



ROCKIN4ALS

ANNUAL REPORT YEAR ENDING JUNE 30, 2018

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MESSAGE FROM THE DIRECTOR

Dear Supporters, Partners, Volunteers, and Friends,

The Rockin4ALS Board of Directors is very grateful for your participation this past year. Together, we achieved great strides in the ALS battle. Each of us contributed a significant part, whether it was our volunteer time, donations, design creativity, leadership, musical performance, financial or legal management, or in the most important setting, being a good listener for a patient or family member.

Together, our collective efforts connected more patients to the family of supporters at Rockin4ALS and the ALS Association Wisconsin Chapter. This is our mission and your participation helped achieve our objectives. In the history of Rockin4ALS, Fiscal Year 2018 was unmatched in the amount of progress toward our goals.

Our net donation to the ALS Association Wisconsin Chapter was \$13,600. These funds are used exclusively for patient services provided by the Wisconsin Chapter. To get an idea of how our funding is used, consider these examples of patient support expense: Standard Manual Wheelchair (\$500), Hospital Bed Rental Per Year (\$2,400), Communication Board (\$50).

Donations help provide support for these patient expenses through ALS Association grant programs for transportation and medical costs. The Chapter maintains an equipment loan program and also provides communication augmentation devices to patients. In addition, Chapter Care Service Coordinators provide education and referrals, and provide caregiver services like monthly support groups that are held at a variety of locations, including the SSM Outpatient Clinic in Madison. Thirty patients from southern counties including Dane County are registered with the Chapter in 2018 and receive the above patient services and other assistance. Your support makes this possible.

As we look forward to this new year, we have incredible momentum and look forward to stepping up our game. I hope you'll join us in our pledge: "What was acceptable in 2018, is no longer sufficient in 2019." If you can attend one more event, make one more phone call, share one more Facebook Post, or attend one more volunteer meeting, together we will touch the lives of many more ALS patients and family members in the Madison Community and throughout Wisconsin.

On Behalf of the Rockin4ALS Board of Directors, thank you for a great year.

Mike Anello, Director



Rockin4ALS, Inc Annual Report – Fiscal Year 2018

Period: 7/1/2017 – 6/30/2018

Tax ID: 82-5257084

Executive Summary

Rockin4ALS, Inc is an organization established in Madison, Wisconsin to raise awareness and funding for amyotrophic lateral sclerosis (ALS). All net profits from fundraising are donated to The ALS Association Wisconsin Chapter in one check following the close of the fiscal year, and are designated to provide patient services offered by the Chapter. Our organization, previously known as “Rockin For A Cure” was founded by Steve Weekes in 2000 as an annual live musical benefit. Steve Weekes, who died from ALS in 2005, was a musician and performing member of the Madison Scouts Drum & Bugle Corps, and through the years, the “Madison Scouts” has remained a steady and strong partner with Rockin4ALS, Inc.

For the Fiscal Year running 7/1/17 to 6/30/18, a total of \$13,600 was donated to the ALS Association Wisconsin Chapter for patient services. Since its foundation in 2000, Rockin4ALS has donated nearly \$125,000 to ALS organizations for research and patient services. Since 2010, The Board of Directors has also volunteered at 16 events sponsored by the ALS Association Wisconsin Chapter, and our participation was directly responsible for raising \$60,800.

In Fiscal Year 2018, the organization experienced tremendous change and growth, including a revised mission statement, new organizational structure and name, incorporation and 501(c)3 tax exempt status, and increased opportunities for fundraising and awareness. Rockin4ALS, Inc is positioned to continue to grow in Fiscal Year 2019 through a focus on increasing Madison-based volunteer participation, developing leaders in the organization, and leveraging our relationships with our partners that include the ALS Association Wisconsin Chapter, the Madison Scouts Drum & Bugle Corps, the Madison Capitols Hockey Team, the Madison Mallards Baseball Team, and NBC15 Broadcasting Company.

ANNUAL REPORT

New for Fiscal Year 2018

New Mission

- In 2017, the Board of Directors codified the mission, goals, and values with the statements shown below. One significant change was shifting the purpose of our funds from 50/50 support of research & patient services to dedicating 100% to patient services.

