

The Florin Road Foundation



✓ 2010 Annual Report

Cash for College Helps Local Scholars

In 2010, The Florin Road Foundation awarded a total of **\$5,750 in scholarships to 17 seniors** graduating from **Luther Burbank High School** in Sacramento.



During the past ten years, our scholarship program has awarded **over \$98,000 to 242 students**.

The competitive application process includes academic achievement, extracurricular activities, community service, work experience, and an essay on an assigned topic.

The funds may be used for any program of study at **any college, university, or trade school**.

These scholarships are funded by grants, donations, and sponsors of our **"Beach Blanket Bingo"** event.

2010 Beach Blanket Bingo Event Sponsors:

- ✓ California School Employees Association
- ✓ Cement Masons Local 400
- ✓ Construction and General Laborers Local 185
- ✓ Elk Grove Toyota
- ✓ Pacific Gas and Electric Company
- ✓ Plumbers and Pipefitters Local 447
- ✓ Walmart Foundation

Our Outreach Efforts Go Global

Our revamped webpage at www.florinroad.com/Foundation now includes more downloadable **publications** and **photos**, as well as a five-minute informational **video** about our achievements over the years.

There is **no extra charge to use** these shopping programs.

We continue to promote our **online shopping programs** which feature a variety of Internet and traditional retailers, restaurants, and service providers, including many located in the **Florin Road business district**.

We also increased our **social media** presence by actively using **Twitter** and **Blogger** to announce our programs and events, as well as to assist our community partners in their outreach efforts.



Shoppers using these programs can get **exclusive coupons** and **free shipping** deals. They can also earn **cash donations**

You can follow us at www.twitter.com/FlorinRdFdn. There you'll find our timely tweets in English, French, German, Hungarian, and Spanish.

to the Florin Road Foundation of up to 27% of their purchase price.

Also visit our new blog at www.blogger.com/FlorinRoadFoundation for the latest news, events, and photos from the Florin Road community.

Thank you to **Sacramento Consolidated Charities** for generously designing and printing **5,000 magnets** to promote our shopping program at www.igive.com/FlorinRoadFoundation.

The magnets were distributed throughout the year in mailings and at community meetings and events.

Our 8th Annual "Beach Blanket Bingo"

Thank you to the generous sponsors, donors, volunteers and **225 guests** who helped us raise over **\$19,000** at this year's event! This is our only fundraising event, with proceeds going directly to our scholarship and community development programs.

Many thanks to **Florin Road Bingo** for again hosting and donating so many services, to **The Bolt Bar** for tending our ever-popular "Tiki Hut Bar", and to **Hannibal's Catering** for providing a delicious buffet. Special thanks go to **Mr. Nick Toma**, co-host of "Good Day Sacramento", for serving tirelessly as our emcee and game caller.

Guests were treated to fun prizes and gifts, with **29 prize packages worth over \$5,000 total!**



Recipients of Foundation Donations

- CBS13/CW31's "Stuff the Bus" Collection for Homeless Children—donation of school supplies.
- City of Sacramento's "Meadowboon Mansion" Halloween event—donation of event supplies.
- Florin Historical Society's Annual Strawberry Festival—donation of raffle prizes.
- House of Hope—donation of event tickets.
- International Association of Administrative Professionals (Sacramento Chapter)—donation of event tickets.
- Luther Burbank High School—donation of raffle prizes for Senior Graduation Picnic.
- Parkway Elementary School—kindergarten supplies, \$1,625 in gift cards to 325 students for outstanding achievement on the state-mandated STAR test.
- Sacramento Police Athletic League—event tickets.
- Sojourner Truth Multicultural Arts Development Center and Museum—donation of event tickets, sponsorship of multicultural arts programs including Sacramento's Annual Museum Day.
- Southgate Recreation and Park District—donation of raffle prizes for annual community holiday event.

2010 Board of Directors and Staff

President: Kevin Beers,
Sacramento Consolidated Charities
Vice-President: Jeannette A. McTernan,
F&M Bank
Treasurer: Mai Xi Lee,
Luther Burbank High School
Secretary: Patty Fitzgerald,
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Tracy Guerra, *MetroPCS*
Bret Patterson, *Walmart Super Center*
Sharon Whitton, *Parkway Estates North Neighborhood Association*
Larry Carr, Executive Director
Siegrid Voelkel, Associate Director

2010 Financial Statement (unaudited)

Net Assets (bal. 01/01/10)	\$ 8,669
Revenues (year to date)	20,206
Expenses (year to date)	<u>18,612</u>
Net Assets (bal. 12/31/10)	\$10,263

The Florin Road Foundation: "Building A Better Community. . . One Project At A Time."

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