



**March 3, 2010**

**M E M O**

**TO: CAHPERD ADMINISTRATIVE COMMITTEE,  
BOARD OF DIRECTORS & HOUSE OF DELEGATES**

**FROM: DRISHA LEGGITT, EXECUTIVE DIRECTOR**

**RE: STAFF REPORT**

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1. Memberships:

- a. Total Active Membership is 2,617 as of February 28, 2010.
  - i. Increase of 31 members since January 2010. However, 297 less than February 2009.
  - ii. Increase in Professional Members by 38.
    1. Greatest increase this year versus last year: Bay District = +140 members.
    2. Greatest decrease this year versus last year: Southern District = -322 members.
      - a. Chad Fenwick reported that LAUSD is not funding memberships or conference registrations this year. A large majority of Southern District members are LAUSD employees.
  - iii. Student Memberships = 328: 2009-2010 reflecting the most Student members in this fiscal year than in last four years.
- b. Membership shortfall and lack of income/same level of expenses, greatest funding challenge to CAHPERD to date.
- c. Membership Recruitment Efforts:
  - i. New Membership Software System is being integrated into website design for seamless and consistent “look and feel.”
    1. Beta testing for new software, with new website design this month.
    2. Fill Open Regional Coordinator and Unit positions – re-engage our “Field”.

- a. Recruited excellent new Southern District Coordinator for appointment by BOD on Saturday: CAHPERD POY Derek Mena.
  - b. Recruited excellent new South Central District Coordinator to fill long-vacated position: Southwest AAHPERD TOY Ruth Silofu; will also be up for BOD appointment on Saturday, and is already re-energizing that District.
  - c. Have two people currently considering filling long-vacated Northern District Coordinator position. CAHPERD recently had its first Northern District meeting/event at CSU Chico in December 2009. Currently, CAHPERD volunteers in Chico, Redding, Red Bluff and Shasta are participating in the JRFH Event/activities – should recognize increase in membership from that effort.
  - d. Since the JRFH and CAHPERD Jamba Jump Day campaign, CAHPERD has recruited three new Unit Presidents and a dozen new members. Our field participation is improving significantly due to this campaign.
2. Jump Rope for Heart/Hoops for Heart Campaign & “CAHPERD Jamba Jump Day” Event:
- a. To date, AHA reports 1883 California schools now conducting JRFH campaigns.
    - i. 331 more schools than in 2008-2009!
  - b. As of March 1, 2010, we have increased overall JRFH participation by **over 80%**. Specifically in areas of fundraising:
    - i. Total 2009-2010 JRFH income (reported by AHA) to date = \$578,911.47.
      - 1. Total this time last year (2008-2009): \$430,456.80.
      - 2. 26% increase in overall fundraising to date!
      - 3. Online Fundraising: \$152,719 which compares to \$79,000 from last year – a 52% increase to date!
      - 4. Only State in Nation reporting increase in JRFH fundraising.
    - ii. We have already re-recruited 41 schools compared to 0 from this time last year.
  - c. CAHPERD Jamba Jump Day has 443 Coordinators at over 500 sites.
  - d. CAHPERD led 88,455 participants in Jump Event – the goal was 80,000!
  - e. Over 76 million people saw/read/heard media stories regarding CAHPERD Jamba Jump Day worldwide,
    - i. Every media mention also promoted the CAHPERD State Conference, as well as the date/location of the CAHPERD State Conference – making this State Conference the most publicized/promoted conference in CAHPERD history!

- f. Recruited excellent new Partner: Jamba Juice, Inc., as title sponsor of “CAHPERD Jamba Jump Day!”
  - g. To date, Jump Rope for Heart (JRFH) and “CAHPERD Jamba Jump Day” campaign has generated:
    - 1. **Grand Total JRFH Campaign to Date = \$97,200.01** (anticipate more funds through logo shop sales).
      - a. Preparing for new fundraising opportunities, including: DVD sales of CAHPERD Jamba Jump Day highlights to participating schools and parents; CAHPERD/Guinness School Banners; CAHPERD/Guinness Shirts.
    - 2. Note total is before CAHPERD receives the 2009-2010 proceeds from the “Jump Rope for Heart” Campaign (received in September 2010); *we are already \$28,272.60 over all income raised from the entire 2008-2009 JRFH campaign.*
  - h. Now collecting and cataloging Guinness World Record required evidence. Some participants sent incomplete information. As Guinness will not return entries if they are incomplete (and will simply throw the entries away), we only have one chance to send in a full and correct entry to insure record broken and will be recognized in the Guinness World Records book. Therefore, waiting to submit entry until all paperwork is in order.
- 3. Wrote and Received \$1,000 Grant from CVS/Caremark Foundation.
  - 4. Sought and Received Successful “In-Kind” Donations:
    - a. Saved CAHPERD **\$9,366** off bottom line: PR & Promotion:
      - i. E.D. recruited award-winning Public Relations/Marketing professionals as volunteers to support CAHPERD (led by Bill Romanelli, VP-APCO International:  
<http://www.apcoworldwide.com/content/Services/KeyStaff.aspx?service=Branding&ksid=c082b8d6-4cd3-43bf-8602-b82007a87a20>.)
      - ii. Jamba Juice dedicated its Public Relations and Marketing Agency to CAHPERD Jamba Jump Day promotion.
      - iii. **Total value of Marketing Services to date = +\$60,000.**
    - b. Donated Services for Jump Promotion include:
      - i. Sacramento Mayor (former NBA Star) Kevin Johnson,
      - ii. Governor’s Council Chairperson Jake Steinfeld,
      - iii. Olympic Gold Medalist Peter Vidmar,
      - iv. “Dancing with the Stars”/Boxer Laila Ali,
      - v. Olympic Gold Medalist Debbie Meyer,
      - vi. Fitness Celebrity Laurie Sullenberger,
      - vii. Actress Gina Ravera,