OUR MISSION

Unite Madison ALS patients, family, friends, and supporters to raise awareness, help fund patient services, and connect our community to the ALS Association Wisconsin Chapter.

OUR GOALS

- Organize Rockin4ALS events to raise funding for ALS patient services and promote public awareness of ALS issues.
- Form a cohesive ALS Community that connects local ALS patients, caregivers, and families in Madison, Wisconsin and surrounding areas.
- Connect the Madison Community of ALS Support to **The ALS Association Wisconsin Chapter**.
- Promote and participate in events sponsored by The ALS Association Wisconsin Chapter.
- Honor the memories of Madison Scouts Drum & Bugle Corps Alumni who lost their lives to ALS – Please see the **Honor Guard**.
- Maintain strong partnership with the **Madison Scouts Drum & Bugle Corps** (Madison, WI) in this mission to support ALS patients.

OUR VALUES

Treat ALS patients with dignity and respect.

Steward donated funds with honesty, integrity, and sound spending practices.

Spread hope & strength and continue the ALS fight until the battle is won.

Umbrella Structure Formed with New Name

- The organization, known as “**Rockin For A Cure**” from formation in 2000, adopted a new name, “**Rockin4ALS**” in order to: (1) emphasize **ALS** in the name of the organization, (2) create a distinction between the organization and the annual Rockin For A Cure event, and (3) form an umbrella organization to manage the many events that are held to raise funding and awareness for ALS.

Website & Branding

- **Website:** The first website was created in 2004 and maintained afterwards on a simple software platform, hosted by Readyhosting at a cost of approximately \$70/year. In 2017, the Board determined that the web presence needed a professional upgrade and wanted a fresh contemporary appearance to highlight the new direction of the organization. The Board hired Ryan Travers to produce a new eye-catching website, capable of (1) robust commerce functionality for donations and sales and (2) flexible

display on mobile and other devices. Design and content were developed by Mike Anello and Frank Gonzales with assistance from the Board. Mr. Travers provided a deep discount at a cost of \$700 for creating the website and maintains the website updates at a cost of \$250/year.

- **Logos:**

- **Rockin4ALS:** The ALS Association Wisconsin Chapter has worked with the Milwaukee publicity and advertising company, “Traction Factory” for many years. Thanks to the Chapter Executive Director, Melanie Roach-Bekos, Traction Factory provided a development process at no charge to create a new logo for Rockin4ALS, Inc. The new logo connects the past musical and drum & bugle corps foundation depicted by the heart-shaped horn to the new mission of spreading the passion and love of our ALS family of support (the hearts produced by the horn) into the ALS community.
- **Event Logos:** Services were provided pro bono for developing logos for Drop The Puck On ALS and Strike Out ALS events.

New Events, Developments and Opportunities

- **Strike Out ALS:** The first annual baseball fundraiser at the Madison Mallards Duck Pond Stadium was met with enthusiasm and financial success, raising \$1,500 net proceeds and 75 tickets sold. The event included a tailgate gathering, 50/50 raffle, and significant exposure through signage, information booth, public service announcements on the radio and at the stadium, and also a video commercial on the jumbotron. We also through the ceremonial first pitch!
- **Drop The Puck On ALS:** Our third annual event afforded many new opportunities with the addition of a pregame tailgate, silent auction, and prominent location for information booth in the concessions area. We are grateful for significant growth in the partnership with the Madison Capitols Hockey Team through our association with Andrew Joudrey, who became president of the hockey club in 2017. Andrew’s wife Sandy lost her father to ALS, and the natural synergy between Rockin4ALS and the Capitols led to a great event. We had 75 tickets sold and raised a net profit of \$1,100 for donation to the ALS Association Wisconsin Chapter. The event also included three very special guests: Susie Reed, the Wisconsin Chapter Events Coordinator, Patient Advocate John Jaekel, and his wife Deanna – all made the long trip to Madison to be in attendance. John was the guest speaker at the Pregame Tailgate and he also was honored with dropping the honorary first puck to start the game.
- **Rockin For A Cure:**
 - Over 100 guests in attendance and a net \$11,000 raised for patient services.
 - NBC15 Interview: On the day of the event, news reporter Piper Shaw interviewed Mike Anello and Kelley McKenna.
 - Videographer: Scott Markus provided his services pro bono to capture video coverage of the event. This was a first and a big win for Rockin4ALS – this video, edited into shorter clips, will be used for a variety of promotional activities.
 - New partnership with Wyndham Hotel
- **Exposure in Dane County and Wisconsin**
 - WORT Radio Community Access Hour: ALS discussion panel including Rockin4ALS Board of Directors and Executive Director for ALS Association Wisconsin Chapter.

