



# PUTTING AN END TO CHILDHOOD CANCER

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2018 ANNUAL REPORT





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# LETTER FROM THE FOUNDER

## “RUNNING A NONPROFIT ORGANIZATION IS THE ULTIMATE TEAM SPORT AND 2018 PROVED JUST THAT.”

I've always said that it takes an army to accomplish substantial goals and 2018 proved that Sky High is one heck of an army! What makes us a strong army is that we are a family. A family that is growing and fighting this battle against cancer alongside thousands of children. We were on the front lines 365 days last year and although some felt tougher than others, we managed to achieve our stretch goal and help save more lives than ever before.

As I write this letter, I recap some of the most surreal moments in Sky High history. For starters, we completed our first massive goal in record time by donating \$5 million dollars to complete the build out of three family suites in the Eric Trump Foundation Surgery and ICU Center at St. Jude Children's Research Hospital- impacting over 7,200 families during their most critical times.

One of our largest corporate donors, Buckeye Partners led the way by sponsoring the St. Jude Surgery Center Medicine room within the ICU and Surgery Center where eight children are serviced daily!

We helped turn the lights on through a significant pledge to construct the Ronald McDonald House Charities, Memphis' Power Grid! The Ronald McDonald House Charities, Memphis houses 52 St. Jude families at all times and until Sky High for Kids, this house had no backup power source.

And have you heard of Big Love Cancer Care? They are the largest service based nonprofit in Texas serving Texas Children's inpatient families

52 weeks a year through numerous programs. Sky High is helping them service 20 new families on the 7th floor of Texas Children's Hospital's Cancer Center.

Then there's the pledge that I never dreamed our Board would approve. It's not because of the substance of course, that's the easy part—it's the dollar amount that caused the initial shock and fear.

*Dr. Poplack: Brittany, does Sky High want to save millions of children across the world?*

*Me: Dr. Poplack, I know that God made me pick up the phone that day for a reason and I hope you can handle a spicy Cajun, because we are here to stay! We are forever family!*

So, on Thursday, December 13, 2018 I signed a pledge commitment that made my heart swell and passion soar. \$20 million dollars to build the sole pediatric immunotherapy center located right here in the Houston, TX Medical Center and to fund three medical training facilities in sub-Saharan Africa that will change the game in childhood cancer survival rates globally.

To say that 2018 was just another year is an extreme understatement. Our army, which is our family, marched through with more confidence and passion in our mission than ever before.

I am proud, honored and humbled to continue to inspire our dynamic and hardworking staff members, board of directors, multiple regional event committees, volunteers and donors each day. We are on a mission to END pediatric cancer and it takes the entire family to do it.

Special thanks to everyone who helped inspire Sky High to change the world from day one and to everyone who is entering this next chapter with us.



A handwritten signature in black ink, appearing to read "Brittany Hebert".

**Brittany Hebert**  
Founder & CEO  
Sky High

# OUR STORY

She didn't know it then,  
but that visit would  
change her life forever.

After an impressionable 15-year-old pageant winner from Louisiana visited St. Jude Children's Research Hospital in Memphis, she decided it wasn't fair that children had cancer. During her trip, she shared a bowl of gumbo with Dalton, a boy undergoing chemotherapy treatments who hadn't eaten in days. She didn't know it then, but that visit would change her life forever.

A few years later, at only 21 years old, Brittany Hebert founded Sky High after being challenged to raise \$10,000 for the very hospital that made such an impact on her. She and a handful of girlfriends, working alongside her at Edie's Biscuits, hosted Sky High's first event: a sporting clay tournament. These women went on to raise \$50,000 and the rest, as they say, is history.

Sky High now hosts banquets, golf tournaments, a brunch, sporting clay tournaments and more events across the country. The organization is comprised of a small dynamic staff, a board of directors and an army of volunteers.

Since 2007, Sky High has supported leading hospitals and research centers to help close the gap in childhood cancer rates. To date, the organization has donated over \$10 million to benefit pediatric cancer patients and research. What began as a small sporting clay tournament has grown into a multi-million dollar charity that is truly making a difference and saving lives.

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## 2018 CANCER STATS

Globally, there are more than  
**300,000**  
children diagnosed  
with cancer each year.

