

Annual Report 2015

THE
Dave
Krache
FOUNDATION

When I was a kid, it never occurred to me that some kids couldn't play a sport because their parents couldn't afford the fees. It didn't occur to me that "Fall Ball" wasn't a priority like groceries or gas. I just showed up to the ball field with the glove that would magically appear in the garage at the start of each season.

It wasn't until I began volunteering at the same softball park where I grew up that I started to see the excitement in kids' eyes – and the holes in their cleats. These kids didn't care, they just wanted to play.

How innocent and simple it is: Sixty minutes on a ball field with your childhood friends. Some have incredible talent, others are there simply for the fun – and for the juice boxes after the game. Whether it is to encourage physical activity and exercise, or to foster social skills and develop the ability to win and lose gracefully, it is vital that kids have the opportunity to participate in sports.

Starting just over 3 years ago, The Dave Krache Foundation has worked hard to make sure that no child is prevented from playing a sport he or she loves, simply because that child's family is in a tough financial spot. We are grateful that many in the community have recognized the need for such an organization and we look forward to continuing to make sports available to all kids in metro Atlanta.

- *Allison Krache Giddens, Founder & President, The Dave Krache Foundation*

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Our Story

Dave Krache was a husband, dad, and a brother.

He was someone who was always doing things for others – whether it was volunteering at a homeless shelter or volunteering to paint classrooms at local middle school, he always made helping those less fortunate a priority.

In keeping his selflessness alive, The Dave Krache Foundation was created to keep kids first. If there is one thing that nearly everyone has in common, it's a happy memory from childhood involving sports. Maybe it was kickball with the neighbors. Maybe it was a travel baseball team. Maybe it was swimming games of “Marco Polo,” or never-ending games of chase at dusk as the street lights came on.

No kid should ever be told that they can't play a sport because mom and dad can't afford it. It is The Dave Krache Foundation's goal to one day NEVER have to turn away a child in need.

We are a foundation that helps kids that are in our local communities. *Your* contributions help *your* neighborhoods – you are helping kids in your own backyard.

Our Work to Date

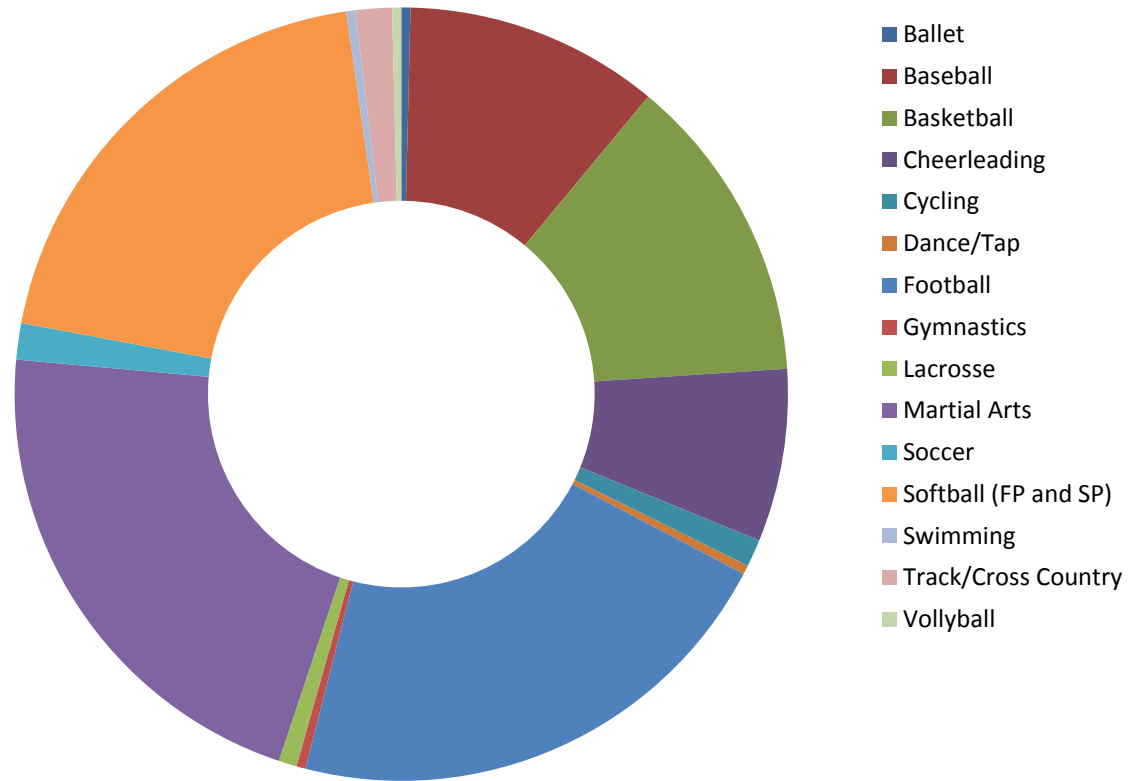
IN 3 YEARS:

264 KIDS

52 PARKS/LEAGUES

15 SPORTS

...and we're just getting started.



The Foundation has been involved with the [Georgia Center for Non-Profits](#) since 2013. We participated in [Georgia Gives Day](#) each year in November since 2013, working to raise awareness to local non-profits. A recent [article on PR Newswire](#) highlights the record-breaking efforts from this year.

The Dave Krache Foundation hosts an annual softball tournament that has become its flagship event, as well as bowling tournaments in the spring and a now-yearly Memorial Day Weekend Silver Comet Trail Bike Ride, partnering with [Cycology Bike Shop](#).

The Foundation not only paid the fees to leagues, parks, and teams, but it also collected new and gently used sporting equipment to provide to kids when the need arose. Just this year, it installed shelving and an inventory system to maintain the donations. We invite those in need to work with their coach to contact us for help.

2015 Events Recap

The Dave Krache Foundation hosted three very successful events this year:

The 3rd Annual Bowling Tournament

The 2nd Annual Silver Comet Trail Bike Ride (with Cycology Bike Shop)

The 4th Annual Softball Tournament



We passed out homemade smoothies at [The Run for Wounded Heroes](#) in downtown Kennesaw over the summer and participated in the first Gingerbread Competition hosted by the [Junior League of Cobb-Marietta](#) in November.



We handed out hundreds of smoothies to runners.



Our entry was a Gingerbread "Stadium," complete with SunTrust Park's logo and all!

We also appeared on [Focus Atlanta](#) in September, talking to Keisha Lancelin about the work that goes in to making sure kids in need in the local community can play sports.

Changes in Numbers and Need

The Dave Krache Foundation's initial focus had been recreational sports, but it grew to see that many kids participated in school sports not just out of convenience, but many times in an effort to compete in front of talent scouts for scholarships to aid in college tuition. In 2014, it expanded its focus to kids and sports in general, and that has allowed the Foundation to assist more families in need.

In 2014, 16% of families assisted listed a recent divorce as their reason for requesting financial assistance.
In 2015, that number has remained steady around 15%.

When a family goes through a divorce, money can be tight and extracurricular activities that were once just another expected bill become the expense cut. It is hard on a child to witness his parents splitting, and it is even harder when that split comes with massive changes to his routine – changing schools, moving, living one place one week, and another on the weekends. Allowing a kid to continue playing his or her favorite sport contributes to a sense of normalcy and continuity in the child's life.

In 2014, 26% of families assisted listed unemployment as their reason for requesting financial assistance.
In 2015, that number climbed to 35%.

Job loss take its obvious toll on a family's financial situation, making some activities luxuries or eliminating them from the family budget altogether. Enabling a child to continue to play sports helps reduce parents' stress levels while giving the child a chance to shine.

In 2014, 6% of families assisted listed medical bills or disability as their reason for requesting financial assistance.
In 2015, that number soared to 15%.

