



### **Organization's Purpose:**

**Tax Status:** This organization is tax-exempt under section 501c(3) of the Internal Revenue Code. It is eligible to receive contributions deductible as charitable donations for federal income tax purposes.

### **The year and the State of Incorporated:**

Iowa, 2010

### **Organization's Mission:**

Cops Against Cancer has made it our commitment to making a difference in cancer patients' lives. As a value-focused organization, we are built on the pillars of recovery and extending the quality of life for cancer families. We provide patient and family support transition and life coaching; help navigating resource referrals; grief and loss coaching; survivor-to-survivor recovery programs and financial assistance.

### **Methods used for fundraising:**

Direct mail, special events, print advertisements, television, radio, grant proposals, Internet appeals, planned giving and, cause-related marketing.

### **Board Governance:**

7 - Voting Members

3 - Non-Voting Members

### **The officers of the organization shall be as follows:**

**President:** Don Rivers

**Executive Director:** Craig Phinney

**Deputy Director:** Shirley Phinney

**Vice President:** Honorable Scott Rosenberg

**Secretary:** Director Charis Paulson

**Treasurer:** Chief Jeff Brinkley

**Executive Committee:** Detective Tim Denger

**Executive Committee:** Karla Dahlin

**Advisor to Board:** Carol Frazell

**Advisor to Board:** Josh Dahlin

**Compensated Member(s):** 1 part-time (Exec. Director) **Compensation paid during 2018: \$3,875.00**

### **Statement of Compensation of Board Members & Staff:**

November Board Meeting 2016, No Board Member, except the Executive Compensation in any form from funds received by Cops Against Cancer.

During a General Board Meeting, by a vote of the Board following a review without the Executive Director presence, the Board decides to provide Craig Phinney, compensation as a subcontractor for the services he performs as a Certified Professional Coach for the Cops Against Cancer clients and their families. This service will be solely grant funded, and services will only be available as long as specific funding for these services is available. The contract for coaching service is through Soaring to New Heights Professional Coaching Services, LLC, Ankeny, Iowa, which the Cops Against Cancer Organization's Executive Director is a Principal of the coaching business. This decision was made following a review of little businesses and services available in the area, but Soaring's fees and services were much cheaper for the organization.

## **Effectiveness Report:**

The organization conducts a strategic planning session annually and at minimum seven (7) Board meetings across the calendar year. These meetings involve face to face and teleconference participation, with a minimum of five (5) voting members present at each meeting.

At the strategic planning session, the Board of Directors and staff review the organization's challenges and successes from the previous year, meeting the mission and objectives of the organization and its effectiveness in serving the needs of the clients, families, and patients that benefit from the organization's services. Also, evaluation and effectiveness of the Executive Director and their role, review, and approval of forthcoming fundraisers or programs budgets as part of the strategic planning session the Board and staff also identify organizational goals and priorities for the coming year.

### **This Effectiveness Report 2018:**

In January 2018, the Board met for its strategic planning meeting for 2018. During this meeting, the necessary elections and objectives were completed, as well as submission of the Board's "Conflict of Interest," and "Explanation Letter." Eight (8) Board Members were present.

Finalization details for the 2018 fundraisers included a Wine, Chocolate & Cheese Event in May, BBQ Event for Des Moines Police "Run with the Cops" event in May, BBQ Event for the 2018 European Classic Car Show in June, the Five-0 BBQ Event in June, and the Comics and Cops – First Annual Prohibition Party in October. The Board also elected to discuss additional fundraisers throughout the year that were necessary for Board approval.

June 2018, our organization accepted the completion of the 30-foot commercial BBQ Trailer and Smoker. June the organization received the State Food Inspection of the trailer for full operation within the State of Iowa. The Organization was invited to participate in several corporate fundraising events to include Casey's General Store 50th Anniversary Celebration, BGH Foods/Tones Spice Employee Appreciation Day, Modern Woodmen of America Membership Appreciation Picnic, and CENT Credit Union Iowa/Iowa State Football Tailgate Event. These events generated over \$27,000 in donations and the organization fed over 1,900 people. The BBQ Trailer is fully functional, and by October 2018 all mandated equipment and appliances were purchased, and at the end of the capital campaign for the funding and purchases, over \$69,000.00 was raised in product-in-kind donations and cash donations specifically for this project. December 2018, the organization hosted our first client BBQ fundraising event. The client was a stage 4 lung patient. The event fed over 225 people and raised over \$12,500.00 of the client's medical expenses. Additional fundraising projects for clients are being scheduled already for 2019.

