



ANNUAL REPORT 2015



*A Decade of Providing Rewards and Inspiration
to Deserving Kids.*

Letter from the Board of Directors

Thank you to our Board:

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Dear Friends,

Another amazing year for MVK — and we have you to thank! In 2015, more than 19,400 event tickets and experiences were turned into rewards and incentives for our 90+ participating recipient agencies. This is a 15 percent increase from 2014 and more than twice the number of opportunities we offered just four years ago!

Because of you, we are able to recognize kids and reward them for social/academic accomplishments in a world with many negative alternatives. Together, we are providing rewards that improve academics, strengthen families and encourage kids to dream for more!

On the following pages you will learn about the wonderful partnerships we have formed to better the lives of kids in Greater Cincinnati and the impact we are making together.

We hope you enjoy seeing the smiles your donations have created.

We look forward to continuing our goal of creating an impact in the community and fulfilling more dreams. To donate, please visit our website at www.mostvaluablekids.org/Cincinnati or return the enclosed envelope.

Our heartfelt thanks,

The MVK Board of Directors

Sneak peak - a look into 2016!



We celebrated our 10th Anniversary in March with a sold-out crowd, honoring three amazing people who have helped get MVK to where we are today. Honorees, Jennifer Jackson, Steven Frankel and John Thornton were joined by more than 300 donors who gathered to celebrate MVK's first decade of providing rewards and incentives to kids in need.

Guests enjoyed carnival-style games, a performance by the Cincinnati Ballet and the Withrow University Marching Band, fun with local Mascots as well as a delicious dinner provided by Jeff Ruby's Carlo & Johnny, Kaze, Montgomery Inn, Oriental Wok and Palomino.

Thanks to our amazing emcee Bob Herzog, and our generous donors and sponsors, we raised more than \$170,000 to continue our efforts to motivate and inspire kids. More to follow in our 2016 annual report about how these funds will be used to further our mission to enable kids and their families to dream for more!

2015 MVK Recipient Agencies

MVK partners with 90+ nonprofit organizations to identify deserving, at-risk kids who need rewarding and motivating opportunities. The following is a small sample of these agencies, which collectively serve more than 100,000 underprivileged kids in Greater Cincinnati:



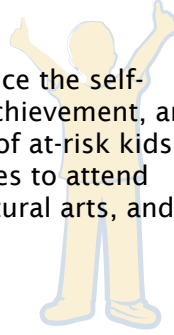
The Ticket to Inspiration for At-Risk Kids

Who We Are

Most Valuable Kids (MVK) of Greater Cincinnati was founded in 2005 to provide at-risk kids with event tickets to reward and motivate them to overcome significant life challenges.

Our Mission

MVK works to enhance the self-esteem, academic achievement, and social development of at-risk kids through opportunities to attend sporting events, cultural arts, and unique experiences.



More than Tickets

MVK has built a network of community sponsors, business leaders, and individuals that allow us to do more than provide tickets. Together, we provide at-risk children with experiences that have the potential to change their view of their world, their future, and themselves.

105,092

underprivileged kids sent to a live event. That's enough to fill every seat in U.S. Bank Arena and Paul Brown Stadium, plus more!

10 + years

of growth, community partnerships and changed lives.



