Mission  To save and enhance lives through the promotion of organ, eye and tissue donation.

Vision  To ensure that everyone waiting for an organ, eye or tissue transplant receives one.
Dear Friends,

How many heroes have you met in your lifetime? A war veteran, a firefighter, or a sports figure often comes to mind when thinking about heroes. Our 2012/2013 annual report highlights everyday heroes: transplant recipients, organ, eye and tissue donors, living donors and donor families. We hope you’ll take time to review our past year, learn about our accomplishments and honor our everyday heroes.

Our mission, to save and enhance lives through the promotion of organ, eye and tissue donation, drives our efforts to educate and motivate individuals in Oregon and Southwest Washington to join the state registry. While the work we do (in collaboration with many important community partners) helps create better outcomes, reduces wait times on the transplant list, and raises the number of registered donors, there is still much to be done. The need is both significant and urgent:

- There are currently about 3,000 people in the Pacific Northwest who need an organ transplant; 1,500 who need corneas and 40,000 who need tissue or bone.
- Every day, 18 people die while waiting on the transplant list.
- As the population ages and people’s health declines, fewer people are eligible to donate organs, eyes and tissues.

One of our most important achievements is partnering with DMV to encourage donor designation on driver’s licenses. As a result, 74 percent of licensed drivers in Oregon are registered as donors on our state registry. This past year, over 14,000 tissues were transplanted, as well as 1,500 corneas and 253 organs. Everyday people became everyday heroes by saving and enhancing lives.

We are grateful to donors and their families for giving the gift of life, sight and mobility. Your past financial support has provided us the ability to move forward, and we hope you will continue to support our plans for the future.
The Greatest Gift . . .

At age 3, Sady Bittler was an extremely curious, independent child. On December 3, 2002, while her mother was in another room caring for Sady’s younger sister, Sady decided to try to open a package using a sharp knife. Unfortunately, this resulted in a massive injury to her eye. Sady cut through her cornea and lens, and punctured her pupil. After racing her to the local hospital, Sady’s mother, Glenda, was informed that in order to have a chance of saving Sady’s eye, Sady would have to go to Casey Eye Institute in Portland.

Over the next few years, Sady had several surgeries to repair her pupil, replace her lens, and restore fluid to her eye. She also endured hours of patching her good eye, and various eye exercises to improve her vision. However, none of these procedures restored her vision.

Ten years later, Sady met Dr. Chamberlain, a cornea specialist at Casey Eye Institute, who informed her that she would be a great candidate for a cornea transplant. On July 3, 2012, Sady received the greatest gift that anyone could ever give her – a cornea.

Today, Sady’s recovery continues. Glenda says, “I can never thank the family enough who was so very generous in their gift of sight for my daughter. I am forever grateful.”

Glenda isn’t the only one who is grateful. Sady, too, can’t say thank you enough – first to Dr. Chamberlain, who she calls, “My hero.” She explains, “He has given me a chance to see again and has not given up on the recovery of my surgery. He continues to answer all my questions and has inspired me to want to become a cornea specialist.”

Sady also counts her donor and their family among her heroes, saying “they have given me the ultimate gift.”

Sady and her family continue to be very active ambassadors for Donate Life Northwest. Her mother, Glenda, was also the June 2013 Star of the Month for her outstanding volunteerism.
Together We Can Do So Much!

As Helen Keller said, “Alone we can do so little; together we can do so much.” Launched in the spring of 2013, the Donate Life Northwest Ambassador program embodies this philosophy of volunteering.

Ambassadors are donor families, transplant recipients and families, living donors and community supporters – including teachers, students and healthcare professionals – who want to actively and locally promote the donor registry and awareness of organ, eye and tissue donation. These folks represent a vast array of ages, ethnic groups, communities, and skill levels, and allow our organization to reach out and educate far more people than we would ever be able to without them.

Donate Life Northwest provides in-person and online tools, training and support, while Ambassadors identify local opportunities to promote education and awareness. Whether this means finding a home for our brochures in the workplace, arranging a quilt presentation at the local library, staffing a donor designation table, or planning a Donation Awareness Night with the local baseball team, the Ambassadors of Oregon and Southwest Washington have met the challenge of reaching new audiences with creativity and dedication.

Learn more at [www.donatelifenw.org/content/ambassadors](http://www.donatelifenw.org/content/ambassadors)

### Ambassadors in 2012-2013

- 273 active Ambassadors
- 1,156 volunteer hours logged
- Ambassadors worked with Donate Life Northwest staff to organize 15 unique awareness events which reached a total of 2,165 people
College Competitions Spur Philanthropy

Donate Life Northwest’s Student Outreach program was proud to support collegiate student groups dedicated to raising awareness about donation and the donor registry.