**EVERY 3 MINUTES,**  
a family hears the  
devastating news that  
their child has been  
diagnosed with cancer.





## OUR INVESTMENTS

### **TEXAS CHILDREN'S CANCER & HEMATOLOGY CENTER**

#### **Sky High for Kids Tumor Biology Center**

At this lab, investigators can enable customized, precision therapy designed specifically for each child.

### **ST. JUDE CHILDREN'S RESEARCH HOSPITAL**

#### **The Eric Trump Foundation Surgery & ICU Center**

Sky High funded three rooms within the ETF Surgery & ICU Center. Each day eight families spend the most critical time of their lives at this facility.

### **RONALD MCDONALD HOUSE CHARITIES, MEMPHIS**

Sky High has invested in a variety of infrastructure and patient support projects. At any given time, we are assisting 52 families staying at the house.

## OUR UPCOMING IMPACT

### **ST. JUDE CHILDREN'S RESEARCH HOSPITAL**

Sky High will fund a research floor in the new 625,000-square-foot Advanced Research Center (ARC) at St. Jude Children's Research Hospital. The ARC will be home to several shared resources, including a state-of-the-art biorepository, advanced microscopy, image analysis core and a gene-editing center. It will also house laboratories focused on immunology, neurobiology, cell and molecular biology, metabolomics, epigenetics, genomics, immunotherapy and RNA biology. Research conducted throughout the ARC will help move pediatric cancer survival rates forward.

### **TEXAS CHILDREN'S CANCER CENTER IMMUNOTHERAPY CENTER**

In the U.S., 15,000+ children develop cancer each year. Immunotherapy presents an effective and less toxic treatment for cancer. Sky High will help fund pre-clinical lab research, conduct clinical trials, purchase needed equipment and hire specialized laboratory and clinical research scholars. This investment will expedite the development of new immune therapies for childhood cancer.

### **TEXAS CHILDREN'S HOSPITAL GLOBAL HOPE**

Over 100,000 children develop cancer in sub-Saharan Africa each year and 90% do not survive. Our commitment will be designated to funding Sky High for Kids Training Centers. These advanced training and treatment facilities will be used daily by hundreds of medical professionals and help treat thousands of children suffering from cancer.

### **RONALD MCDONALD HOUSE CHARITIES, MEMPHIS POWER GRID**

The Ronald McDonald House Charities, Memphis is in dire need of a solution to power outages. This is a critical project that will ensure we keep families safe and comfortable. In addition, Sky High will turn the lights on every day by sponsoring their annual electricity bill.

### **RONALD MCDONALD HOUSE CHARITIES, MEMPHIS RISE & SHINE BREAKFAST**

Rise and Shine Breakfast offers a hot meal for families as they head out to St. Jude Children's Research Hospital for daily treatments. Chef prepared meals are made possible for the very first time by Sky High.

### **B.I.G. LOVE CANCER CARE INPATIENT FLOOR WISHLIST**

Sky High is partnering with the largest service based nonprofit in Texas, B.I.G. Love Cancer Care. Together, we will provide wish list items 52 weeks a year to inpatient pediatric cancer families on the 7th floor of Texas Children's Hospital. Items range from pajamas to a toothbrush.

# 2018 SKY HIGH EVENT HIGHLIGHTS

## INTERNAL

### Houston

Our Houston event was the highest grossing internal event of the year, raising \$939,345.75 (including in-kind donations) in our Annual Banquet & Clay Shoot.

### Ladies Who Brunch

With brunch, a fashion show and an amazing live auction, our 2018 event raised nearly \$300,000 and had celebrity guest, Arie Luyendyk Jr. and his fiancé, Lauren Burnham present!

### Lafayette

2018 served as Lafayette's highest grossing year! In 2018, we added a golf tournament to the longstanding banquet and clay shoot.

### Midland

The Permian Basin came out to support our Second Annual Clay Shoot and first banquet in a major way. We couldn't have pulled the event off without the support of Anadarko Petroleum!

### San Antonio

We ended our year with a bang at San Antonio's weekend-long event! Mariachis, fajitas and cowboys, and new members to the million dollar gun club made this event extra special!

## CORPORATE

### Buckeye Partners

Batman, Spiderman and the Hulk were a few of the special guests present at this year's event. Together, we raised \$1.2 million with a banquet and golf tournament in The Woodlands, TX.

