



April 13, 2010

M E M O

TO: CAHPERD BOARD OF DIRECTORS

FROM: DRISHA LEGGITT, EXECUTIVE DIRECTOR

RE: JRFH/HFH CAMPAIGN UPDATE & "CAHPERD JAMBA JUMP DAY" PARTNERSHIPS

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A few curious questions have been raised (after the fact) by a very small number of people regarding CAHPERD's 2009-2010 JRFH/HFH campaign, the sponsorships supporting it and the brand new (and very successful) "CAHPERD Jamba Jump Day."

To avoid wasting any more of your valuable time or resources on this very simple, "Old Business" issue, I'm forwarding the attached reports – FYI.

So far, CAHPERD's 2009-2010 JRFH/HFH Campaign is an amazing success (the campaign officially ends June 30, 2010)! Among the highlights to date:

- As of April 9, 2010, we have increased overall JRFH *participation* by **over 85%**.
- According to the American Heart Association (AHA), overall JRFH Campaign Income as of = \$1,540,120.22 – a **26% increase in overall fundraising!**
- Online Fundraising (as of March 2010; April numbers not yet available): \$152,719 which compares to \$79,000 from last year – a 52% increase to date!
- We have already re-recruited 41 schools compared to 0 from this time last year.
- The AHA reports of all its U.S. "Affiliates", the "Western States Affiliate"/California is the *only* State in the Nation reporting an increase in fundraising.
- The brand new "CAHPERD Jamba Jump Day" generated 89 million positive media impressions for CAHPERD (also promoting the CAHPERD State Conference).
- 443 Jump Event Coordinators and over 88,455 participants jumped in the first/new CAHPERD Jamba Jump Day! This was 8,455 more participants than our goal – and 29,455 over the current Guinness World Record!
- To date, and before we have received the AHA "profit share" from the 2009-2010 JRFH/HFH Campaign (to be received September 2010), **we have already generated a net income of \$21,157.50 over the entire net received from the 2008-2009 JRFH/HFH Campaign.**
- **Even in "worst case scenario" of the AHA "profit share" etc. (should the campaign end today – which it won't), CAHPERD is projected to generate \$108,968.29 over all funding generated in the 2008-2009 campaign.**

Last year (2008-2009) CAHPERD lost 700 previously participating JRFH schools; this year, we are the only State in the nation experiencing increases in participation and fundraising— due primarily to the addition of a new element, “CAHPERD Jamba Jump Day” to “jump start” the JRFH campaign.

You know all of this, as we have discussed it at BOD/HOD meetings since Winter 2008, and updates have been included in all of my E.D. Reports.

You are also aware through my reports that I was seeking corporate sponsorships to underwrite the costs of this new element, as well as generate much-needed cash flow into CAHPERD operations. I appreciate your constant support of this process.

From working all year (carefully approaching only those companies that supported CAHPERD’s goals and mission), I was able to secure a terrific corporate sponsorship of this new event from Jamba Juice!

As you can see from the attached report, CAHPERD benefited greatly from this sponsorship! Jamba Juice donated a total of **\$75,732.40** to CAHPERD through a combined corporate title sponsorship of the brand new “CAHPERD Jamba Jump Day,” as well as \$24,732.40 from proceeds of Jamba’s statewide “Give Back Day” (donating 5% of California Jamba store sales to CAHPERD), and an additional \$1,000 in Jamba Juice gift cards for the CAHPERD JRFH volunteers. They also donated their entire marketing resources to promote the effort, thus saving over \$6,000 in CAHPERD bottom-line costs budgeted for “PR/Promotions” – a value of over \$60,000 in free CAHPERD marketing/advertising.

The total value of the donation to CAHPERD = at least \$141,732!

As I told you during our January 2009 BOD meeting and within my E.D. Report, Jamba Juice’s motivation, in addition to supporting CAHPERD’s mission, was to utilize this potential, February 1 media event to promote their name and new line of oatmeal products. For far less than the cost of one, prime-time TV ad, Jamba received 89 million positive media impressions through a charitable donation, rather than advertising campaign – good business and good for the community!

To create this sponsorship, I utilized the BOD approved (September 2008) CAHPERD corporate sponsorship levels, and direction to customize as appropriate:

“Drisha had developed a template with definitions of various ‘levels’ for corporate membership. If it became necessary to customize the agreements, there would be room for some flexibility. Drisha should have the authority to make those decisions on a case by case basis.

Officers expressed appreciation to Drisha for her efforts in developing the tiered format for corporate memberships.” (BOD Minutes, September 12, 2008).

As you can see attached to the email are general corporate sponsorships approved by the BOD in September 2008. Scanned below is the actual Title Sponsorship agreement signed by Jamba Juice’s representative, as reported to you both verbally and in writing in January 2010.

All Jamba Juice sponsorship progress, actions, agreements and updates were also provided to the CAHPERD President and Treasurer every week throughout December – March 2010; all of which were enthusiastically supported and endorsed. In fact, CAHPERD’s President, President-Elect and Treasurer participated with the Jamba Juice CEO during the February 1, 2010 “CAHPERD Jamba Jump Day,” and expressed their extreme pleasure with the results at the time.