Through its AMA Saves Lives campaign, the Collegiate American Marketing Association seeks to be a catalyst for increasing awareness of the need for organ donation and through social media campaigns, event sponsorship, personal contacts, and other viral communications to inspire others to become registered organ donors and organ donor advocates. The Portland State University chapter designed an extensive proposal focusing on Hispanic-American students and their families, and as a result placed in the top 10 nationally, earning a trip to New Orleans to present their findings at an AMA Conference.

Meanwhile, the Public Relations Student Society of America at the University of Oregon took part in the 2013 National Organ Donor Awareness Competition, gaining practical experience as they designed, promoted and conducted a campus donor drive. The students utilized the Go Recycle Yourself theme throughout the campaign, and had such a great time registering donors and encouraging students to talk to their families, that we are pleased to assist them in a renewed and expanded campaign this fall.

*Discover Donation* DVDs Gifted to Oregon Libraries

As part of a month-long community outreach project in June 2013, 80 libraries across the state of Oregon received complimentary copies of our DVD, *Discover Donation*. This video is a fantastic tool for learning about organ, eye, and tissue donation and includes clips from Donate Life Northwest supporters Rob Ayers, Chris Klug, Leslie Caulfield, and Niki O’Hara. Getting these videos into libraries ensures that each of these communities has easy access to important facts about donation and transplantation. Staff focused their efforts on identifying rural and suburban communities, and as a result *Discover Donation* now has a home in Oregon towns ranging from Agness to Umatilla.
Who is Your Hero?

Marissa P.
“My husband died unexpectedly in 2006. The organ procurement agency was simply amazing to work with! Why are these people my heroes? The work they do is invaluable. The patience, the time spent, the extras they did ‘just because.’ They are simply angels on earth.”

Melanie D.
“My daughter, who at the age of 17, while watching her baby die, had the presence of mind to think of organ donation and donate my first granddaughter Isabella’s heart valves.”

Dolores C.
“My 17-year-old son, Nate, donated his liver to a retired Army veteran and his kidneys to two fathers, saving three lives. Plus his skin, trachea, and lungs were donated for research.”

Mary H.
“Elizabeth, she donated her kidney to me on July 9, this year. I love her forever!!”

Patti B.
“My father, who has the Distinguished Flying Cross for being a dive bomber pilot. He taught me to never give up and now I’m in the battle of my life, waiting for my 22-year-old son to receive a liver transplant.”

Sue S.
“Eugene and Springfield Donate Life Northwest ambassadors are my heroes: your wisdom, courage, dedication, passion, knowledge and kindness inspire me.”

Charie O.
“My baby sister, Denise. She died two years ago from a brain aneurism and saved five peoples’ lives.”

Susan M.
“My son, Thomas Benjamin. Heart to a new daddy, liver and kidneys to young moms. Although he wanted a family himself, dying at age twenty did not allow him that. Therefore, to have his organs go to young parents was a double blessing!”

Honoring Our Heroes: Remembrance Stones

Donate Life Northwest believes in taking every possible opportunity to honor our heroes—donors. The families of donors and recipients remember their loved ones in various ways—pictures, quilts, rose and tree plantings—all of which can provide comfort during the healing process.

Donate Life Northwest pays tribute to donors through remembrance stones. These custom stones are etched with the name of the donor creating a visual memory and sharing their loved one’s contribution to save and enhance lives. Participation in this program produces two stones, one for the family and the other displayed by Donate Life Northwest at various events across Oregon and Southwest Washington which provide public education about the need for more donors.

“Dear Donate Life Northwest, I wanted to say I loved the idea of supporting your mission to educate more people about the importance of donation and honoring my mother, a cornea recipient and son-in-law, an eye donor, with the remembrance stones. I am proud of my family and pleased that their names are included in your recognition display.” – Former Board Chairman for Donate Life Northwest, Dennis Tichenor

For more information about remembrance stones, please visit www.donatelifenw.org/content/remembrance-stones.
### This Year’s Achievements  
**July 1, 2012 - June 30, 2013**

