



2009 ANNUAL REPORT TO THE PUBLIC (5/1/08 – 4/30/09)

OUR MISSION

Children's Charitable Alliance is an IRS-recognized tax-exempt federated group representing charitable organizations that specialize in areas such as feeding the hungry, sheltering the homeless, protecting children, healing the sick, and defending animals, as well as helping to inform, educate, and empower people across the nation. Its mission is to organize and prepare its member charities for effective participation in at-work employee charitable fund drives, to screen and certify these charities to assure they meet the eligibility criteria to participate in these fund drives, to help educate contributors about the work of these worthy causes, and to provide for the secure, accurate, and timely transmission of contributions from the fund drives to the recipient charities. And to do all the above as cost-effectively as possible consistent with delivering quality service.

Originally established to help charities participate more effectively in the U.S. Government's annual employee fund drive, the Combined Federal Campaign, Children's Charitable Alliance now participates in fund drives conducted by state and municipal governments, United Ways, and corporations, either by representing its member directly or by cooperating with other federated groups.

PROGRAM SERVICES

To accomplish its mission, Children's Charitable Alliance provides the following programs and services to its members and to the giving public:

- Fund drive application assistance.
- Review and certification of charitable agency eligibility documentation.
- Representation of the members before fund drive organizing and/or regulatory authorities.
- Disseminating information about the work of the charities to the workplace giving public.
- Organizing member participation in fund drive promotional and educational events.
- Forwarding contributor name and address information, and accounting for and transmitting gift funds, with annual audit

THE YEAR IN REVIEW

Children's Charitable Alliance approved and certified 144 members in the Fall 2008/2009 fund drive campaign year and raised \$903,004 in cash and pledges. A complete list of the member charities, including descriptions of their programs, addresses and direct contact information is available at www.lic.org.

Either directly or through cooperative arrangements with other federations, members were presented in workplace fund drives reaching as many as 10 million employees. Members also had the option of participating in a variety of non-workplace fund raising programs. A detailed description of member services and benefits is available on the federation's web site.

AUDITED FINANCIAL STATEMENTS SUMMARY

For the year ended April 30, 2009

Public Support and Revenue:

Combined Federal Campaign	\$667,366
State Employees & Corporate campaigns	9,379
Online Giving System donations	225,959
Less estimated uncollectible pledges	(121,666)
Less amounts distributed to member agencies	(740,296)
Charges to member agencies	27,310
Fiscal Services	<u>4,449</u>

Total Public Support and Revenue: 72,801

Expenses:

Program services	55,201
Administration	5,851
Fundraising	<u>11,749</u>

Total expenses 72,801

Changes in net assets	0
Net assets, May 1st	0
Net assets, April 30th	0

The federation is audited by the firm of Maze & Associates, Certified Public Accountants, headquartered in Walnut Creek, California. A complete copy of their report for the fiscal year ended 4/30/2009 is available on request. A copy of the federation's Form 990 IRS tax return is available on our web site.

MEMBER CHARITY FEES

Member charities share in supporting the operating costs of the federation ("Total Expenses" in the federation audited financial statements) by having membership fees deducted from the donor-designated gifts they receive from the fund drives in which they participate as members of the federation. Fees are determined on a pro rata basis. For example, if gifts made to a member charity represent ten percent of the total of all gifts made to all members, that charity's share of federation operating costs will be ten percent.

Gifts made to the federation itself (versus gifts made to an individual member agency), and other federation revenue, such as interest income, are shared among all the member charities on the same proportionate basis. For example, if gifts made to a member charity represent ten percent of the total of all gifts made to all members, that charity's share of federation revenue will be ten percent.

Therefore, as a net result, should the federation's revenue exceed expenses in any given year, the member charities share the excess income in addition to the donor-designated gifts each has received; the membership fee is effectively zero. Conversely, should the federation's expenses exceed revenue, fees are apportioned against the members' donor-designated gifts to cover the net balance.

For the fiscal year 2008/2009, total designations were \$903,004 and member fees totaled \$27,310.

GOVERNANCE AND STAFF

Children's Charitable Alliance is governed by an all-volunteer board of directors who receive no compensation for their services.

Sandra Hess, President
Dianne Ayon, Vice President
Jamie Bordewyk, Treasurer

The federation does not retain regular staff employees but instead retains outside service providers under the supervision of the Board of Directors. The principal outside service provider is Maguire/Maguire Association Management, for membership and campaign support services. Details regarding these contracts can be found in the audited financial statements.