

2011

Annual Report



C3F
Cover 3 Foundation

Annual Report

Board of Directors

Greg Scott, President

Yvonne Scott, Vice President

Steph Wood, Secretary -

Treasurer

Joyce DeBerry, Program Director

Xavier Scott, Program Director

David Stover, Program Director

Larry Rose, Member at Large

Mission Statement

Cover 3 Foundation's mission is to inspire and motivate youth to achieve their goals and conquer adversity through positive, personal and passionate coaching, mentoring and community service. Our aspiration is to foster the education, spiritual and athletic development of young people who desire to become leaders and influential and productive members in society.

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Cover 3 Foundation is...

a Virginia Nonprofit Corporation

a 501(c)3 exempt public charity

Striving for a First Down

FROM THE PRESIDENT



Getting a First Down on the football field is much like finishing your second year of business. In the first year you are at the line of scrimmage, fighting to maintain your footing. Only after that first year can you begin the fight to get that first down, where you can begin the road to long term success and to finally reaching the end zone. The fight is tough, the reward is huge and the milestone is recognized with celebration.

Finishing 2011, I feel overwhelmed with a sense of accomplishment and equipped with a renewed energy. The same way I used to feel when my team achieved a first down on the field. Somehow the fight at the line of scrimmage seemed like a memory once we crossed that marker on the sideline. The battle to get the first down was worth the fight and failure.

When we began 2011, we had achieved success at the Line of Scrimmage. Now it was time to forge ahead. What we had learned was monumental. The foundation we laid was set and sturdy. We now just needed to build on that, however, slowly and methodically to insure minimal mistakes. We needed to lean on our techniques and battle ground experience, we were ready.

My staff and I had fought to maintain our footing through the push of the defense. We had been tackled a few times and we had, through the year, several chances at the first down. We came up empty a couple of times, even lost yardage a time or two. Specifically after a hurricane threatened our operation and shut us down for a week resulting in thousands of dollars in spoiled food. But we, like true grid iron champions, were persistent. We kept a positive attitude, an unyielding work ethic and we renewed our commitment over and over to our mission. That is truly all you can ask of any human, old or young; that they fight despite the odds against them. That they invest in the things they know they can control, their attitude, their work ethic and their commitment to their goals and dreams.

The courage it takes to dare to defy the odds comes natural to me. I should have been a statistic in the worst way if you listen to critics and cynical people. I defied the odds when, coming from Sedley, VA, I achieve my goal of being drafted to the NFL. Cover 3 continues to accept the challenge of defying the odds and achieving first down, after first down, after first down.

In the coming year, we vow to continue to serve and uplift our community in consistent positive and passionate ways. This first down is one of many that we will achieve as a team. This leg of the Cover 3 Journey is but a small portion of what we can accomplish. I humbly thank my family, my staff and the many volunteers that join every day in the fight to **Reach, Teach, Feed, Mentor and Motivate** thousands of children every day.

Greg Scott, Founder and CEO

Projects, Programs & Events

Cover 3 Feeding, C3's Kid's Meals

In 2011, Cover 3 staff and board of directors embarked on an aggressive campaign to feed 2,000 children every day. By the end of 2011 we had successfully completed that mission, having on average 2,800 children enrolled in C3's Kid's Meals. 53 after school programs and 15 summer feeding sites participated in the healthy foods program receiving 260,000 snacks, 44,000 lunches, 50,000 suppers and 27,000 breakfasts.

From Emporia to Portsmouth, C3's Kid's Meals has been there to help bridge the gap of nourishment for children enrolled in free and reduced lunch and for children living in low-income and at-risk communities. The meals are absolutely free of charge to the children and the center. Cover 3 Foundation is enrolled in Virginia Department of Health's Child and Adult Care Food Program and USDA's Summer Feeding Service Program. All children receive free meals regardless of race, color, national origin, gender, religion, age, disability, political belief, sexual orientation, and marital or family status.

Another goal of the program is to provide fresh fruits and vegetables at least three times per week. Children are also introduced to new and exciting foods and whenever possible participate in nutritional education and portion control training.



Children enjoying a healthy meal at the James L. Camp YMCA

"I have true and heartfelt gratitude to Greg and the staff at Cover 3. C3's Kid's Meals being offered at our facilities has been a program that has deeply impacted many lives in a positive way on many levels. Cover 3 Foundation's commitment to excellence, their quality/nutritionally based food, their diligent food preparation, their professional staff, and their desire to serve those who may not be able to serve themselves is evident in everything they do. I am thankful for all their hard work, dedication and commitment to serving kids and families. I look forward to continuing our partnership with Greg Scott and his team, changing the quality of kids and families lives every day."

- Rick Matthews, YMCA
Suffolk, VA District Vice
President



Virginia Beach Campers Work on Fundamentals

"It is so nice to have your kids where they are surrounded by good role models. The camp was educational, and motivational. I especially like that they have professional and experienced staff members. The coaches are grounded with life experience so they are not just teaching them about football, but football within the framework of what it takes to be successful with anything. The coaches are disciplined and command a natural respect from the children and the children respond. Even my 6 year old falls in line!"