Due to disability or medical issues, parents may be limited in the number of hours they can work. When this is the case, sports can become a luxury compared to making ends meet and putting food on the table for the whole family. Helping with the sports fees for families experiencing disabilities and unexpected medical bills allows families to continue focusing on the basic needs of the family while still allowing their child to get exercise and develop much-needed healthy social skills outside of school.

In the Summer of 2015, we began to reach out to Cobb and Cherokee County school social workers and PTA members. These types of people filling social services roles are key to making sure that as a resource, we are getting in front of the right families. We are incredibly grateful for these social workers, counselors, and teachers and the work they do to help students inside and outside of the classroom!

The Price to Play

It is not inexpensive to play sports, regardless of a child's age group.

Depending on the team, organization, and league, a family can pay anywhere from \$60.00 a season to \$600.00 a season. Prices per child also depend on season, age group, whether or not equipment and uniforms are included, and park/league location.

On occasion, parks and leagues will offer financial assistance, additional scholarships, or a reduced rate to those who are unable to pay.

In 2015, The Dave Krache Foundation discovered that if a family had buy-in to their child's season, everyone wins. The Foundation worked with community liaisons to assist with fees that were based not only on reduced fees offered by leagues (when available), but also working with the parent to pay a partial amount. This enabled not only buy-in from all stakeholders, but allowed for The Dave Krache Foundation to assist even greater numbers of children in need.

For example:

A league may charge \$150.00 for a 12-year old girl to play softball. After speaking with the league, the park may have a hardship scholarship available to bring that to \$75.00. Additionally, the family may be able to contribute \$25.00 towards the remaining fees. By requesting \$50.00 from The Dave Krache Foundation, the community comes together – from park to family to non-profit – to help this child play a sport she loves!

Testimonials

I wanted to personally thank you for assisting in the cost for my son to play for the 8th grade football team. Not only did you help a child to play a sport he loves, but have **given him something to be motivated and work hard for**. ...His grades went from last year failing to almost straight As! Thank you so much!

-JR, Parent (October 2015)

I am always torn when it comes to students not having the funds to participate in sports activities as I am not always able to find resources to help with this “non-essential” need. I absolutely **value the experience of participating in sports** and glad to know that there is a resource that can help connect students to just that!

-LF, Social Worker (August 2015)

I find this a **phenomenal offering to our Community**. Keep up the good work!

-FS, Cobb County PTA program (August 2015)

I would like to thank you for this **precious resource benefiting our students and families**. I am currently the school social worker in [Cobb County.] ...this is such a great and rare resource.

-JP, Social Worker (July 2015)

Communities Served

The Dave Krache Foundation has helped children out of many metro-Atlanta parks and leagues since 2012:

5-Tool Sports Training
Atlanta Budokan
Campbell High School Football
Cherokee County Parks & Rec
Cherokee County Youth
Basketball
City of Acworth
Cherokee County Youth Football
& Cheer Association
Eagle Youth Lacrosse
East Paulding Middle School
Football
Great Gig Dance Company
Harrison Youth Football & Cheer
Hillgrove Gridiron Club
Holly Springs Baseball
Hotlanta Lacrosse
Jim Thomas Wildcats
Kell Basketball
Kell Track & Field

Kell Youth Cheer
Kennesaw Baseball Association
Kennesaw Girls Softball
Association
Kennesaw Mountain High School
Football
Lost Mountain Park (West Cobb)
Marietta 6th Grade Academy
(Marietta Touchdown Club)
McEachern High School Football
Murphy Candler Girls Softball
Association
Marietta Youth Football & Cheer
(MYFL)
North Cobb Youth Football
North Metro Elite Cheer
One Goal Sports
Oregon Park
Powder Springs Baseball
Association

Riverdale Blackhawks
Sandy Plains Prowlers
Sandy Plains Softball Association
Smyrna Basketball Association
South Cherokee Recreation
Association
South Cobb High School Football
Sprayberry Cross Country Club
Sprayberry Touchdown Club
Twin Creeks (Woodstock)
Upward Basketball (Roswell St.
Baptist Church)
Waleska/Clayton Baseball League
Wheeler High School Volleyball
World of Gymnastics & Cheer
Worth Cobras
YMCA

On the Horizon

We are seeing an increase in sports fees and although we are hearing much of the media say that the economy is getting better, many families aren't yet feeling it.