In July 2018, our organization accepted the resignation of one of our nine Board Members. Their resignations came after a review of the member and their commitment to the organization. During their review, they expressed conflicts in their personal lives that needed their attention. Respectfully, their resignations were accepted.

In August 2018, Mercer Group International, a global consulting leader, helping clients around the world advance the health, wealth, located in Urbandale, Iowa contacted our organization and announced that during their 2018 Des Moines Corporate Golf Outing, our organization will be one of three benefactors of the proceeds of the outing. Mercer made their presentation to our organization for \$18,750.00 March 2019 during the press release.



In August, the Board began interviewing prospective Board Members, and in September 2018 a Board Member was appointed to the Executive Committee.

In mid-November 2018, a prospective Board candidate and her husband were interviewed on new organization project involving Childhood Cancer Advocacy. The project will provide emotional, spiritual & financial support by understanding, engaging & supporting families affected by childhood cancer, during and post-treatment.

The candidates know firsthand the emotional, spiritual, financial devastation of a childhood cancer diagnosis. The couple has been instructed to create the project from their experiences, and the project will involve the following with prospective childhood clients and their families.

- ❖ Meeting with the family when first diagnosed
- ❖ Keeping in contact to help with ideas in coping and adjusting to caring for a child with cancer offering prayer and devotion if necessary, and additional spiritual resources/connections if necessary.
- ❖ Hosting monthly or quarterly support meetings for families with activities as it's easy to feel alone, so the clients and patient can get to know others in the area going through similar situations.
- ❖ The team will be scheduling and organizing spa days and arts and craft activities giving the mothers a break and returning to a sense of normalcy.
- ❖ The team will be scheduling male bonding activities for the Dads, giving them a break and returning to a sense of normalcy.
- ❖ Providing fundraising resources to assist with the families the financial burdens
- ❖ We will be offering the parents a "Date Night" to include dinner at a local restaurant and babysitter or medical supervision if necessary.
- ❖ Promoting childhood cancer awareness

The organization and prospective clients met with local childhood medical centers and cancer treatment centers to showcase our proposal. The Medical Centers expressed a strong interest in our proposal and stated currently there no resources or dollars available by the Medical Centers, nor are there any future consideration by the Medical Centers, but the Representation for the Medical Center expressed the need and their strong support to our organization once the project launches.

D Also, in December 2018, a Board Member that had been with the organization for two years their position to the Board was not renewed. The decision followed this member's limited /lack of involvement with the organization and not being able to fulfill the necessary expectations to the Board. This was unfortunate but was necessary for the growth of the organization.

During 2018, the organization continued writing grants to assist with our survivorship resource and educational programs, to include, Survivorship Retreats and Coaching Services as well as the capital campaign for the BBQ Trailer. This project was possible by three financial grant being awarded, totaling \$12,500.00.

In October 2018, the Mobile BBQ Resource Capital Campaign wrapped up, and we have raised over \$68,000. The largest donations came from the CENT Credit Union for \$12,500, Des Moines Police Protection and Burial Association for \$10,000. Additional awards included a partnership of Halbrook Excavating, JMT Trucking & Chermorse, A Plus Landscaping, and Academy Roofing for \$12,000. Also donating were the Polk County Sheriff's Office for \$6,650, Casey's General Stores, Inc for \$6,000, Polk County Government for \$5,000, Prairie Meadows Casino \$5,000, and the Iowa State Police Officer's Council for \$5,000.00.

Also during 2018, 100% Event Sponsorship was secured for the organization's two largest fundraising events — the BBQ Event in June 2018 and the Comics and Cops first Prohibition Party in October 2018. Both events were financial valuable to continue our client assistance programs.