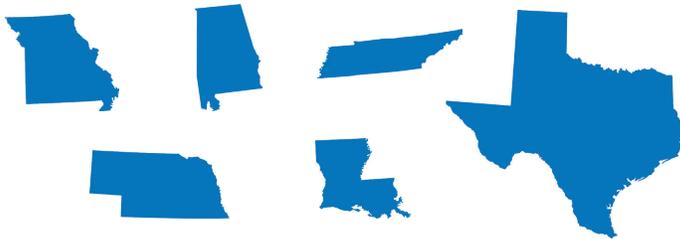
### Crestwood Equity Partners

With their Inaugural Boot & Shoot event, Crestwood Equity Partners raised \$1.4 million to benefit Sky High, making this the largest grossing event in Sky High history!

# OVERVIEW OF SKY HIGH PROGRAMS IN 2018

## SKY HIGH ADVENTURES

Our Sky High Adventures Program gives pediatric cancer patients and families a once-in-a-lifetime experience exploring the outdoors.



**10** children participated from **six** states

The total miles traveled by participants was **10,726.60**

The farthest traveler was Matthew Millsaps- whose round-trip from Tennessee to Y-Bar Ranch totaled **2,427.4** miles

The average cost of a Sky High Adventure was **\$1,783.14.**

## TIE FOR SKY HIGH

OVER  
**600**  
BLANKETS

Each year, Sky High takes hundreds of blankets, created by volunteers, to children fighting cancer. The blankets help provide comfort to children while they undergo treatment.

In 2018, we donated over 600 blankets to children at Texas Children's Cancer and Hematology Center and at St. Jude Children's Research Hospital.

## PONYTAIL DONATIONS

**35**  
HAIR  
DONORS

Our Ponytail Donation Program allows men and women of all ages to cut and donate their hair at a Sky High event. Many of the hair donors fundraise leading to the event, plus each helps us raise thousands during our live action auctions! All donated hair is sent to Children with Hair Loss, a nonprofit that makes hair for children in need.

In 2018, we had 35 selfless donors cut their hair at our internal Sky High events across Texas and Louisiana.

## POP TABS

**800**  
LBS OF  
POP TABS

Collect your pop tabs throughout the year and donate them to Sky High, and we will pass them onto the Ronald McDonald House Charities, Memphis. The Ronald McDonald House of Memphis earns over \$25,000 each year from can pop tabs alone.

Between 2017-2018, our supporters and team collected over 800 pounds of pop tabs.

## PATIENT STORY: GIAVANNA G.



### “ HI, MY NAME IS GIAVANNA, BUT I’M KNOWN AS GIA FOR SHORT.

I am an 18-year-old girl who has had a life changing experience these past few months, and boy has it been a wild ride. I never would have predicted my life to be like this.

I had just graduated high school on June 1 and I was preparing for an exciting summer with my family and friends. I also could not wait to start at Sam Houston State University in fall. But something did not feel right, I felt a small bump in my right groin area a couple days prior to graduation. That bump then grew in size and became painful as well as painful to walk. My pediatrician told me it was “lymphadenitis,” but she was also curious to find out what it really was. Days went by and I started to experience night sweats and severe back pain. Pills weren’t working, and I was desperate to find an answer to fix this.

I went to New York from June 8–13 to see family and friends but was in dire pain the whole trip. I almost didn’t come home and had my grandparents take me to my old doctor. But I came home and the next day I had my dad take me to the pediatrics again and to get x-rays on my back. On June 15 my doctor called my dad and told me to take me to the ER immediately. Once there, numerous tests

were run on me and we were told my white blood cell count was 54,000. They admitted me to keep me for more testing. Flashforward five days later on June 20, my world was stopped. I was informed I had non-Hodgkin’s Anaplastic Large Cell Lymphoma Cancer. Chemotherapy started the next day and so did a brand-new life.

The next few months were definitely a challenge. The side effects of chemo were getting to me and my body was changing faster than I could catch my breath. Surprisingly, the decision to go bald was an easy one. But during my third cycle of chemo, I almost lost my life. I had three separate allergic reactions to my chemo medicine and the third one was the worst out of all. But thanks to the amazing doctors and nurses at Texas Children’s, I was able to recuperate and be stable again. During this stay is when I was introduced to Sky High. They were some of the nicest group of people I have ever met, and little did I know I would start a great friendship with them.

