



Mackenzie's Mission, Inc
2015



Mackenzie's Mission, Inc.

Annual Report

FY 2015

I. Events and Educational Sessions

Mackenzie's Mission participated in two educational sessions and one community event with a target audience ranging in age from preschool to grandparent.

In the two educational sessions approximately 168 children ages 7-10 were reached and about 100 adults' ages 18+ were reached and at the community event approximately 80 adults and children ranging in age from 1-grandparent were spoken with about water safety.

We had a total of one non-member volunteer at two educational sessions this summer. The total number of hours worked this fiscal year was 104 with 5 of those hours completed by non-member volunteers at one educational session.

Materials from a variety of sources were used and disseminated at the events and the educational sessions.

A total of 2026 water safety items were distributed this fiscal year with none of these items being Spanish.

III. Partnerships

This fiscal year Mackenzie's Mission has maintained valuable partnerships with Safe Kids Larimer County, Splash Pool Services, Inc., and the US Army Corps of Engineers.

Safe Kids has provided Mackenzie's Mission with materials, a loaner booth canopy, and give-away items (bags, sunscreen, etc).

The US Army Corps of Engineers continues to provide free materials in the form of activity books.

Splash Pool Services, Inc. has provided printing services as well as inviting Mackenzie's Mission to speak at the annual employee meeting.

IV. PR/Media Outreach

The founder of Mackenzie's Mission, Trista Roecker, was invited to a radio interview at the local radio station, KRFC Fort Collins. This was the only radio or television promotion that was used this fiscal year.

With the assistance of Safe Kids Larimer County a water safety news article was created. This article was published in the Rocky Mountain Parent Magazine, and online at www.coloradokidsconnection.com.

A website, Twitter account, Instagram account, and a Facebook page were maintained.

Fundraiser flyers were distributed to numerous locations throughout Fort Collins and Loveland.

Innovative advertising was utilized the entire month of May and half of August to promote water safety as well as the upcoming fund raising event.

The fund raising event was added to events calendars on all local radio station websites, North Forty News, and The Coloradoan website.

A membership to the Colorado Nonprofit Association was initiated.

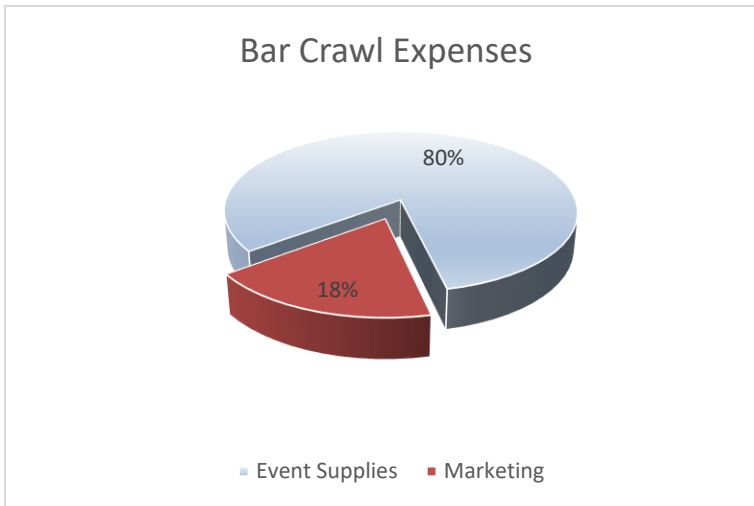
An article appeared in a Splash Pool Service community newsletter

