2021 Annual Report

www.dreamfactoryinc.org
With the year 2020 in our rear view mirror, 2021 was a year of looking to the future and building plans to meet that vision. Since 1980, the Dream Factory has been granting dreams to chronically and critically ill children between the ages of 3-18. During this past year, we never lost sight of that mission and our volunteers worked tirelessly to make dreams happen for children. Our volunteers demonstrate the passion for the mission on a daily basis. Our volunteers, many of which have been volunteering with the Dream Factory for 20+ years, were persistent in providing dreams to children, regardless of the circumstances. Dream Factory volunteers come to us with time and plans to volunteer for a year or two, but after participating, they stay for decades.

Looking forward, we are excited on so many different levels. The number of people reaching out offering to volunteer is increasing daily. We are receiving requests for information about the process for opening a new chapter on a regular basis. The ability to conduct fundraisers to raise the funds necessary to pay for dreams is opening back up. The creative abilities of our volunteers are on full display as volunteers have become very innovative in strategies for making dreams come true as well as strategies for conducting fundraisers. The support of our incredible donors and supporters has been amazing. The combined effect of outstanding volunteers and incredible donors and supporters allowed us to celebrate our 40th anniversary in 2020 and will allow us to celebrate our 80th anniversary in 2060!
Who Gets a Dream?

A qualified Dream applicant must:

- Be between 3 and 18 years old;
- Have a medically diagnosed, treated, and documented critical or chronic illness verified by a treating physician;
- Reside or be treated in an area where a Dream Factory chapter is currently located;
- And NOT have received services from any other wish-granting organization.
Did you know? 70% of dreams are to Disney!

The National Headquarters is located in Louisville, KY.

The oldest chapter is in Clarksville, TN.

The Dream Factory is the largest all-volunteer driven children’s wish-granting organization that does not limit its mission to children who have life-threatening illness.

Missouri is the state with the most chapters, with 10.

The first dream was for 7-year-old Tammy Keel, who went to Disney World.

The Dream Factory began in 1980 in Hopkinsville, KY.

There are currently 34 active chapters!

HQ Contact Info:
Dream Factory, Inc.
410 W. Chestnut St.
Suite 530
Louisville, KY 40202
(502) 561-3001
We were excited to team up with Give Kids The World in June 2021 for Dream Week! For the first time, the GKTW Village was home to only Dream Factory families and volunteers. There were more than 20 volunteers and 25 dream families who enjoyed the fun-filled week. Dream families came from our Central Missouri, Oregon, Lake of the Ozarks, Southwest Missouri, Kansas City, Brooklyn, Clarksville, Memphis, Sedalia, South Dakota, Central New York, Nebraska, Pennsylvania, St. Louis, and York Maine chapters.
Brooklyn was diagnosed with Wolfram Syndrome, which is a very-rare disease with lots of different symptoms and complications, including the potential to become deaf and blind. Because of this, it was very important for Brooklyn to see “her” castle and everything else related to princesses – her favorites. Thanks to our Central Missouri Chapter, she did just that! Brooklyn stayed at Give Kids The World and visited all the parks in Orlando, especially the castle and princesses!

Landon is a typical 13-year-old who is very active and LOVES soccer. He became a big fan of Ilie Sanchez, who plays for Sporting KC. Landon has Type 1 Diabetes and dreams to become a professional soccer player one day. Our Kansas City Chapter granted a soccer-themed shopping spree for Landon and a virtual meeting with Sanchez, when he was also given four tickets to a home game!

Clayton is an 8-year-old who was diagnosed with a very rare and high-risk B-Cell Acute Lymphoblastic Leukemia. Clayton LOVES the outdoors. His dream was his very-own camper, which our Memphis Chapter granted thanks to the generous financial support from so many in the community. Now, Clayton can make many memories with his family. “WOW! That is exactly how we are still feeling!” Clayton's mother said. “The love poured into the camper will travel with Clayton on every adventure.”
Sofie has Cleidocranial Dysplasia. Her dream was to go to a Water Park and become a mermaid. Our Oregon Chapter sent Sofie and her family to two waterparks: Wild Waves and Great Wolf Lodge. She LOVED every moment!

