to becoming "forever founders".

Later, as we carefully opened pledge card envelopes, we were blown away at the show of support and giving we witnessed. In addition to the \$10,000 in funds pre-raised and announced at the event, we saw additional gifts and pledges of \$14,000. **Our Founding 500 Campaign was off to an amazing start with \$24,000 raised from 20 Founding Members.**

The gifts made at that special event in April would immediately go towards helping 90by30 achieve their mission: **Between June 2018 and Jan 2019, we distributed \$20,000 to 90by30 to fund Roots of Empathy local instructor training.** Thanks in part to our Founding 500 members, the Roots of Empathy program was launched in 20 3rd grade classrooms around Lane County in the Fall of 2018. That's 500+ children this year who will benefit from the program, whose goal is to break the intergenerational cycle of violence and poor parenting, as caring, empathetic children grow up to be caring, empathetic adults.

FRIENDS OF 90BY30

ANNUAL REPORT 2018

THE YEAR AHEAD, 2019

Our mission for 2019 is clear: to grow the ranks of our Founding 500 members and push towards our goal of raising half a million dollars in support of 90by30 and its strategy implementation in Lane County. We will be strong stewards of the monies raised to date, carefully accounting for funds and staying in communication with 90by30 to learn how our donor's dollars are making an impact in Lane County. Our board will meet regularly to properly oversee the non-profit's operations, and we also plan to increase the number of directors on our Board.

2018 Fundraising At-A-Glance

Funds received between January 1st and December 31st, 2018

Total Direct Public Support	\$25,760	Top 3 Donors,	
		<i>% of total donations</i>	30%
Total # of Individual Donors	52	Single Largest donor	
		<i>% of total donations</i>	12%
Average Donation Amount		Friends of 90by30 Board Giving	
<i>excluding Founding 500</i>	\$71	<i>% of total donations</i>	20%
<i>All donors</i>	\$515		

2018 FINANCIALS

INCOME STATEMENT

January 1st- December 31st, 2018

INCOME

Founding 500	\$	22,386
Donations- Individuals	\$	2,318
Gifts-in-Kind	\$	1,056
Interest Income	\$	30
90by30 Conference*	\$	8,976

TOTAL INCOME **\$ 34,766**

EXPENSE

Distributions to 90by30	\$	11,000
90by30 Conference*	\$	8,976
Events	\$	1,889
Operations	\$	601
Bank Fees	\$	365
Business Expenses	\$	265

TOTAL EXPENSE **\$ 23,096**

NET INCOME **\$ 11,670**

*Friends of 90by30 hosted the 90by30 conference registration.

BALANCE SHEET

As of December 31st, 2018

ASSETS

Begin of Year	\$	2,437
2018-to-date Net Income	\$	11,670
TOTAL ASSETS**	\$	14,107

LIABILITIES & EQUITY

Begin of Year Equity	\$	2,437
2018-to-date Net Income	\$	11,670
Liabilities	\$	-
TOTAL LIABILITIES & EQUITY	\$	14,107

**Pledges Outstanding as of Dec 31st, 2018: \$2,750

January 2019 Update:

On January 21st, the Friends of 90by30 Board approved a second \$10,000 distribution to 90by30 in support of Roots of Empathy instructor trainings. Including this distribution, Friends of 90by30 has provided \$21,000 to date in support of 90by30's important work.

Friends of 90by30
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