A message from Darell Hammond and Ron Lumbra

2014 was a transformative year for KaBOOM!, filled with firsts and milestones that have propelled us further along our bold path to make a positive impact at the scale and pace that all kids deserve — especially the 16 million growing up in poverty in America.

We redefined our way of working and expanded our mission to not only be the people who create and catalyze great places to play, but also to promote and protect play and raise the national conversation around why play matters. We continued our signature playground builds, having built our 2,500th playground this year, and we are very proud of this achievement. And in order to address a problem so large in scope, we needed to continue that work, and more. We had to move beyond infrastructure and actively influence people’s perceptions and behaviors around play, too. This meant changing minds, norms, culture, and practice.

So we delved straight to the core of the issue and partnered with non-profit research firm ideas42 to identify the structural and behavioral barriers to play that kids and families face in order to develop scalable solutions to effectively address them. What we found was that to reverse the current declining state of play, we needed to drive what we call Playability — the extent to which a city makes it easier for all kids to get balanced and active play.

Getting kids actively playing more every day means looking on, off, and beyond the playground and creating opportunities for play everywhere — on sidewalks, at parks, bus stops, clinics, and grocery stores. Focusing on scale, equity, and ease are what will ultimately help move the needle in the right direction. And cities are at the heart of that; building a playable future for communities that benefits all kids. In 2014, 212 communities recognized as part of the Playful City USA program were at the vanguard of catalyzing Playability as a standard for all cities to aspire.

To get further faster, we began engaging with grasstop and grassroot influencers across every sector to join hands and help us do more — to begin by amplifying our voice and views around promoting and protecting play for all kids. As research shows, play matters to child development. Play is a muscle-builder, brain-expander, and friend-maker. And from our direct-impact work in low-income communities, we know that for kids who face extreme adversity, play can protect against toxic stress, which hinders healthy brain development.

That is why today KaBOOM! aims to do more than give every kid a playground within walking distance. We aim to make playtime and playspace a priority for families, for cities, for us all. We’ve worked diligently to deliver that bold promise, which could not be possible without the generous support from our National and Signature Partners — including Dr Pepper Snapple Group, Foresters, Disney, The CarMax Foundation, JetBlue Airways, Humana, Humana Foundation — and all of our Partners in Play.

And with another year of extraordinary accomplishments behind us, there is no telling just how far we can go together.

With appreciation for your partnership,

Darell Hammond, Founder and CEO

Ron Lumbra, Chairman of the Board
KaBOOM! Inc. is a national non-profit dedicated to giving all kids the childhood they deserve, filled with balanced and active play so they can thrive. To achieve this, KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion around the importance of play in fostering healthy lives.

In addition to continuing to create playspaces, KaBOOM! undertakes initiatives to spark behavior and societal-norm change around play. Behavior change means that all kids have regular opportunities for more play. Societal-norm change means that our culture will reinforce the expectation that all kids get the balanced and active play they need every day. Delivering on both requires that we deploy an influence strategy, because studies indicate that while parents, caregivers, and community leaders are aware play is important, this awareness does not always translate into understanding, responsibility, and action.

Kids today are playing less than any previous generation, and as playtime goes down, the issues facing our kids go up. The Stanford University School of Medicine reports that kids are spending less time playing outdoors than any previous generation. Recent studies have found that recess offers nearly half of the chances kids get to be physically active during the school year (42%), but recess is increasingly absent from the school day.

In neighborhoods without a park or playground, the incidence of childhood obesity increases 29%. Kids with a park or playground within a half-mile are almost five times more likely to be a healthy weight than kids without playgrounds or parks nearby. Nearly one in three kids in America is overweight or obese, setting them up for a lifetime of health problems, such as diabetes, heart disease, and cancer.

But there is reason to be hopeful: the promise of play and kid-friendly communities.
The promise of play and kid-friendly communities

Research affirms that play is essential to kids’ physical health, emotional well-being, educational progress, and social development. Kids who have balanced and active play do better in school, become better team players, and develop into more creative thinkers—and they are much more likely to carry these 21st-century skills into adulthood.