90 +

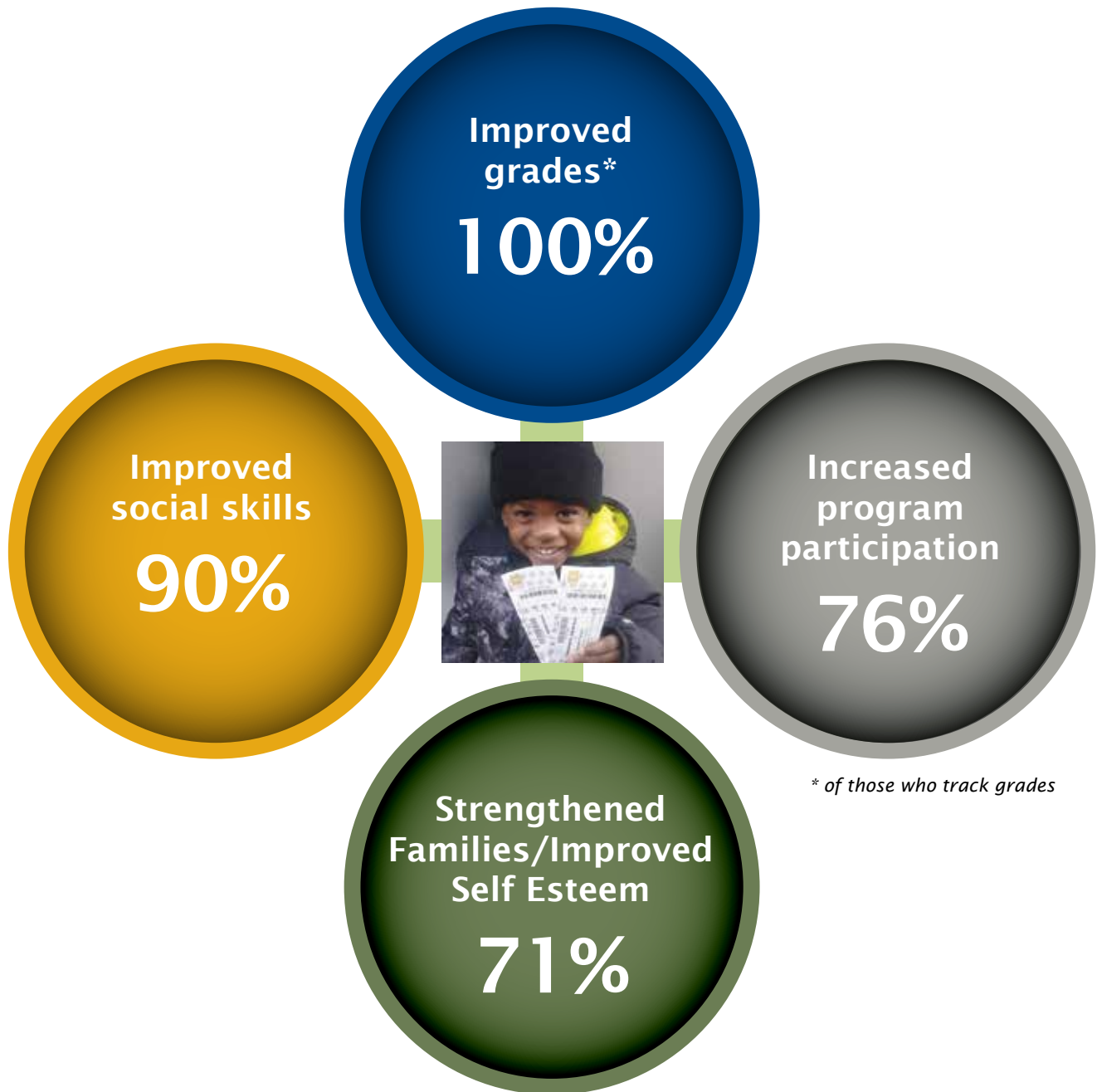
Greater Cincinnati nonprofits collaborate with MVK to receive experiences that are used as incentives for the at-risk kids.

\$2.4 million

in tickets and donations for deserving kids of low-income households.

Providing “Firsts” with an Impact that Lasts

Recently, MVK surveyed our non-profit partner agencies to learn more about the impact our rewards and incentives are having. Below are the exciting results.



“Many of our students experience homelessness and are transient. Of those students, the ones rewarded through MVK have better attendance, better grades and test scores. The experiences MVK provides keeps kids coming to school.”

Audrey Holtzman, Rockdale Academy Resource Coordinator

2015 Highlights — MVK, the ticket to inspiration

Unique Partnerships:

Subaru Share the Love Program:

In 2015, MVK expanded our Subaru Share the Love program. More than 200 kids/chaperones participated in this impactful incentive program that encouraged kids to “Share the Love” in their community in order to be rewarded with tickets to a home Bengals Game.

The kids who participated, in need themselves, learned the importance of “paying it forward” and were rewarded for their actions. Projects included an anti-bullying campaign, a neighborhood park clean-up project, care packages for kids and teens who are refugees, adoption of a senior center and cards for the military.

MVK kids were seated in a special section, received t-shirts and hats and were featured on the Jumbotron!

Thank you Subaru and the Cincinnati Bengals for your generous support of MVK and the deserving kids in our community!



Sugar n' Spice

Thanks to our dedicated sponsor, Sugar n' Spice, hundreds of deserving kids each year enjoy delicious pancake dinners prior to attending MVK-supported events. To celebrate MVK's 10th Anniversary and Sugar n' Spice's 75th Anniversary, we had an extra-special celebration that included a dunk tank, face painting, mascots and more! Our unique partnership with Sugar n' Spice is a highlight for our MVK recipients and one that came from the out-of-the-box thinking we love!



