

**STATE OF WASHINGTON**  
**DEPARTMENT OF LICENSING**  
**SPECIAL LICENSE PLATES**

*Annual Report for 2012*  
*Reporting 2011 per RCW 46.18.060*

Washington State Department of Licensing  
2012 Special License Plate Report

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RCW 46.18.060(2) (a) and (b) requires the Department of Licensing (DOL) to (a) “Review and approve the annual financial reports submitted by sponsoring organizations with active special license plate series and present those annual financial reports to the joint transportation committee”

“(b) Report annually to the joint transportation committee on the special license plate applications that were considered by the department”

**ANNUAL FINANCIAL REPORT OVERVIEW FOR SPECIAL LICENSE PLATES**

Submitted in 2012 for (2010/2011) fiscal and (2011) calendar year

PLATE NAME	REVENUE RECEIVED	PROGRAM SERVICE EXPENSES		FUNDRAISING/ ADVERTISING EXPENSES		ADMINISTRATIVE	
<i>Keep Kids Safe</i>	\$45,140.33	\$41,530.00	42.84%	\$1,414.00	1.46%	\$ -	0.00%
<i>Washington State Parks</i>	\$88,596.65	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
<i>Washington's Wildlife</i>	\$210,034.89	\$252,431.01	28.11%	\$ -	0.00%	\$40,161.77	4.47%
<i>Endangered Wildlife</i>	\$114,685.63	\$47,510.35	12.02%	\$ -	0.00%	\$7,558.89	1.91%
<i>Wild on Washington</i>	\$153,171.59	\$68,817.27	12.60%	\$ -	0.00%	\$10,948.82	2.01%
<i>Armed Forces License Plate Collection</i>	\$370,211.29	\$378,431.38	40.44%	\$335.32	0.04%	\$ -	0.00%
<i>Helping Kids Speak</i>	\$38,933.98	\$38,933.98	100%	\$ -	0.00%	\$ -	0.00%
<i>Washington State Law Enforcement Memorial</i>	\$267,813.07	\$58,493.13	6.63%	\$ -	0.00%	\$77,288.01	8.76%
<i>Professional Fire Fighters and Paramedics</i>	\$113,355.63	\$140,884.00	70.42%	\$ -	0.00%	\$12,941.25	6.47%
<i>Washington's National Park Fund</i>	\$115,217.65	\$114,209.65	99.13%	\$ -	0.00%	\$ -	0.00%
<i>Ski and Ride Washington</i>	\$45,345.97	\$48,000.00	62.00%	\$ -	0.00%	\$5,800.00	7.49%
<i>Washington's Lighthouse</i>	\$105,515.68	\$71,294.58	31.73%	\$6,893.87	3.07%	\$3,657.70	1.63%
<i>We Love our Pets</i>	\$59,786.96	\$72,432.00	81.97%	\$ -	0.00%	\$ -	0.00%
<i>Gonzaga University</i>	\$36,899.28	\$36,899.28	100%	\$ -	0.00%	\$ -	0.00%
<i>Share the Road</i>	\$104,902.00	\$73,752.00	70.31%	\$25,350.00	24.17%	\$5,800.00	5.53%

The sponsoring organizations for the Music Matters and Volunteer Fire Fighter special license plates did not receive any revenue to report in calendar year 2011. Data was compiled from each report submitted. Percentages are based on the total funds available including revenue received from other sources during the reporting period.

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**Annual Financial Reports for Year 2011:**

**Children's Trust Fund (Keep Kids Safe): Appendix A**

The Washington Council for Prevention of Child Abuse & Neglect Children's Trust Fund of Washington sponsored the plate. On January 1, 2006, the plate went on sale to the public. In the 2011 fiscal year, the organization received \$45,140.33 in plate revenue. In 2011, the organization spent \$41,530.00 for program expenses and \$1,414.00 for advertising expenses. No funds were used for administrative expenses.

**Washington State Parks and Recreation Commission: Appendix B**

Washington State Parks and Recreation Commission sponsored the plate. On August 21, 2006, the plate went on sale to the public. In the 2011 fiscal year, the organization received \$88,596.65 in plate revenue. In 2011, the organization did not use any funds for program, administrative, or fundraising expenses.

**Washington Department of Fish and Wildlife – Deer, Bear, and Elk Collection (Wildlife Collection): Appendix C**

Washington Department of Fish and Wildlife sponsored the plate collection. On January 1, 2006, the plate went on sale to the public. In the 2011 fiscal year, the organization received \$210,034.89 in plate revenue. In 2011, the organization used \$252,431.01 for program expenses and \$40,161.77 for administrative costs. No funds were used for fundraising.

**Washington Department of Fish and Wildlife – Orcas (Endangered Wildlife): Appendix D**

Washington Department of Fish and Wildlife sponsored the plate. On January 1, 2006, the plate went on sale to the public. In the 2011 fiscal year, the organization received \$114,685.63 in plate revenue. In 2011, the organization used \$47,510.35 for program expenses and \$7,558.89 for administrative costs. No funds were used for fundraising.

**Washington Department of Fish and Wildlife – Eagle (Wild on Washington): Appendix E**

Washington Department of Fish and Wildlife sponsored the plate. On January 1, 2006, the plate went on sale to the public. In the 2011 fiscal year, the organization received \$153,171.59 in plate revenue. In 2011, the organization used \$68,817.27 for program expenses and \$10,948.82 for administrative costs. No funds were used for fundraising.

**Washington Department of Veteran Affairs (Armed Forces License Plate Collection): Appendix F**

Washington Department Veteran Affairs sponsored the plate collection. On January 1, 2006, the plate went on sale to the public. In the 2011 fiscal year, the organization received \$370,211.29 in plate revenue. In 2011, the organization used \$378,431.38 for program expenses and \$335.32 for fundraising expenses. No funds were used for administrative expenses.

**Rite Care Washington (Helping Kids Speak): Appendix G**

Rite Care of Washington sponsored the plate. On November 1, 2004, the plate went on sale to the public. In the 2011 calendar year, the organization received \$38,933.98 in plate revenue. In 2011, the organization spent \$38,933.98 for program expenses. No funds were used for administrative expenses or fundraising.

**Washington State Law Enforcement Memorial: Appendix H**

The Law Enforcement Memorial Foundation sponsored the plate. On January 1, 2005, the plate went on sale to the public. In the 2011 calendar year, the organization received \$267,813.07 in plate revenue. In

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2011, the organization spent \$58,493.13 for program expenses and \$77,288.01 for administrative expenses. No funds were used for fundraising.

**Washington State Council of Fire Fighters (Professional Fire Fighters and Paramedics): Appendix I**

The Washington State Council of Fire Fighters Benevolent Fund sponsored the plate. On January 1, 2005, the plate went on sale to the public. In the 2011 calendar year, the organization received \$113,355.63 in plate revenue. In 2011, the organization spent \$140,884.00 on program expenses and \$12,941.25 on administrative expenses. No funds were used for fundraising.

**Washington's National Park Fund: Appendix J**

The Washington National Park Fund sponsored the plate. On January 1, 2006, the plate went on sale to the public. In the 2011 calendar year, the organization received \$115,217.65 in plate revenue. In 2011, the organization spent \$114,209.65 for program expenses. No funds were used for administrative expenses or fundraising.

**Northwest Winter Sports Foundation (Ski and Ride Washington): Appendix K**

The Northwest Winter Sports Foundation sponsored the plate. On January 1, 2006, the plate went on sale to the public. In the 2011 calendar year, the organization received \$45,345.97 in plate revenue. In 2011, the organization spent \$48,000.00 for program expenses and \$5,800 for administrative expenses. No funds were used for fundraising.

**Lighthouse Environmental Programs (Washington Lighthouses): Appendix L**

The Lighthouse Environmental Programs sponsored the plate. On January 1, 2006, the plate went on sale to the public. In the 2011 calendar year, the organization received \$105,515.68 in plate revenue. In 2011, the organization spent \$71,294.58 for program expenses, \$3,657.70 for administrative expenses, and \$6,893.87 for fundraising expenses.

**Washington Federation of Animal Care and Control Agencies (We Love Our Pets): Appendix M**

The Washington Federation of Animal Care and Control Agencies sponsored the plate. On January 1, 2006, the plate went on sale to the public. In the 2011 calendar year, the organization received \$59,786.96 in plate revenue. In 2011, the organization spent \$72,432.00 for program expenses. No funds were used for fundraising or administrative expenses.

**Gonzaga University Alumni Association: Appendix N**

The Gonzaga University Alumni Association sponsored the plate. On January 1, 2006, the plate went on sale to the public. In the 2011 calendar year, the organization received \$36,899.28 in plate revenue. In 2011, the organization spent \$36,899.28 for program expenses. No funds were used for fundraising or administrative expenses.

**Bicycle Alliance of Washington (Share the Road): Appendix O**

The Bicycle Alliance of Washington sponsored the plate. On January 1, 2006, the plate went on sale to the public. In the 2011 calendar year, the organization received \$104,902.00 in plate revenue. In 2011, the organization spent \$73,752 for program expenses, \$5,800.00 for administrative expenses and \$25,350.00 for fundraising.

**Music Matters: Appendix P**

Music Aid Northwest sponsored the plate. On January 1, 2012, the plate went on sale to the public. In the 2011 calendar year, the organization received no plate revenue.

**Volunteer Firefighter: Appendix Q**

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The Washington State Fire Fighter's Association sponsored the plate. On January 1, 2012, the plate went on sale to the public. In the 2011 calendar year, the organization received no plate revenue.

**Amended Reports from prior Year(s):**

**Washington State Council of Fire Fighters (Professional Fire Fighters and Paramedics): Appendix I**  
Submitting amended (2010) report to correct income in excess of expenses from \$79,922.62 to \$79,922.33.

The department accepted the amended version of the report for calendar year 2010. No action required from the department.

**Application Packets Received in 2012:**

**Washington 4-H Foundation: Appendix R**

Substitute House Bill 2299 passed enacting the "4-H" special license plate. Washington State 4-H is the largest out of school youth serving organization in Washington. Reaching over 90,000 k-12 youth across Washington through the efforts of 10,000 trained adult volunteers. The money generated from the sale of the plate will be used to support youth educational training in Science, technology, Engineering and Math; Wellness and Citizenship. The monies will also support adult mentor training, curriculum and resource materials for empowering volunteers to work with youth.

**Meerkerk Rhododendron Gardens (State Flower): Appendix S**

Substitute House Bill 2299 passed enacting the "State Flower" special license plate. Money generated from the sale of the plate will be used to support and improve the Meerkerk Rhododendron Gardens, maintain the surrounding forest trails, and support education to further the knowledge and love of nature to grammar school children. Grants will be given to nonprofit organizations to educate the public, salvaging native plants along highways and parks, as well as propagate Rhododendron macrophyllum for public and private gardens.

This report was prepared on behalf of the Department of Licensing by Matt Lewin. If you have questions or comments, contact Matt at (360) 902-3710 or at [mlewin@dol.wa.gov](mailto:mlewin@dol.wa.gov).