When cities invest in play, it’s not just good for kids, it’s good for cities, too. Play can transform communities by moving the needle on countless urban challenges. Cities that design spaces with kids in mind retain families, offering those cities a competitive advantage. What’s more, when urban planners design playable, kid-friendly cities, they’re also designing livable cities.

Whether it’s on sidewalks, in school yards, at parks, or on playgrounds—the power of play matters for our kids, for our communities, for our futures. That is why KaBOOM! is working to help ensure all kids can realize the benefits of all types of play through safe, regular opportunities to build muscles, expand minds, and forge friendships. By working with cities to drive scalable change and provide equitable play opportunities for all kids, we can create a new societal norm where all kids, regardless of socio-economic status, have the opportunity to play every day, everywhere in their homes, schools, and communities.

The bottom line is: when kids play, we all prosper. Because kids who play are happier, healthier, and more resilient—as are their communities. By creating kid-friendly cities where play happens everywhere, we can make the smart choice to play the easy choice, and help all kids thrive by giving them the play-filled childhood they deserve.
“Disney is proud to support efforts that help create healthier generations. We are thrilled to work with KaBOOM! to increase kids’ access to opportunities for physical activity and we hope that our collective work makes a lasting positive impact, giving thousands of kids a safe and fun place to play.”

Kevin Callahan, Vice President of Strategic Philanthropy, Corporate Citizenship, The Walt Disney Company
Looking back at 2014

CREATING AND CATALyzING GREAT PLACES TO PLAY

KaBOOM! leads all-volunteer, done-in-a-day playground builds that unite communities around a common cause: the health and well-being of kids. These builds are the foundation of the KaBOOM! grassroots movement for play. Communities come together to build space that becomes a kid- and family-friendly gathering place.

KaBOOM!-led playground builds

In 2014, KaBOOM! led 172 playground builds, engaging 39,680 volunteers, who contributed 266,062 hours of service to communities in 37 states, the District of Columbia, Puerto Rico, Canada, and Mexico—all to serve more than 362,200 kids. In September, KaBOOM! led its 2,500th playground build with National Partner Disney to help give kids in Islip, N.Y. the play-filled childhood they deserve.

Creative Play grants

KaBOOM! also executed grant programs to support communities that want to build new playgrounds, improve existing playspaces, or receive creative play products. These programs have provided 156 local community organizations with a total of $2,220,000 to:
1) assist in funding the construction of 67 new playspaces;
2) improve seven existing playspaces; and 3) receive 82 Creative Play products. These projects served an estimated 386,000 kids and engaged 6,115 volunteers.

INSPIRING OTHERS TO PROMOTE AND SUPPORT PLAY

KaBOOM! has enabled others to become supporters of the cause of play at policy-making, community-engagement, and individual levels.

Playful City USA

In 2014, KaBOOM! honored 212 cities and towns across the country with Playful City USA status, with more than 30 new communities added to the program. These communities are at the vanguard of taking innovative and comprehensive actions to increase Playability and give kids the play-filled childhood they deserve. These cities were honored for making play part of the solution to help address various challenges facing their communities such as economic development, childhood obesity, toxic stress, or poverty.

Mapping a playable future

KaBOOM! believes that it is of national importance to map the locations and scale of the play inequity if it is to solve it. KaBOOM! began helping cities assess where play is needed most by providing Play Desert maps to Playful City USA communities to help identify areas where low-income kids do not have opportunities to play using data from the crowdsourced online mapping tool Map of Play.

KaBOOM! Birthday Club

In 2014, KaBOOM! launched the KaBOOM! Birthday Club as a way to enable kids to become advocates for play. The online platform offers kids the opportunity to give the gift of play to other kids by pledging their birthdays and collect donations from friends and family in lieu of gifts.
ELEVATING THE SOCIETAL CONVERSATION ON PLAY

KaBOOM! has advanced the cause of play by shifting the national culture about the importance of play and introducing the concept of Playability—the extent to which a city makes it easy for all kids to get balanced and active play.

Playful City USA Leaders’ Summit

KaBOOM! put Playability on the national map at the second annual Playful City USA Leaders’ Summit in Chicago in October. The event, made possible by the Humana Foundation, gathered city leaders, thought leaders, and influencers to work together and develop innovative solutions to address challenges facing communities—crime, obesity, toxic stress, economic development—and to do so using play.