During the fall of 2018, Cops Against Cancer applied and was excited when we were awarded our third Guidestar Top Platinum Level Award for the organization. GuideStar USA, Inc. is the worlds largest information resource, services specializing in reporting on U.S. nonprofit companies. Previous years include 2016 and 2017.

Two other large awards will also be presented to our organization in February 2019 as part of projects that were initiated in 2018. Walgreens Corporate Wellness and Health project was in October 2018. During the project, all of the 48 stores in Iowa participated and collectively raised over \$10,800.00 to our organization as part of the October Cancer Awareness Project. Also, during a proposal review, the Iowa State Police Association, one of the largest law enforcement associations in Iowa awarded our organization a grant for \$5,000.00 towards our Childhood Cancer Advocacy Program. This grant was written in December 2018.

### **Organizational Programs**

2018 was one of our more productive years working with our clients. 2018 allowed us to provide financial assistance and resources to over 440 families this past year.

As a breakdown for 2018 – we assisted by providing 400 Chemo-Comfort Bags to five Des Moines Metro Area Cancer Centers including Blank Children's Hospital, Broadlawns Medical Center, John Stoddard Cancer Center, Mercy Cancer Center and The Des Moines' Veteran's Hospital, where approximately \$26,000.00 was raised with product-in-kind donations and dollars specifically for this project.

We also provided financial assistance to 35 applicants, and professional, motivational and inspirational coaching service programs to eight clients.



**Professional Life Coaching Services:** No one should have to go through this battle alone. Moreover, this is where our WellBeing™ Professional Life Coaching program comes in. Our program involves Certified Professional Life Coaches with over 450 hours of certification and accreditation in WellBeing Dynamic Coaching™. Our mentoring & coaching program provides families with peace of mind, so they shift their energy on recovery and their care. Our programs also present the client a way to work through their struggles, but also reaffirms and promotes once-lost dreams and goals. Our 16 90-minute sessions motivate and inspires our clients and help move them forward in the process of recovery, goal setting and reaching an optimal level of living. Our clients can break through their limiting thoughts and emotional responses, and we can replace them with supportive, empowering beliefs that leads to powerful and consistent action during their transition.

**Girl Cops Are Awesome: Affiliation Program**

Girl Cops are Awesome are 37 female law enforcement officers and spouses from around the Central Iowa area. Their affiliation includes Federal, State, County, and City law enforcement agencies. The female Officer solicited donations from around the Des Moines Metro area totaling over \$26,000.00. The donations were specific to cancer patients undergoing chemotherapy and radiation treatments.

The Officers purchased designer shoulder bags for the patients that the patient could then customized their bag. Inside the bags were necessities and personal hygiene items cancer patients can utilize during their treatments. October 2017, over 200 bags were delivered around to Blanks Children's Hospital and John Stoddard Cancer Center in Des Moines, Ia.

In 2018, we assisted by providing 400 Chemo-Comfort Bags to five Des Moines Metro Area Cancer Centers including Blank Children's Hospital, Broadlawns Medical Center, John Stoddard Cancer Center, Mercy Cancer Center and The Des Moines' Veteran's Hospital, where approximately \$26,000.00 was raised with product-in-kind donations and dollars specifically for this project.



## **Effectiveness Report 2017:**

In December 2016, our organization began interviewing prospective Board Members and by March 2017, our Board grew from seven to nine and the organization's initial business for the first quarter was to reorganize and build a stronger, more effective Board, and Organization.

The focus for 2017 and 2018 has been on creating stronger fundraising projects and building a stronger volunteer corp. During 2017 and 2018, Cops Against Cancer has seen the success of the pop-up fundraisers with European Car Club and Des Moines Police "Run with the Cops" events, as well as the Five-0 BBQ Classic and in 2018 the return of a very successful Comics and Cops fundraiser.

Our organization will be able to sustain and provide funding to our clients continuously having two solid fundraising events. With the success of the pop-up events, additional funding is also assisting by supporting additional clients.