*"I wish I could express how much having dinner at the restaurant meant to me! You were so kind and gave me extra pancakes. You gave us a great memory to hold in our hearts forever!
~Holly Hill Children's Services*



for at-risk kids!



ArtsWave

Most Valuable Kids received a grant from ArtsWave to implement a one-day summer program to introduce the arts to 83 kids from 6 recipient agencies located in the Place Matters Neighborhoods. MVK, The Cincinnati Arts Association and the Society of the Preservation of Music Hall worked together to get kids "in the doors," the majority who have not previously been exposed to cultural arts opportunities in our community. The kids visited the Aronoff Center, the Weston Art Gallery and Music Hall. The program gave kids a "behind-the-scenes" experience at these venues while also learning about potential career choices beyond the frontline performers.

MICHAEL JOHNSON, CINCINNATI BENGAL

We enthusiastically welcomed Cincinnati Bengals Defensive End, Michael Johnson, back to our team. Thanks to Michael's generosity, we were able to reward our MVK kids/families with the the two impactful programs featured below:

Middle School Program

Our partnership with Michael is a highlight for the MVK middle school kids we serve, providing them with a role model who is willing to share his personal success stories on the field and in the classroom. The kids wrote essays about obstacles they are working to overcome in their lives. As a reward, they were treated to a private stadium tour with Michael and tickets to a home Bengals game!



Thanksgiving

Thanksgiving was a special time for 90 families who were treated to a Thanksgiving Meal by #90. The kids and their families received a holiday turkey with the "fixings" and the opportunity to meet Michael. Thank you MJ93-90 Foundation!



2015 Highlights — MVK, the ticket to inspiration

Annual Events:



Ultimate Reds Experience:

MVK and the Cincinnati Reds teamed-up for our annual Ultimate Reds Experience, providing 300 deserving kids/chaperones with a special day designed to reward kids for their hard work throughout the year. Thanks to the generous Summertime Kids grant from the Greater Cincinnati Foundation, our MVK recipients received VIP treatment including food vouchers, t-shirts, tickets to the game and the opportunity to participate in an on-field parade!

"Thank you so much for the wonderful opportunity presented to us to bond while watching a ball game. The parade and game will be cherished memories!"
~ Bill, Talbert House/Fatherhood Project

Bowling Fundraising Event:

Our third annual MVK Bowling Event was a big success! MVK recipients enjoyed a fun day bowling with the Mascots at an event provided by YOU, our generous donors. The kids and chaperones enjoyed a special day of bonding that included delicious food, t-shirts, bowling and fun with our venue partner mascots!



Ballet Community Dress Rehearsal:

The third annual Cincinnati Ballet Community Night was extra-special this year for our MVK kids and families. Thanks to the generosity of the Cincinnati Ballet, MVK filled the Aronoff Center with more than 1,800 MVK recipients and families who were treated to their first performance of the Nutcracker. In addition to receiving a magical holiday experience, the kids enjoyed snacks, photos and dance lessons with ballerinas.



"The Nutcracker was wonderful! The kids were mesmerized and they will treasure the memories. Several months ago one of our students was taken into foster care. Her mentor was the only stability in her life and, due to the transition, we lost track of her. At the performance, the child ran up through the crowd and gave me a big hug. She was attending the ballet with another MVK agency. What I experienced in those brief seconds was truly a blessing knowing she was happy and safe. That hug was the best Christmas gift of all this year."
Jeff, City Gospel Mission

for at-risk kids!

Holiday Events:

Holiday season is a difficult time for the majority of our MVK kids and their families. MVK in partnership with local companies, athletes and venues, provided hundreds of special memories and holiday experiences that our families would otherwise not have enjoyed. Below are a few highlights:



Holiday Brunch with Santa at Palomino

The generous staff and guests at Palomino provided our MVK friends from Rockdale Academy with a special holiday brunch. The kids and their teachers were treated to a delicious holiday brunch with a festive view of Fountain Square and received holiday gifts from Santa from their "wish list."



Trip to the North Pole with Delta:

Thanks to the magical elves at Delta Airlines, MVK sent 100 kids to the North Pole for a trip of a lifetime! Kids were transported by bus to the airport and "flown" to the North Pole where the kids enjoyed live music, treats and gifts from Santa.