- Information Tables: Representation at Health Forums, Farmers Markets, and Madison Events.
- Wisconsin State Journal Article on Rockin For A Cure
- NBC15 – In 2016, Rockin4ALS partnered with News Anchor John Stofflet, who arranged for interviews with John Weekes and Cristin McKenna prior to Rockin For A Cure in 2016 and Andrew and Sandy Joudrey in 2017 prior to Drop The Puck On ALS. (John Weekes is younger brother of Steve Weekes – founder of Rockin4ALS. Cristin (McKenna) Weekes is wife of John Weekes and daughter of another ALS victim and Madison Scouts Alum, Mike McKenna.)

Non-Profit Status and Financial Upgrades

Rockin4ALS, Inc was incorporated on March 3rd, 2018 with tax ID of 82-5257084, and received 501 (c)3 tax exempt status on May 4th, 2018 and effective date of March 28th, 2018. The official office address was changed to 8221 Fairmont Lane, Greendale, WI 53129 with local Madison Post Office Address at PO Box 258141 Madison, WI 53725.

Rockin4ALS, Inc is registered with State of Wisconsin as a charity. A new bank account was opened at US Bank for non-profit business and previous account was closed. The Treasurer incorporated Wave Software for additional financial tracking and reporting capabilities.

Partner Organizations



Financials

Rockin4ALS, Inc appreciates and values our supporter's hard-earned financial contributions and takes pride in our ability to operate with as little overhead as possible. In addition, our volunteers work hundreds of hours each year for these contributions and therefore, each dollar is especially precious to our mission to support patient services in Wisconsin. Therefore, we are extremely frugal. In Fiscal Year 2018, Rockin4ALS made significant improvements to accounting processes and tracking methods to provide data that can help drive efforts for increase revenues, reduced costs, and provide detailed reporting. Total revenue for FY2018 was \$25,445. Total expenses were \$8,545. Reserves for FY2019: \$3,300 was retained for FY2019 expenses, reservation deposits, and cash drawer change for events. After Fiscal Year 2018, \$13,600 was donated to the ALS Association on June 22, 2018.

Fiscal Year 2018

- **In Kind Donations**

- 501 (c)3 Application Cost – donated by Gregg Auby (\$270)
- Information Table & Canopy – donated by Todd Shucha (\$320)
- Music: Craig Mason Combo (\$100)
- Ryan Traverse provided a deep discount for web design (Value = \$700)
- Owner, Robin Goldberg, of Dreamlanes & Pizza Pit Pizzas, provided 15 pizzas to feed 40 volunteers and musicians (Value = \$300). Also provides Volunteer Meeting space.

Revenue Fiscal Year 2018

Rockin For A Cure 2018	\$16,977
Rockin For A Cure 2017 (Delayed Revenue)	\$2,705
Drop The Puck	\$3,136
Strike Out ALS	\$1,561
Drums On Parade Donations	\$138
Miscellaneous Income	\$237
Reserves from Fiscal Year 2017	\$691
TOTAL	25,445

Expenses Fiscal Year 2018

Rockin For A Cure Food and Beverage	\$1,447
Rockin For A Cure Music	\$2,000
Hockey and Baseball Admission Tickets	\$2,427
Silent Auction Items	\$152
Office Supplies	\$283
T-Shirts for 3 Signature Events	\$743
New Website Creation	\$700
Internet Hosting	\$80
Website Updates	\$360
Marketing Materials	\$353
Total Operating Costs	\$8,545

