

# Mackenzie's Mission, Inc.

## Annual Report

FY 2017

1 January 17 through 31 December 17

### **I. Events and Educational Sessions**

Mackenzie's Mission participated in two (2) educational sessions, two (2) community events, and one (1) educational fundraising event. The target audience ranges in age from preschool to grandparent.

In the two educational session approximately 200 children ages 7-10 were reached and about 100 adults' ages 18+ were reached. At the community events approximately 50 adults and 80 children ranging in age from 1-grandparent were spoken with about water safety. The educational fundraising event reached approximated 40 adult, ages 18+, event participants providing each with organizational awareness as well as water safety information.

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

A total of 1211 water safety items were distributed this fiscal year with none of these items being Spanish versions.

### **II. 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.

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

Splash Pool Services, Inc. invited Mackenzie's Mission to speak at the annual employee meeting and published to their blog an article referencing Mackenzie's Mission, inc.

### **III. PR/Media Outreach**

No radio or television promotion was utilized this fiscal year.

A website, Twitter account, Instagram account, and a Facebook page were maintained and a water safety blog was initiated.

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

The fund raising event was added to events calendars on all local radio station websites, North Forty News, and The Coloradoan website. Additionally, event press releases were forwarded to local newspaper and radio stations. No press releases were distributed by these agencies.

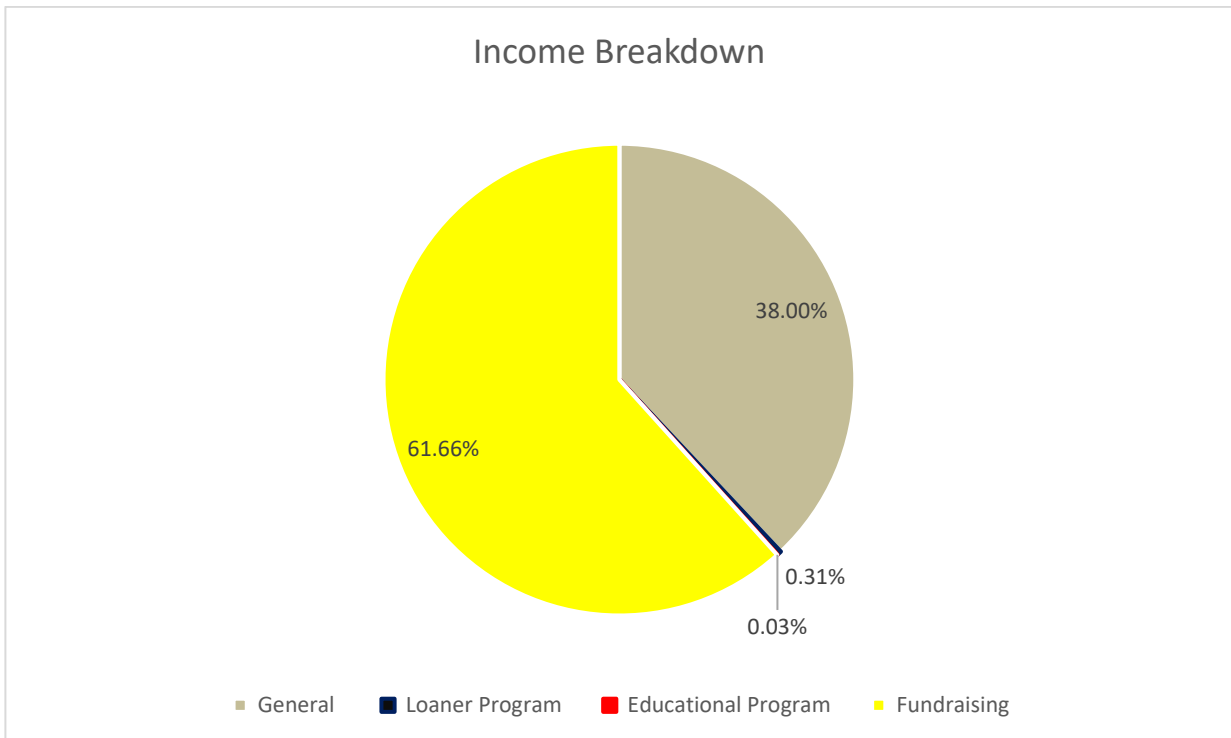
An article regarding the partnership with Splash Pool Services appeared on a Splash Swim School blog page.

### **IV. Long Term Assets**

- Epson Printer, Scanner, and Fax.
- (5) Putting greens.
- (8) Homemade putting greens with misc. attachments.
- (4) wading pools and (1) large wading pool.
- Additional reach, throw items.
- Deck storage container.
- Homemade PVC horizontal banner stand.
- Retractable vertical banner stand.
- One horizontal banner and one vertical banner.
- Lifejackets, new and used.
- Velcro/whiteboard trifold display.
- Folding Table – 5ft.
- Clipboards.
- Quickbooks 2016 software.
- (7) Metal putters.

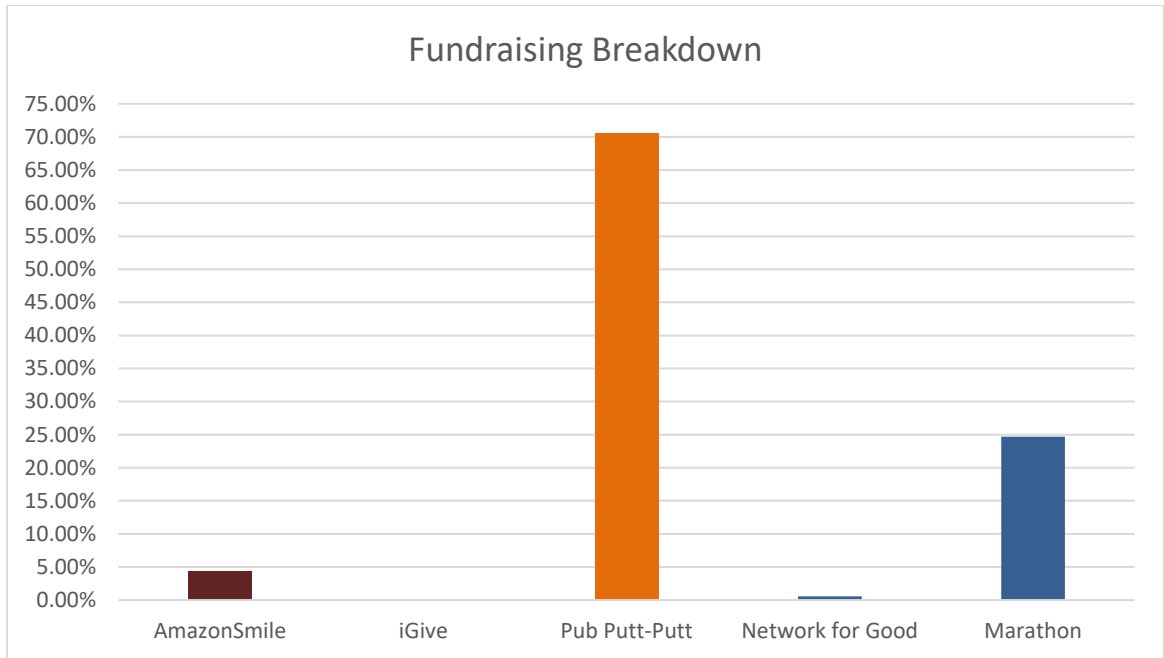
- Large container on wheels.