It is important for us to convey that [The Dave Krache Foundation is not meant to be a permanent crutch in a families' income support](#). The Foundation exists as a helping hand for that season or two of a sport following a rough time.

[Families are encouraged to give back in the future](#) – whether it be through dollars donated to a local cause they believe in, or donating their time by volunteering as a coach or team parent. There is not a formal follow-up, although we stress that their “pay-it-forward” helps to ensure the improvement of metro Atlanta families.

The Dave Krache Foundation's goal for 2016 is to continue hosting our most popular fundraisers - the softball tournament, bowling tournament, and bike ride - and work to grow events and expand our visibility across metro Atlanta.

As more families become aware of The Dave Krache Foundation and its mission, our greatest need outside of donations is a strong volunteer base. If you or someone you know is interested in helping to make a visible difference in your community, email help@davekrache.com

New Support in 2015 and Beyond

You can be a part of some fantastically-easy fundraising methods. You can help by just doing what you do now!

[AmazonSmile](#)

When you shop at AmazonSmile, Amazon will donate to The Dave Krache Foundation. Every time you shop, go to smile.amazon.com.

[Cobb EMC](#)

The Dave Krache Foundation is a proud 2015 recipient of [Operation Round Up](#) funds. Thanks to the Cobb EMC Community Foundation, The Dave Krache Foundation will be able to use grant funds towards marketing efforts in 2016.

[Good360.org](#)

Do you have a company with inventoried goods that may help a non-profit? Visit their website, and see how you can help, or contact The Dave Krache Foundation directly for more information.

[Kroger Community Rewards](#)

Attach The Dave Krache Foundation to your existing Kroger Plus card, and help the Foundation raise money every time you shop at Kroger! How easy is that?

And, as always, you can donate directly to The Dave Krache Foundation by visiting:

<http://www.davekrache.com/donate>

Board of Directors & Volunteers

This year, Stephen Archer, Leslie Hudson, Allison Giddens, Donna Krache and Michelle Melvin headed up The Dave Krache Foundation 2015 Board of Directors.

In 2015, we also grew our volunteer base positions to include Community Liaisons Jennifer Boykin, Carter Dunn, and David Harding. They worked in their respective metro Atlanta communities to spread the word about the Foundation and investigate where the biggest impacts could be made both in fundraising and family assistance.

Marketing Director Karen Hill developed both yearly and long-term marketing strategies to make a difference in the community.

Matt Giddens joined the Foundation as a Tournament Director, streamlining the softball tournament brackets and schedule after taking 2014's players feedback into consideration.

In addition to these key players, the Foundation is listed on VolunteerMatch.org, which has helped us to grow of our base of event volunteers. We are grateful to all of those who have come out to donate their time and energy at events!

What's Next?

The year 2016 is upon us, and we are so excited to already have many event dates set.

February 26, 2016 at 8:00pm

The Dave Krache Foundation presents The Atlanta Hawks vs. The Chicago Bulls– [buy tickets here!](#)

Use the Code: DAVEKRACHE

May 29-30, 2016

The Dave Krache Foundation and Cycology Bike Shop 3rd Annual Silver Comet Trail Bike Ride

Watch for more details – this one will be awesome!

September 10, 2016

The Dave Krache Foundation's 5th Annual Softball Tournament at Al Bishop Park in Marietta

Our biggest tournament yet!

Be on the lookout for the date of the 4th Annual Bowling Tournament and something incredibly fun this July!