In 2017 and 2018, Cops Against Cancer has seen our largest years on grant awards for the specific projects solely funded by grants. Our Coaching program is in its second year of assisting cancer families with specific programs developed in assisting families with the transition following a cancer diagnosis.

In 2017, five clients and during 2018, eight clients were provided financial-free the sixteen session program. Our coaching programs work with how an individual "show up"— the energy they bring to any situation. This energy impacts the outcome or results the client is trying to achieve. By the client understanding the nature of their energy of the performance, it's possible to take steps to proactively create consistent experiences, as well as make quick adjustments at the moment when things are not optimal.

Energy is THE key driver and what matters most to people. Without the right type and amount of energy, the ability to show up and be engaged in life is severely limited and, sometimes, simply not possible. During the initial sessions, our clients are asked to submit an energy level assessment. This assessment is a baseline of the client's energy in their day to day experiences and stresses.

Then during their sessions, our clients break through their limiting thoughts and emotional responses and are then replaced them with supportive, empowering beliefs that lead to powerful and consistent action.

Our clients are highly aware of how they think, feel, and act, the stage is set for creating sustainable change. With this awareness, they shift into the high-performance mode and accomplish greater results while expending less effort.

Before the completion of the final session, our clients are again asked to submit the energy profile assessment. The second assessment shows the improves made by the client in all aspects of their life.

During the past two years of our coaching program's thirteen clients showed a twenty-five percent improvement and overall change in their energy and how they show up in their daily life.

2017 -- Awarded Better Business Bureau Accreditation Charity. Following a review and evaluation against a comprehensive BBB's 20 Standards for Charity Accountability.

## Capital Campaign for 2017/2018:

January 2017, Cops Against Cancer was within the launch of our capital campaign to raise monies for a mobile catering trailer. The trailer design is exclusive to fundraising. The campaign involved the purchase of a commercial concession BBQ trailer, a commercial BBQ smoker, and state-mandated commercial food prep equipment and appliances. The projected cost of this project was budgeted at \$40,000.00.

The mobile resource is a community-minded initiative that will be in state compliance as a mobile food preparation trailer, used to prepare fundraising meals for cancer families seeking assistance from our organization that has a much larger financial request.

One of the largest expenses for a fundraising event is catering. Cops Against Cancer is not an organization with a focus on making a profit. Our focus is providing our clients with a low-cost alternative by catering and a huge return on their investment with our award winning BBQ.

The ideal fundraiser is a cancer family contacting CAC for a financial assist. Our mobile team will be able to respond anywhere by preparing a fundraising dinner in connection with a community hall, VFW, or church. We will assist the request with the marketing of their event using our name as a marketing leveraging tool. PR for an event is expensive, marketing and promotion for a nonprofit are free or very low cost. Proceeds from the event would be split between our CAC organization; for our minimal event expenses, i.e., meat, side dishes, dessert (all of which prepared in the BBQ trailer), and the majority of the proceeds to going directly to the cancer family.

This type of assistance then does not take away monies for our other client's funding, whose request for assistance is smaller (i.e., under \$1,500.00). The campaign generates funding for our client families, without affecting other cancer client funding. With this project, we assist an additional three families a month, providing a much larger donation per family.

As of October 2018, the trailer and the necessary equipment was purchased, and meals have already been prepared, generating additional funding towards the organization and our clients. Since January 2017, Cops Against Cancer has raised over \$68,000.00 in private and public donations specifically for this project.



***List our organization's achievements and recognition received in the past years.***

In February 2013, Founders Craig and Shirley Phinney were awarded, the Modern Woodman of AmericaHeartland Heroes Award for their accomplishments and dedication to improving the quality of life and contribution to their Community.

In April 2013 - Cops Against Cancer was awarded the American Red Cross Heroes of the Heartland Award for their dedication, commitment, and service to Iowa.

In May 2013, Iowa U. S. Congressman Tom Latham - made a U. S. House of Representative's presentation recognizing the dedicated service, commitment, and impact Cops Against Cancer has made on the residents of Iowa.