NASCAR was the one thing that helped Brady get through COVID and the medical challenges with Hyperekplexia, seizures, and his compromised system. Our Rochester Chapter helped grant Brady’s dream, which included 4 weekend passes to Watkins Glen in August, allowing Brady and his family to spend time in the garage area and the pit. Brady was also able to meet his favorite two drivers in Joey Logano and Corey LaJoie!

Mae’s dream was her very own “she shed” and our Lexington Chapter provided her with just that! It was even complete with a front-porch swing. Our Lexington volunteers said it was such a fun dream to be a part of!
Congratulations to Terry Phillips and Jane Bell from our St. Louis Chapter for winning the prestigious award of Volunteer of the Year.  

Volunteer of the Year Award:
This award is presented each year in memory of Stephen Douglas, the founder of the Memphis Chapter, who died of cancer in his late twenties. Stephen exemplified the qualities most desirable in a volunteer: he was dedicated, positive, energetic, and able to motivate others to do whatever was necessary to see that every dream requested of his chapter was granted. The same things can be said about this year’s Volunteers of the Year. 2021 marks the 30-year anniversary of Terry Phillips and The Traffic Jam Bar supporting the Dream Factory of St. Louis. Due to the support, generosity, creativity, and unwavering dedication of Terry, the Dream Factory of St. Louis is a very successful chapter. The St. Louis Chapter is repeatedly recognized for having the best fundraising and this is nearly all because of Terry. Over the last 30 years, Terry has dedicated countless hours to orchestrating two sell-out events per year - Golfaganza and Jamaganza. The organization of each event leaves no stone unturned and every single participant feeling happy, fulfilled, and always cheering, “It’s for the kids!” Of course, huge fundraising events like this can’t happen without a trusty sidekick who keeps the volunteers focused and motivated - Enter Jane Bell! Jane is always thinking of Dream Factory - 24/7! Even while working full time and owning a bar, she constantly considers Dream Factory and comes up with creative ways to raise money for Dreams. From office fundraisers to meat shoots to guest bartending and much, much more - Jane’s brainpower is responsible for numerous events and donated dollars and gifts. Not to mention leading the Traffic Jam meetings and being the go-to person for each event. Since 1991, Terry and Jane have raised $738,000, allowing The Dream Factory of St. Louis to grant over 2,000 dreams. Even during a worldwide pandemic, the team was able to creatively maneuver the tough environment to reach donors who still wanted to fund dreams for kids battling illness in their everyday lives. In 2020, the team raised a record-setting $41,650. The St. Louis Chapter, and the entire Dream Factory, is forever grateful to Terry and Jane and the Traffic Jam Team that is always ready to help. Without the generosity of their time and funding, the chapter would not be where they are today. Thousands of children and families have been positively impacted by receiving and participating in dreams. Dream families frequently share stories and memories from their dream and constantly remind us that the dream and those who made it possible have forever changed their lives.

Congratulations to Terry Phillips and Jane Bell from our St. Louis Chapter for winning the prestigious award of Volunteer of the Year.
The Daniel Forrest President's Award is presented each year in memory of Daniel Forrest, long-time leader of the Memphis Chapter, as well as, past president of the Dream Factory board of directors.

We're all aware of the recent struggles, and how these have impacted our fundraising events and our dreams. But, there are organizations and individuals who have stepped up to support the Dream Factory as we continue with our mission through these challenging times. One such business offering support came out of nowhere. This year’s Daniel Forrest President’s Award was presented to Jersey Mike's. Our National Headquarters was contacted by Jersey Mike's in 2020 to participate in their annual Jersey Mike's Day of Giving. From their own beginning, the mission of Jersey Mike's was “Giving... making a difference in someone's life.” It started with Jersey Mike's Founder Peter Cancro, who shared the importance of giving back and inspired the rest of the company to do the same. And that led to the creation of their Day of Giving Campaign. Throughout the month of March 2021, Jersey Mike's and the Dream Factory shared a partnership that promoted each other with the goal to raise awareness and funds for the Dream Factory, in order to grant more dreams. On the very last day of March, 100-percent of sales from six locations in Kentucky and southern Indiana were donated to the Dream Factory, and it couldn't have come at a better time. This was not just “profits” from these stores, rather sales! In the end, Jersey Mike's donated $38,619.89 to the Dream Factory. It was a huge blessing to the Dream Factory, and just when we needed it the most.

This year's Daniel Forrest President’s Award was presented to Jersey Mike's for their support of the Dream Factory through their Day of Giving Campaign.
Chapter Recognition

Chapter Awards:

Five Year Pins - Ten Year Pins:
- Megan Campbell, Lexington Chapter
- Scott Downing, Lexington Chapter
- Donna Grigsby, Lexington Chapter
- Mary Beth-Kindred, Lexington Chapter
- Shelly Campbell, Kansas City Chapter
- Eric Campbell, Kansas City Chapter
- Sharon Renshenhouse, Kansas City Chapter
- Brenda Simons, Kansas City Chapter
- Marion Kimani-Davis, Kansas City Chapter
- Carla McGeorge, Central Missouri Chapter
- Cameron McGeorge, Central Missouri Chapter
- Amy Bierk, Central Missouri Chapter
- Stacy Kim, Oregon Chapter
- Laura Glueck, Southeast Missouri Chapter
- Andrew Clark, Southeast Missouri Chapter
- Brooke Deason, Southeast Missouri Chapter
- Danielle Kirchhoff, Southeast Missouri Chapter
- Danae Walter, Southeast Missouri Chapter
- Tripp Culbertson, Southeast Missouri Chapter
- Joey Denzing, Rochester Chapter
- Emily Hamilton, Rochester Chapter
- Kathy Cherrington, Rochester Chapter

Ten Year Pins:
- Vicki Damron, Memphis Chapter
- Fred Dickinson, Kansas City Chapter
- Nancy Sheridan, St. Louis Chapter
- Carolyn Conner, St. Louis Chapter
- Kate Hangge, St. Louis Chapter
- Mary Moore, St. Louis Chapter
- Pam Moore, St. Louis Chapter
- Rene Gaterman, St. Louis Chapter
- Mike Gaterman, St. Louis Chapter
- Keith Floyd, St. Louis Chapter
- Traci Moore, St. Louis Chapter

Ten Year Pins:
- Maureen McDonnell, Lake of the Ozarks Chapter
- Mike McDonnell, Lake of the Ozarks Chapter
- David Huber, Brooklyn Chapter
- Jamie Buss, Rochester Chapter
- Ellie Bradley, Rochester Chapter

A Fifteen-Year Pin:
- Ralph Apel, Kansas City Chapter
- Elaine Apel, Kansas City Chapter
- Paula Stuebben, Central Missouri Chapter
- Tim Bach, Central Missouri Chapter

A Twenty-Year Pin:
- Susan Silvey, Central Missouri Chapter

Outstanding Fundraising Event Under $10,000:

Outstanding Fundraising Event Over $10,000:

Outstanding Virtual Fundraising Event:

When this chapter was brainstorming a new fundraising event, they wanted to do something that could easily include and be enjoyed by families and groups of friends. They wanted to do something outdoors, something COVID friendly, something that wouldn’t cost the chapter a lot of money to put together, something that could bring in new sponsors and new Dream Factory friends. And they wanted to do something that was unique to their area. What this chapter came up with accomplished all this and much more. It was better than they could have possibly imagined. This chapter’s Scavenger Hunt was a fantastic success. There were 32 teams and more than 120 individuals who participated. Teams were given envelopes containing clues, which lead to 8 area businesses, who donated from $100 to $500 each. A couple of examples of these clues were: at a dance studio, teams had to make a TikTok Dance; and at a household lighting store, teams had to play the light up game, Simon. Teams were given a list of more than 40 additional tasks, all requiring photographic evidence. Some of these examples were: using chalk to write “(#)hashtag Dream Factory” in 10 different locations around town; going to a park and everyone on the team sliding down a slide together; putting a quarter in a gumball machine for someone else to discover; having a pillow fight with a stranger; complimenting a stranger – perhaps the same one you had a pillow fight with. As you can see, it was a lot of fun for everyone involved and plans are already in place to make this first-year event into an annual event, and even better next year. In total, the Scavenger Hunt raised more than $6,000 and everyone had a blast. Congratulations to the Rochester Chapter for winning the award for Outstanding Fundraising Event Under $10,000 for their Inaugural Rochester Scavenger Hunt.