– Laura Bragg, Virginia Beach VA

Cover 3 Football, Camps and Teams

Cover 3 Football produced a total of 6 camps throughout 2011. Camps were held in Winchester, Fredericksburg, Virginia Beach, Franklin and Southampton County Virginia. Nearly 500 children participated in the Football Camp Programs that offered skill development, flag football games, free lunch and life skills.

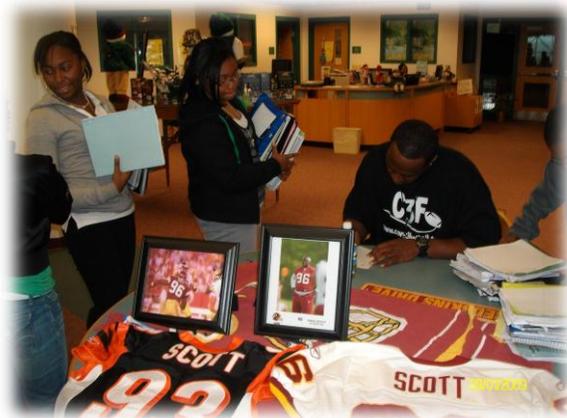
Cover 3 Tide Tackle Football Teams took the field in July beginning practices every day of the week. Four age groups participated in the tackle football program sponsored in part by the NFL Youth Football Fund and the generosity of Cover 3 Foundation CEO, Greg Scott.

Late in 2011, the Cover 3 Tide Pee Wee team qualified to travel to Baltimore and participate in the Regional American Youth Football tournament. After finishing in the top three the Tide earned a bid to the National American Youth Football Championship in Orlando Florida. The team finished 2nd in the Nation.



Motivating and Mentoring

In 2011, Greg Scott conducted large number of "Motivational Speeches For Food". This program is designed to encourage children to "give back" to their community to providing canned goods and other perishables at the speech and/or visit. This proved successful because many of the programs we visited could not afford to hire a speaker, instead Greg is able to share his knowledge and help thousands of other children receive free meals at the same time. In the months and years to come, Greg hopes to visit all of the area schools and after school recreation centers.



Greg visits and speaks to students at Kings Fork Middle School

Community Service

The Hayden Project

Hayden Field, located in Franklin, VA, is home to Cover 3's Football Camps for Food. These free to the public camps provide football and cheerleading instruction and supply the participants with free lunch and afternoon snack. Through a partnership with Franklin Parks and Recreation and The City of Franklin, Cover 3 Foundation was able to demolish a very unsafe building located on the property. C3F will also be applying for an NFL Youth Football Fund Grant to revitalize the football field in the coming years.



Trooper Hill Toy Drive

For Christmas 2011, Cover 3 Foundation donated over 200 children's books to the Trooper Hill Toy Drive. This annual toy drive is held in honor of fallen Trooper Robert Hill. Staff from Cover 3 also participated in the toy drive. The children's books were donated to Cover 3 Foundation by Feed the Children, of which Cover 3 is a partner agency.

Cover 3's in Good Company

Partnerships are essential to the success of Cover 3 Foundation. In the summer of 2011, Cover 3 Foundation was named a Partner Agency of Feed the Children. Cover 3 routinely receives food donations from Feed the Children and passes other donated items to local organizations. This Partner in Feeding has been instrumental in the growth of C3's Kid's Meals Program.

The NFL Youth Football Fund has been a strong Partner in Coaching for Cover 3 Foundation as it routinely awards grants to the foundation in support of Cover 3 Football camps and Tackle Football Programs. Dick's Sporting Goods is also a Partner in Coaching, giving donations and discounts to the parents of Cover 3 Tide players.

The Walmart Foundation has been a loyal Partner in Feeding, providing Cover 3 mini grants throughout the year. Another Partner in Feeding is Share our Strength, an organization dedicated to eradicating hunger and nourishing children with food. Lastly, local 7-11 Stores have joined the cause as Partner in Feeding, donating fresh foods daily to C3's Kid's Meals.



New for 2012

Feeding More Children

Heading into 2012, Cover 3 Foundation Board of Directors and Staff has a renewed commitment to the children of Hampton Roads and Western Tidewater. We have set new goals to put out 3,000 snacks and meals to after school programs every day. In addition, we hope to provide transportation to children living in rural areas for our Summer Feeding Sites in 2013. Our ultimate goal is to feed every hungry child within 2 hours of our headquarters.

Cover 3 Sports

In keeping with our goals to mentor and coach, we intend to open new sports divisions in 2012 including cheerleading and softball. We hope to continue to provide role models and father-figures to children who are at-risk.