V. Inventory

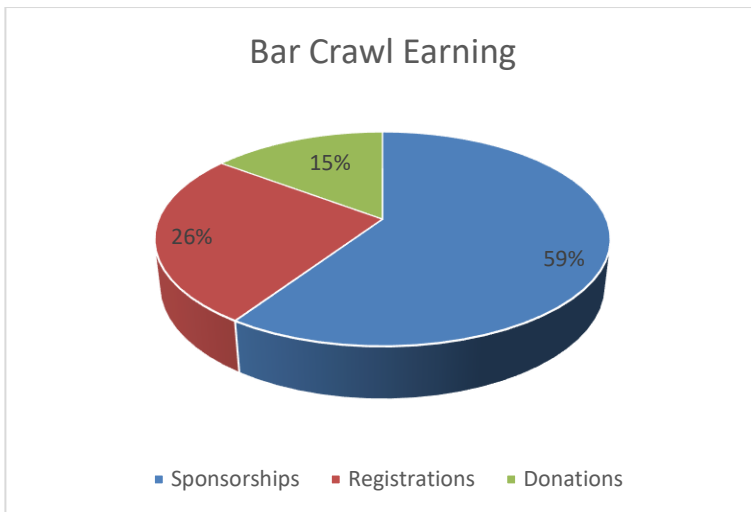
- A. Epson Printer, Scanner, and Fax.
- B. An online donor database, Little Green Light.
- C. An online forms program, Wufoo.
- D. An online mass mailing program, MailChimp.
- E. Bar Crawl tickets and (1) one-hole putting green
- F. Thank you cards
- G. Silicone wristbands (red, white, and blue).
- H. (4) Kiddie pools.
- I. Additional reach, throw items.
- J. Added (3) life jackets.

VI. Mackenzie's First Annual Bar Crawl

- A. We received two sponsorships totaling \$1550.00.
- B. Donations totaled \$385.00
- C. Seven teams registered bringing our total income to \$2610.00
- D. Total expenses: \$1244.6
- E. NET SURPLUS: \$1365.34

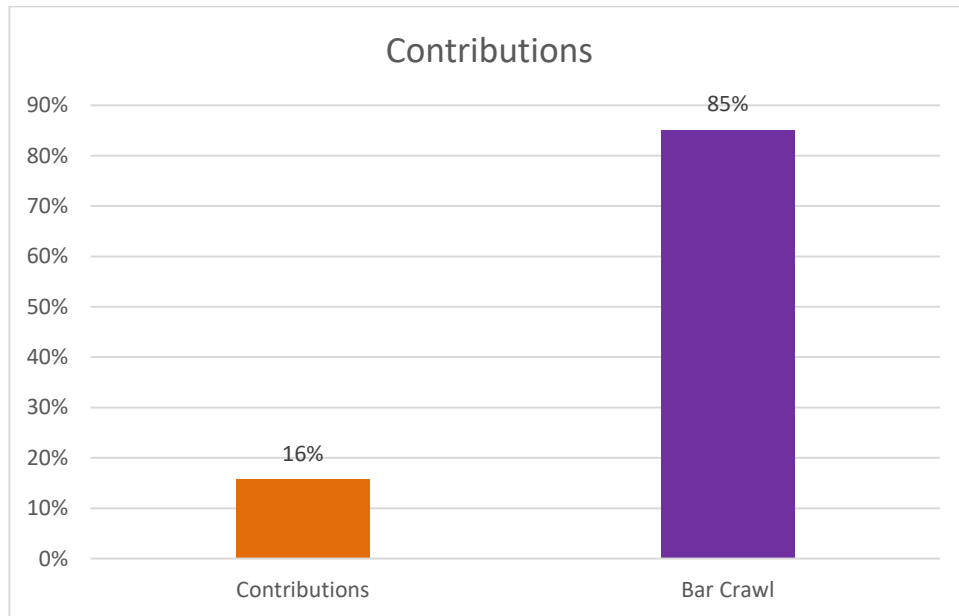


A majority of the purchased Event Supplies are reusable for future event fundraisers. This will, in turn, decrease future event expenses.