## V. Budget and Fundraising

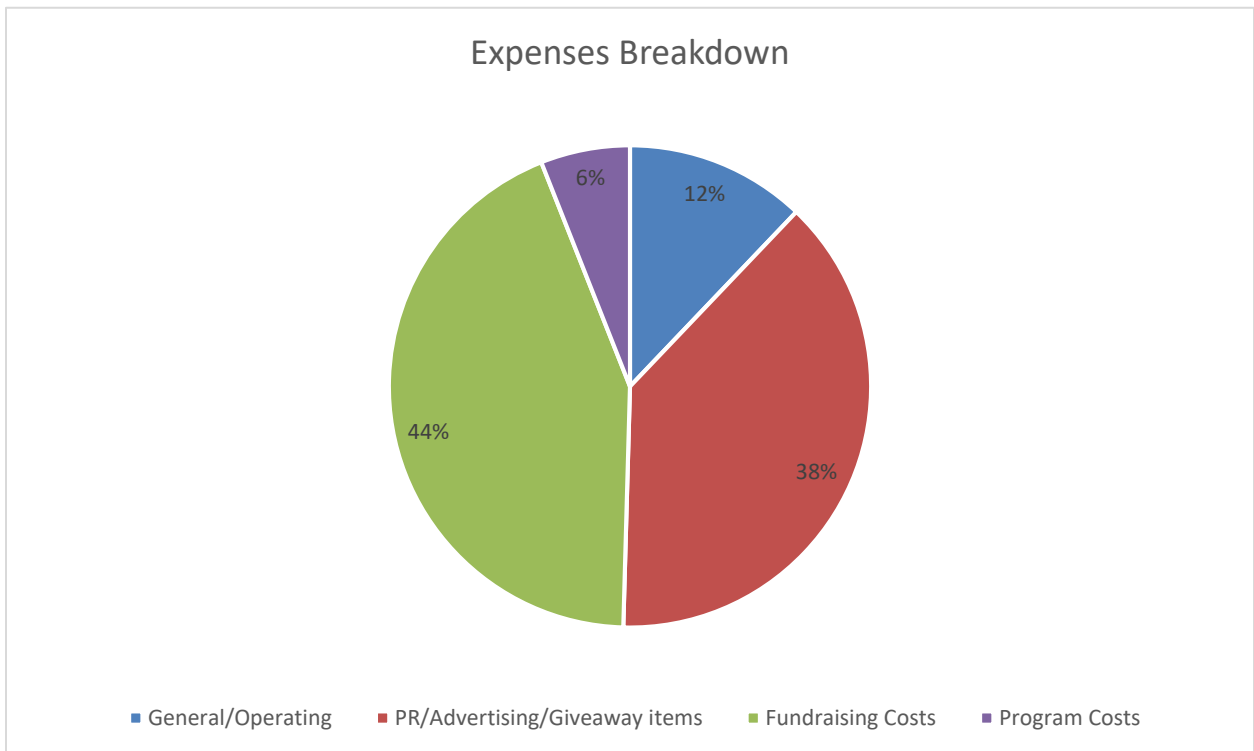


A breakdown of the total income received by Mackenzie's Mission, inc. in 2017 shows that program specific donations are rare, making up a very small portion of the total income. No grants have been received or utilized this fiscal year. Furthermore, no corporate or event sponsorships were received.

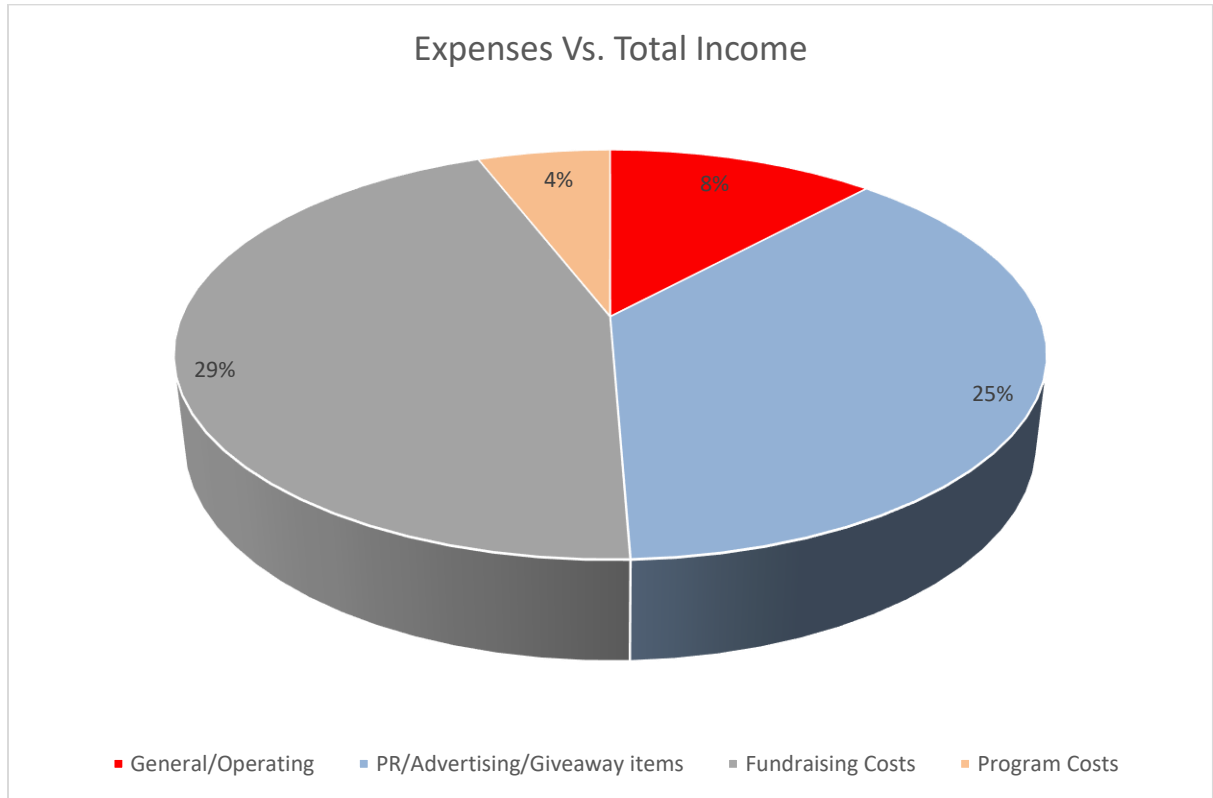
At 61% of the total income received, fundraising was the major source of income for Mackenzie's Mission, inc. Nearly three-quarters (3/4) of this fundraising income was received from the annual fundraising event, Mackenzie's Pub Putt-Putt.



A breakdown of the expenses indicates that the largest expenses came from fundraising purchase of advertising and give-away items.



And finally, a comparison of the total income versus the expenses shows that Mackenzie’s Mission, inc. spends a mere 8% of annual income on general operating expenses.



No capital expenses were incurred this fiscal year and no capital equipment is maintained by Mackenzie’s Mission, inc.

The organization paid \$26.60 in PayPal processing fees.

#### **V. Programs**

The loaner life jacket program operated two loaner locations throughout the summer swim season of 2017. Additional locations are under review.

A program analysis of the proposed CPR program/service was completed to determine the viability of the program as well as the most cost effective delivery method for the program.

The accumulation of additional school water safety sessions is in development for the education program.

As for the life jacket exchange program, a proposal has been written and sporting goods companies are beginning to be approached for support and assistance.