



REALTORS® for Kids, Inc.

Business Plan

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Executive Summary

The REALTORS® for Kids, Inc. organization was established in 2003 by members of the Northern Black Hills Association of REALTORS® to foster community involvement of the local REALTOR® organization and to provide a means for the organization to give back to their communities. Children on the Northern Hills communities are the focal point of the organization's efforts. In July of 2004, the organization was incorporated in South Dakota as a Non-Profit Charitable corporation. In 2006, the IRS recognized REALTORS® for Kids, Inc. as a 501 (c) (3) corporation, thus allowing contributions to the organization to be considered tax deductible charitable donations.

The REALTORS® for Kids organization receives the majority of its money from a series of fundraising events that occur each year. The major event is the Annual RFK Benefit Auction. The auction netted over \$25,000 in 2006 and combined with other events and individual donations made up a total of over \$40,000.

Recipients of funds from the organization can be characterized as one of three types: children with medical needs; children involved in school or community activities that are from families with a hardship; and community-based organizations that provide care for children that are neglected, abandoned or abused. A Referral Request Committee made up of five individuals is responsible for evaluating each funding request and determining how much the requestor will receive. Members of the REALTOR® Association are encouraged to be the referring person for all requests for funding.

Each year the REALTOR® for Kids organization grows through the efforts of the volunteer Board of Directors elected by the REALTOR® Association membership. While, the BOD provides the general direction and overall administration for the corporation, it is the Northern Black Hills Association of REALTORS® that oversees the efforts of REALTORS® for Kids, Inc. REALTOR® Association members are invited to play a role in the RFK organization and are encouraged to promote the organization's mission:

The REALTORS® for Kids mission is to distribute funds to children in the Northern Black Hills to be used for the betterment of children's lives and to provide an opportunity for the Northern Black Hills Association of REALTORS® members to give back to the communities they serve.

The REALTORS® for Kids, Inc. slogan is simple:

We build better communities one heart at a time, it's all about HEARTS.

General Description

RFK Vision:

- Provide an opportunity and the mechanism for the NBH Assoc. of REALTORS® members to strengthen the NH communities by assisting children
- Provide assistance and support to other REALTOR® Boards that are starting an RFK program in their community

The REALTORS® for Kids vision is to provide financial support that will strengthen the community values and assist the children of the Northern Black Hills. Encourage and support similar efforts other REALTOR® Boards in their communities.

RFK Mission:

Assist children in NH communities that:

- Are victims of abuse, neglect, or abandonment;
- Have either a temporary or ongoing medical condition that requires money beyond what the child's primary caregivers are able to provide;
- Wish to participate in school and community programs and do not have the funds to do so

The REALTORS® for Kids mission is to distribute funds to children in the Northern Black Hills to be used for the betterment of children's lives and to provide an opportunity for the Northern Black Hills Association of REALTORS® members to give back to the communities they serve.

RFK Goals:

Increase funds available for distribution to NBH children to \$50,000 annually by 2008

Increase cooperative efforts with agencies that support children in the NBH

Increase the # of children assisted by 25% annually

Increase the participation in RFK activities by NBH Assoc. of REALTORS® members

RFK Strategies:

Develop and implement an "attraction" based program for internal use to with NBH Assoc. of REALTORS® members that explains what RFK is and how they can be a part of the RFK team

Create an outreach program that will develop contact points with external agencies and service organizations that assist children in the Northern Black Hills

Implement systems for tracking donors and others that make charitable contributions to RFK

Improve periodic communications to RFK donors, auction participants, auction contributors, and others by sending out to them the quarterly newsletter

RFK Values:

The core values of REALTORS® for Kids are:

- *Compassion – needs of the children are put first (it's all about heart ... not about ego)*
- *Integrity – always try and do the right thing*
- *Credibility – earn and maintain the trust of our members*
- *Teamwork – help each other and feel collectively responsible for achieving our mission*
- *Dedication – do whatever it takes (it's about giving without expecting anything in return)*

RFK Operational/Organizational Structure:

The RFK Board of Directors is comprised of 7 members that serve 3 year terms.

The NBH Association of REALTORS® members elect the RFK Board members at an annual meeting held in conjunction with the Association's Annual Meeting in August.