They kept in touch with me and my family and always checked up on how I was doing. It seemed like after I met them, everything was trending upward with my treatment because I completed my fourth, fifth and the final sixth round of chemo with ease and no problems. It was now early-mid November and I was going in for my final scans to see how much, if any cancer was left. My doctor said everything looked good and we were heading in the

direction of remission. Two days after thanksgiving I was brought in for a fever, but my hospital stay would end up being a month. That fever lasted a week and a half, and I had back pains again. After I was sent for scans, my doctor had to break the news to me, a relapse. I was so close to the finish line and it just faded away. But I didn’t let the negative thoughts get to me. I promised to myself that during my second fight I would be upbeat and positive throughout because happiness is the best medicine.

Yes, I did spend my 18th birthday in the hospital and almost spent Christmas there, but was thankfully let go December 22. The girls at Sky High made sure I got in on the holiday festivities though with their Christmas carnival and not only did it bring me joy but made me feel like a kid again. Sky High has been by my side through my second fight against lymphoma currently and I couldn’t ask for anything more. They have done so much for me and my family and I am glad to be a part of the Sky High family now and in the future. All of the fundraising they do for pediatric cancer is simply amazing and I am so thankful there are people out there who make ending pediatric cancer their number one goal. With all the support from Sky High, family, and friends, I’m confident I will beat cancer the second time around and FOR GOOD!

”

*Gia gained her angel wings May 11, 2019.*

# STAFF



**BRITTANY HEBERT**  
CEO & Founder



**JESSY DEARDUFF**  
COO



**KRISTINA GUTIERREZ**  
Marketing &  
Communications Director



**JAMIE SULLIVAN**  
Senior Event Coordinator



**GRACE THERIOT**  
Event Coordinator



**KIM JANCA**  
Event Coordinator



**SHAUNTAE PIERCE**  
Office Manager & Executive  
Assistant to the CEO

# 2018 LARGEST DONORS



BUCKEYE PARTNERS, L.P.



Cabot Oil & Gas Corporation



Crestwood



CONSOLIDATED



FLOW-ZONE



HATZEL & BUEHLER, INC.  
Electrical Construction Since 1884



NALCO Champion

An Ecolab Company

PHILLIPS FAMILY  
FOUNDATION



TOTAL SAFETY



WEISSER  
Engineering &  
Surveying

# 2018 BOARD OF DIRECTORS



**BRAD HOWELL**  
Board President  
—  
VP of Business Development  
*3S Services*



**BOB BUCK**  
Board Vice President  
—  
Production Manager  
*Anadarko*



**JOE REUSS**  
Board Treasurer  
—  
Business Development  
Project Manager  
*Repsol*



**SUSIE BERTRAND**  
Board Secretary  
—  
Business/Advertising  
Consultant  
*Bertrand Enterprises, LLC*



**TAYLOR SASS**  
Development Committee  
—  
Communications &  
Marketing Director  
*Weisser Engineering &  
Surveying*



**TRAVIS URBANOVSKY**  
Adventures Co-Chairman  
—  
President  
*K&R Operating LLC*



**JENIFER TULE HAM**  
Executive Committee  
—  
Director LNG Upstream  
Mozambique  
*Anadarko*



**RICHARD MESSA**  
Executive Committee  
—  
CEO  
*Extreme Energy Services*



**CHRIS CONNARD**  
Executive Committee  
—  
VP of Sales & Marketing  
*KAG Logistics, Chemicals  
and Speciality Products*