Taking our organization serious, in December 2013 Cops Against Cancer applied and were awarded our trademark with the United States Patent and Trademark Office as a federally recognized trademark organization.

Since March of 2012, Cops Against Cancer has raised over \$200,000.00 and has eased that burden and have made a positive impact in over 600 families in 79 of Iowa's 99 counties and eight states outside of Iowa receiving assistance.

Eighty-eight percent of funds raised go directly to supporting and assisting our cancer families and while keeping our overhead at 12 percent on average for fiscal years 2015, 2016, 2017 and 2018.

2016 - Awarded Platinum Charity rating from Guidestar.

2017 -- Awarded Better Business Bureau Accreditation Charity. Following a review and evaluation against comprehensive BBB's 20 Standards for Charity Accountability.



## Cops Against Cancer 2017-2019 Financial Reports:

### Proposed 2019 Operational Budget:

Our budget on our programs and fundraisers are on a case-case basis. Funding for these specific programs is dependent upon available funding and the total number of donations and grants that are awarded. Operational budget is guaranteed based on an anonymous donor with funding allocated directly to operational expenses.

<b>Operational Expense</b>		<p>February 03, 2018, our 2018 Budget was presented and reviewed during our 2018 Strategy Retreat.</p> <p>* Board Meeting – Members reimburse the organization for their meals – appears as credit.</p> <p>** Client assistance programs are the financial assistance requests received by clients. This amount varies on the amount of funding available specifically for our financial requests.</p> <p>Coaching, Chemo Bag, Childhood, and Retreats funding/budget is dependent on the awarded financial grants specifically for these programs. Grants awards for 2019 Coaching (\$5,000.00) and Retreats (\$5,000.00).</p> <p>*** Proposing the necessity purchase of a one-ton pickup for limited liability purposes against the organization when pulling the BBQ Trailer. This proposal is for donation or lease donation with matching funds or out-right purchase.</p>
Tax Prep	\$400.00	
Board Meeting *	\$400.00	
Organizational Liability Insurance	\$370.00	
Software Org/Tech	\$260.00	
Office Supplies	\$250.00	
Software Renewals	\$250.00	
Post Office Box	\$64.00	
<b>\$1,994.00</b>		
<b>Utilities</b>		
Cell Phone	\$700.00	
Gas / Electric	\$670.00	
Water	\$370.00	
Phone / Internet	\$120.00	
Garbage	\$56.00	
<b>\$1,996.00</b>		
<b>Fundraising</b>		
Rental-Venue & Equip	\$3,750.00	
Annual BBQ Supplies	\$3,500.00	
Storage Unit	\$2,150.00	
Promotional	\$750.00	
Fundraising Supplies	\$450.00	
Renters Insurance	\$360.00	
Website	\$276.00	
Better Business Bureau	\$100.00	
<b>\$11,336.00</b>		
<b>Programs</b>		
Chemo-Comfort Bag Project	\$26,000.00	
Client Assistance Program *	\$20,000.00	
Childhood Cancer Program	\$15,000.00	
Client BBQ Events	\$6,800.00	
Client Coaching	\$6,500.00	
Retreats (3 locations)	\$5,825.00	
<b>\$80,125.00</b>		
<b>Mobile BBQ Resource Project</b>		
Proposed Truck	<b>\$37,000.00</b>	
Purchase/Donation ***		
BBQ Trailer Loan Payback	<b>\$19,000.00</b>	
BBQ Trailer Supplies	<b>\$2,800.00</b>	
Fifth Wheel Hitch Assembly	<b>\$1,250.00</b>	
Propane	<b>\$850.00</b>	
Trailer Insurance	<b>\$830.00</b>	
BBQ Trailer Storage	<b>\$400.00</b>	
Trailer Registration	<b>\$160.00</b>	
Temporary Food Licenses	<b>\$110.00</b>	
State Food License	<b>\$27.00</b>	
<b>\$62,427.00</b>		
<b>TOTAL BUDGET</b>		
	<b>\$157,878.00</b>	