The RFK President reports RFK activities to the NBH Assoc. of REALTORS® Board of Directors at the monthly BOD meeting.

The RFK organization is comprised of three primary operational groups:

- *Fundraising – responsible for planning events and activities to raise funds*
- *Request Processing – responsible for evaluating and approving requests for assistance*
- *Public Relations – responsible for heightening the awareness of the RFK organization*

REALTORS® for Kids is incorporated in South Dakota as a non-profit organization and is registered as a 501 [c] [3] charitable organization with the IRS.

Services

Financial Assistance:

REALTORS® for Kids, Inc. provides funding for children in the Northern Black Hills communities that need financial assistance with expenses associated with medical care and funding for children that wish participate in after school or community based activities that build character. REALTORS® for Kids, Inc. also supports community organizations that are involved in rehabilitative programs for children that have physical/mental handicaps and organizations that provide assistance to children that have suffered from abuse or neglect.

The REALTORS® for Kids program seeks out children and organizations that need financial assistance, evaluates the needs, and provides applicable funding. A key attribute of the organization is the ability to evaluate and approve funding in a short time frame. It also has the ability to serve funding needs that otherwise may not be addressed, specifically those involving school children from families with limited economic resources or facing temporary financial difficulties.

Organizational Support:

REALTORS® for Kids, Inc. provides support for other REALTOR® associations/boards that wish to start a local charitable organization to support the children in their communities. The support includes consulting, presentations to membership, guidelines for organizational structure and other support requested.

Marketing Plan

Internal Marketing:

The primary marketing focus is heightening the awareness of the Northern Black Hills Association of REALTORS® members regarding the activities of the REALTORS® for Kids program. The members are a primary source of contact regarding children needing financial assistance through their schools, churches, clubs and neighborhood involvement. Their understanding of the vision, mission, and strategic direction of the REALTORS® for Kids program is paramount to the success of the organization.

REALTOR® members are made aware of the program through a three pronged approach:

1. At the monthly meetings of the Northern Black Hills Association of REALTORS® Board of Directors receives an update of all REALTORS® for Kids, Inc. activities. This communication update is made available to the Association's membership at the periodic membership meeting and through the Association's notification systems (E-mail, Faxes, MLS message board, and Association newsletter).
2. A REALTORS® for Kids quarterly newsletter is distributed via E-mail and a link is provided through the Association's MLS system. Printed copies of the newsletter are available at the Association office and at periodic membership meetings and events.
3. The New Member Orientation program includes a time segment where a representative from the REALTORS® for Kids Board of Directors has an opportunity to introduce new Association members to the program and discuss how they can become involved.

The REALTORS® for Kids program was founded as an opportunity for the REALTOR® members to show their support to their communities through their efforts to help the children. The involvement of the members brings them closer together working toward a common goal ... building better communities to live in.

Outreach Program:

The Outreach Program is an effort to extend the reach of the REALTORS® for Kids, Inc. funding efforts to more children by teaming with outside agencies that deal with children in our communities. Through the cooperative efforts with school counselors, social workers, doctors/medical staff and various community service organizations, the REALTORS® for Kids organization searches out children that need financial assistance. The program involves periodic meetings with the aforementioned groups to discuss funding opportunities, explain the program's mission and provide information on how to request funding and what types of funding is available.

Operational Plan

The key components of the REALTORS® for Kids, Inc. program are: Fundraising; Volunteer Management; Referral Request Processing and Accounting.

Volunteer Management:

The management of the REALTORS® for Kids organization is done utilizing a seven person Board of Directors that are elected by the Northern Black Hills Association of REALTORS® to serve a three year term. The board members are volunteers from the Association's membership. The board members take on various responsibilities including committee chairpersons, organization officers, and committee members. No compensation is made to any of the organization board members.

Fundraising:

The primary fundraising activity is the REALTORS® for Kids Annual Benefit Auction which is held each spring. The auction is a "by invitation" event with invitations extended to all Association members, Affiliate members and guests. Auction item donations are collected by Auction Committee members in each community. Local Auctioneers from the Association serve as the callers.