# Executive Summary

*Appendix A*

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## KEEP KIDS SAFE

Washington Council for the Prevention of Child Abuse and Neglect



# Annual Financial Report for Fiscal Year 2011 (reported in 2012)

## Keep Kids Safe Special Plate

**Council for Children & Families**  
 605 First Avenue  
 Suite 412  
 Seattle, WA 98104

**Plate Released**

**January 1, 2006**

Phone Number: 206-464-6151  
 Fax Number: 206-464-6642  
 Website: [www.ccf.wa.gov](http://www.ccf.wa.gov)

**Stated Purpose:**

The mission of the Council for Children & Families (CCF) is “To promote the optimal development of children and families by leading Washington State in its efforts to prevent child abuse and neglect before it ever occurs.” The Council for Children & Families was established as an Office of the Governor by the Washington State Legislature in 1982. We seek to strengthen policies, programs, practices and partnerships to promote the optimal development of Washington’s children and families.

### Message from the Chair

The Keep Kids Safe license plate is the result of a coordinated citizen-led effort to secure innovative and sustainable revenue to help safeguard children in Washington State. Proceeds from the special license plate sales go to the Children’s Trust Fund of Washington to support activities that increase the public’s awareness of child abuse prevention, create more parent education programs, and provide funding for training and educational materials. A portion of plates sales are used to promote a special area of prevention – Shaken Baby Syndrome (SBS) – that has a particularly devastating effect on young children. SBS is 100% preventable which makes it an area of great impact for CCF and young families. Fifteen percent of the sales are used for marketing to promote sales and leverage additional funding.

Name & Title: Christin Jamieson, Acting Executive Director

### Program Highlights

**Grant:**  
 Plate revenues provided grant dollars to fund a child abuse prevention / parent education program out of the Children's Trust Fund of Washington for an entire year. Funding from the sale of special license plates provided support for the Divine Alternatives for Dads (D.A.D.S.) project which promotes healthy fathers and emphasizes male involvement in the lives of children. The project focuses on increasing the involvement, commitment, and responsibility of fathers. This program targets low-income African American fathers with a history of incarceration. D.A.D.S works to model healthy relationships as a means of creating healthier fathers and families, stop the cycle of family violence and brokenness in order to improve the lives of children and encourage fathers to become agents of change in their communities. The vision of DADS is to end the multigenerational cycle of father absence, poverty and education failure that condemns youth to hopelessness and the repetition of fatherlessness in their own children's lives.

**Sponsorship for Shaken Baby Prevention:**  
 During this reporting period, we also provided support to Seattle Children's Hospital to help pilot 2 evidence-based Shaken Baby Syndrome prevention programs called the Period of PURPLE Crying in 2 area hospitals. The birthing hospitals provided prevention awareness training to all new parents before they left the hospital with their newborn. The Period of PURPLE Crying program has been shown to dramatically decrease injury and death to babies when their caregivers are under stress. As a result of this funding, Seattle Children's hospital has been able to reach 40% of all birthing hospitals in the state to implement the program for new parents.

Grant: D.A.D.S.	\$	29,030.00
Shaken Baby:		12,500.00
<b>Total Program Expenses:</b>		<b>\$ 41,530.00</b>

## 2010 - 2011 Special Events

Keep Kids Safe license plates are a consistent cornerstone of our annual Child Abuse Prevention Month awareness activities with our partners at Seattle Children's Hospital and Spokane's "Our Kids: Our Business" public awareness community campaign each April. Many other prevention partners helped share the message about the plates throughout the state during the month and throughout the year as well as helped to distribute posters through their networks. We provided complimentary displays and presentations at conferences, meetings and other public events across the state, including the Infant-Early Child Childhood and Northwest Parenting Conferences - attended by many Washington State early learning and child welfare professionals. We also share plate information during conferences and community outreach events throughout the year.

## Summary of Financial Information

**STATEMENT OF ACTIVITIES FISCAL YEAR ENDING:** **June 30, 2011**

**Income:**

Unspent Revenue Previous	\$	51,773.78
Special Plate Revenue	\$	45,140.33
Interest		31.36
<hr/>		
<b>Total Income</b>	<b>\$</b>	<b>96,945.47</b>

**USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES**

<b>Programs %:</b> 42.84	<b>Fund Raising %:</b> 1.46	<b>Administrative %:</b> 0.00
<hr/>		
Total Income		\$ 96,945.47
Program Expenses	\$ 41,530.00	
Fund raising expenses	1,414.00	
Administrative expenses	-	
<hr/>		
Total Expenses		\$ 42,944.00
Income in Excess of Expenses		54,001.47

## Accountant or Comptroller Statement

I, Dave Hilberg, Budget & Accounting Manager, have accounted for all deposits and expenses contained in this Annual Financial Report for State Fiscal Year 2011. All financial information is accurate and correct.

## Summary of Administrative Expenses

### Explanation:

Funds generated by the sale of the Keep Kids Safe license plate are deposited to the Children's Trust Fund of Washington. However, no administrative expenses, with exclusion of dedicated marketing dollars, are deducted from the trust fund. The Children's Trust Fund of Washington was established by the Legislature as a separate fund within the state treasury to receive public and private donations to support the work of CCF. In addition, monies generated by the sale of the Heirloom Birth Certificate and Keep Kids Safe License Plate are deposited to this account. The fund provides financial support to programs that strengthen families and prevent child abuse and neglect and educates the public about Shaken Baby Syndrome.

Disbursements of such funds are by authorization of the council or a duly authorized representative and only for the purposes stated in RCW 43.121.050. In order to maintain an effective expenditure and revenue control, such funds are subject in all respects to chapter 43.88 RCW, but no appropriation shall be required to permit expenditure of such funds.

	\$	-
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>-</b>

## Summary of Advertising Expenses

### Explanation:

Keep Kids Safe special license plate promotions included a focus on print (ParentMap & BabyMap Magazine) and online/web advertising (Seattle's Child online magazine) targeted to an audience of parents, grandparents and caregivers of young children in the greater Puget Sound and statewide regions. CCF continued to promote our 15-second TV ad through targeted broadcast placement and also converted it for use on websites and in social media outreach through our Facebook, YouTube and Twitter accounts. The online plate ad to promote the "Keep Kids Safe" special plate on ParentMap Magazine's website utilized an interactive feature that incorporated both animation and a targeted link that took visitors directly to the "Keep Kids Safe" special license plate page of the DOL website.

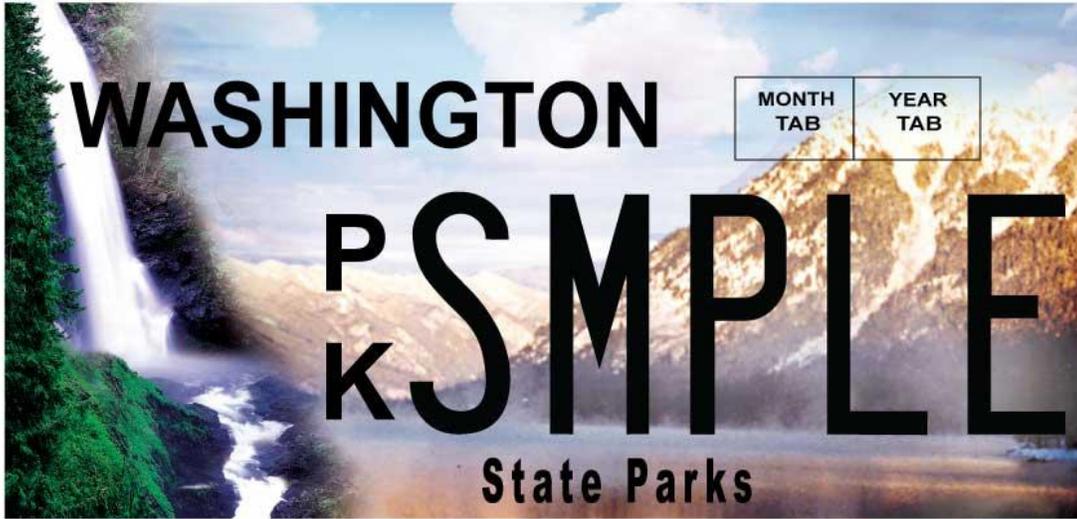
Print Advertising	\$	814.00
Online Advertising	\$	600.00
<b>Total Advertising Expenses</b>	<b>\$</b>	<b>1,414.00</b>

# Executive Summary

*Appendix B*

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## WA STATE PARKS Washington State Parks and Recreation Commission



Annual Financial Report for Fiscal Year 2011 (reported in 2012)

Washington State Parks Special Plate

**Washington State Parks**

1111 Israel Rd SW  
PO Box 42650  
Olympia WA 98504-2650

**Plate Released**

8/21/06

Phone Number: 360 902-8500  
Fax Number: 360 586-6627  
Website: <http://www.parks.wa.gov/>

**Stated Purpose:**

The Washington State Parks and Recreation Commission acquires, operates, enhances, and protects a diverse system of recreational, cultural, historical, and natural sites. The Commission fosters outdoor recreation and education statewide to provide enjoyment and enrichment for all and a valued legacy to future generations.

**Message from the Director**

Washington State Parks is proud to have a special license plate and to offer everyone the opportunity to support the State Park system as we prepare to celebrate its 100th birthday in 2013.

Don Hoch, Director

**Program Highlights**

Funds from the account were anticipated to be used for an energy efficiency projects at Fort Worden State Park in 2009/11, but it was decided to carry these funds into 11/13 and use funds from another source prior to utilizing the funds generated from license plates.