## 2019 Assets

### As of February 2019 available banking assets:

BBQ Resources ***	\$8,618.32
Coaching **	\$6,925.00
General Checking	\$2,268.75
Retreat **	\$916.74
Savings	\$218.11
<b>TOTALS</b>	<b>\$18,946.92</b>

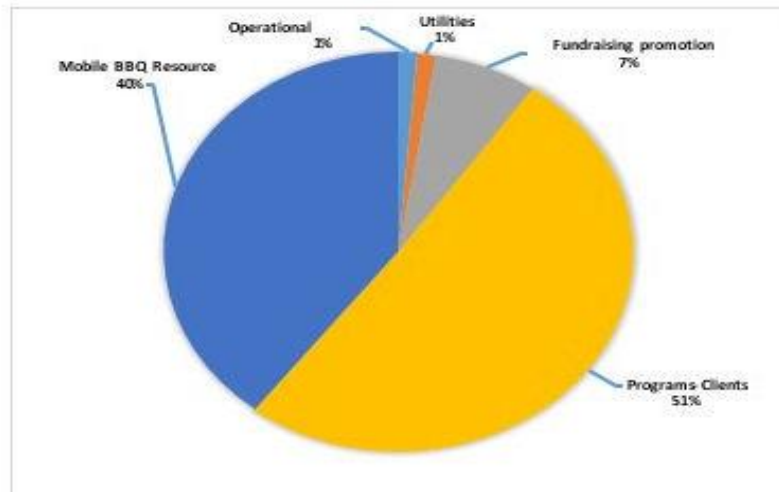
### As of January 01, 2019

\*\* Solely Grant Funded

\*\*\* Combination of Grant Funded and Private Donations

**Liabilities: \$18,700.00**

### Cops Against Cancer 2019 Financial Report

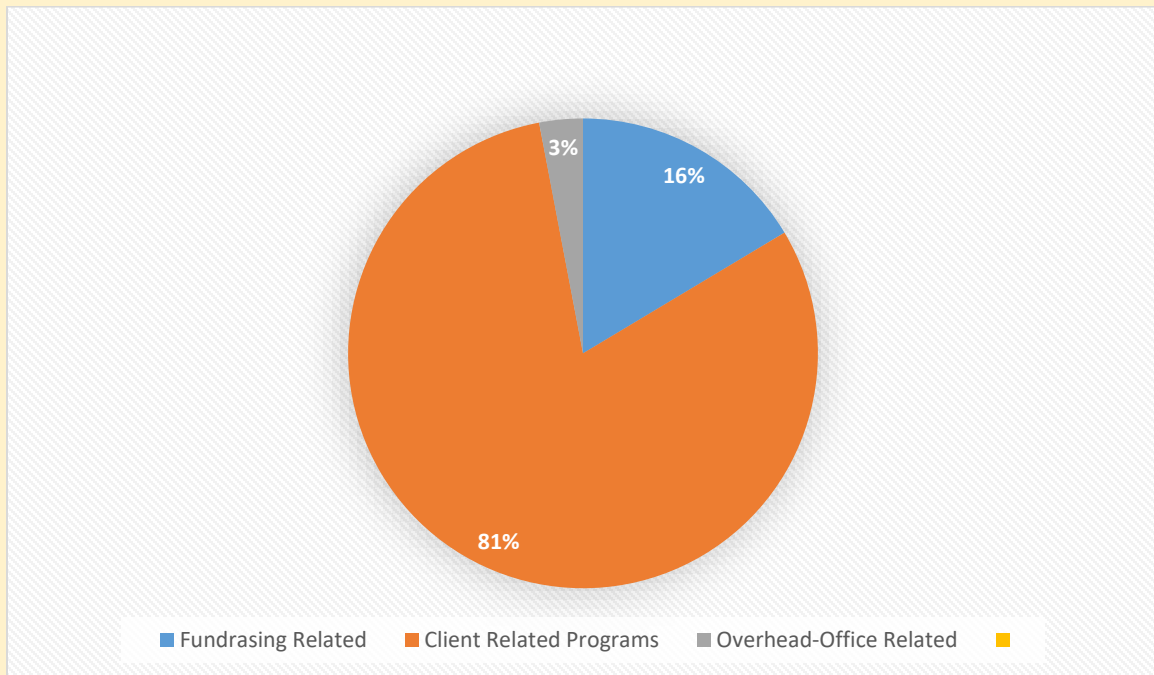


2019 PROPOSED BUDGET	Percentage of Proposed Budget
Program – Client Related - \$80,125.00	51%
Mobile BBQ Resource - \$62,427.00	40%
Fundraising - \$11,336.00	7%
Utilities - \$1,996.00	1%
Operational Expenses - \$1,994.00	1%
<b>\$157,878.00</b>	<b>100%</b>