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<tr>
<th>Registry</th>
<th>Statistics</th>
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<tr>
<td>Registry</td>
<td>2,226,700</td>
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<tr>
<td>New registrations in past year</td>
<td>53,508</td>
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<tr>
<td>Percentage of Oregonians with a license/I.D. who are on the registry</td>
<td>74%</td>
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<tr>
<td>Oregon’s rank</td>
<td>5th highest in the nation</td>
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<thead>
<tr>
<th>Organ, Eye, and Tissue Donors</th>
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<tr>
<td>Organ donors</td>
<td>75</td>
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<tr>
<td>Tissue donors</td>
<td>788</td>
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<tr>
<td>Eye/cornea donors</td>
<td>1,503</td>
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<tr>
<th>Organ, Eye, and Tissues Transplanted</th>
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<tr>
<td>Organs</td>
<td>253</td>
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<tr>
<td>Tissue</td>
<td>42,131</td>
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<tr>
<td>Eye/cornea</td>
<td>1,529</td>
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<th>DMV Outreach</th>
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<td>Postcards sent to non-registered Oregonians</td>
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<td>Active Ambassadors</td>
<td>237</td>
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<td>Volunteer hours</td>
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<td>General awareness events</td>
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<tr>
<td>School presentations</td>
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<td>Educators receiving teaching materials</td>
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<td>Students reached directly</td>
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<td>Additional students reached indirectly</td>
<td>30,000</td>
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<td>41,220</td>
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<tr>
<td>Total number of educators reached</td>
<td>1,000</td>
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<tr>
<td>Spanish television promos</td>
<td>130 reaching 75,000 viewers per night</td>
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<tr>
<th>Social Media</th>
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<tr>
<td>Facebook fans</td>
<td>2,205</td>
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<tr>
<td>Twitter followers</td>
<td>388</td>
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<td>Youtube video views</td>
<td>8,708</td>
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<tr>
<td>Go Recycle Yourself Facebook fans</td>
<td>1,428</td>
</tr>
</tbody>
</table>

| Total number of people reached via social media                          | 12,729                    |
CONTRIBUTORS Thank You for Your Support

Kimberly & Brock Denwars
Michael & Shelby Palmer
Anna & Steve Pinot
Mark & Cathy Pappert
Dorothy Parker
Adam Patlin
Richard & Esta Patman
Sue Paul
Charlotte Payne
Kelle Flaynert
Jacob Pothier
Mike Pesca
Timothy Petrotti
Joyce Perry
Laura Lee Peterson
Michelle & Kirk Peterson
Jessica Petrowski
Michael Petrosa
Laure & Paul Pharr
Catherine Pittman
Matt Pizzuti
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Nathan Pilsnik
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Kim Reed
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Wade Richardson
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Judy Schwaar
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Mark StFrench
Tina Stoffel
Robert Stultz
Terry Swanson
Tom Swartz
Marlan Taylor
Mindy Tee
Nianna Thibeau
Brian Thompson
Doug Thompson
Joni Thompson
Buddy & Marilyn Timlin
Gerald & Kathy Tinkle	
Sondra Toyelli
Am & Jv Torgeron
Mendi Triel
In-Kind Contributors

Kuwaiti Airways
Alaska Airlines
Alaska Airlines Cargo
Best Buy
Bilby's Roadhouse
Bling Chung Photography
Bolt Fabric Boutique
Cheesecake Factory
Chown Winds Casino Resort
Clash Cooking
Colorado Garden Hotel & Spa
Columbia River Maritime Museum
Costa Rican Wine Fest
Cranes Brothers Emmer
Desserts Bistro & Public House
Riverbed Bistro & Public House
Laguna Bistro & Public House
Charley's Bar & Grille
Chowder House
Lamar's Bar & Grille
Laurelwood Restaurants
Marine Corps Base Camp Pendleton
Nuestra Cocina
Oaks Park Amusement Park & Rodeo Rink
Oregon Coast Aquarium
Oregon Convention Center
Oregon Museum of Science & Industry
Oregon Zoo
Portlands Test Kitchen
Peet's Coffee & Tea
Pfenning-Wittman Cellars
Portland Center Stage
Portland Spirit Cruises
Portland Timberline Lodge
Portland's Culinary Workshop
Polly's Alaska
RingSide Steakhouse
Seafood Mariner
Mike & Patty Speer
Bruce Seattle
Sierra Vista
Southwest Airlines Cargo
Stevens Integrated Solutions
The Iron Horse Restaurant
The Reserve Vineyards and Golf Club
The Riverhouse of Bend
Trade Routes
Vesuvio Cafe
Wanderlust Tours
Westside Dance & Gymnastics Academy
Willamette Valley Vineyards, Inc.
YogaPaw
Yuen Lui Studio, Inc.

Gifts made in Honor of the Following Individuals

Jon & Miriam Neveart
Roy Abramowicz
Richard Adelmann
Jose Rueda M.D.
Kim Granato
Travis Hays
Timothy Hill
Jared Hinton
Jason Hinton
Ryan Hogerty
Mary Jane Hunt
Sam Khouri
Don Lewis
Amy Lindsey
Mary Mason
Joan Miele-Earle
Emily Marfott
Amanda & Eli Nadell
Randy & Charly Nolaner
Nal O'bair
Doug & Barb Oliphant
Bob Ocinn
John Rakban
Hayley Resk
David Rosenberg
Melissa Salvador
Frieda Schutz
Mary & Mrs. David Seewell
Laura Shoeby
Ali Qome
Christine Zuttermeister