**Total Program Expenses:**

\$	-
\$	-

## 2010 - 2011 Special Events

### Summary of Financial Information

#### STATEMENT OF ACTIVITIES FISCAL YEAR ENDING:

June 30, 2011

#### Income:

Unspent Revenue Previous	\$	227,880.29
Special Plate Revenue	\$	88,596.65
Interest		
<b>Total Income</b>	<b>\$</b>	<b>316,476.94</b>

#### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

<b>Programs %:</b> 0.00	<b>Fund Raising %:</b> 0.00	<b>Administrative %:</b>	0.00
Total Income		\$	316,476.94
Program Expenses	\$	-	
Fund raising expenses		-	
Administrative expenses		-	
<b>Total Expenses</b>		<b>\$</b>	<b>-</b>
Income in Excess of Expenses			316,476.94

### Accountant or Comptroller Statement

The Washington State Parks and Recreation Commission deposited additional revenue in the account from a special license plate auction, total fund balance as of June 30, 2011 was \$323,905.14

Mark Bibeau, Chief Financial Officer

## Summary of Administrative Expenses

Explanation:

[Redacted area for administrative expenses explanation]

[Redacted line]

**Total Administrative Expenses**

\$

-

## Summary of Advertising Expenses

Explanation:

[Redacted area for advertising expenses explanation]

[Redacted line]

**Total Advertising Expenses**

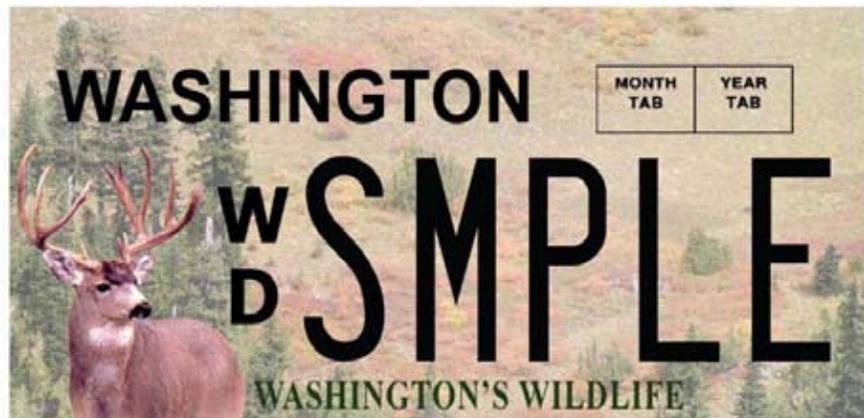
\$

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# Executive Summary

*Appendix C*

## WASHINGTON WILDLIFE COLLECTION Washington Department of Fish and Wildlife



Annual Financial Report for Fiscal Year 2011 (reported in 2012)

Washington's Wildlife Special Plate

**Washington Department of Fish and Wildlife**

600 Capital Way N  
1111 N. Washington  
Olympia, WA 98501-1091

**Plate Released**

January 1, 2006

Phone Number: 360-902-2515  
Fax Number: 360-902-2162  
Website: [www.wdfw.wa.gov](http://www.wdfw.wa.gov)

**Stated Purpose:**

The Washington Department of Fish and Wildlife serves Washington's citizens by protecting, restoring and enhancing fish and wildlife and their habitats, while providing sustainable and wildlife-related recreational and commercial opportunities.

**Message from the Chair**

The Department of Fish and Wildlife will be utilizing these funds to improve game species management, including activities associated with habitat enhancement, population monitoring, population restoration and expansion, improved public access opportunities, and improved educational materials.

Name & Title: Phil Anderson, Director

**Program Highlights**

Expenditures were focused on game management activities with an emphasis on capturing and outfitting big game animals with radio collars as part of ongoing game management projects. In addition, funds were used to purchase signs and other printed materials to help expand our hunter access programs. Plates were marketed through the Internet and printed materials such as the Washington Big Game and Migratory Bird hunting regulation pamphlets.

Expenses	\$252,431.01
<b>Total Program Expenses:</b>	<b>\$ 252,431.01</b>

**2010 - 2011 Special Events**

None

## Summary of Financial Information

**STATEMENT OF ACTIVITIES FISCAL YEAR ENDING:** **June 30, 2011**

**Income:**

Unspent Revenue Previous	\$	687,966.40
Special Plate Revenue	\$	210,034.89
Interest		-
<hr/>		
<b>Total Income</b>	<b>\$</b>	<b>898,001.29</b>

### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

Programs %: 28.11	Fund Raising %: 0.00	Administrative %:	4.47
<hr/>			
Total Income		\$	898,001.29
Program Expenses	\$	252,431.01	
Fund raising expenses		-	
Administrative expenses		\$40,161.77	
<hr/>			
Total Expenses		\$	292,592.78
Income in Excess of Expenses			605,408.51

## Accountant or Comptroller Statement

I have reviewed the revenue and expenditure data associated with this report and attest that it is accurate and correct. - Diane Hagen, Revenue Analyst

## Summary of Administrative Expenses

**Explanation:**

15.91% agency indirect charged to the account based on expenditures

WDFW Admin. Indirect		\$40,161.77
<hr/>		
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>40,161.77</b>

## Summary of Advertising Expenses

**Explanation:**

		\$ -
<hr/>		
<b>Total Advertising Expenses</b>	<b>\$</b>	<b>-</b>

# Executive Summary

*Appendix D*

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## **ENDANGERED WILDLIFE** Washington State Parks and Recreation Commission



Annual Financial Report for Fiscal Year 2011 (reported in 2012)

Endangered Wildlife Orca Special Plate

**Washington Department of Fish and Wildlife**

600 Capital Way N  
1111 N. Washington  
Olympia, WA 98501-1091

**Plate Released**

January 3, 2006

Phone Number: 360-902-2515

Fax Number: 360-902-2162

Website: [www.wdfw.wa.gov](http://www.wdfw.wa.gov)

**Stated Purpose:**

The purpose of the Endangered and Threatened species section, which receives funds from the "Endangered Wildlife" license plate featuring an endangered killer whale, is to identify, prevent the decline of, and recover imperiled species in Washington. Funds from the plate will be spent to recover Washington's endangered and threatened species and to identify species at risk. Activities include, but are not limited to: population restoration and recovery, habitat restoration and improvement, improved population monitoring, determination of candidate species' status, increased surveys for species at risk, determination of factors limiting populations and improved information and outreach materials.

**Message from the Chair**

The Department of Fish and Wildlife will be utilizing these funds to improve endangered species management, including activities associated with population monitoring, population restoration and expansion, habitat enhancement, and improved educational materials.

Name & Title: Phil Anderson, Director

**Program Highlights**

Highlights included development of a sharp-tailed grouse recovery plan, reintroductions of sage grouse and sharptailed grouse to Washington, and initiation of the 2011 endangered and threatened species annual report for Washington.

Expenses

\$ 47,510.35

**Total Program Expenses:**

\$ 47,510.35

**2010 - 2011 Special Events**

## Summary of Financial Information

**STATEMENT OF ACTIVITIES FISCAL YEAR ENDING:** **June 30, 2011**

**Income:**

Unspent Revenue Previous	\$	280,737.74
Special Plate Revenue	\$	114,685.63
Interest		
<hr/>		
<b>Total Income</b>	<b>\$</b>	<b>395,423.37</b>

### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

Programs %: 12.02	Fund Raising %: 0.00	Administrative %:	1.91
<hr/>			
Total Income		\$	395,423.37
Program Expenses	\$	47,510.35	
Fund raising expenses		-	
Administrative expenses		7,558.89	
<hr/>			
Total Expenses		\$	55,069.24
Income in Excess of Expenses			340,354.13

## Accountant or Comptroller Statement

I have reviewed the revenue and expenditure data associated with this report and attest that it is accurate and correct. - Diane Hagen, Revenue Analyst

## Summary of Administrative Expenses

**Explanation:**

15.91% agency indirect charged to the account based on expenditures

WDFW Admin. Indirect	\$	7,558.89
<hr/>		
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>7,558.89</b>

## Summary of Advertising Expenses

**Explanation:**

	\$	-
<hr/>		
<b>Total Advertising Expenses</b>	<b>\$</b>	<b>-</b>

# Executive Summary

*Appendix E*

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## **WILD ON WASHINGTON** Washington State Parks and Recreation Commission



Annual Financial Report for Fiscal Year 2011 (reported in 2012)

Wild on Washington Special Plate

**Washington Department of Fish and Wildlife**

600 Capital Way N  
1111 N. Washington  
Olympia, WA 98501-1091

**Plate Released**

January 3, 2006

Phone Number: 360-902-2377

Fax Number: 360-902-2162

Website: [wdfw.wa.gov/viewing/wildview.htm](http://wdfw.wa.gov/viewing/wildview.htm)

**Stated Purpose:**

The Washington Department of Fish and Wildlife serves Washington's citizens by protecting, restoring and enhancing fish and wildlife and their habitats, while providing sustainable and wildlife-related recreational and commercial opportunities.

**Message from the Chair**

The Department of Fish and Wildlife will be utilizing these funds to improve wildlife viewing activities

Name & Title: Phil Anderson, Director

**Program Highlights**

Funds were used for a variety of wildlife viewing activities, production of wildlife viewing brochures, and assistance with the development and continuation of the Whale Trail, semi-weekly Weekender reports for the media on wildlife viewing opportunities, Highway 97 and I 5 wildlife viewing maps for visitors to the 2011 Winter Olympics, created a dive map for under water viewing opportunities, edited underwater videos for use on the agency's web page of fascinating fish and invertebrate species.

Expenses

\$ 68,817.27

**Total Program Expenses:**

\$ 68,817.27

## 2010 - 2011 Special Events

### Summary of Financial Information

**STATEMENT OF ACTIVITIES FISCAL YEAR ENDING:** **June 30, 2011**

**Income:**

Unspent Revenue Previous	\$	392,810.00
Special Plate Revenue	\$	153,171.59
Interest		
<b>Total Income</b>	<b>\$</b>	<b>545,981.59</b>

#### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

<b>Programs %:</b> 12.60	<b>Fund Raising %:</b> 0.00	<b>Administrative %:</b>	2.01
Total Income		\$	545,981.59
Program Expenses	\$	68,817.27	
Fund raising expenses		-	
Administrative expenses		10,948.82	
<b>Total Expenses</b>		<b>\$</b>	<b>79,766.09</b>
Income in Excess of Expenses			466,215.50

### Accountant or Comptroller Statement

I have reviewed the revenue and expenditure data associated with this report and attest that it is accurate and correct. - Diane Hagen, Revenue Analyst

### Summary of Administrative Expenses

**Explanation:**

15.91% agency indirect charged to the account based on expenditures

WDFW Admin. Indirect	\$	10,948.82
	\$	-
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>10,948.82</b>

### Summary of Advertising Expenses

**Explanation:**

	\$	-
<b>Total Advertising Expenses</b>	<b>\$</b>	<b>-</b>

# Executive Summary

*Appendix F*

## ARMED FORCES LICENSE PLATE COLLECTION Washington Department of Veteran Affairs



# Annual Financial Report for Fiscal Year 2011 (reported in 2012) Armed Forces Special Plate

## Enter Sponsoring Organization Name

1102 Quince St SE  
PO Box 41150  
Olympia, WA 98504

## Plate Released

January 1, 2006

Phone Number: 360-725-2154  
Fax Number: 360-586-4393  
Website: [www.dva.wa.gov](http://www.dva.wa.gov)

## Stated Purpose:

The Mission of the Washington State Department of Veterans Affairs is "Serving Those Who Served".

The Vision Statement reads:

We Trust our military to protect our freedoms.

Our military veterans and their families can Trust their Washington State Department of Veterans Affairs to:

Serve as their advocate for all VA entitlements;

Help Heal their seen and unseen wounds of war;

Give Help to the homeless;

Provide quality Care in our Veteran Homes; and

Honor veterans in their final resting place.

Our Commitment is to always be worthy of that trust.

The Values and Goals of the Washington Department of Veterans Affairs are built into this statement and support our Mission of "Serving Those Who Served."

## Message from the Director

On behalf of the Washington State Department of Veterans Affairs, I would like to thank the veterans and active duty military personnel who support the veterans of Washington State by purchasing Armed Forces License Plates. We are excited about the level of impact the Armed Forces License Plates have on veterans and their families in the great State of Washington. Plate revenues are being used to provide direct support for homeless veterans who may not qualify for any other VA programs. In addition, funds are now being used to support the operational costs of the State Veterans Cemetery - Medical Lake, which was dedicated on Memorial Day, 2010. We hope over the next year to expand our outreach efforts throughout Washington State to generate additional awareness about the Armed Forces License Plates.