**JAY OLD**  
Board Member  
—  
Partner  
*Hicks Thomas LLP*



**JASON HECKT**  
Board Member  
—  
Executive Vice President  
*Strike LLC*



**JENNIFER PALLADINA**  
Board Member  
—  
Business Development Manager  
*NAPE Expo LP*



**JOE SAUGER**  
Board Member  
—  
SVP, GMT Operations &  
Engineering  
*Buckeye Partners, LP*



**NICOLE NEUMAN**  
Board Member  
—  
Owner  
*Magenta Consulting*



**NORMAN ACKERMANN**  
Board Member  
—  
President  
*Prime 8 Offshore, LLC*

# 2018 DEVELOPMENT COMMITTEE

**TAYLOR SASS**  
Communications & Marketing Director  
*Weisser Engineering & Surveying*

**CRAIG YOUNG**  
Director of Business Development  
*JLL*

**ERIC WEISER**  
President  
*Weiser insurance*

**MEREDITH HOWARD**  
President  
*M2H Communications*

**CRAIG BROWN**  
Senior Director of Engineering Services  
*Buckeye Partners, LP*

**JIM WRIGHT**  
General Counsel  
*Energy Transfer Partners, LP*

**LINDSEY DINGES**  
Business Development Manager  
*Pioneer Pipe*

**GARY PURCELL**  
Vice President  
*Arthur J. Gallagher & Co.*

# CORPORATE SPONSORS & SOCIAL RESPONSIBILITY

**ANADARKO PETROLEUM:** Sky High has partnered with Anadarko since 2008, when we hosted our 2nd Annual Clay Shoot in Lafayette, LA. In the very beginning, the Gulf of Mexico (GOM) division supported Sky High with boots on the ground efforts and helped kick off what is now one of the largest carnivals hosted at the Ronald McDonald House of Memphis supporting families undergoing cancer treatment at St. Jude Children's Research Hospital. Grayling Carter and Aaron Davis alongside Don & Juan of Sonoco were the very first to haul a BBQ trailer from Texas to Memphis, TN to feed hundreds of families mouthwatering brisket. Since 2008, this has become an annual tradition for our Sky High family.

Soon after, Toni Guidry joined our Board of Directors as the creative director and was responsible for turning our original logo into the heartwarming little girl pointing to the sky that you see today. She was also responsible for launching huge pop tab campaigns on Anadarko offshore assets across the GOM amongst other amazing fundraising projects such as their annual GOM corporate golf tournament benefiting Sky High in Spring, Texas.

Gary Price with the help of several other folks such as Mike Lemker and Jeni Tule-Ham helped our founder launch the first sporting clay shoot in Houston, TX and kept it thriving year after year. Jeni Tule-Ham and Bob Buck joined the Board of Directors to help push Sky High closer to reaching their goals. In fact, Bob Buck and his family kicked off our official Tie for Sky High campaign in 2012 and since inception, thousands of hand tied blankets have been delivered to patients undergoing treatment for cancer both at St. Jude and Texas Children's Hospital. Jeni Tule-Ham served as Board Treasurer and never flinched when asked to perform a task to help us fulfill the mission.

Anadarko is also responsible for one of the biggest turning points in Sky High history; the inaugural San Antonio event in 2013 led by their South Texas manager, David Doland. Our founder and David were introduced by Grayling Carter in hopes of bringing Anadarko's onshore division onboard with Sky High's mission. Because of their support, Sky High hosted its largest event in history (at the time) raising over \$1 Million dollars in a single weekend. It didn't stop there because Gary McNeil, Chad McAllister and Michael Arispe of Anadarko's Permian Basin are responsible for helping Sky High launch its West Texas division and currently holds the title sponsorship for our Permian Basin Banquet and Clay Shoot! In summary, Anadarko has not only supplied hundreds of crucial volunteers and comforted families in grave times of need but is ultimately responsible for changing the game by believing in our Founder's dream of ending pediatric cancer by helping raise millions of dollars for childhood cancer research. Hats off to our lifelong partner.

**CRESTWOOD EQUITY PARTNERS:** While our partnership with Crestwood only began in 2018, they are heavily involved with Sky High. From hosting their own Corporate Partner Event that set a total revenue record of \$1.4million with their

"Crestwood Boot & Shoot", to blanket making, to collecting pop tabs in their office, hosting a massive internal fundraising campaign, to hospital inpatient visits, an outpatient paint party and lunch and learn with doctors at Texas Children's Cancer & Hematology center, they're all in to help find a cure for pediatric cancer and are helping lead the way in the Midstream industry to do so.

**BUCKEYE PARTNERS:** Buckeye Partners hosted Sky High's first Corporate Partner Event "Buckeye for Sky High" in 2017. In the last two years, Buckeye Partners has raised over \$2million for Sky High's mission through their event. They also have pop tab collections throughout their Houston office to help build awareness for pediatric cancer. Today, their team member Joe Sauger sits on the Board of Directors, Craig Brown is on the Development Committee and Cameron Miles was recently nominated as a Founding Young Professionals Board Member. As you can see, we're excited to see where this partnership takes us in the future.