FastPark Polar Express

FastPark provided more than 100 kids and parents with a memorable holiday experience. This "top secret" Polar Express event was held at the Woodward Theatre in Over-the-Rhine. It was a festive winter wonderland with food, delicious treats, Santa, gifts and snow! Kids and adults will remember their "trip" for a lifetime!



Holiday Party with Bengals Defensive Line

Thanks to the generosity of the Carlos Dunlap Foundation and the Bengals Defensive Line, 100 kids were treated to a holiday event at Game Works that included games, pizza and time "hanging out" with their favorite football heroes.

2015 Financial Donors

MVK National Champions \$10,000 and above

AAC Charity Golf Tournament
Austin E. Knowlton Foundation
Beechmont Subaru
Sherri and Tedd Friedman
Brenda and Ira Jaffe
Katz Teller
Lisa and Steven Frankel
Marjorie Fisher Foundation
Subaru of Kings Automall
Sugar n' Spice

MVK All Stars \$5,000 and above

ArtsWave - Summer Outreach Grant
Cincinnati Children's Hospital
Jeff Ruby Culinary Entertainment
Jewish Foundation of Cincinnati

Most Valuable Players \$2,500 and above

Brightview/Ray Compagna and Cindy Unkenholt
Cincinnati Bell
Cincinnati Bengals
Delta Air Lines
Fast Park
Jeff Wyler Foundation
Montgomery Inn Foundation
My Doctor, LLC.
Reconstructive Orthopaedics/
Beth and Kevin Shaw
Viking Partners, LLC.

Fans \$1,000 and above

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Chip Berry Insurance
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Dawn and Andrew Green
Elliot Heldman
John Henry Homes
Greater Cincinnati Foundation/
Summertime Kids Grant
Kohl's Cares/Kohl's Department
Store
Maryanne and Scott Harsh
Magnified Giving
Nancylee Preston
Total Quality Logistics
Richard Weiland

Friends \$500 and above

Beech Acres Parenting Center
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Joseph Brant
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Eli Dauer
Fred Friedman Philanthropic Fund
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Jennifer and John Stein
Lori and Darrin Smith
Vigran Family Foundation
Western and Southern Financial
Fund - Edward Babbitt

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Steve Watkins
Sherri and Mark Weiss
Jan and Maury White
Sara and David Wise

* Don't see your name listed above for your support of our 10th Anniversary? We've got you covered in our 2016 annual report!

** We proudly show our large list of in-kind support on our MVK website under News and Events.

2015 In-Kind Donors

Ticket Donors (Value \$500 and above)

Brian Adams & Jilda Vargus-Adams
Gregory Adams
Anthony Munoz Foundation
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Kenneth Blythe
Katherine Bradley
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Mark Bugajski
David Bules
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Kevin Carroll
Chip Berry Insurance
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Jim Davis
Delta Air Lines
Kathy Dodd
Wally Dorn
Natasha Drake
Jeff Driessen
Peter Duffy
Judy Eichel
FastPark
Feld Entertainment
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Stephanie Flynn
Marc Gendell
Jaime Goldstein
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John Hoffert
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Gregory Mazuk
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Jerry McClennan
Pam McGraw
Pam Michael
Midwest Fitness & Educational Camp
MJ 90-93 Foundation
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Donald Tobin
UMPS CARE Charities
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Brad Vigran
Michael Violi
Bobby Vires
Tony Visbal
David Wilson
Wing Eye Care
Tom Wisman

* Venues not shown here are located on the next page

In-Kind Donations

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Carlos Dunlap Foundation
Cherry Grove Lanes
Cincinnati Children's Hospital
Ambassador's Program
Cincinnati Children's Hospital Medical
Center
Cincinnati Cyclones
Cincinnati Ballet
Cincinnati Bengals
Cincinnati Symphony Orchestra
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Chuy's Cincinnati Tex-Mex Restaurant
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Legendary Run Country Club
Losantiville Country Club
Mayerson JCC
MJ 90-93 Foundation
Monkees of Maderia
Northern Kentucky University
Palomino
ProCamp
Jennifer Strulreyer
Sia Spa
Starbuck's
Vera Bradley
Mark Szanti
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Wild Ginger
Wilson Elementary
Xavier University
YMCA

* Complete list of ticket donors can be found on our website

2015 Venue Partners



2015 Corporate Sponsors:

