



WASHINGTON STATE DEPARTMENT OF
LICENSING

Special license plate report

Annual Report
January, 2014

reporting for 2012
Per RCW 46.18.060



dol.wa.gov

Annual Financial Reports

The Department of Licensing reviews and approves the annual financial reports submitted by organizations that sponsor special license plates. This report details how the organizations are using revenue received from the sale and renewal of the plates (RCW 46.18.060). The complete individual reports and comptroller statements are available upon request.

The tables below are separated into two sections; organizations required to report for fiscal year 2012 (July 1, 2011 through June 30, 2012) and organizations required to report for calendar year 2012 (January 1, 2012 through December 31, 2012).

Organizations Reporting for Fiscal Year 2012

This table shows the revenue received from original (new) plate issuances and renewals, and revenue unspent during the previous reporting period.

Fiscal Year 2012 Revenue

Plate Name	Original Issuances	Renewals	Revenue Received	Previous Unspent Revenue	Total Revenue w/Interest
Armed Forces (Air Force)	281	2,098	\$65,946.97	N/A	N/A
Armed Forces (Army)	804	3,895	\$129,105.69	N/A	N/A
Armed Forces (Coast Guard)	85	648	\$20,003.33	N/A	N/A
Armed Forces (Marine)	545	2,388	\$81,141.70	N/A	N/A
Armed Forces (National Guard)	39	407	\$11,389.67	N/A	N/A
Armed Forces (Navy)	425	2,509	\$79,739.99	N/A	N/A
<i>Armed Forces Collection</i>	<i>2,179</i>	<i>11,945</i>	<i>\$387,327.35</i>	<i>\$557,080.41</i>	<i>\$946,385.93</i>
Endangered Wildlife	663	3,659	\$119,716.34	\$340,354.13	\$462,236.32
Keep Kids Safe	170	1,386	\$44,080.01	\$54,001.47	\$98,112.10
Ski and Ride Washington	206	1,364	\$42,597.27	\$23,618.75	\$66,216.02
Washington State Parks & Recreation	581	2,754	\$92,024.26	\$316,476.94	\$408,501.20
WA's Wildlife (Bear)	346	1,842	\$60,850.98	N/A	N/A
WA's Wildlife (Deer)	166	1,201	\$37,935.34	N/A	N/A
WA's Wildlife (Elk)	460	3,661	\$114,603.97	N/A	N/A
<i>Washington's Wildlife Combined</i>	<i>972</i>	<i>6,704</i>	<i>\$213,390.26</i>	<i>\$605,408.51</i>	<i>\$822,441.84</i>
Wild on Washington	610	4,799	\$153,122.53	\$466,215.50	\$622,217.73

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The following table provides an overview of how special license plate revenue was spent during fiscal year 2012.

Percentages are based on the total funds available; including revenue received during the reporting period, unspent revenue from previous reporting periods, and reported revenue from other sources. Spent revenue is only tracked for special license plates that are required to submit an annual financial report.

Fiscal Year 2012 Expenditures

Plate Name	Total Revenue	Program Service Expenses*		Fundraising/Advertising Expenses*		Administrative Expenses*	
Armed Forces Plate Collection	\$946,385.93	\$406,737.74	42.98%	\$ 0	0.00%	\$ -	0.00%
Endangered Wildlife	\$462,236.32	\$2,238.94	0.48%	\$ 0	0.00%	\$ -	0.00%
Keep Kids Safe	\$98,112.10	\$45,337.91	46.21%	\$2,355	2.40%	\$ -	0.00%
Ski & Ride Washington	\$66,216.02	\$36,500	55.12%	\$ 0	0.00%	\$2,605	3.93%
Washington State Parks & Recreation	\$408,501.20	\$ -	0.00%	\$ 0	0.00%	\$ -	0.00%
Washington's Wildlife	\$822,441.84	\$142,501.13	17.33%	\$ 0	0.00%	\$6,092.93	0.74%
Wild on Washington	\$622,217.73	\$57,194.99	9.19%	\$ 0	0.00%	\$7,306.14	1.17%

Definition of expenses:

Program Service: This category includes money used directly for a sponsoring organization's mission such as providing scholarships to students.

Fundraising/Advertising: Organization's report revenue used to promote the special plate or hold fundraisers. Some organizations do not use special plate revenue for fundraising expenses.

Administrative: The category is used to report organizations administrative expenses that are paid by plate sales. This can include rent, salary and benefits, phones, bookkeeping, etc. Some organizations do not use special plate revenue for administrative expenses.

Organizations Reporting for Calendar Year 2012

The following table shows the revenue received from original (new) plate issuances and renewals, and revenue unspent during the previous reporting period.

Calendar Year 2012 Revenue

Plate Name	Original Issuances	Renewals	Revenue Received	Previous Unspent Revenue	Total Revenue w/Interest
Gonzaga University Alumni Association	127	1,276	\$35,387.32	\$ 0	\$35,387.32
Helping Kids Speak	130	1,233	\$36,619.33	\$ 0	\$36,619.33
Law Enforcement Memorial	1,683	8,731	\$263,465.93	\$746,502.19	\$1,010,536.36
Music Aid Northwest	911	167	\$19,600.00	\$ 0	\$19,600.00
Professional Fire Fighters	491	3,905	\$123,241.96	\$46,223.71	\$170,140.67
Share the Road	448	3,557	\$101,800.91	\$ 0	\$101,800.91
Washington's Lighthouse	330	3,343	\$98,175.01	\$142,812.74	\$241,598.97
Washington National Park Fund	858	3,757	\$126,324.23	\$1,008.00	\$127,332.23
We Love Our Pets	255	1,946	\$56,853.98	\$15,927.88	\$72,781.86
Volunteer Firefighter ¹	886	251	\$ 0	\$ 0	\$ 0

¹ The Washington State Fire Fighters' Association was still repaying startup costs for the Volunteer Firefighter special plate in 2012. Repayment is accomplished through the sale and renewal of the special license plates.

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The following table provides an overview of how special license plate revenue was spent during calendar year 2012.

Percentages are based on the total funds available; including revenue received during the reporting period, unspent revenue from previous reporting periods, and reported revenue from other sources. Spent revenue is only tracked for special license plates that are required to submit an annual financial report.

Calendar Year 2012 Expenditures

Plate Name	Total Revenue	Program Service Expenses*		Fundraising/Advertising Expenses*		Administrative Expenses*	
Gonzaga University Alumni Association	\$35,387.32	\$35,387.32	100.00%	\$ -	0.00%	\$ -	0.00%
Helping Kids Speak	\$36,619.33	\$36,619.33	100.00%	\$ -	0.00%	\$ -	0.00%
Law Enforcement Memorial	\$1,010,536.36	\$116,096.00	11.49%	\$ -	0.00%	\$106,406.85	10.53%
Music Aid Northwest	\$19,600.00	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Professional Fire Fighters	\$170,140.67	\$115,156.00	67.68%	\$ -	0.00%	\$22,003.55	12.93%
Share the Road	\$101,800.91	\$72,400.00	71.12%	\$22,300.00	21.91%	7,100.91	6.98%
Washington's Lighthouses	\$241,598.97	\$80,291.05	33.23%	\$4,904.41	2.03%	\$5,007.41	2.07%
Washington National Park Fund	\$127,332.23	\$127,332.23	100.00%	\$ -	0.00%	\$ -	0.00%
We Love Our Pets	\$72,781.86	\$66,805.00	91.79%	\$ -	0.00%	\$ -	0.00%
Volunteer Firefighters	\$ -	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%

Definition of the expenses:

Program Service: This category includes money used directly for a sponsoring organization's mission such as providing scholarships to students.

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Collegiate, Stadium and Square Dancer plates

These license plate series were created under statutes that do not require financial reporting. Information is provided in the report as a convenience.

Plate Name	Original Issuances	Renewals
Central Washington University	67	566
Eastern Washington University	158	769
Evergreen State College	19	150
Square Dancer	34	744
Stadium (Mariners)	92	2,394
University of Washington	1,240	6,366
Washington State University	3,451	13,183
Western Washington University	90	742

New plates: Organizations Not Reporting for 2012



Association of Washington Generals & Washington State Mentors (Seattle Sounders FC)

SB 5152 (2013)

Plate Available: January 2, 2014

Special Plate Revenue Use: The Association of Washington Generals will receive up to thirty percent (30%) not to exceed \$40,000 annually from the sale of the Seattle Sounders FC special plate series, adjusted for inflation by the Office of Financial Management, to develop educational, veterans, international relations, and civic projects, and to recognize the outstanding public service of individuals or groups in Washington.

The Washington State Mentors will receive seventy percent (70%) of the revenue from the sale of the Seattle Sounders FC special plate series and any of the remaining proceeds after distributions to the Association of Washington Generals, to increase the number of mentors in the state by offering mentoring grants throughout Washington State that foster positive youth development and academic success. Up to twenty percent (20%) may be used for program administration costs.



InvestED (Seattle Seahawks)

SB 5152 (2013)

Plate Available: January 2, 2014

Special Plate Revenue Use: InvestED will use revenue from the sale of the Seattle Seahawks special plate to encourage secondary students who have economic needs to stay in school, return to school, or get involved within their learning community.

How new plates are distributed

When a new special license plate series becomes available, the Department of Licensing provides the first 25 license plates in sequential order (1-25) to the sponsoring organization. The sponsoring organization is responsible for selecting the individuals who are to receive these license plates and provide DOL the name, information and payment for the vehicle registration attached to the plate. Some organizations use this as an additional fundraising opportunity in the form of an auction or as a way to provide special recognition to individuals. Beyond that, non-personalized special plates are distributed in the order that they are purchased.

Personalized plate combinations that exist in another special plate series or on standard license plates are not available to be used on a new plate series.