Name & Title: John Lee, Director Washington State Department of Veterans Affairs

## Program Highlights 2010 - 2011 Special Events

Ground was broken on the State Veterans Cemetery - Medical Lake - Memorial Day, 2009 and the Cemetery was Dedicated on Memorial Day, 2010. This year marked the second anniversary of the State Veterans Cemetery. A majority of operational costs for this facility are being paid by Armed Forces License Plate proceeds in the Stewardship Account. We also continued our partnership with the Washington National Guard's Funeral Honors Program, and helped to ensure that both an Honor Guard and a Bugler were available for funerals across the state. Assistance was also provided to homeless veterans who simply did not meet the requirements of any other state or federal veterans programs. For those veterans who are not employable, it is difficult to provide a meaningful level of assistance which will help them on the road to sustaining themselves. By using the Stewardship Account and working with many other agency partners, we were able to help several veterans back onto their feet and position them for success in their communities.

### Summary of Financial Information

**STATEMENT OF ACTIVITIES FISCAL YEAR ENDING:** **June 30, 2011**

**Income:**

Unspent Revenue Previous	\$	534,985.39
Special Plate Revenue	\$	370,211.29
Donations to the Fund		30,650.43

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<b>Total Income</b>	<b>\$</b>	<b>935,847.11</b>
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#### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

**Programs %:** 40.44      **Fund Raising %:** 0.04      **Administrative %:** 0.00

Total Income		\$ 935,847.11
Program Expenses	\$	378,431.38
Fund raising expenses		335.32
Administrative expenses		-
		<hr style="border: 1px solid black;"/>
Total Expenses	\$	378,766.70
Income in Excess of Expenses		557,080.41

### Accountant or Comptroller Statement

Based on review of state enterprise financial records and records received from the Department of Licensing, the statements above present fairly, in all material respects, the financial position of the Veterans Stewardship Account, Fund O8V, sales of military license plates, associated revenues and authorized expenditures for the year ended June 30, 2011. Gary A. Condra, Chief Financial Officer

**Summary of Administrative Expenses**

**Explanation:**

\$ -

**Total Administrative Expenses** \$ -

**Summary of Advertising Expenses**

**Explanation:**

Printing charges for License Plate Flyers.

Dept of Printing \$ 335.32  
license plate flyer \$ -  
\$ -

**Total Advertising Expenses** \$ 335.32

# Executive Summary

*Appendix G*

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## HELPING KIDS SPEAK

Rite Care of Washington



# Annual Financial Report for the Calendar Year 2011 (reported in 2012)

## Helping Kids Speak Special Plate

### RiteCare of Washington

1207 N. 152nd Street, Suite A  
Shoreline, WA 98133

Phone Number: (206) 324-6293

Fax Number: (206) 365-0270

Website: [www.ritecarewa.org](http://www.ritecarewa.org)

### Plate Released

June 26, 1905

### Stated Purpose:

RiteCare of Washington provides children with needed speech and language evaluations and therapeutic treatment. RiteCare also provides parents with necessary information and support to help their child communicate. All services are provided at no fee for these families. RiteCare of Washington was founded in 1984 and is established as a private, non-profit organization serving children with speech and language delays. Our recently updated mission states, "RiteCare of Washington provides intensive speech therapy for young children struggling with speech delays, at no cost to families."

### Message from the Chair

Ritecare of Washington is proud of the services it provides families to help kids speak. The Scottish Rite Masons have chosen a worthy philanthropy that I am proud to be a part of. Daily I get to meet the children that the therapists help. While in therapy I am able to talk with the parents as they face this journey to help their child overcome this challenging issue. Their message is always the same. "Thank you. Thank you. Without the Scottish Rite Masons and RiteCare of Washington I don't know what we would have done. This has been a tough road for the entire family." As we move forward into 2013 I look forward to helping many more children throughout the state of Washington as we open more sponsorship programs.

Donald White, RCW Board Member

### Program Highlights

RiteCare of Washington operates two clinics in Washington, located in Shoreline (Seattle) and Spokane. In addition, we have five contract clinics located in Kennewick, Tacoma, Vancouver, Wenatchee and Olympia. In late 2012 or early 2013 we will be establishing a program in Everett. During 2011, we saw 182 children and graduated 47 children from the program. In addition, we held six parent education classes at the clinics in Shoreline and Spokane. Our Tacoma Parent Education groups continue to have a significant attendance.

Salaries, Wages, Benefits

\$ 38,933.98

**Total Program Expenses:**

\$ 38,933.98

### 2011 Special Events

Special events during calendar year 2011 included: Seattle and Spokane Clinics and the Vancouver Program held Beyond Words Breakfast benefits; the Tacoma Program held a dinner dance and special auction, the Spokane Clinic held a benefit Golf Tournament; and the Wenatchee Program served coffee at rest stops.

## Summary of Financial Information

**STATEMENT OF ACTIVITIES YEAR ENDING:** 12/31/2011

**Income:**

Unspent Revenue Previous	\$	-
Special Plate Revenue		38,933.98
Interest		
<hr/>		
<b>Total Income</b>	<b>\$</b>	<b>38,933.98</b>

**USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES**

<b>Programs %:</b> 100.00	<b>Fund Raising %:</b> 0.00	<b>Administrative %:</b> 0.00
Total Income		\$ 38,933.98
Program Expenses	\$ 38,933.98	
Fund raising expenses	-	
Administrative expenses	-	
<hr/>		
Total Expenses		\$ 38,933.98
Income in Excess of Expenses		-

### Accountant Statement

All monies from special plates went to direct service.

Name & Title: Anita J. Dietrich, Corporate Office Manager

### Summary of Administrative Expenses

**Explanation:**

	\$	-
<hr/>		
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>-</b>

### Summary of Advertising Expenses

**Explanation:**

	\$	-
<hr/>		
<b>Total Advertising Expenses</b>	<b>\$</b>	<b>-</b>

# Executive Summary

*Appendix H*

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## WASHINGTON STATE LAW ENFORCEMENT MEMORIAL Law Enforcement Memorial Foundation



# Annual Financial Report for the Calendar Year 2011 (reported in 2012)

## LEM Special Plate

### Behind the Badge Foundation

22525 SE 64th Place  
Suite #140  
Issaquah, WA 98027

Phone Number: 425-747-7523  
Fax Number: 425-270-3785  
Website: [www.behindthebadgefoundation.org](http://www.behindthebadgefoundation.org)

### Plate Released

January 1, 2005

### Stated Purpose:

The mission of Behind the Badge Foundation is to honor the sacrifices of officers who have suffered a line of duty death or catastrophic injury by:  
(1)• Serving as the trusted resource to families and surviving officers (2)• Providing immediate and ongoing support and (3)• Maintaining the Law Enforcement Memorial as eternal recognition and remembrance for fallen Washington officers.

### Message from the Chair

Behind the Badge Foundation is proud to be part of the Washington State Specialty License Plate Program. With revenue generated from this program, we are able to honor the sacrifices of our state's law enforcement officers who have suffered a line of duty death while serving their communities. Proceeds from the LEM Special Plate also enable us to further our purpose of serving as trusted resource to surviving families - providing immediate and ongoing support. With continued participation in the LEM Special Plates program, we also have the financial support necessary to honor our fallen officers through perpetual maintenance our Law Enforcement Memorial, located on the Capitol Campus in Olympia. On behalf of Behind the Badge Foundation, we would like to thank the Department of Licensing for their continued support.

Brian A. Johnston, President

### Program Highlights

The LEM Specialized License Plate continues to provide the financial resources to maintain and preserve the Law Enforcement Memorial. Total maintenance costs for 2011: \$11,686.65. Financial assistance was provided to 10 family members of officers killed in the line of duty 2010 traveling to Washington, DC for 2011 National Police Week - where their officer's death is acknowledged. (Funds spent to send families to DC: \$10,260.53) The Foundation assisted with the planning of 2 Law Enforcement Memorials in 2011; Deputy Shandon Wright and Corrections Officer Jamie Biendl... contributing \$9,915.92 total to help offset the cost of the public memorials. We also made a \$5,000.00 donation to the daughter of Deputy Wally Davis who is experiencing severe medical challenges. Our Line of Duty Death Response Team assisted with the two memorials in 2011 - their expenses include mileage/lodging and meals for a total of \$4491.07. With permission from our Board we assisted with two non-Line of Duty deaths in 2011. The Foundation was asked for support as a direct result of our assisting Department of Corrections and Pierce County with prior Line of Duty Deaths. Cost: \$12,265.56. We also made a donation to the Seattle Police Foundation in the amount of \$2,050.00. In addition to our annual ceremony in May we hosted two additional ceremonies at the Memorial; a) A remembrance of the 10th Anniversary of 9/11 and b) a Holiday ceremony where 5 wreaths were placed at the Memorial.(Ceremonies: \$4,398.40). In 2011 we received a **refund** check from the City of Lakewood in the amount of **(\$1950.00)** This represents funds not used out of the \$20,000.00 donated in 2009. The families requested the funds be returned to the Foundation. A long term goal of the Foundation has been reached. Behind the Badge Foundation has created a \$500,000.00 reserve account from LEM plate revenue to insure the life of the Memorial in perpetuity. Lastly; fees of \$375.00 were paid by the Foundation to assist in the processing of GET Scholarship funds donated in 2009 to the children of the officers killed in 2009.

Memorial Maintenance, Ceremonies  
and Family Support

\$ 58,493.13

**Total Program Expenses:**

**\$ 58,493.13**

## 2011 Special Events

The Law Enforcement Memorial was well cared for in 2011 under the watchful eye of the Dept. of Enterprise Services. (Only general maintenance - no major repairs were necessary in 2011.) Total paid to Dept. of Enterprise Services in 2011: \$11,687.00. In May, we honored Washington State's Law Enforcement Community with our annual Medal of Honor Peace Officers Memorial Ceremony. In September we held a Remembrance Ceremony in honor of the 10th anniversary of 9/11 and in December the Foundation held a short Holiday remembrance at the Law Enforcement Memorial. Behind the Badge Foundation has created a \$500,000.00 reserve account from LEM plate revenue to insure the life of the Memorial in perpetuity.

## Summary of Financial Information

**STATEMENT OF ACTIVITIES YEAR ENDING: 12/31/2011**

**Income:**

Unspent Revenue Previous	\$	613,825.57
Special Plate Revenue		267,813.07
Interest		644.69
<b>Total Income</b>	<b>\$</b>	<b>882,283.33</b>

### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

<b>Programs %:</b> 6.63	<b>Fund Raising %:</b> 0.00	<b>Administrative %:</b> 8.76
Total Income		\$ 882,283.33
Program Expenses	\$ 58,493.13	
Fund raising expenses	-	
Administrative expenses	77,288.01	
Total Expenses		\$ 135,781.14
Income in Excess of Expenses		746,502.19

## Accountant Statement

I, Lisa Vik, the independent bookkeeper contractor, have accounted for all deposits made to Behind The Badge Foundation from the Department of Licensing in 2011 and have allocated all expenses incurred in the preparation of this report and maintenance of this account.