Creating playable cities

At the Playful City USA Leaders’ Summit, in collaboration with ideas42, KaBOOM! unveiled research around the behavioral bottlenecks to play, “Using Behavioral Economics to Create Playable Cities.” The research explored the behavioral bottlenecks low-income families face in regards to play and revealed cities must become playable to compete and to improve societal conditions for all residents.

Thought leadership

In 2014, KaBOOM! continued its work as a thought leader inspiring the national conversation about how play can build more family-friendly communities. In April, KaBOOM! CEO Darell Hammond joined Billy Shore of Share Our Strength and Amy Celep of Community Wealth Partners at a Speaker Series of the NYU Reynolds Program in Social Entrepreneurship to share insights from their 2013 article in the Stanford Social Innovation Review, “When Good Is Not Good Enough.”
Playful highlights

We are proud of the progress we’ve made this year and grateful for the continued support of our partners. Together, we have helped thousands of kids and communities through the power of play. Here are more playful highlights of the impactful work we accomplished in 2014.

DISASTER RESPONSE
In the aftermath of natural disasters, play becomes even more critical as it creates a sense of normalcy and provides an emotional outlet for kids. Following the May 2013 tornadoes in Moore and Oklahoma City, Okla., Nike made a commitment, in partnership with KaBOOM!, to rebuild playgrounds in areas impacted by the storms. In August, we built the fifth of five playgrounds at Plaza Towers Elementary School in Moore, which was one of the two schools completely destroyed by the tornadoes.

PLAYFUL FAMILIES
To drive widespread behavior change, KaBOOM! encouraged families to think more playfully and cities to be more family-friendly. With the support of Walt Disney Parks and Resorts, we launched a contest in an effort to find America’s Most Playful Family and challenged families across the nation to show how and why they prioritize play. But we didn’t stop there. We also launched the KaBOOM! Play Together Tour, powered by Disney Parks, and made stops in six cities across the country to show that play can take place at any time and anywhere and make family bonding fun and easy.

NATIONAL DAY OF SERVICE AND REMEMBRANCE
KaBOOM! celebrated the National Day of Service and Remembrance by bringing play to kids in need in D.C. President Barack Obama, First Lady Michelle Obama, MyGoodDeed, AmeriCorps National Civilian Community Corps, Corporation for National and Community Service, The Inspired Teaching Demonstration Public Charter School, and Washington community members joined us in service projects to improve the lives of local kids through play.

KIDS HELPING KIDS
Part of what moves us at KaBOOM! is the dedication and effort of those who further the cause of play every day—especially when we see kids helping other kids realize the many benefits of play. In October, KaBOOM! witnessed the power of kids helping kids through play when we teamed up with two 12-year-olds from Chicago’s North Side to celebrate their Bar and Bat Mitzvahs by helping them build a playground on the South Side of Chicago. The initiative these kids took—from fundraising and promotion to working with the community to give the gift of play to other kids in need—was truly inspirational.
“This KaBOOM! partnership has offered thousands of our associates the chance to work side-by-side with community members to build playgrounds, ensuring that kids live happier, healthier lives. In fact, we’ve had associates say that building a playground with KaBOOM! was their best day at work ever.”

Mac Stuckey, President, The CarMax Foundation
Our partners in play

There is no other way to put it: Without the support of our partners, our work would not be possible. At KaBOOM! you can be a Partner in Play in many ways. Whether you are a National, Signature, Milestone, or Funding Partner, you have helped make play a possibility for millions of kids across the country. KaBOOM! is proud to recognize and thank the following partners, each of which has supported and contributed to the cause of play.

NATIONAL PARTNERS

KaBOOM! and our National Partners believe that play is essential to give kids the childhoods they deserve. With our partners’ support we are able to make a direct impact through our community-led playground builds across the country. Furthermore, through their mission support, KaBOOM! is able to serve as a nationwide catalyst to create play opportunities, inspire play advocates, and make kids and play priorities.