Cumulative Fundraising Results for 2000 - 2018

Fiscal Year	Rockin For A Cure		Drop The Puck On ALS		Strike Out ALS		Total
	Event #	Net Proceeds	Event #	Net Proceeds	Event #	Net Proceeds	
FY 2018	18th	\$11,000	3rd	1,100	1 st	1,500	\$13,600
FY 2017	17th	\$25,000	2nd	200			\$25,200
FY 2016	16th	\$10,000	1 st	200			\$10,200
FY 2015	15th	\$15,000					\$15,000
FY 2014	14th	\$19,000					\$19,000
FY 2013	13th	\$6,000					\$6,000
FY 2012	12th	\$6,000					\$6,000
FY 2011	11th	\$6,000					\$6,000
FY 2010	10th	\$6,000					\$6,000
FY 2009	9th	\$6,000					\$6,000
FY 2008	8th	\$6,000					\$6,000
FY 2007	7th	\$6,000					\$6,000
FY 2006	6th	\$3,000					\$3,000
FY 2005	5th	\$8,000					\$8,000
FY 2003*	4th	\$2,000					\$2,000
FY 2002*	3rd	\$2,000					\$2,000
FY 2001*	2nd	\$2,000					\$2,000
FY 2000*	1st	\$2,000					\$2,000
TOTALS		\$130,000		\$1,500		\$1,500	\$133,000

* Financial Records for these years kept by Muscular Dystrophy Association Southeastern Wisconsin



Melanie Roach-Bekos (ALS Association Executive Director) with Jim Eutzizzi (Patient Advocate) and members of Rockin4ALS Board of Directors

Extended Impact of Rockin4ALS

In 2010, the Board of Directors and Rockin Family began volunteering at events organized by the ALS Association Wisconsin Chapter in order to expand our service to ALS and learn more about best practices for event development. This quickly led to a remarkable synergy and partnership that has thrived for eight years. The ALS Association Wisconsin Chapter has come to anticipate strong participation from Rockin4ALS at The Evening of Hope, Milwaukee Walk To DeFeat ALS, Chasin’ A Cure Milwaukee Brewers Tailgate, and volunteering with the ALS Association at The American Birkebeiner Cross Country Championship in Hayward, Wisconsin. At most of these events, Rockin4ALS volunteers are given important fundraising tasks. Among several volunteer activities, Rockin4ALS has been tapped for sole responsibility to sell 50/50 raffle tickets and silent auction sweepstakes tickets. Below the extended impact is shown for these activities.

Extended Impact of Rockin4ALS				
Year	Walk to Defeat ALS 50/50 Raffle Net Donation	Chasin’ a Cure Tailgate 50/50 Raffle Net Donation	Evening of Hope	Annual Total
2018	\$1,500	\$1,500	\$15,000	\$18,000
2017	\$1,400	\$1,400	\$20,000	\$22,800
2016	\$1,300	\$1,300	\$10,000	\$12,600
2015	\$1,300	\$1,300	*	\$2,600
2014	\$1,200	\$1,200	*	\$2,400
2013	\$1,200	*	*	\$1,200
2012	\$1,200			\$1,200
2011	*			
2010	*			
TOTAL	\$9,100	\$6,700	\$45,000	\$60,800

*Volunteer responsibility in areas without direct fundraising activities.



Future Directions for Fiscal Year 2019

- Grow the volunteer support of established activities
- Increase social media followers and communication
- Gain corporate communications partner
- Connect with more patients in the Madison Region
- Survey our social media followers

BOARD OF DIRECTORS

- Mike Anello, Director
- Frank Gonzales
- Renee Gonzales
- Kelley McKenna
- Glenn Morales, Secretary
- Tim Spilde
- Dave Peters, Treasurer

FY2018 MEETINGS OF THE BOARD OF DIRECTORS

- August 9th, 2017
- September 13th, 2017
- October 17th, 2017
- November 14th, 2017
- December 12th, 2017
- December 19th, 2017
- January 9th, 2018
- January 30th, 2018
- February 27th, 2018
- March 13th, 2018
- March 31st, 2018
- April 10th, 2018
- May 1st, 2018
- May 22nd, 2018
- June 20th, 2018

— Board of Directors meetings are held at the home of Renee and Frank Gonzales on the 2nd Tuesday of the month and also as needed surrounding events.

— Madison Volunteer Meetings are held quarterly at Dreamlanes. Space donated by Robin Goldberg.