Gifts made in Memory of the Following Individuals

Brett Austin
Dr. Richard & Mary Ann Parker
Bob Howard
Christian Labreek
Dr. Dan & Stacey Mangum
Darren Malinoski M.D.
Dr. John & Candace Mar
Dr. George & Susan Mavroudis
Dr. Richard & Mary Ann Parker
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Dr. George & Susan Mavroud...
**Statement of Financial Position  June 30, 2013**

### ASSETS 2013

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<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Cash and cash equivalents</td>
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<tr>
<td>Accounts receivable</td>
<td>22,083</td>
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<tr>
<td>Contributions receivable</td>
<td>53,015</td>
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<tr>
<td>Prepaid expenses</td>
<td>24,601</td>
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<td>Furniture and equipment, less accumulated depreciation of $55,082 and $53,998</td>
<td>435</td>
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<tr>
<td>Beneficial interest in assets held by others</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$ 727,280</strong></td>
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### LIABILITIES AND NET ASSETS

#### Liabilities

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<td>Accrued vacation</td>
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<td>Deferred revenue</td>
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<td><strong>Total Liabilities</strong></td>
<td><strong>$ 67,894</strong></td>
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#### Net Assets

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<tr>
<th>Description</th>
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<td>Unrestricted</td>
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<tr>
<td>Board designated endowment</td>
<td>241,575</td>
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<tr>
<td>Available for operations</td>
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<tr>
<td><strong>Total unrestricted</strong></td>
<td><strong>601,949</strong></td>
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<tr>
<td>Temporarily restricted</td>
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<tr>
<td>Permanently restricted</td>
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#### Total Liabilities and Net Assets

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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$ 727,280</strong></td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$ 67,894</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$ 727,280</strong></td>
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If you would like a copy of the complete financial statements, please visit our website or call 503.494.7888.

### REVENUES AND OTHER SUPPORT 2013

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<th>Description</th>
<th>UNRESTRICTED</th>
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<th>PERMANENTLY RESTRICTED</th>
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<td>Member organizations</td>
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<td>$ -</td>
<td>$ -</td>
<td>$ 148,333</td>
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<tr>
<td>Corporate</td>
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<td>-</td>
<td>-</td>
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<td>Individual</td>
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<td>78,827</td>
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<td>238,667</td>
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<td>98,064</td>
<td>-</td>
<td>-</td>
<td>98,064</td>
</tr>
<tr>
<td>Special events (less direct costs of $65,111)</td>
<td>163,591</td>
<td>-</td>
<td>-</td>
<td>163,591</td>
</tr>
<tr>
<td>Interest income</td>
<td>998</td>
<td>-</td>
<td>-</td>
<td>998</td>
</tr>
<tr>
<td>Realized and unrealized gain (loss), net investment fees</td>
<td>21,952</td>
<td>-</td>
<td>-</td>
<td>21,952</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>9,263</td>
<td>-</td>
<td>-</td>
<td>9,263</td>
</tr>
<tr>
<td><strong>Total Revenues and other support</strong></td>
<td>775,324</td>
<td>25,148</td>
<td>-</td>
<td>800,472</td>
</tr>
</tbody>
</table>

#### Net assets released from restrictions for:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timing</td>
<td>32,318</td>
</tr>
<tr>
<td>Purpose</td>
<td>22,098</td>
</tr>
<tr>
<td><strong>Total Revenues and other support</strong></td>
<td><strong>829,740</strong></td>
</tr>
</tbody>
</table>

#### EXPENSES 2013

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td></td>
</tr>
<tr>
<td>Student Outreach</td>
<td>288,522</td>
</tr>
<tr>
<td>Hispanic Outreach</td>
<td>81,644</td>
</tr>
<tr>
<td>DMV Outreach</td>
<td>154,098</td>
</tr>
<tr>
<td>Community Outreach</td>
<td>93,934</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td><strong>618,198</strong></td>
</tr>
<tr>
<td>Supporting services</td>
<td></td>
</tr>
<tr>
<td>Administration</td>
<td>70,924</td>
</tr>
<tr>
<td>Fund-raising</td>
<td>100,088</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>789,210</strong></td>
</tr>
</tbody>
</table>

#### CHANGE IN NET ASSETS 2013

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets, beginning of year</td>
<td>561,419</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>789,210</strong></td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td></td>
</tr>
<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td><strong>$ 601,949</strong></td>
</tr>
<tr>
<td><strong>Temporarily restricted</strong></td>
<td><strong>$ 56,337</strong></td>
</tr>
<tr>
<td><strong>Permanently restricted</strong></td>
<td><strong>$ 1,100</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 659,386</strong></td>
</tr>
</tbody>
</table>

**REVENUE**

- Individual Contributions: 31%
- Corporate Contributions: 13%
- Special Events (less direct costs of $65,111): 9%
- Alan James Fund: 4%
- Member Organizations (including in-kind contributions): 21%
- Grants: 21%