Dr Pepper Snapple Group*

Dr Pepper Snapple Group (DPS) has been a KaBOOM! National Partner since 2011. Through its Let’s Play initiative, DPS supports our belief that active play is a critical part of childhood development. Launched in 2011, Let’s Play is an initiative by DPS to provide kids and families with the tools, places, and inspiration to make active play a daily priority. Since 2011, DPS has committed $25 million to KaBOOM! to provide kids with the active play they need. Via Let’s Play grants and projects, DPS and KaBOOM! have built or improved more than 2,000 playgrounds, which will benefit an estimated 5 million kids over the lifetime of the playgrounds. In 2014 alone, DPS and KaBOOM! awarded 124 grants to build, open, improve, and maintain new and existing playgrounds and engaged local DPS employee teams on the construction of nine new playgrounds.

Foresters*

Since the partnership began in 2006, founding National Partner Foresters has invested more than $10 million with KaBOOM! to build more than 120 playgrounds in communities across North America by the end of 2015. In addition to building playgrounds, Foresters provides long-term guidance and support for KaBOOM! by investing in programs that have a lasting impact on the well-being of families. Foresters is an international financial services provider that is member-based, family-focused and community-spirited. This means that Foresters is driven to share, not shareholder driven. Foresters is an organization with a purpose to champion the well-being of families.

JetBlue

In the air and on the ground, JetBlue is committed to bettering the lives of its customers, crewmembers, and the communities it serves while inspiring others to do the same. JetBlue works hand-in-hand with local and national organizations to foster influential programs and connect communities within the areas of commitment: Youth & Education, Community, and the Environment. Through its long-standing partnership with KaBOOM!, JetBlue has built new playspaces in underserved neighborhoods across the U.S. and Puerto Rico. Since 2006, more than 2,100 crewmembers and customer volunteers have created 21 playgrounds to provide more than 45,000 kids with safe places to play.

The CarMax Foundation

The CarMax Foundation is a KaBOOM! National Partner and proud supporter of the KaBOOM! Map of Play project helping to identify Play Deserts—areas that have lots of kids, but not enough places to play. CarMax and its associates care deeply about supporting the communities where they live and work. As partners, we transform the lives of kids across the country with the power of play. The CarMax Foundation recognizes the important role of play in giving kids the opportunity to increase physical activity and develop positive social interaction skills; its goal is to impact 100,000 underserved kids and families. The CarMax Foundation has demonstrated its commitment to the cause of play by helping to identify Play Deserts, pledging to build 30 playgrounds, and awarding 11 Imagination Playground sets to deserving communities across the nation.

The Walt Disney Company

Disney is a KaBOOM! National Partner and supports the KaBOOM! vision of helping all kids get the play that they need. Since 2007, Disney has pledged more than $11 million to help build more than 60 playgrounds and give away 40 Imagination Playground sets. The playground builds are an extension of Disney Magic of Healthy Living—an initiative that partners Disney has engaged many business units in playground builds, including Walt Disney World Resorts, Disneyland, ABC, ESPN, Lucasfilm, Club Penguin, and Aulani Resort in Hawaii.

* Dr Pepper Snapple Group and Foresters are members of the KaBOOM! Leadership Circle of National Partners.
SIGNATURE PARTNERS

Our Signature Partners recognize that play is essential to a child's development. Our 2014 Signature Partners have, among other contributions, expanded the reach of play opportunities; inspired individuals, including city leaders, to own their responsibility in taking action to promote play and creating more opportunities for kids to play; and funded research to educate people about the benefits of play.

Humana
Humana Inc., headquartered in Louisville, Kentucky, is a leading health and well-being company that is focused on making it easier for people to achieve their best health by serving as their health partner for life. Humana’s corporate social responsibility platform focuses on promoting Healthy People, a Healthy Planet, and Healthy Performance. Because of its CSR approach and our shared objectives, Humana has been a Signature Partner of KaBOOM! since 2011, building multi-generational playgrounds to provide great places for kids, adults, and seniors to be active. In 2014, Humana and KaBOOM! built nine multi-generational spaces, including traditional playgrounds, adult fitness equipment, and walking paths.