There are several other events held throughout the year to raise funds for the organization. An annual golf outing and social "Tee it up for the Kids" is held in the summer at Spearfish Canyon Country Club. A poker run organized by Black Hills Choppers provides funding for the organization and an opportunity for the area motorcycle riders to learn more about REALTORS® for Kids.

The "Closing for Kids" program offers the REALTOR® members a means of making a contribution to REALTORS® for Kids by pledging a portion of their funds received from a real estate closing. A prescribed amount is withheld by the Broker from the closing and sent to the REALTORS® for Kids, Inc. in the member's name. (see Appendix C).

The REALTORS® for Kids organization holds periodic raffles during the year at Association events. Popular raffles have included the signature Jack Daniels raffle, the turkey raffles and REALTOR® local dues raffle.

The RFK Bear lease provides REALTOR® members and Affiliate members a chance to display a sculpted wooden bear that was carved by local artist Mike Dick for a month in their office. The lease cost is \$50 and the REALTORS® for Kids organization delivers the bear to a different office each month.

Referral Request Processing:

The REALTORS® for Kids organization reviews and approves all requests for funding. The committee consists of 5 members that are responsible for reviewing, approving and allocating funds for specific requests. A Referral Request form (see Appendix D) is to be used for all requests for assistance. This form identifies the benefactor, the reason(s) for the request, the referring agent and agency, the follow-up person, the amount requested, and the “payable to” information, including address. The reverse side of the form identifies the referral request funding criteria that has been established by the organization.

Requests for funding are judged based on the following criteria:

- Age – Children under the age of 18 are eligible. Requests for children 18 and over will be considered if the child was previously supported through REALTORS® for Kids funding and the funding request is for an ongoing medical need.
- Geographic Area – Children located in the Northern Black Hills communities that comprise the geographical boundaries of the Northern Black Hills Association of REALTORS®. This geographic boundary includes the Meade School District.
- Need – Children in homes that have suffered a temporary or long term financial hardship will be considered for requests that involve school and/or community activities (ie. school band, sports programs, leadership workshops, pre-school, etc.).
- Medical needs – Children with medical needs that require immediate and ongoing treatment. Requests for funds to help offset expenses to travel to medical treatment facilities out of the area will be considered.
- Community-based organizations that provide on-site care for children that are abused, neglected or abandoned. Annual funding allocations may be considered for organizations such as Northern Hills CASA, Suncatcher’s Therapeutic Riding Academy, Canyon Hills, and others.

Multiple funding requests for the same child will be limited to \$500 per year. Emergency funding for medical expenses above \$500 per year will be considered on a “case by case” basis.

All funding requests are processed by the Funding Committee, which is comprised of 5 individuals that review, evaluate and recommend funding amounts. A consensus of the majority of the committee is required to approve a funding request. The Funding Committee Chairperson is responsible distributing all Referral Requests to the committee members for their review. Once a Referral Request has been approved for funding, a check is cut and a letter is written and sent to the requestor to accompany the check. A copy of the Referral Request form and the letter are filed with the Treasurer.

Accounting:

The REALTORS® for Kids organization is incorporated as a Non-Profit 501 (c) (3) charitable corporation that utilizes the Unified Chart of Accounts cross sectioned for Not-For-Profit reporting requirements. Intuit's Quickbooks for Non-Profits software is utilized for record keeping. All financial reporting is done utilizing Quickbooks and Microsoft Excel. The accounting calendar is the same as the physical calendar (beginning January 1 and ending December 31).

A Statement of Financial Position is prepared monthly for the Board of Directors and for the Northern Black Hills Association of REALTORS® members. A detailed transaction report (year to date) is prepared monthly and provided for the Board of Directors. The detailed transaction report lists all checks written and deposits made. Periodic charts and summaries for donations, expenses and events are prepared as requested by the Board of Directors.

The REALTORS® for Kids, Inc. files an IRS form 990 – EZ, (Short Form Return of Organization Exempt from Income Tax) annually. All information provided on the 990 form is available to the public for a period of three years after the filing date.

Management and Organization

Board of Directors:

The Board of Directors for the REALTORS® for Kids, Inc. is comprised of seven members elected by the Northern Black Hills Association of REALTORS® membership. Each director serves a three year term that begins September 1 of the year that they are elected. Directors restricted to serving only three consecutive terms.