### Physical Assets as of January 2019

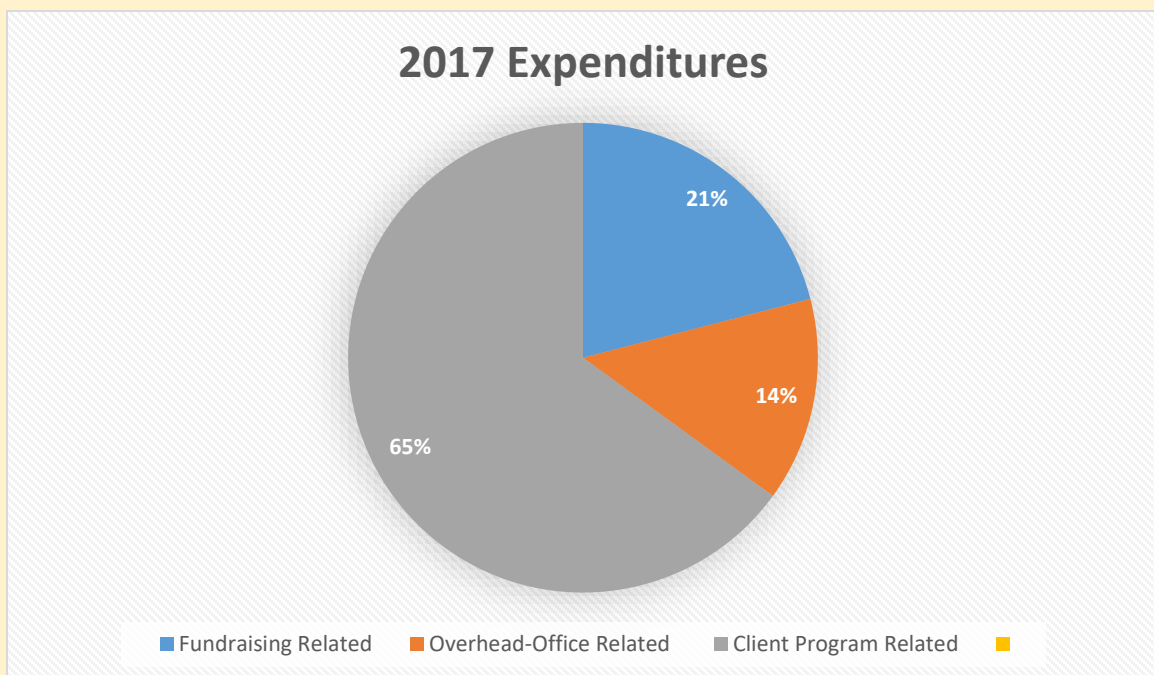
Organizational physical assets – Office equip. (\$2,800), Computers (\$1,580), BBQ equipment (\$2,800 Cargo Trailer, \$68,500 BBQ Trailer & Smoker, \$15,800 Equipment and supplies), Fundraising Supplies \$12,300 = \$103,780.00