The Humana Foundation
Humana’s philanthropic arm, the Humana Foundation, is also a KaBOOM! Signature Partner. The Humana Foundation focuses on improving community health by supporting effective efforts that help people achieve lifelong well-being. To help achieve its vision, the foundation built three multi-generational playgrounds with community gardens in 2014 and served as the primary sponsor of the KaBOOM! Playful City USA program to recognize cities nationwide that prioritize play by providing vibrant spaces for healthy activity. In addition, the Humana Foundation sponsored the second annual Playful City USA Leaders’ Summit. The summit featured representatives from across the country who actively discussed the important role of municipalities to ensure all kids receive the active play they need to thrive.

Mattel, Inc.
With a shared belief in the power of play, Mattel and KaBOOM! partnered in 2014 to help the public better understand the critical need for active play in the lives of all kids. To achieve this goal, we produced and promoted a major study involving kids that focused on how to get kids playing more, as well as a compelling summary of existing research about the benefits of play and videos to help inspire others to take action. The Play Everywhere study has been instrumental in our efforts to influence cities to be creative when considering the play potential in urban spaces, from sidewalks and bus stops to health clinics and laundromats.

Morgan Stanley
KaBOOM! and Morgan Stanley have worked together since 2012 to bring play to communities that need it most. In 2014, Morgan Stanley expanded its partnership with KaBOOM! by building playgrounds in Chicago, Ill., Newark, N.J., and Oakland, Calif., as well as funding key research to show the health and wellness impacts of our projects. The work was done as part of Morgan Stanley’s Healthy Cities initiative, a philanthropic program designed to fuel innovation in coordinating the wellness, nutrition, and play resources that can underpin a child’s healthy start to life.

MILESTONE PARTNER

Health Care Service Corporation
Since 2009, Health Care Service Corporation (HCSC) and KaBOOM! have built 47 playgrounds, created creative playspaces in 17 communities with Imagination Playground and Rigamajig, and increased playground time year-round by adding shade structures in 14 cities. These efforts have helped advance the company’s Healthy Kids, Healthy Families® initiative, which works to improve the health and wellness of kids across its states through community investments by HCSC and its Blue Cross and Blue Shield plans in Illinois, Montana, New Mexico, Oklahoma, and Texas. Healthy Kids, Healthy Families® has reached more than 13 million kids since 2011 and is part of the company’s ongoing commitment to improve community health.
“The playgrounds we build with KaBOOM! are a point of pride for Foresters, because they have a positive and lasting impact in communities across North America. We believe an investment in play is an investment in strong families and connected communities.”

Anthony M. Garcia, President and CEO, Foresters
OUR PARTNERS IN PLAY

FUNDING PARTNERS

KaBOOM! began with a dream to make sure kids and families have a great place to play within walking distance. Almost 20 years later, through the generous donations of our Funding Partners, we are making this dream a reality for thousands of kids each year.

$2,000,000+
Dr Pepper Snapple Group
Humana and Humana Foundation
The Walt Disney Company

$1,000,000–$1,999,999
Foresters
Health Care Service Corporation, dba:*:
  Blue Cross and Blue Shield of Illinois
  Blue Cross and Blue Shield of Montana
  Blue Cross and Blue Shield of New Mexico
  Blue Cross and Blue Shield of Oklahoma
  Blue Cross and Blue Shield of Texas
The CarMax Foundation

$200,000–$999,999
SAP America, Inc.
Bezos Family Foundation
Delta Air Lines
DIRECTV
Discover Financial Services
Good Neighbor Pharmacy/AmerisourceBergen
Kate B. Reynolds Charitable Trust
Morgan Stanley
Nike Shutterfly
The Heinz Endowments
UnitedHealthcare

$100,000–$199,999
Amway
American Academy of Orthopaedic Surgeons
Annie E. Casey Foundation
BlueCross BlueShield of Tennessee Health Foundation*
Charina Endowment Fund
Coupons.com
JetBlue
Laureate Education, Inc.
Mattel, Inc.
Nashville Predators
NBA Cares
Our Family Foundation
Pacific Dental Services
Pacific Life Foundation
Warner Music Group

$70,000–$99,999
Alcoa Foundation
Alexandra’s Playground
Avery Dennison
Baltimore Gas and Electric (BGE)
Barkley
Berkadia
Blue Cross and Blue Shield of North Carolina*
Brewers Community Foundation, Inc.
Charity Parity Plan
Corporation for National and Community Service
Devon Energy
Duquesne Light
Easter Seals of Southeastern Pennsylvania
Fannie Mae
Forest City Ratner Companies
Gerdau
GSK
Handelman + Luban Families
J. Willard and Alice S. Marriott Foundation
Latham & Watkins LLP
Mercedes-Benz Financial Services
Mercer and Marsh
Monumental Sports & Entertainment Foundation
Music City Giving—Corporate Nashville at Work
Nestlé USA
New York Knicks and Chase
Operation Delivering Dreams
Pacific Gas and Electric Company
PECO Energy Company
Phoenix Coyotes Charities
Post Properties, Inc. — Post HOPE Foundation, Inc.
PSEG Foundation
Radio Flyer
Reedy Industries Inc.
Regeneron Pharmaceuticals
San Jose Sharks
Strike, LLC
Tampa Bay Rays
TE Connectivity
The Carlyle Group
The Toro Company and the Minnesota Vikings
UnitedHealthcare and New England Patriots Charitable Foundation
Urban Community School
Washington Redskins Charitable Foundation
WWE
Zynga.org

$30,000–$49,999
Rick Kelson
Kimberly-Clark Corporation
Pennsylvania Municipal League

* Funding Partner’s support was for the purpose of serving residents of the Funding Partner’s local service area.
$29,999 or less
Suzanne and Glen Aaronson
A.L. Mailman Foundation
AMC Theatres
American Express Foundation
Andrew Allen Foundation
Anonymous (4)
Sidney and Florence Banwart
Daniel H. Becker
Kate Becker and Darell Hammond
Brown Brothers Harriman & Co.
Anthony Bucci
Paul Carttar
Clinton Family Foundation
Dr. Johnnetta Betsch Cole
Community Development Institute
Community Foundation for the National Capital Region
Deborah A. Cowan
Creative Circle
Cultural Care Inc.
Michael Deich
Robert DeMartini
Richard Devaney
Fairytale Brownies
Andrea Falk
Timothy Fesenmyer
Gap Foundation
Matthew Gentile
Get It Mobile Inc.
Jeffrey Goldberg
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Tammie Gonzalez
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Pete and Rebecca Helme
Independent Charities of America
Rex and Nelle Jackson
Lawrence and Sherian Washington Family Foundation
Vern and Lana Lee
Gail and Sandy Lipstein
Ron E. Lumbra
Mary Black Foundation
McCune Charitable Trust
McKenna Long and Aldridge Foundation
Mead Family Foundation
Gerry and Nancy Megas
Meshnick Charitable Family Foundation
Phillip Neuse
Nora Roberts Foundation
Northwest Playground Equipment
Bill Novelli
Office Depot Foundation
Udaya Patnaik
Grace Jones Richardson
Rosenbluth Family Foundation
Suzette Sands
Corey Schneider
Share Fund
James Siegal
Southwest Airlines
Marvin Spivak
Steele Foundation
Suzanne Bennett Charitable Foundation
The Grable Foundation
The Roosevelt Hotel New Orleans
The Rosanne H. Silbermann Family Foundation
The Windmill Foundation
Verint Systems
Stephanie White
Yokohama Tire Corporation

In-kind
American Express
Blue1647
Cyr Barnes LLP
Deloitte
Google AdWords
Playworld
Skadden, Arps, Slate, Meagher & Flom LLP
The Walt Disney Company
Washington Radiology Associates

We feel a great responsibility to our donors, large and small. That is why we are proud of our efficient operations. In 2014, eighty-seven percent of our budget went directly to fund programs that bring play to kids. Only seven cents of every dollar was spent on fundraising, and six cents per dollar went towards administrative costs.

KaBOOM! meets all 20 of the BBB Wise Giving Alliance’s standards for Charity Accountability.

To learn more about our income, expenses, and assets you can view our consolidated financial statements for 2013 and 2014 at kaboom.org/about_kaboom/financials.
## Consolidated statement of 2014 activities

### REVENUES

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<th>Source</th>
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**Total Revenue** $29,133,131

### EXPENSES

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**Total Expense** $28,827,937

### NET ASSETS

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