- viii. IBF World Champion Yohnny Perez,
    - ix. Grammy Award Nominated Band “The Bus Boys,”
    - x. Extreme Disabled Athlete Aaron Fotheringham,
    - xi. Harlem Globetrotter members, and others.
  - c. Donated Services for Conference Keynote: President’s Council E.D. Shellie Pfohl.
  - d. Donated Services for Online Webcast: ESPN Producer Eric Edward.
  - e. Donated Services for Online Webcast: Ustream.
5. CAHPERD State Conference:
- a. Pre-Conference registrations only 465; last year over 800 Pre-Reg. Under projections = \$84,166.
    - i. However, CAHPERD trend for Southern California Conferences is greater walk-on registrations.
    - ii. See above; LAUSD not funding conferences.
  - b. Exhibitor Income under projections – \$40,325.
  - c. Facilitated last minute Sunday Keynote Speaker: New President’s Council on Physical Fitness & Sports Executive Director Shellie Pfohl.
    - i. First public appearance as new E.D.
    - ii. Will be speaking on First Lady’s new initiative to fight childhood obesity.
  - d. Created new partnerships that will lead to future CAHPERD profit/membership building/increased Conference participation, with:
    - i. IDEA - Fitness Certification organization (implementing Thursday workshop on, “Careers in the Fitness Industry.”
    - ii. American Council on Exercise - Fitness Certification organization (implementing Roundtable discussion with CAHPERD Retiree and SCAPE representatives to develop potential new Senior Fitness Certification program for AARP).
    - iii. CDE – CA P.E. Framework (if successful at Conference, may be opportunity to replace the Standards Workshops).
- 6. Since began as E.D., have brought in over \$132,777 in new funding to CAHPERD.**
7. CAHPERD is currently in consideration for \$125,000 Grant from the California Endowment. Should be notified by April 1, 2010.
8. Finalized 2012 CAHPERD State Conference in Pasadena.
9. Elementary Physical Education Workshop:
- a. 55! Triple the number of last EPE workshop.
10. National Adapted Physical Education Conference:

- a. Registrations were down as expected; however, NAPEC dramatically cut expenses and still implemented a very successful NAPEC.
  - b. CAHPERD income generated = \$11, 074.81.
  - c. Conference Exhibitor Prospectus developed and distributed.
11. Redesigned and distributed three issues of Journal and two issues of CAHPERD Times – all better quality and leading to increase in advertising by \$12,000.
12. CAHPERD Public Relations:
- a. Please see aforementioned JRFH PR.
  - b. Also, ½ Hour Public Affairs Radio Shows featuring CAHPERD on:
    - i. Radio Disney Los Angeles
    - ii. Radio Disney San Francisco
    - iii. Radio Disney Sacramento
    - iv. Entercom Radio Network
    - v. Clear Channel Radio Network
  - c. TV News Coverage:
    - i. ABC News & Sacramento & Company:  
<http://www.news10.net/news/local/story.aspx?storyid=72938>.
    - ii. Fox KTXL
13. CAHPERD has never had a solid debt collections policy/procedure and began this fiscal year with \$67,530 in May/June 2009 “Receivables” that were still owed and not collected. Therefore, Staff worked with the Treasurer to establish:
- a. New aggressive collections actions and policies; recievables now at \$36,160.09 - \$50,000 Jamba Juice donation not officially recognized in receivables until February 1, 2010 when completing final January Financials.
  - b. Implemented policy to charge interest to invoices over 90 days.
  - c. CAHPERD contracts to now note Interest Charges.
14. CAHPERD also did not enforce its policies of required requests for reimbursements within 60 days, not reimbursing when volunteers are over budget, and required notification from volunteers when anticipating going over budget. Staff and Treasurer are now strictly enforcing these policies.
15. However, due to the aggressive fundraising described above, and cuts to monthly expenses by \$400 per month in new telecommunications contract and use of FreeConferenceCall.com, CAHPERD regular billing/receiving cycle is back to normal practice.
16. Finally completed comprehensive reporting and determined fair and appropriate Profit Share for CPE-HP in Standards Workshops.
17. Created comprehensive Job Descriptions and completed full evaluations of all staff members over which E.D. manages – first E.D. to do so in CAHPERD.