Please note, several of the options available to Jamba Juice and listed within our original agreement were/are not of interest to Jamba Juice (and as such, will not be utilized), such as the couponing opportunities, CAHPERD ads, and complimentary invitations. Therefore, for the cost of a few shirts and two banners, CAHPERD received over \$75,000 in unrestricted funds/cash to pay bills and payroll.

Additionally, if it were not for the Jamba Juice sponsorship, CAHPERD would not have had a 2010 CAHPERD State Conference. The Conference pre-registration income was so low/under projections, that at least \$25,000 of the Jamba Juice sponsorship money was paid to the Ontario Convention Center to host the Conference. And unlike every other year since CAHPERD began the JRFH/HFH campaign, we also funded the State Conference JRFH/HFH Coordinators Reception out of the CAHPERD Jamba Jump Day proceeds (thus relieving the Conference Committee of the expense).

In fact, the Conference Committee Chairs were very upset that more Jamba Juice funding was not available and dedicated to the Conference; as the balance of the Jamba funds were rightfully spent on CAHPERD operations and payroll.

Most importantly, cash flow generated from the “CAHPERD Jamba Jump Day” logo shop sales and sponsorships, paid CAHPERD’s overhead expenses during the critical months of December 2009-February 2010. The “triple threat” of dramatically reduced 2008-09 JRFH funding, low CAHPERD membership, and very low Conference attendance, created a severe cash-flow problem. The “CAHPERD Jamba Jump Day”, and specifically Jamba Juice’s significant and generous donation, was crucial to CAHPERD’s ongoing operations.

Therefore, as the Jamba Juice sponsorship funding has already been spent, and CAHPERD has already fulfilled its agreement with Jamba Juice, any potential, sponsorship concerns the BOD might have discussed on April 24 is mute; the program has been successfully completed and all parties are thrilled with the results!

Jamba Juice is so pleased with the results of their event underwriting, they have committed to an equal level of CAHPERD donation for the 2010-2011 JRFH Campaign and “CAHPERD Jamba Jump Day!” It is in CAHPERD’s best interest to continue to celebrate and nurture this new, successful relationship.

I would be happy to work with any CAHPERD volunteer or BOD member to develop other such potential relationships with corporations that support and celebrate CAHPERD’s mission at any time. We really need to be concentrating every moment on positive, income-generating activities, rather than wasting valuable time on completed projects at this point.

Please let me know if you have any ideas regarding new fundraising or potential corporate members or sponsorships – I would love to work with you on increasing them!

Until then, I hope this answers any lingering questions regarding this Old Business; and I hope it gives you more time to dedicate to “New Business’ and fund development on April 24 and beyond.



**CAHPERD: JUMPING OVER THE RECORD FROM DOWN UNDER!
Jamba Juice Title Sponsorship Benefits**

In return for a donation to the California Association for Health, Physical Education, Recreation & Dance (CAHPERD) of \$50,000 ("Sponsorship Fee"), Jamba Juice will be recognized as the "Title Sponsor" of the "Jumping Over the Record from Down Under!" program (the "Event") and participate in the following: (i) at least one in-store fundraising opportunity/day ("CAHPERD Day" at Jamba Juice locations throughout California, where a portion of the sales proceeds, such portion and the manner thereof to be determined by Jamba Juice in its sole discretion, are donated to CAHPERD (such donation is separate from the Sponsorship Fee and details of the fundraising opportunity shall be memorialized in a stand-alone agreement)), and (ii) in-store promotion of the CAHPERD/Jamba Jump Event/Campaign. Jamba Juice shall receive the following benefits:

- Title Sponsorship ("CAHPERD's Jamba Jump Day™") with CAHPERD prior to, during and after the Jump Rope Record Attempt on 2/1/2010, all sites worldwide participating in the event (via live webcast), and information to Guinness Book of World Records officials.
- Exclusive CAHPERD Event Partner of Food Products.
- Title Privileges and Jamba Juice logo on CAHPERD web banner prior to/during live Jump Rope Record Attempt as well as worldwide web-cast and video relating to the Event and displayed on "YouTube", "Google Video," etc. (to be performed by CAHPERD)
- At CAHPERD's cost, Title and Jamba Juice Logo Banners/signage at all primary sites posted prior to and during the Jump Rope Record Attempt event.
- At CAHPERD's cost, Title and Jamba Juice Logo displayed on CAHPERD Event flyers, posters and appropriate marketing materials.
- Sampling opportunities of Jamba's Oatmeal products at various school locations and Jump event sites throughout the State of California.
- Sampling opportunities of Jamba's Oatmeal products to various media outlets during event promotional media events/interviews.
- Sampling opportunities during Jump Event Training Workshops, providing Oatmeal to all Teachers and Jump Event Coordinators.
- Couponing or other store foot-traffic promotional opportunities to every participant of the Jump Record attempt.
- Opportunity to host Jump Rope teams or other event promotional programs at appropriate Jamba Juice facilities/stores, prior to event.
- Participation/On-Air Media opportunities for Jamba CEO or other key Jamba Spokespeople prior to, during and following the February 1, 2010 event on appropriate media/PR prospects.

CAHPERD will immediately issue a media release announcing the new, title sponsorship of the
"CAHPERD: Jamba Jumping Over the Record from Down Under!" and/or "Jamba Jump Day."



Signature - Jamba Juice Designated Representative

1-20-10

Date