Name & Title: Lisa Vik -- Bookkeeper

## Summary of Administrative Expenses

**Explanation:**

With Board approval, in 2011 the Foundation began utilizing some of the LEM Plate revenue for related program administrative expenses. (Since the plate was introduced in 2005; all administrative expenses were expensed within the general operating budget using non LEM Plate revenue.) This included but was not limited to: 1) Our Program Director's salary; (95% of her duties are related to working with our surviving families) 2) Our Program Director's cell phone and travel expenses; (responding out of the area to a Line of Duty Death - off hour notifications of an officer killed in the line of duty). 3) phone calls, personal visits, sharing time over coffee/meals, etc. and providing referrals for legal or counseling services to our surviving family members. The Foundation has reached it's first goal - to set aside \$500,000.00 in reserve for maintenance and repairs of the Law Enforcement Memorial.

Bookkeeper	\$	600.00
Executive Director	\$	5,000.00
Program Director	\$	65,661.57
Program Phone Expenses	\$	2,994.52
Program Travel	\$	3,031.92
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>77,288.01</b>

## Summary of Advertising Expenses

**Explanation:**

No LEM Plate marketing/advertising expenses in 2011

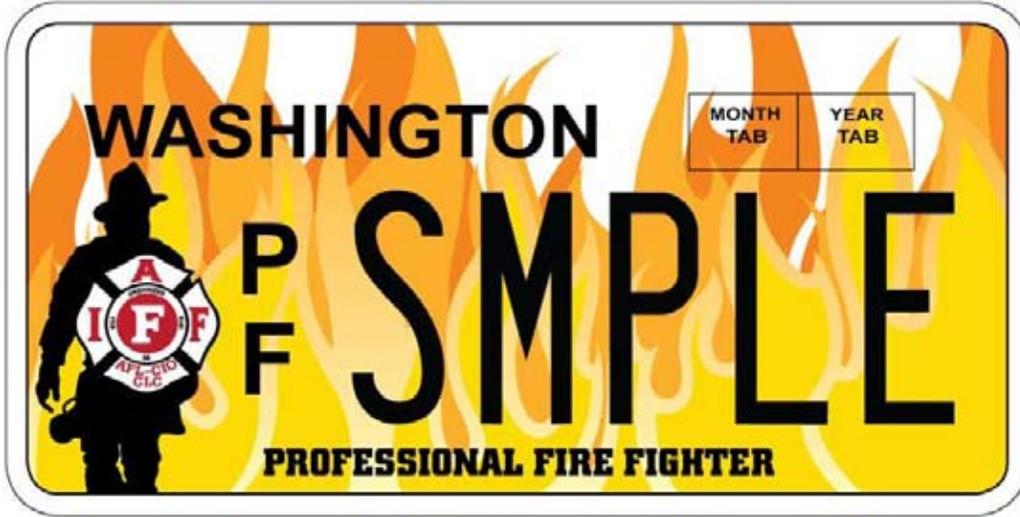
		\$	-
<b>Total Advertising Expenses</b>		<b>\$</b>	<b>-</b>

# Executive Summary

*Appendix I*

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## **PROFESSIONAL FIRE FIGHTERS AND PARAMEDICS** Washington State Council of Fire Fighters Benevolent Fund



# Annual Financial Report for the Calendar Year 2011 (reported in 2012)

## Washington State Council of Fire Fighters Special Plate

### Enter Sponsoring Organization Name

Washington State Council of Fire Fighters  
Benevolent Fund  
1069 Adams Street SE  
Olympia, WA 98501

### Plate Released

January 1, 2005

Phone Number: 1-800-572-5762

Fax Number: 360-943-2333

Website: [www.wscff.org](http://www.wscff.org)

### Stated Purpose:

It is the purpose of the Washington State Council of Fire Fighters Benevolent Fund to give money to causes that make a difference in individuals' lives or events or causes that are for the good of the member fire fighters and paramedics and others deemed in need.

### Message from the Chair

The Washington State Council of Fire Fighters (WSCFF) represents over 8,000 professional fire fighters across the state. The fraternity of fire fighters takes great pride in their service to the public, both through their employment and through their support of a variety of charitable causes. The members of the WSCFF created the WSCFF Benevolent Fund in January 1995 to enhance their ability to receive and disseminate funds for charitable purposes on behalf of members of the Washington State Council of Fire Fighters.

Beneficiaries of the WSCFF Benevolent Fund are fire fighters, their families, and other individuals or programs deemed in need. Past and current programs include: scholarships to high school seniors who are dependents of WSCFF members; sponsorship of the book Fully Involved: The History of the WSCFF; Muscular Dystrophy Association; American Cancer Society; local chapters of the American Red Cross and various community charitable causes that strive to help local communities here in Washington State. Contributions have been both solicited and unsolicited, with distributions made by Board action upon request.

The license plate program has been a great success with interest from a majority of our membership. Since its inception in January 2005, over 50% of our members have purchased the plates. We continue to see new interest in our plate from our members. The dollars received have allowed our organization to provide assistance to a number of different groups or organizations that we would previously not have been able to assist, and expand our programs. Per state law, we use the funds received through license plate renewals for the benefit of members of our organization here in Washington State.

Name & Title: Greg Markley, WSCFF Secretary-Treasurer

### Program Highlights

The organization had the following program highlights in 2011:

College Scholarships (43 students, see listing)	\$	38,250.00
Contributions to organizations to further youth and community programs and individuals (see listing)		102,634.00
<b>Total Program Expenses:</b>	\$	<b>140,884.00</b>

## 2011 Special Events

No special events were held during 2011

## Summary of Financial Information

### STATEMENT OF ACTIVITIES YEAR ENDING: 12/31/2011

**Income:**

Unspent Revenue Previous	\$	79,922.33
Special Plate Revenue		113,355.63
Interest & Investments		6,771.00

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<b>Total Income</b>	<b>\$</b>	<b>200,048.96</b>
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### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

**Programs %:** 70.42      **Fund Raising %:** 0.00      **Administrative %:** 6.47

Total Income		\$	200,048.96
Program Expenses	\$	140,884.00	
Fund raising expenses		-	
Administrative expenses		12,941.25	
<hr/>			
Total Expenses		\$	153,825.25
Income in Excess of Expenses			46,223.71

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## Accountant Statement

The income from the special license plate program represents 70.67% of the total income for the organization. The expenses in this report represent the portion (70.67%) attributable to the special license plate program. The income and expense figures in this report were taken from the 2011 Form 990EZ prepared by this firm.

Name & Title: Joanne Krusz, CPA, McSwain & Company, PS, PO Box 5, Olympia, WA 98507

## Summary of Administrative Expenses

**Explanation:**

Accounting	\$	1,814.22
Bank fees	\$	163.97
Filing fees	\$	28.27
Fund management fees	\$	269.98
Gifts/Memorials	\$	1,237.51
Meetings/Conventions	\$	6,843.44
Miscellaneous	\$	2,047.45
Office expenses	\$	269.98
Radio - Public service time	\$	266.44
<hr/>		
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>12,941.26</b>

**Summary of Advertising Expenses**

**Explanation:**

There were no direct or allocated advertising expenses in 2011.

	\$	-
<b>Total Advertising Expenses</b>	<b>\$</b>	<b>-</b>

## Executive Summary

*Appendix I*

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### **PROFESSIONAL FIRE FIGHTERS AND PARAMEDICS** Washington State Council of Fire Fighters Benevolent Fund

2010 Amended Report

## Annual Financial Report for the Calendar Year 2010 reported 2011

# Washington State Council of Fire Fighters Special Plate

**Enter Sponsoring Organization Name**

Washington State Council of Fire Fighters  
Benevolent Fund  
1069 Adams Street SE  
Olympia WA 98501

**Plate Released**

January 1, 2005

Phone Number: 1-800-572-5762

Fax Number: 360-943-2333

Website: [www.wscff.org](http://www.wscff.org)

**Stated Purpose:**

It is the purpose of the Washington State Council of Fire Fighters Benevolent Fund to give money to causes that make a difference in individuals' lives or events or causes that are for the good of the member fire fighters and paramedics and others deemed in need.

### Message from the Chair

The Washington State Council of Fire Fighters (WSCFF) represents over 8,000 professional fire fighters across the state. The fraternity of fire fighters takes great pride in their service to the public, both through their employment and through their support of a variety of charitable causes. The members of the WSCFF created the WSCFF Benevolent Fund in January 1995 to enhance their ability to receive and disseminate funds for charitable purposes on behalf of members of the Washington State Council of Fire Fighters.

Beneficiaries of the WSCFF Benevolent Fund are fire fighters, their families, and other individuals or programs deemed in need. Past and current programs include: scholarships to high school seniors who are dependents of WSCFF members; sponsorship of the book Fully Involved: The History of the WSCFF; Muscular Dystrophy Association; American Cancer Society; local chapters of the American Red Cross and various community charitable causes that strive to help local communities here in Washington State. Contributions have been both solicited and unsolicited, with distributions made by Board action upon request.

The license plate program has been a great success with interest from a majority of our membership. Since its inception in January 2005, over 50% of our members have purchased the plates. We redesigned our plate three years ago and we have seen further interest from our members. The subscription to our plate has grown every year. The dollars received have allowed our organization to provide assistance to a number of different groups or organizations that we would previously not have been able to assist, and expand our programs. Per state law, we use the funds received through license plate renewals for the benefit of members of our organization here in Washington State.

Name & Title: Greg Markley, WSCFF Secretary-Treasurer

## Program Highlights

The organization had the following program highlights in 2010:

College Scholarships (37 students, see listing)	\$	38,250.00
Contributions to organizations to further youth and community programs (see listing)		106,754.00
		145,004.00
<b>Total Program Expenses:</b>	\$	145,004.00

## 2010 Special Events

No special events were held during 2010

## Summary of Financial Information

### STATEMENT OF ACTIVITIES YEAR ENDING: 12/31/2010

**Income:**

Unspent Revenue Previous	\$	130,726.77
Special Plate Revenue		124,063.29
Interest		2,097.00
		256,887.06
<b>Total Income</b>	\$	<b>256,887.06</b>

### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

<b>Programs %:</b> 56.45	<b>Fund Raising %:</b> 0.00	<b>Administrative %:</b> 12.44
Total Income		\$ 256,887.06
Program Expenses	\$ 145,004.00	
Fund raising expenses	-	
Administrative expenses	31,960.73	
		176,964.73
Total Expenses		\$ 176,964.73
Income in Excess of Expenses		79,922.33

## Accountant Statement

The income from the special license plate program represents 80.66% of the total income for the organization. The expenses in this report represent the portion (80.66%) attributable to the special license plate program. The income and expense figures in this report were taken from the 2010 Form 990 prepared by this firm.

Name & Title: Joanne Krusz, CPA, McSwain & Company, PS, PO Box 5, Olympia, WA 98507

## Summary of Administrative Expenses

**Explanation:**

The administrative fee represents the reimbursement for staff, rent, utilities and related expenses to administer the operations of the WSCFF Benevolent Fund.