## Cops Against Cancer 2018 Expenditures Report



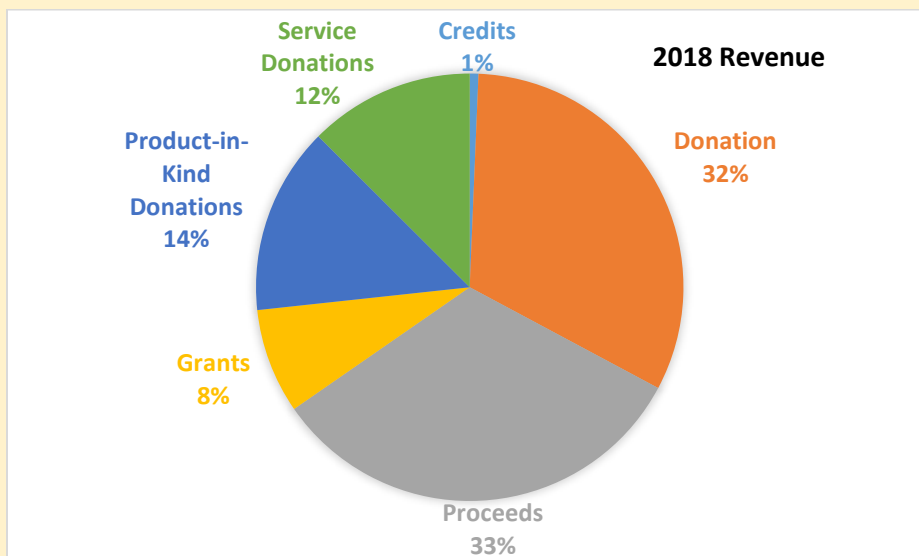
2018 Expenditures	Dollars Used
Fundraising Related	\$27,044.00
Client Program Related	132,813.00
Overhead-Office Related	\$4,936.00
	\$164,793.00

## Cops Against Cancer 2017 Expenditures Report

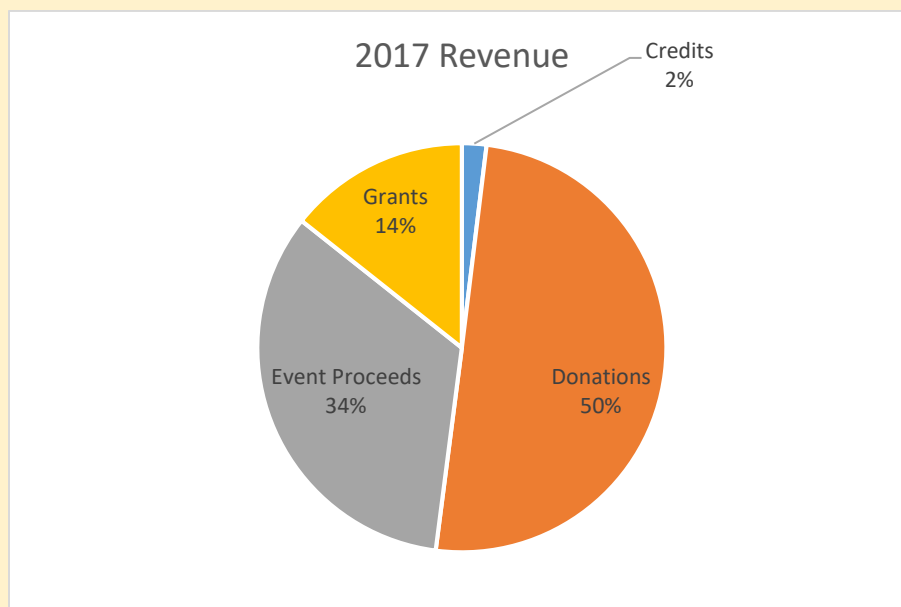


2017 Expenditures	Dollars Used
Fundraising Related	\$16,343.00
Client Program Related	\$23,350.00
Overhead-Office Related	\$10,939.00
	\$50,632.00

## 2017 & 2018 Revenue Breakdown



2018 Revenue	Dollars
Credits	\$1,035.00
Donation	\$50,621.00
Event Proceeds	\$51,209.00
Grants	\$12,500.00
Product-in-Kind Donations	\$22,332.00
Service Donations	\$19,707.00
	<b>\$157,404.00</b>



2017 Revenue	Dollars
Credits	\$1,217.00
Donation	\$31,762.00
Event Proceeds	\$21,109.00
Grants	\$9,000.00
Product-in-Kind Donations	\$4,001.00
	<b>\$67,089.00</b>