The following are the founding members of the organization and comprise the initial Board of Directors for the organization at the time of incorporation:

Denny McKay (Founder)	Initial term expires August 31, 2008
Dixie Olson (Founder)	Initial term expires August 31, 2008
Rich Krogstad (Founder)	Initial term expires August 31, 2007
Barb Dennard (Founder) ¹	Initial term expires August 31, 2006
Bill Bomberg (Founder) ²	Initial term expires August 31, 2006

The Board of Directors was expanded to seven members in July of 2006. The following individuals were appointed by the Board of Directors to fill the two new Board positions:

Brandy Purcell (appointed)	1 st Term Expires August 31, 2009
Alexa Elwood (appointed)	1 st Term Expires August 31, 2009

The Board of Directors is responsible for the overall operation of the REALTORS® for Kids, Inc. organization. It assumes responsibility for planning and executing the strategic plans of the organization.

Northern Black Hills Association of REALTORS®, Inc.:

The Board of Directors of the Northern Black Hills Association of REALTORS® serves as the advisory board for the REALTORS® for Kids organization. They are instrumental in providing overall direction and support for the organization. They also oversee the organization both from a financial review and an operational review.

Attorney:

The law firm of Brady Pluimer Law Firm of Spearfish, SD was instrumental in preparing the incorporation documents and writing the initial bylaws. They will serve as the organization's representative in any legal matters.

¹ Barb Dennard chose not to seek re-election after her initial term as a founding member.

² Bill Bomberg was elected to a 2nd term in August and his 2nd term will expire August 31, 2009

APPENDIX C

December 1, 2006

Northern Black Hills Association of REALTORS® Members,

RE: Closings for Kids

The Board of Directors for REALTORS® for Kids, Inc. has been presented with a proposal from one of its committee members to re-introduce a fundraising campaign for their organization that will give each REALTOR® member the opportunity to participate. Prior efforts to launch this program have not been successful due to difficulties with accounting procedures involving the title companies. The idea "Closings for Kids" is simple, each REALTOR® member can pledge a dollar amount from each of their closings to go to the REALTORS® for Kids fund. The pledged amount will be deducted by the Broker when issuing the commission check. The Broker will hold all contributions made during the month and write a check at the end of the month for all of the contributions made by their agents. The Broker will be provided a log sheet to record the amount deducted from each member. A copy of the log sheet will be sent with the monthly check to the REALTORS® for Kids organization.

Individual contributions will be tracked by the accounting system that the REALTORS® for Kids organization maintains. At the end of each year, REALTORS® for Kids, Inc. will issue a Donation Report to each Broker and REALTOR® member detailing their contributions for the prior year. This report may be used by the REALTOR® member as documentation for charitable cash contributions made to the REALTORS® for Kids, Inc. nonprofit corporation.

**Count Me In
Closings for Kids**

Name: _____

Firm: _____

\$ 20 \$ 10 \$ 5 Other _____

Signature: _____

REALTORS® for Kids, Inc. is a nonprofit charitable corporation formed by the Northern Black Hills Association of REALTORS® to distribute funds to children of the Northern Black Hills. EIN: 20-2056375



1230 North Avenue, Suite #1
Spearfish, SD 57783

(605) 722-0181 Office
(605) 722-0182 Fax

Referral/Request

_____ is being referred to receive **REALTORS® for Kids** funds for the following reason(s)*. _____

Referring Agency _____ Phone Number _____

Referring Person _____ Phone Number _____

Address: _____ City _____ Zip _____ E Mail _____

Follow-up Person _____ Phone Number _____

Address: _____ City _____ Zip _____ E Mail _____

Amount Requested: \$ _____ Payable to: _____

Deliver Funds to: _____ Phone Number _____

Mailing address: _____ City _____ Zip Code _____

Signature of Referring Person _____ Date: _____

* Attach any additional information on separate sheet.

FAX to Dixie Olson at (605) 347-7640 or **Office:** 347-7644 or **e mail:** dolson@rushmore.com

Committee Action

Amount Approved: \$ _____ Committee Member _____

Committee Chair _____ Date _____