In order to make any of these events happen, we need passionate volunteers.

Interested in helping? Email us! We have lots of ways to help – from Board positions to Committee roles, the local non-profit industry needs you! help@davekrache.com

Can't make an event? We accept donations and will send you a receipt for your taxes!

We accept cash, check, credit card (call in), [Venmo](#), [PayPal](#), and [Click and Pledge](#).

Mail a check to: The Dave Krache Foundation, 1635 Old 41 Highway NW, Ste 112-236, Kennesaw, Georgia 30152

2015 Donors & Supporters

We want to thank these generous individuals and businesses. The Dave Krache Foundation does not currently receive government grant money. Amounts below include event application fees but do not include donated cash collected on event days.

\$1-\$50

Lance Askildson
Jennifer Cain
Erika Carter
Heather Corbin
Cathi Dagostino
Mike DeWitt
Jude Dooley
Kelly Ebers
Andy Giddens
Laura Guidry
Kari Hackett
James & Claire Hatten
Jeff Johnson
James & Amy Landrum
Michelle Lehigh
Chris Lipinkski
Kristen Lord
Betsy Madrerohon
Jeana Martella
Stephen Matthews
Christopher McKeon
Kevin Melville
Alisha Park
Patricia Robusto
Dena Rodrigues

Rebecca Rollolazo
Patti Schoettler
Tamara Schwartz
Michael Sheerin
Carl Simpson
Gwen Skinner
Ellen Smith
John Marshall Smith
Donald & Sarah Sorenson
Jake Spear
Seth Tuttle
Carol White

\$51-100

AmazonSmile
John Chojecki
Lawrence Clark
Jackie Collier
Michael DePeters
Nikki Gordon
Mike Harris
Michael Hebdon
Laura Higginbotham
Ira Hochberg
Jeff & Georgie Johnson
Tina Kaiser

Sara McCorkendale
Jack Murphy
Gautham Pandiyan
David Persson
Leigh Poole
Leonard Robusto
Chris Willis

\$101-250

Fritz Alexander
Tom Ashworth
Atlanta Budokan
Darby Benson
Tracey Bigelow
Jeff Bloom
Michael Clezie
Lena Coddling
Jeff Drobny
Epperly Travel
Jeff Frankel
Ben Giddens
Garfunkel
Patty Goffe
Todd Gresham
Troy Hohl
John & Leslie Hudson

Michelle Hunt
Keith Jacob
Denise Jones
Justmark Fitness
Rusty Kirks
Cynthia Lanzo
Robbin Lee
David Lowance
Kerry Lynch
Scott Marynak
Karen Neal
David Nelson
Margarette Nelson
Rachel Millsop
Matthew Nunn
Amy Paine
Jon Poole
Quickflight
Mike Rincon
Zoe Scala
Adam & Jessica Siegel
Jariko Slack
Dan & Grace Stephen
Richard Stier
Kip Stovall
Ashley Teslicka

Shelby Thomas
Chris Tidwell
Christopher Uhrig
Terri Wilson
Win-Tech, Inc.

\$251-500

Anthony Archuleta
Stephen & Katie Archer
Paulette Basham
McBride and Steve Dutton
Gore Bike Wear
Robert & Marjorie Gore
Graceful Yoga
Jay Holbrook
Stephen & Judy Holbrook
Infinet Nutrition Solutions
Mike & Anne Jacobs
Kona
Donna Krache
Martha Krache
Matt Giddens Digital
TJ & Deborah Morris
John Robusto
Shimano
Lonnie & Jade Smith
Swiftwick

\$500+

George Ajy
Ed & Jennifer Boykin

Dan Brooks
Castelli
Cobb EMC
Cycology Bike Shop
Carter Dunn
Kevin & Joann Dunn
Greg & Rhonda Eggert
Hill Mechanical
Janet Krache
Leadership Cobb '15
Karen McCullough
Raleigh Bicycle Company
WFSH-FM – The Fish
William Richardson