Accounting	\$	1,943.03
Administrative fee	\$	9,678.87
Bank fees	\$	585.57
Filing fee	\$	8.07
Meetings/Conventions	\$	13,397.98
Miscellaneous	\$	2,445.53
Radio - public service time	\$	352.47
Travel	\$	3,548.92
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>31,960.44</b>

## Summary of Advertising Expenses

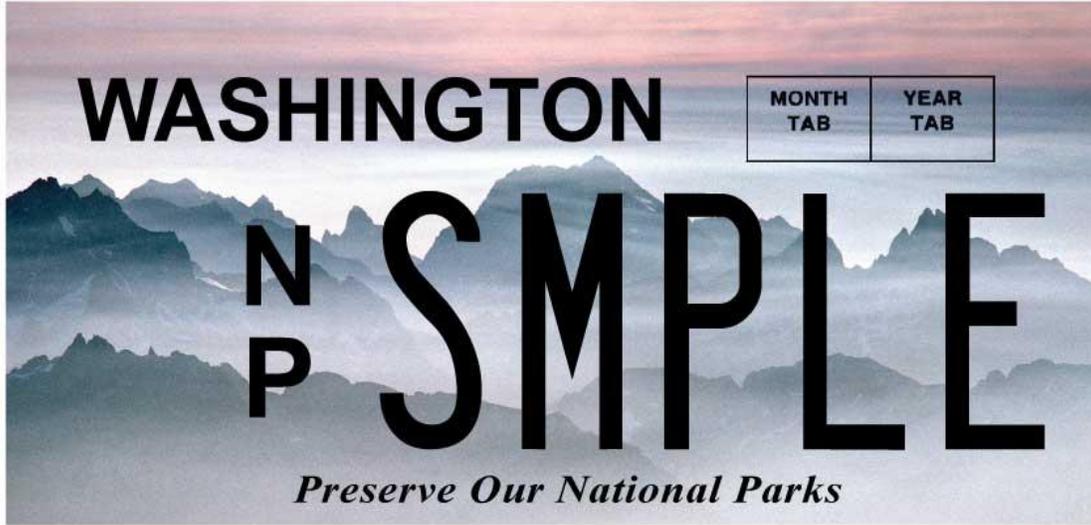
**Explanation:**

There were no direct or allocated advertising expenses in 2010

	\$	-
<b>Total Advertising Expenses</b>	<b>\$</b>	<b>-</b>

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**WASHINGTON'S NATIONAL PARK FUND**  
Washington National Park Fund



# Annual Financial Report for Calendar Year 2011

## Washington's National Park Fund Special Plate

### Washington's National Park Fund

Attn: Laurie Ward, Executive Director  
PO Box 64626  
University Place, WA 98464-0626

### Plate Released

January 1, 2006

Phone Number: 253-566-4644

Fax Number: 253-566-4644

Website: [www.wnpf.org](http://www.wnpf.org)

### Stated Purpose:

Washington's National Park raises private support to deepen the public's love for, understanding of, and experiences in Mount Rainier, North Cascades and Olympic National Parks. The Fund works to ensure that Washington's National Parks continue to be treasured as vital to our lives and the health of our planet forever.

### Message from the Chair

The national parks are some of our nation's most magnificent treasures -- places of awesome beauty and significant natural resources. We in Washington are fortunate to have three of the United States' most amazing national parks at Mount Rainier, Olympic and North Cascades, all within a day's drive from ever corner of our state. Washington's National Park Fund is dedicated to ensuring that all people can experience, understand and love these amazing places.

Donovan Rafferty, President, Washington's National Park Fund Board of Directors

### Program Highlights

In 2011, Washington's National Park Fund made grant commitments to its park partners totalling \$350,000 for programs identified as essential to their missions and allowing them to achieve a level of excellence not otherwise possible except for private support. Included are education, volunteerism, natural resource management and facilities improvement projects. License plate revenue provided a portion of the income received to make these grants.

Mount Rainier National Park Projects	\$	43,400.66
North Cascades National Park		33,119.79
Olympic National Park Projects		37,689.20
<b>Total Program Expenses:</b>	<b>\$</b>	<b>114,209.65</b>

### 2011 Special Events

Washington's National Park Fund did not conduct any special events to promote the license plates.

## Summary of Financial Information

**STATEMENT OF ACTIVITIES FISCAL YEAR ENDING:** **December 31, 2011**

**Income:**

Unspent Revenue Previous		
Special Plate Revenue	\$	115,217.65
Interest		
<hr/>		
<b>Total Income</b>	<b>\$</b>	<b>115,217.65</b>

### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

<b>Programs %:</b> 99.13	<b>Fund Raising %:</b> 0.00	<b>Administrative %:</b> 0.00
<hr/>		
Total Income	\$	115,217.65
Program Expenses	\$	114,209.65
Fund raising expenses	-	-
Administrative expenses	-	-
<hr/>		
Total Expenses	\$	114,209.65
Income in Excess of Expenses		1,008.00

## Accountant or Comptroller Statement

The figures in this report were taken from the financial records of Washington's National Park Fund in accordance with the requirements of the Washington Special License Plate Program, Vehicle Licensing, State of Washington. Washington's National Park Fund keeps its accounting records on an accrual basis, rather than a cash basis, in accordance with IRS guidelines for nonprofit organizations. Therefore, income (including license plate revenue) is recorded in the month in which it is generated, rather than in the month it was actually received. For purposes of this report, revenue noted above is for actual cash received during calendar 2011.

## Summary of Administrative Expenses

**Explanation:**

Volunteers from Washington's National Park Fund Board of Directors provided all administrative support to promote the license plate program donating their time, talent and professional expertise. Articles appeared in the annual community report and on the website to inform current donors and friends.

	\$	-
<hr/>		
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>-</b>

## Summary of Advertising Expenses

**Explanation:**

Washington's National Park Fund did not advertise for the special license plate.

	\$	-
<hr/>		
<b>Total Advertising Expenses</b>	<b>\$</b>	<b>-</b>

**SKI AND RIDE WASHINGTON**  
Northwest Winter Sports Foundation



# Annual Financial Report for Fiscal Year 2011 (reported in 2012)

## Ski and Ride Special Plate

### Northwest Winter Sports Foundation

PO Box 166  
Chewelah, WA 99109

### Plate Released

January 1, 2006

Phone Number: 509-621-0124  
Fax Number: 509-621-0118  
Website: <http://skiwashington.com/ski-washington-license-plate>

### Stated Purpose:

Northwest Winter Sports Foundation

### Message from the Chair

The Northwest Winter Sports Foundation activities are minimal at this time as we are still repaying our license plate production required by the State of Washington. Our loan is being repaid to our sponsoring organization Ski Washington.

John P. Eminger, Chair

### Program Highlights

Funded a grant to the Northwest Avalanche Center for \$15000, a grant to Pacific NW Ski Education Foundation for \$3000 and Pacific NW Ski Areas Association for a safety film project of \$16,000.

Educational donations	\$	3,000.00
Safety video		25,000.00
NW Avalanche support		15,000.00
WA ski area history video		5,000.00
<b>Total Program Expenses:</b>	\$	<b>48,000.00</b>

### 2010 - 2011 Special Events

none

## Summary of Financial Information

**STATEMENT OF ACTIVITIES FISCAL YEAR ENDING:**

**June 30, 2011**

**Income:**

Unspent Revenue Previous	\$	32,072.78
Special Plate Revenue	\$	45,345.97
Interest		
<hr/>		
<b>Total Income</b>	<b>\$</b>	<b>77,418.75</b>

### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

<b>Programs %:</b> 62.00	<b>Fund Raising %:</b> 0.00	<b>Administrative %:</b> 7.49
<hr/>		
Total Income	\$	77,418.75
Program Expenses	\$	48,000.00
Fund raising expenses		-
Administrative expenses		5,800.00
<hr/>		
Total Expenses	\$	53,800.00
Income in Excess of Expenses		23,618.75

## Accountant or Comptroller Statement

Vision Marketing is the accounting firm for the Northwest Winter Sports Foundation. Tom Stebbins, accounting services.

## Summary of Administrative Expenses

**Explanation:**

The only significant cost is phone service and this year we produced promotional materials for the ski areas, 1/2 page ad in Ski WA magazine and did a PR effort to promote the license plate project .

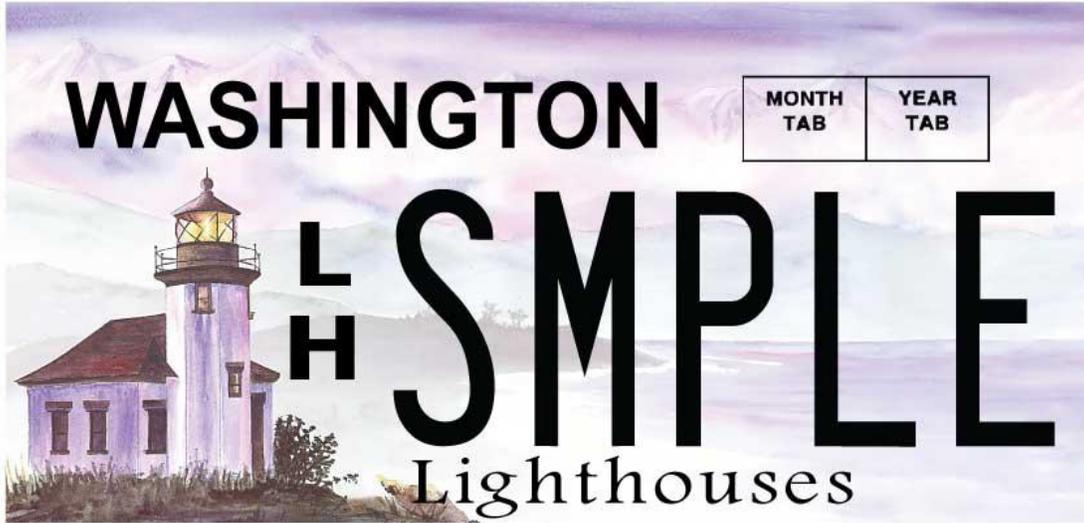
Phone	\$	660.00
Registration fees	\$	50.00
Public Relations	\$	2,500.00
Ad in Ski WA magazine	\$	1,695.00
Design for ad & PR work	\$	895.00
<hr/>		
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>5,800.00</b>

## Summary of Advertising Expenses

**Explanation:**

	\$	-
<hr/>		
<b>Total Advertising Expenses</b>	<b>\$</b>	<b>-</b>

**WASHINGTON LIGHTHOUSES**  
Lighthouse Environmental Programs



# Annual Financial Report for the Calendar Year 2011 (reported in 2012)

## Lighthouse Special Plate

### Lighthouse Environmental Programs

PO Box 565  
Coupeville, WA 98239

### Plate Released

January 3, 2006

Phone Number: (360) 240-5584

Fax Number: (360) 678-4120

Website: [www.LighthouseEnvironmentalPrograms.org](http://www.LighthouseEnvironmentalPrograms.org)

### Stated Purpose:

The Lighthouse Environmental Programs shall have as its mission the education of the general public about Island County's cultural and environmental heritage as well as the protection of the environment.