Roll of Contributors

2011 – All Gifts Are Equally Valued

Mr. Greg Scott	David Stover	Sam's Club Chesapeake Square
Ms. Steph Wood	James McClendon	#4710
Mr. and Mrs. William Johnson	Jessica Colby	Walmart Franklin VA
Mr. and Mrs. Xavier Scott	Virginia Contractors Supply	Walmart Foundation
Mrs. Yvonne Scott	Turquoise, INC	Share our Strength Foundation
Mr. Gerald Scott	Money Mailer of Eastern Pr.	Bobby's Muffler and Tire, Franklin
Mr. Brandon Ivey	Robert Dittman	VA
Ms. Kim Walker-Lee	Darryl Dittman	Mr. and Mrs. Robby Cutchins
Mr. Darnell Lee, Sr.	Bryant's Garage	Mr. and Mrs. Bobby Cutchins
Mr. Darnell Lee, Jr.	Greystone Masonry, INC	Franklin Parks and Recreation
Mr. Kory Walker	Bryan Fenters	First Baptist Church, Franklin
Mr. Vernon Bryant	Portsmouth & Chesapeake Paper	S.W. Rawls INC
Dakoda Johnson	Enterprise Truck Rental	Tidewater News
Sierra Johnson	Food Lion	Suffolk News Herald
Madyson Wood	G and I Demolition	WLQM Radio
Jada Scott-DeBerry	EVB Bank, Courtland	Margaret Thorne
NFL Youth Football Fund	Ace Hardware, Franklin	Diane Brown
7-11 Downtown Courtland	Fred's Restaurant	Dick's Sporting Goods
7-11 Hwy 58 Courtland	Show Off Tees	Feed the Children
7-11 Carrsville	Mackan's Office Supply	

To contribute to any one of Cover 3 Foundation's programs or to become a Partner, please contact Business and Development Manager Steph Wood at steph@cover3foundation.org or by calling 757-562-2252.

Financial Reports

Statement of Activities

Revenues	2011
Grants, Gifts and Contributions	\$82,892.00
Income from Programs	\$303,671.00
Fundraising Revenue	\$1696.00
Other Income	<u>\$30,474.00</u>
Total Revenues	\$418,733.00

Expenses	
Cover 3 Football	\$28,423.00
Cover 3 Feeding	\$405,626.00
Cover 3 Mentoring and Motivating	\$1,076.00
Fundraising Expense	\$2,100.00
Miscellaneous Administrative Expense	<u>\$2,800.00</u>
Total Expenses	\$440,025.00

Change in Net Assets (\$21,292.00)

Statement of Financial Condition

Assets	
Cash	\$90.00
Inventory	
Promotional Items	\$523.00
Materials and Supplies for Projects	\$278.00
Office Supplies	\$13064.00
Property and Equipment	
Pallets	\$1425.00
2005 Trailblazer	\$3045.00
Food Inventory	\$15000.00
Non-Food Inventory	<u>\$900.00</u>
	\$34,325.00

Liabilities	
Accounts Payable	\$10,000.00

Net Assets \$24,325.00

Volunteers

Greg Scott	Xavier Scott
Steph Wood	Brenda Johnson
Sarai Ashby	Amy Brinkley
Darnell Lee, Sr	Tammie Parrott
Kim Walker-Lee	Laura Wagenman
Gerald and Ida Scott	LaVeeta Saunder
Jada Scott-DeBerry	Shelly Knight
Madyson Wood	Kizzy Dunbar
Yvonne Scott	Diane Brown
Clif Johnson	Reneal Phelps
Sierra Johnson	Ashley Green
Dakoda Johnson	Danielle Griffin
Garry Murphy	Zelda Artis
DeMone' Brickhouse	Rickita Copeland
Dinae Jones	Lance Futrell
Angela Jones	Delores Seaborne
Diamond Jones	Clayton Smith
Mario Faulk	Angela Jackson
Tonya Williams	Robin Abbey
Amy Dornfried	David Chaney
LT Twitty	Sean Wynn
Carolyn Wrenn	Dr. Shawnrell Blackwell
Barbara Blowe	Brittany Daniels
Brenda Whitley	John Knight
Mel Bradshaw	Johanna Valentin
Alezundra Jones	Alvina Matthew
Vaginette Benton	Melody Austin
Brittney Humphrey	Autumn Vick
Ronece Tyler	Ramona Pitts
Joyce Payton	

*"All you have shall someday be given;
therefore give now, that the season of giving
may be yours and not your inheritors."*

-Khalil Gibran

Postscript

By reading through the annual report, we hope you have reached the conclusion that by working together with a durable strategic plan we can become wholly effectual in reaching, teaching, feeding, mentoring and motivating the youth of our targeted communities thereby guaranteeing the success and fortitude of today's young people, while assuring the perpetual effectiveness and viability of our organization.

Cover 3 Foundation has brought focus and a platform to leverage resources in order to strengthen the minds, bodies and spirits of the children we serve. Our history has taught us that children are our future; Cover 3 Foundation lives to insure that future remains bright and well prepared.

What we do serves thousands of children in Virginia directly every day. This number includes children of all races, genders and ages. In order for children to function as productive and progressive individuals, every sector of public and private education and recreation must continue to strive for success and excellence and work with others to serve the community. In the end, it is about individuals one by one stepping up to make a contribution.

Thanks to all those who have gotten Cover 3 Foundation this far, and to those who will join us in our future endeavors.