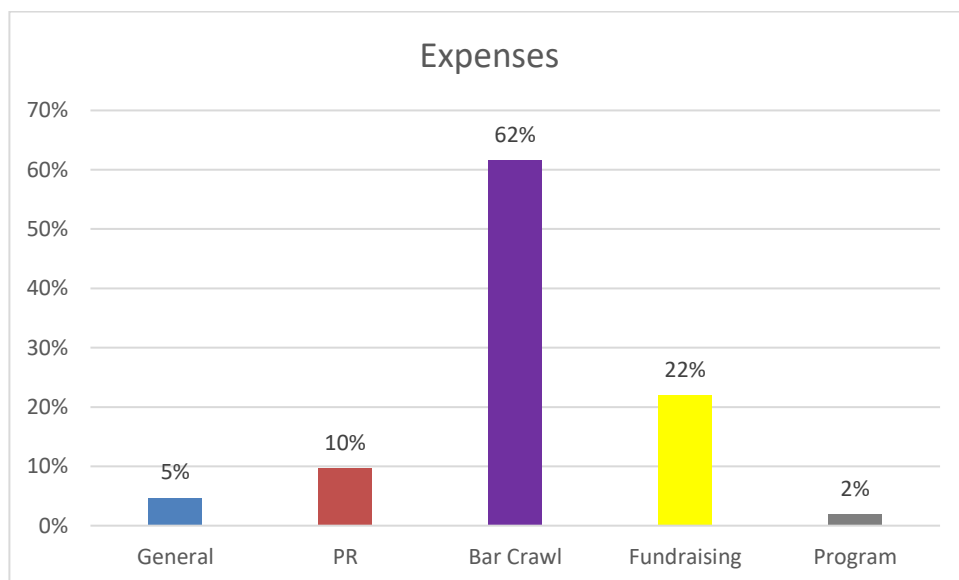


VII. Budget

- A. 85% of Mackenzie’s Mission contributions are a result of our first annual fundraising event.

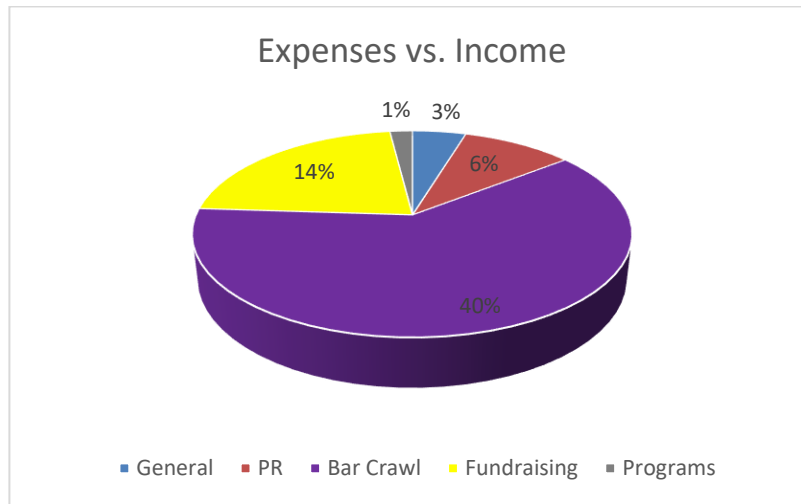


- B. On the flip side, the fundraising event consumed the majority of our expenses.



C. When comparing all expenses, general operating expenses consisted of a mere 5% of all 2015 expenses.

D. When comparing fiscal year expense to fiscal year income, general operating expenses consumed only 3% of our 2015 contributions.



**Statement of Financial Position
FY2015- 31 December 2015**

Total Assets	\$	6,225.00
Cash/Cash Equivalent	\$ 3,095.39	
Restricted Funds	\$ -	
Current Inventory (FIFO)	\$ 3,045.16	
Deferred Charges	\$ 84.45	
Total Liabilities	\$	3,276.06
Unrestricted Liabilities	\$ 2,021.23	
Temp Restricted Liabilities	\$ -	
Expired Inventory	\$ 1,156.32	
Prepaid Expenses	\$ 98.51	
Total Net Assets	\$	2,948.93
Unrestricted Net Assets	\$ 2,948.93	
Temp Restricted Net Assets	\$ -	
Total Liabilities and Net Assets	\$	6,225.00

Activity Statement