**STRIKE:** Since 2011, STRIKE has partnered with Sky High. From the initial meeting with Kasey Smart and Jason Heckt, STRIKE has supplied boots on the ground support and has participated in nearly every single fundraising event. We love the grand arrival of that big red, white and blue cooking rig! STRIKE has truly been part of our backbone and it especially hit home when one of their very own, Erin Cones son was diagnosed with Leukemia. Today, because of companies like STRIKE, organizations like Sky High and medical facilities like Texas Children's Cancer Center, Crew Cones is cancer free after a long three year battle. We are blessed to have Jason Heckt as an extremely active Board Member who is responsible for turning our Houston Banquet and Clay Shoot around after the oil downturn in 2016. With support from Marketing Director, Michele Kookan; Steve Pate's belief in our mission; Jason Heckt's leadership; and succession planning with the next generation, Andrew Duffin, we are blessed to have STRIKE as a continuous sponsor and partner throughout our events. STRIKE serves as a Family Member at the \$100,000 + level and has been the leader of this division for years.

**TOTAL SAFETY:** Total Safety has been a longtime partner of Sky High. Each year, Total Safety hosts their Annual Helping Heroes Charity Golf and Sporting Clay Tournament and we have been lucky to be named as one of the three charities their event supports. Total Safety is responsible for donating over \$200,000 to Sky High and also attends a variety of our events throughout the year! We are super thankful for Libby Machalick, Paul Tyree, Mark Barker, Sean Chamblee and so many more!

**NALCO CHAMPION:** Nalco Champion began supporting Sky High by supplying volunteers to our annual fundraising events years ago. Nalco Champion team members have parked thousands of cars, iced hundreds of cold beverages, cut several

locks of hair and made hundreds of hand tied blankets and boxes of Sunshine through partnering with Sky High through their annual Western Hemisphere Sales Team Building Event! They have also dressed in costume to assist Sky High at our Annual Ronald McDonald House, Memphis Carnival in Memphis, TN since 2010. All in all, they have been a true part of helping make Sky High what it is today. Nalco Champion currently makes an annual \$50,000 donation which places them in our Family Member division. They have also visited pediatric cancer patients at Texas Children's Hospital and hosted science and art interactive days. In 2019, Nalco Champion will serve as the title sponsor to our Inaugural Fishing Rodeo. Hats off to so many key leaders for never giving up on our mission such as Ross Landry, Miranda Knippers, Jared Mathias, Joey Douglas and so many more.

**WEISSER ENGINEERING & SURVEYING:** Weisser Engineering and Surveying makes an annual \$25,000 contribution to Sky High making them a Family Member but beyond their monetary dollars they are 100% behind our mission. Taylor Sass not only serves on Sky High's Board of Directors, but she also leads the Development Committee, serves as our founder's right hand in developing new donor relationships and as if that wasn't enough, she also helps source live and silent auction items at all of our events throughout the year. Walt Sass can be found at every Sky High event and often leads our prayers. As for Tori Richards, her first day at Weisser Engineering & Surveying was spent working at a Sky High event. She's always there to assist or offer support!

**SPITZER INDUSTRIES** Spitzer Industries and the entire Spitzer family are heavily involved in Sky High in a variety of ways. Cullen Spitzer, Spitzer Industries CEO & President was introduced to Sky High roughly seven years ago. He attended our annual Houston event, cooked his famous chicken wings and the rest as they say is history. Spitzer Industries is a major sponsor to our Houston banquet & clay shoot as well as The Ladies Who Brunch Event. Not only is Cullen a part of our Sky High family, but his entire family is too. The Spitzers have been supporters of Sky High in every way imaginable. From hosting several Sky High Adventures at his ranch, to his daughter serving as the Ladies Who Brunch chairperson for three years and her husband, Neal, serving on our Adventures Committee, to Cullen's wife, Jodie being the Guest of Honor to our 2019 Ladies Who Brunch event and so much more. There aren't enough accolades to give Cullen and the entire Spitzer family!

**3S SERVICES** For the last two years, 3S Services has hosted a dove hunting weekend, raising more than \$60,000 for our mission. They are also huge supporters of our San Antonio Banquet & Clay Shoot and are proud to have one of their very own as our Board President, Brad Howell.

# 2018 FISCAL REVIEW



## OUTGOING 2018 DONATIONS TOTAL: \$3.403M

- Texas Children's Cancer & Hematology Center
- St. Jude Children's Research Hospital
- The Ronald McDonald House Charities, Memphis
- Other

TOTAL PROCEEDS  
**\$5.971M**

FUNDRAISING EXPENSES  
**\$1.078M**

ADMINISTRATION EXPENSES  
**\$.800M**

Figures above are management-generated; audit for FYE18 are currently underway.





[skyhighforkids.org](http://skyhighforkids.org)

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