### Message from the Chair

In 2011, Lighthouse Environmental Programs had the honor of distributing funds to other Washington Lighthouses working on restoration, preservation, interpretative and educational projects. Completion of Phase I of the AHLH Lantern House Replacement Project and Phase II of the AHLH Interpretative Panels were realized. These two projects as well as the addition of the flat screen TV monitor/player and creation of the "Fort Casey Big Guns" digital media enhanced the lighthouse visitors' experiences and will stimulate the economy in many communities. Lighthouse License Plate funds supported the cooperation and partnerships of numerous community, business, school districts, counties, state programs and individuals. It has been rewarding to participate in the Lighthouse Special Plate program and to see the efforts of the Lighthouse Environmental Program Board and the License Plate Grant Committee move forward to serve and fund valuable projects throughout the State. This Program continues to support and fund restoration to historic structures and programming to meet our visitor needs.

Name & Title: Rick Blank, LEP President

### Program Highlights

Please see Attachment A

Endowment Fund (due from 2009)	\$	9,880.00
Endowment Fund (due from 2010)		9,880.00
Grants to Washington Lighthouses		22,500.00
Lighthouse Environmental Programs		12,481.68
Program Support		16,552.90
<b>Total Program Expenses:</b>	\$	<b>71,294.58</b>

### 2011 Special Events

WSU Lighthouse Docents worked with a local boat builder and South Whidbey High School welding class to assemble the 3 sections of the rebuilt Admiralty Head Lantern House using historic plans.

WSU Island County Beach Watchers educational outreach activities include Sound Waters, a one-day university with over 500 attendees, and an annual whale cruise. Citizen science activities include seasonal seining for salmon fry, water sampling, sediment sampling, monitoring of restoration sites and eel grass monitoring from water, air and land. Educational activities include annual beach monitoring at over 30 sites on Whidbey and Camano Islands.

## Summary of Financial Information

**STATEMENT OF ACTIVITIES YEAR ENDING:** 12/31/2011

**Income:**

Unspent Revenue Previous	\$	118,808.42
Special Plate Revenue		105,515.68
Interest		334.79

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<b>Total Income</b>	<b>\$</b>	<b>224,658.89</b>
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### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

**Programs:** 31.73%

**Administrative:** 1.63%

**Marketing:** 3.07%

Total Income		\$ 224,658.89
Program Expenses	\$ 71,294.58	
Fund raising expenses	-	
Administrative expenses	3,657.70	
Marketing expenses	6,893.87	
<hr/>		
Total Expenses		\$ 81,846.15
Income in Excess of Expenses		142,812.74

## Accountant Statement

I am the treasurer and chief financial officer for the Lighthouse Environmental Programs (LEP). This is a not for profit 501(c)(3) approved organization. The accounting for the State Lighthouse License Plate Program is under LEP. I have reviewed the financial information in this report and it is in agreement with the financial information that I maintain.

Name & Title: John Howard, LEP Treasurer

## Summary of Administrative Expenses

**Explanation:**

Lighthouse Coordinator	\$	3,657.70
<hr/>		
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>3,657.70</b>

## Summary of Marketing Expenses

**Explanation:**

Visit other WA Lighthouses	\$	619.26
Marketing Contract	\$	6,238.22
Supplies	\$	36.39
<hr/>		
<b>Total Marketing Expenses</b>	<b>\$</b>	<b>6,893.87</b>

# Executive Summary

*Appendix M*

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## WE LOVE OUR PETS

Washington Federation of Animal Care and Control



# Annual Financial Report for the Calendar Year 2011 (reported in 2012)

## We Love Our Pets Special Plate

Washington State Federation of Animal Care & Control /  
13619 Mukilteo Speedway, #D5-416

Lynnwood, WA 98087

Phone Number: (206)386-4288

Fax Number: (206)386-4285

Website: <http://www.wafederation.com>

Plate Released January 3, 2006

### Stated Purpose:

The Federation is a collective voice dedicated to humane treatment of animals in Washington State through legislation, training, programs and support services.

### Message from the Chair

Each year nearly 150,000 cats and dogs end up in shelters across Washington State. With the purchase of a "We Love Our Pets" Washington State license plate, vehicle owners are helping to spay and neuter more pets and save lives. Reducing pet homelessness means less suffering for stray and abandoned animals, as well as fewer tax dollars spent on caring for animals in need.

Name & Title: Ann Graves, Treasurer

### Program Highlights

In 2011 the Federation awarded seventeen grants for a total of \$76,648.00. NOTE--One stipulation of our granting process is that any funds not used within 6 months are to be returned to the Federation. In 2011 a total of \$4216.00 from 3 grantees was returned.

Grants	\$	72,432.00
<b>Total Program Expenses:</b>	\$	<b>72,432.00</b>

### 2011 Special Events

None

## Summary of Financial Information

**STATEMENT OF ACTIVITIES YEAR ENDING:** 12/31/2011

**Income:**

Unspent Revenue Previous	\$	28,537.60
Special Plate Revenue		59,786.96
Interest		35.32
<hr/>		
<b>Total Income</b>	<b>\$</b>	<b>88,359.88</b>

**USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES**

<b>Programs %:</b> 81.97	<b>Fund Raising %:</b> 0.00	<b>Administrative %:</b> 0.00
Total Income		\$ 88,359.88
Program Expenses	\$ 72,432.00	
Fund raising expenses	-	
Administrative expenses	-	
<hr/>		
Total Expenses		\$ 72,432.00
Income in Excess of Expenses		15,927.88

### Accountant Statement

Grants issued to: Coalition Humane \$5000.00; SCRAPS \$4788.00; Pet Savers \$4980.00; Humane Society of Cowlitz County \$4980.00; Feral Cat Spay/Neuter Project \$5000.00; Kitsap Humane Society \$5000.00; MEOW \$5000.00; REZ \$2000.00; Feline Friends \$5000.00; Humane Society for Seattle/King County \$5000.00; Homeward Pet \$4500.00; Okanogan County Animal Foster Care Assn \$4500.00; Pawsitive Alliance \$4000.00; Colville Valley Animal Sanctuary \$2400.00; OK-SNIP \$4500.00; SpokAnimal CARE \$5000.00; Humane Society of Central Washington \$5000.00;

NOTE--One stipulation of our granting process is that any funds not used within 6 months are to be returned to the Federation. In 2011 a total of \$4216.00 from 3 grantees was returned.

### Summary of Administrative Expenses

**Explanation:**

None

	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>-</b>

# Summary of Advertising Expenses

Explanation:

None

	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-

Total Advertising Expenses

\$ -

# Executive Summary

*Appendix N*

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## **GONZAGA UNIVERSITY** Gonzaga University Alumni Association



# Annual Financial Report for the Calendar Year 2011 (reported in 2012)

## Gonzaga Special Plate

### Gonzaga University Alumni Association

Gonzaga University Alumni Association  
502 E. Boone Ave  
Spokane, WA 99258-0077

### Plate Released

Jan. 1, 2006

Phone Number: 509-313-6100

Fax Number: 509-313-5982

Website: [www.zagsonline.org](http://www.zagsonline.org)

### Stated Purpose:

All funds derived from the proceeds of the Gonzaga University Special Plate program will be directly deposited into the Alumni Scholarship Fund. These funds are awarded on an annual basis to recipients that are chosen by the scholarship committee

### Message from the Chair

The Gonzaga Special License Plate is a great way to show your Zag pride and to help support the Gonzaga University Alumni Scholarship Fund which has been instrumental in helping well over 800 students continue their education at Gonzaga University.

Name & Title: Bob Finn-Executive Director of Alumni

### Program Highlights

Scholarships were applied for by students and are awarded on an annual basis. All funds obtained through the Special License Plate program are utilized for scholarship.

Scholarships are awarded each March.

\$ 36,899.28

**Total Program Expenses:**

**\$ 36,899.28**

## 2011 Special Events

### Summary of Financial Information

**STATEMENT OF ACTIVITIES YEAR ENDING:** 12/31/2011

**Income:**

Unspent Revenue Previous	\$	-
Special Plate Revenue		36,899.28
Interest		
<b>Total Income</b>	<b>\$</b>	<b>36,899.28</b>

**USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES**

**Programs %:** 100.00

**Fund Raising %:** 0.00

**Administrative %:** 0.00

Total Income		\$	36,899.28
Program Expenses	\$	36,899.28	
Fund raising expenses		-	
Administrative expenses		-	
<b>Total Expenses</b>		<b>\$</b>	<b>36,899.28</b>
Income in Excess of Expenses			-

### Accountant Statement

Verified Deposits of \$36,899.28 for January 1, 2011-December 31, 2011

Name & Title: Angela Keebler, Budget Officer, Gonzaga Alumni Association

## Summary of Administrative Expenses

Explanation:

[Redacted area for explanation of administrative expenses]

[Redacted line]

**Total Administrative Expenses**

\$ -

\$ -

## Summary of Advertising Expenses

Explanation:

[Redacted area for explanation of advertising expenses]

[Redacted line]

**Total Advertising Expenses**

\$ -

\$ -

# Executive Summary

*Appendix O*

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## SHARE THE ROAD Bicycle Alliance of Washington



# Annual Financial Report for the Calendar Year 2011 (reported in 2012)

## Share the Road Specialty Plate

### Enter Sponsoring Organization Name

Address1: 314 First Ave S  
Address2  
City State Zip: Seattle, WA 98104

### Plate Released

January 1, 2006

Phone Number: 206-224-9252, x 306

Fax Number:

Website: [www.bicyclealliance.org](http://www.bicyclealliance.org)

### Stated Purpose:

The Bicycle Alliance of Washington, the state's first bike advocacy organization, leads policy development to expand and improve bicycling statewide. By working in partnership with a wide variety of organizations and leaders around the state, we have built a record of success in passing significant legislation and changes to transportation policy, reached thousands of students through bike curriculum training for their teachers, increased awareness of biking through the Share the Road license plate, and contributed to the establishment and growth of local bike advocacy groups.

### Message from the Chair

Since 2006 the Share the Road license plate has continued to raise on average \$100,000 a year to fund Bicycle Alliance of Washington's education, safety and advocacy programs. In 2011 the Bicycle Alliance and its legislative partners passed a bill that incorporates teaching motorists how to safely drive around bicyclists and pedestrians. In addition a vulnerable user bill was passed, strengthening penalties under the negligent driver laws. We continued our outreach in places like Mount Vernon, Olympia and Spokane under the Hub and Spoke program. Go by Bike, a program designed to teach bike safety to college students, was launched this year. And we continued our successful Safe Routes to Schools program with hopes of expanding to more school districts. All made possible by funding from the Share the Road plate.

Name & Title: Ted Inkley, Board President

### Program Highlights

In 2011 we continued our partnership with the WA Department of Licensing and participated in educational events and other opportunities to promote Share the Road information.

