



2014 ANNUAL REPORT

Mission statement:

Impact Bay Area is a 501c3 nonprofit organization that teaches effective boundary setting, personal safety, and physical self-defense skills. Our classes are tailored to meet the needs of different ages, genders, and communities.

For a community where everyone has the personal safety tools to live a fuller, more confident life.



Someday **NO** will be enough. Until then there's Impact.

2014 was a year of sustaining, after a number of years of growth for Impact Bay Area. In 2014, we continued to do what we do best — empower people to set boundaries and defend their right to personal safety. We **taught over 1,000 people** these skills through a total of 67 public and private classes.

We also took a stand against the issue of violence on college campuses with a petition to presented Janet Napolitano, President of the University of California school system. The petition proposes that empowerment self-defense training like Impact be offered on all UC campuses. Additionally, we closed out 2014 with a massive fundraiser which raised over \$30,000 to help us build and implement programs on local campuses. We look forward to

implementing this work in 2015 and years to come! And we wish to extend a big **THANK YOU** to all our donors and Board Members who supported us this year. We couldn't do this work without you. As well as to our **amazing staff of instructors and assistants** who dedicate their weekends (and sometimes weekdays) to empowering students!

We have big plans for 2015 including recruiting more suited instructors and continuing to build our private class offerings. In 2015, we will make Impact more financially sustainable through improvements to our marketing, increasing grant funding & building our fundraising capabilities.

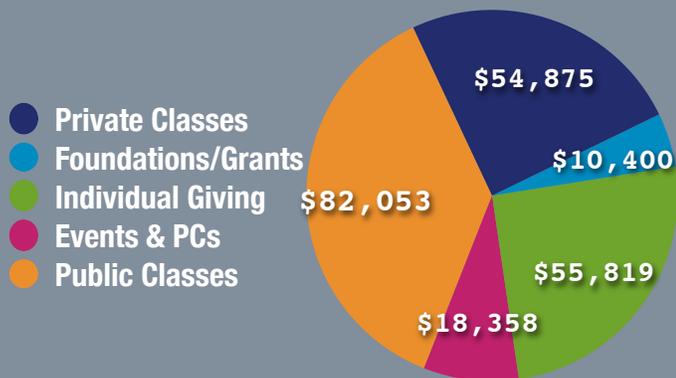
We are committed to making 2015 a year of sustainable growth for Impact Bay Area and we invite you to join us!

“ Impact isn't just teaching safety - it's about freedom” -2014 Student

FINANCIAL SNAPSHOT

Impact Bay Area is a not-for-profit, which is financed through the classes we teach, as well as donations and grants. In 2014 we brought in over of \$223,000 with over half of this coming from the from the classes we teach, while the rest came from donations and grants.

2013 IMPACT BAY AREA INCOME



Last year we spent approximately \$220,000, this is a reduction over \$20,000 from our previous year. While we are pleased that we were able to cut our expenditures, we fully intend more growth in 2015 and will be aiming to bring in \$290,000 in order to ensure that we can continue to increase our classes and empower students across the Bay Area.

IMPACTING LIVES

In 2014 we continued to empower people in the Bay Area and beyond! We....

- Offered 67 public and private classes
- Empowered almost 1,000 individuals with self-defense and boundary setting skills, including holding public classes that trained:
 - *103 Teens
 - *51 Young Adult Women
 - *72 Adult Women in Basics
- Gave out over 35 scholarships, totaling nearly \$25,000, to those most in-need



I understand now why this course is called Impact. Not only have I learned a ton of skills for protecting myself physically, mentally, or emotionally if needed, but mainly I've been given the gift of my voice and power back. - 2014 Student

Our Deepest Gratitude

Our donors are our lifeline to empowering people of all ages, races and genders to set and defend their own boundaries. This year we'd like to say thanks to the following donors:

\$10,000+ Donors: Schievelbein Family Foundation

\$1,000+ Donors: Robbie Bigley, Dalton Capital Partners, Lisa Scheff, Whitney Miller, Norma Pawley, Barbara Ravizza, Nancy Shultz, Eric Uhrhane, Margaret Wales, Michele Wolpe

\$500+ Donors: Andrea Atkins, Kathleen Barry, Kathleen Bennett, Kiran Dubhashi, Corky Ferris, Rachael Herron, Mindy Hui, Laura Mazzola, Linda Rubinstein, Ellen Schecter, Joan Vivaldo, Carolyn Wales, Rose Yount

\$100+ Donors: Peter Badger, Morris Beazley, Patricia Bell, Stephen Bell, Allison Bennett, Gardner Bickford, Monica Boufford, Anne Brosnahan, Rebecca Butler, Rachelle Cagampan, Joshua & Kris Curtis, Chris Czerkies, Lisa Davis, Christine "Chris" Decker, Rachel diCerbo, Breanne Duncan, Catherine Edwards, Leyla Eraslan, Lee Ann Eustis, Susan Feichtmeir, Kat Flesh, Lucy Gigli, Cynthia and David Gilbert, Mimi Greene, Lisa Guinn, Ben Hanna, Amanda Hardesty, Michael Harries, Jennifer Hatfield, John Herr, Mark Hill, Linda Hillel, Dawn Hofmeister, Lyn Huber, Clara Jaeckel, Jenifer Johnson, Moria Kavanaugh, Diana Keena, David and Pat Kleinberg, Jack Landau, Terilynn Langsev, Anna Lazzarini, Julie Liegl, Angie Lipe, Michal Longfelder, Stefanie Lorinser, Seth Maloney, Lisa Mar, Jennifer McCaffrey, Amy McKee, Anna McNay, Kyle Miller, Lee Paiva, Debbie S Petillo, Stuart Pollak, Cheryl Porter, Liane Praza, Stacy Redman, Karen Roberts, Len Scheff, Pamela Scommegna, Grant Shearer, Loy Sheflott, Brian Shillinglaw, Ellen Soulis, Diana Stark, Jane Stephens, Beatrice Thomas, Patricia Tsao, Louise Turner, Dani Villalobos, Valerie Wagenfeld, Gillian Wallace, Janice Wallace, Lindsay Walsh, Amy Welker, Hannah Westmoreland, Martha White, Nancy Williams, Veronica Wolff, Chester Yount