Materials design/production/distribution  
Advertising and marketing  
Program staff

\$	13,395.09
	2,750.00
	57,606.91

**Total Program Expenses:**

\$	73,752.00
----	-----------

### 2011 Special Events

Share the Road plate information was available to the public at every event we participated in around the state, which includes a range of events from bike rides and bike club meetings to active transportation and health promotion events.

## Summary of Financial Information

### STATEMENT OF ACTIVITIES YEAR ENDING: 12/31/2011

**Income:**

Unspent Revenue Previous	\$	-
Special Plate Revenue		104,902.00
Interest		
<hr/>		
<b>Total Income</b>	<b>\$</b>	<b>104,902.00</b>

### USE OF FUNDS AS A PERCENTAGE (%) OF TOTAL EXPENSES

<b>Programs %:</b> 70.31	<b>Fund Raising %:</b> 24.17	<b>Administrative %:</b>	5.53
Total Income		\$	104,902.00
Program Expenses	\$	73,752.00	
Fund raising expenses		25,350.00	
Administrative expenses		5,800.00	
<hr/>			
Total Expenses		\$	104,902.00
Income in Excess of Expenses			-

## Accountant Statement

I, Louise McGrody, the staff member with bookkeeping responsibilities in 2011, have accounted for all revenue from the Department of Licensing in 2011 and have allocated all expenses directly related to this revenue, as incurred in our mission of promoting bicycling through education and advocacy throughout Washington State.

Name & Title: Louise McGrody, Outreach and Communications Manager

## Summary of Administrative Expenses

**Explanation:**

Equipment and overhead used for education programs, publications and online communication/education, and Share the Road marketing.

Facilities	\$	3,000.00
Operations	\$	2,800.00
<hr/>		
<b>Total Administrative Expenses</b>	<b>\$</b>	<b>5,800.00</b>

## Summary of Advertising Expenses

**Explanation:**

Fundraising/marketing and graphic design activities related to promotion of Share the Road plates; print ads in bicycle-related publications. Note: the Bicycle Alliance is the beneficiary of an in-kind donation from a generous member, of Share the Road ads in the Cascade Courier, the monthly newsletter of Cascade Bicycle Club, a value of \$2,100 per year.

Contract development director	\$	21,500.00
Contract graphic designer	\$	1,500.00
Production of jerseys, postcards, flyers	\$	1,700.00
Bicycle Paper	\$	650.00
Momentum Magazine	\$	-
Outdoors NW	\$	-
<hr/>		
<b>Total Advertising Expenses</b>	<b>\$</b>	<b>25,350.00</b>

# Executive Summary

*Appendix P*

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## MUSIC MATTERS Music Aid Northwest





Lewin, Matt (DOL) [MLEWIN@DOL.WA.GOV]

October 16, 2012

Dear Matt :

I am happy to report our vision of supporting music education in Washington State is beginning to materialize. We did not begin receiving funds from the DOL until June 25, 2012 so there is no annual report to file as yet.

That said, we have received \$15,120 from the DOL and have donated \$18,622 to WMEA to fund our Music Matters project. We have also given WMEA an additional \$1,500 to promote our project. The reason we have donated more than we have received, is that we wanted to have all of the money promised to the schools go to them, so we reimbursed the program with the amount of money the DOL withheld to cover expenses.

The first checks to be distributed were mailed out in September. Our program allows people to designate which school they want the money to go to, but most do not designate a school, so we have a large percentage of that money undistributed as yet. We are in the process of identifying a couple of programs in need of our financial help.

I will have a more detailed report for the funds when I file the 2012 annual report due in 2013.

Sincerely,

Bob Tomberg DDS  
President Music Aid Northwest  
[bob@musicaidnorthwest.org](mailto:bob@musicaidnorthwest.org)  
425-957-0900 home  
425-681-4448 cell

# Executive Summary

*Appendix Q*

## **VOLUNTEER FIREFIGHTER** Washington State Firefighters' Association





September 29, 2012

Washington State Dept. of Licensing  
Mr. Matt Lewin, Special License Plate Manager

Dear Mr. Lewin

As President of the Washington State Fire Fighters' Association (WSFFA) it gives me great pleasure to submit this inaugural annual report reference the volunteer firefighter special motor vehicle plate. January 2012 action creating the volunteer firefighter (F/F) plate concluded a 27 year effort of the WSFFA. The legislation now affords the volunteer the ability to offer financial support to the WSFFA to which provides various forms of subsistence to the membership, volunteers and the departments they serve.

Washington State Fire Fighters' Association is a registered 501 (c) (3) non-profit organization located in Washington State and registered with the Secretary of State's office. WSFFA was formed in 1923 to represent the volunteer fire service. Its current mission is to provide information, education, benefits and representation to the volunteer fire service of the State of Washington to enhance their capabilities and professionalism. The organization is overseen by a nine-member Board of Trustees to include an executive management position This Board is responsible for all revenue expenditures including those of WSFFA's benevolent fund program (Appendix A). The Board re-evaluates and adopts its budget annually.

WSFFA volunteer firefighter special license plate revenue program goals are to leverage revenues to provide continued financial support to current and new WSFFA benevolent fund programs on behalf of the volunteers, their families and others as deemed in need. Benevolent fund, marketing and administrative expenses are ongoing and will be funded through revenues generated (Appendix B).

#### 2012 Highlights

- Successfully completed an online auction of 6 assigned specialty plates. Raising \$1830 for plate advertising expenses.
- Provided multiple showings to organizations of license plate availability.
- Closing in on 800 plates issued.
- Marketing plan continuing to produce results. (Appendix C)

Respectfully submitted

T.J. Nedrow, President  
Washington State Fire Fighters' Association

#### **OUR MISSION**

*"To provide information, education and representation to the volunteer fire service of the State of Washington in order to enhance their capabilities and professionalism."*

**APPENDIX A Revenue**

Based on estimated first-year (FY12) sales projections, 800 volunteer firefighter special license plate revenues (\$22,400) will be applied to the Department of Licensing (DOL) volunteer firefighter special license plate program implementation costs less associated individual license plate administrative fees. (Reference DOL contract No. K2160 June 16, 2011) The DOL supplied July 2012 sale report noted 554 plate issued in the first 7 months of issue. The FY13 plate sale revenues are anticipated to retire the obligated debt to the State of Washington.

The 2011-12 volunteer firefighter special license plate marketing and administrative costs have been at the expense of the WSFFA general fund and funds derived from an auction effort amounting to \$1820 for six special plates. In subsequent fiscal years obligations shall be a maximum of 15% per category of the gross revenue derived from the volunteer firefighter special license plate sales. It is anticipated that the WSFFA benevolent fund program (Appendix B) will be wholly sustained by the volunteer firefighter special license plate sales. Future benevolent fund program scopes shall be modified in accordance with revenue sales. Benevolent funds associated with the volunteer firefighter special license plate revenues shall be restricted to expenditures distributed within the state of Washington.

**Plate Sales Projections**

The initial volunteer firefighter special license plate sales projections based on SHB 1136 fiscal revenue forecast.

Purchase Demand Indicators;					
	FY 12	FY 13	12-13 Total	13-15 Total	15-17 Total
Volunteer Firefighter <u>Originals</u>	800	1,200	2,000	1,900	800
Volunteer Firefighter <u>Renewals</u>		800	800	5,100	8,300

**Plate Revenue Projections**

The initial volunteer firefighter special license plate revenue projections are based on sales assumptions as noted in the SHB 1136 fiscal revenue forecast.

Purchase Revenue Indicators	FY 12	FY 13	12-13 Total	13-15 Total	15-17 Total
DOL Costs and/or Fees	(\$32,000)	(\$16,800)	\$48,800	\$26,600	\$11,200
WSFFA Revenue		\$47,301	\$47,301	\$202,400	\$269,800

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## **APPENDIX B Benevolent Fund**

WSFFA maintains a benevolent fund program for many years. The benevolent fund program beginning in 2012 will “receive and disseminate (volunteer firefighter license plate revenue) funds for the purpose on behalf of the volunteer firefighter, their families and others as deemed in need.” Ref. SHB 1136 (2011). The benevolent program obligates funds based on a Tier 1 and Tier 2 priority. Tier 1 program elements shall be addressed and deemed financially sound prior to obligating funds to Tier 2 programs.

The existing WSFFA benevolent fund program consists of the following:

1. Firefighter Line of Duty Death benefit payout
2. Firefighter Catastrophic member benefit payout
3. National Fire Academy scholarships
4. Annual WSFFA fire school scholarships
5. External (to the Fire District) training and scholarships
6. Annual State Firefighter Memorial Event fund

Beginning in 2013 the WSFFA intends to offer and establish the following benevolent fund program elements:

1. Firefighter Line of Duty Death Benefit payout
2. Firefighter Tier Two Line of Duty Death Benefit payout **NEW**
3. Firefighter Catastrophic member benefit payout
4. National Fire Academy scholarships
5. Annual WSFFA fire school scholarships
6. External (to the Fire District) training and scholarships
7. Annual State Fallen Firefighter Memorial Event fund
8. State Firefighter Memorial **NEW**
9. Health & Safety program **NEW**
10. Charitable Donations payout program **NEW**
11. Marketing Expense allocation **NEW**

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## APPENDIX C MARKETING STRATEGY

The volunteer firefighter special motor vehicle license plate is exclusive to the Washington state fire service volunteer. The WSFFA shall therefore focus marketing energies on strategies that specifically reach the volunteer. The WSFFA does not market the (volunteer plate) opportunity to the general public.

### **Focus Awareness**

1. E-mail distribution: The WSFFA has established a member e-mail database and used it to provide volunteer plate updates as warranted short-term through 2012 and if and when a new design would be proposed or issues arise.
2. Media (Television & Radio) and Press releases: The WSFFA issued media releases on the initial release and availability of the volunteer plate and has sought public service TV announcement opportunities as they have become available.
3. Brochures: The WSFFA has produced a brochure for the marketing of the volunteer plate. To be used at outreach opportunities: i.e., fire conferences, workshops, fire schools, and training sessions.
4. Mailings; The WSFFA produced mass postcard mailings to its membership, vendors and fire service partners relating to the license plate offering.
5. Newsletters: The WSFFA produces newsletters to its membership, vendors and fire service related interests. Articles related to the plate offering appear in the issues.
6. Organizational Outreach: The WSFFA utilized existing fire service partnerships that support the organization and license plate offering.
7. Organizational Website: The WSFFA operates its own official website. (<http://www.wsffa.org/>)

Marketing of the volunteer/F license plate has been and will continue to be a placeholder on the website.

8. Social Media: Internet Facebook: The WSFFA operates a Facebook page *Washington State Fire Fighters' Association* which features license plate articles. <https://www.facebook.com/pages/Washington-State-Fire-Fighters-Association/86403439614?v=wall&ref=pfem>

# Executive Summary

*Appendix R*

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## 4-H

Washington State 4-H foundation



# Executive Summary

*Appendix S*

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## State Flower Meerkerk Rhododendron Gardens