Due to the challenges of COVID, this chapter decided to take its Annual Boulevard of Dreams fundraiser outdoors to a drive-in theatre, where individuals could be outside and social distance. The new event was called, Dreamin’ at the Drive-In. The event started with guests enjoying two hours of carnival games, along with a raffle, a silent auction, and a chance to win a rare whiskey. Also during this time, a variety of food trucks and a “beer-on-tap” truck kept everyone fed and hydrated. Then, just as the sun was setting, the chapter surprised everyone with two dream reveals that were displayed on the drive-in movie screen. In a magical moment, the families were in awe to see themselves on the large screen and to find out that their child’s dream was coming true. The night was capped off by showing the movie, Jumanji. In the end, Dreamin’ at the Drive-Thru raised $36,522 and was an event no one would forget. Congratulations to the Kansas City Chapter for winning the award for Outstanding Fundraising Event over $10,000.

This chapter had to cancel two major fundraisers due to COVID. They already had outstanding gifts for these events, including designer pocketbooks, smart TVs, sports memorabilia, numerous gift cards to restaurants and grocery stores, and jewelry. So what did they do with all these gifts? They created a new event called, Bidding for Dreams Holiday Auction. They added more than 100 additional items and worked laboriously to create many, many gift baskets. They signed up with a company called, 32 Auctions, and the new virtual event took place in November 2020 – just in time for the holiday shopping season. On the day of the event, individuals had a great time sitting inside their homes and bidding on items as the auction become very competitive. In the end, more than 300 participated and this event raised $7,110 – which took care of an entire dream, plus more. This chapter learned that they can overcome obstacles and still make dreams come true. Congratulations to the Jersey Shore Chapter for winning the award for Outstanding Virtual Fundraising Event.
The Outstanding Special Project Award

The Outstanding Special Project award is meant to acknowledge the chapter that does an outstanding job with any program, outing, special event, or project that promotes the mission of The Dream Factory, whether it is for the children, for donors, volunteers, or the general public. For this chapter, one of their most attended events throughout the year is Movie Night with Santa. However, COVID altered these plans this past holiday season. In order to keep the dream kids, their families, and Santa safe, the chapter had the idea of a new event called, Zoomin’ with Santa at the North Pole. And it took off. Santa met virtually with all the kids from the chapter for two magical nights! Santa taught the kids reindeer facts, answered questions about the elves and the toy workshop, and at one point even helped with virtual learning. All the kids shared their Christmas wish lists with Santa, ranging from Hoverboards, Barbies, Lego-sets, and even a certain team’s victory in the next Super Bowl. After checking his list twice, Santa confirmed that all the kids were on the nice list. However, after two days with the kids, Santa wasn’t done. On Christmas Eve, he provided a reading of *The Night Before Christmas* for all the dream families to enjoy. Congratulations to The Dream Factory of Greater Kansas City for winning the award for Outstanding Special Project.

Best In-Kind Dream

This chapter met a dream child, Brady, way back in 2019. At the time, he asked to meet one of his favorite two sports heroes: either Tampa Bay's Tom Brady or NASCAR's Joey Logano. The dream was put on hold because it was the end of the season for both the NFL and NASCAR, and then little did anyone know that COVID would postpone it even longer. Brady – the dream child, not the football player – waited patiently. As time passed, Brady developed a stronger interest for NASCAR. And this chapter’s closer location to Watkins Glen Race Track helped. The chapter was happy to finally grant Brady’s dream that included four weekend passes to Watkins Glen, pit-row grandstand seats, and VIP Garage passes for Brady and his family. Brady was introduced to many of the drivers, including Joey Logano, and had a full garage tour and many autographs. Two local TV stations carried the story and Brady is still floating on Cloud 9. What’s even better? All the tickets were completely donated. The only expense to the chapter was the $500 given to the family to cover fuel for their car, food, and souvenirs. This was one of the best dreams this chapter completed all year, and thanks to the in-kind donations, it's least expensive. Congratulations to the Rochester Chapter for winning the award for Best In-Kind Dream.
Most Unusual Dream:

We imagine every volunteer gets the same lump in their throat when they receive that one call that's different from all the others. This usually means the dream you are about to grant is for a precious child whose time is limited. One of our chapters received such a call this year from a family with a 3-year-old boy who had been fighting cancer for most of his young life. The child's name is Memphis. During one of his stays at Children's Hospital, Memphis received a visit from a tiny, wrinkly puppy who was there to cheer up all the young patients during their extended stays. Memphis instantly fell in love. When Memphis was later released to go home, a hospital bed was waiting for him in the family living room, and he was hooked up to breathing machines and IV's and had lost his ability to speak. Memphis' father was working with the Dream Factory on what dream Memphis would want, and because Memphis couldn't speak, pictures were used to find out what he wanted the most. They showed Memphis, Mickey Mouse pictures and different toys and possibilities, but Memphis' reaction when he was shown pictures of wrinkly puppies left little doubt to what his true dream was. It was the only time he mustered enough energy to smile. And not just any cute, wrinkly puppy would do, but one exactly like the English Bulldog that visited Memphis in the hospital. The problem was – the clock was ticking and especially during a pandemic, finding a puppy like this one would be a difficult task. At first, every avenue the chapter explored seemed to go nowhere. They found that oftentimes, your name would go on a waiting list for puppies that wouldn't be born for many weeks, and then held for eight more weeks before being delivered to the buyer. But amazing donors opened some doors for the Dream Factory, including breeders. And on only the third day of the search, a breeder reached out to the Dream Factory who had just one puppy she hadn't sold yet – a single puppy remained. The reason it hadn't been sold – the puppy had a harelip and had to have surgery to correct it. It wasn't a perfect puppy, but it was perfect for little Memphis. And just four days after receiving that first heartbreaking call from Memphis' family, the volunteers of this chapter had the pleasure of delivering a puppy, who instantly seemed to know his purpose. He sat on Memphis' lap and snuggled his way up to his neck. Time seemed to freeze as the two looked into each other's eyes. This is a picture that will be with everyone who was there, forever. And Memphis was able to have those snuggles for three more weeks. In remembrance of sweet Memphis and all of the Dream Factory children who have passed on. The Most Unusual Dream was presented to the Lake of the Ozarks Chapter.
Board of Directors & Staff

Executive Committee
President – Virginia Avery
Vice President – Tim Bach
Secretary – Laura Waltisky
Treasurer – William O’Bryan

Chapter Representative – Candi Brockenstedt
Chapter Representative – Jereme Miner
Chapter Representative – Bob Pennington
Presidential Appointee – Carole Olivarri
Presidential Appointee – Gayla Lane
Presidential Appointee – Vicki Damron

Staff
National Director/CEO – Mike McKenzie
Director of Program Services – Tommie Kendall
Director of Development/Marketing – Deidric Tupper
Director of Administrative Services – Ellen Wilson

Board of Directors
Cindy Klinge, Arizona
Helen Golden, Audrain County
Staci Talley, Bowling Green
Mark Catuogno, Brooklyn
Cheryl Jackson, Central Illinois

Traci Avery Pardoe, Maine-York
Brian Juengling, Memphis
Lyndsie Mullin, Nebraska
Luanne Wood, Jersey Shore

Amy DeKruif, Phoenix
Joey Danzig, Rochester
Melanie Vale, San Antonio
Jim Aubrey, Sedalia

Shannon Silvey, Central Missouri
Mary Kay LaLonde, Central New York
Lori Abernathy, Clarksville
JoBeth Cook, Dyersburg
Lisa McIntire, Greater Kansas City

Toni Harmdierks, South Dakota
Laura Glueck, Southeast Missouri
Kim Napier, Southeast Ohio
Alyssa Ingle, Southwest Missouri

Chris Chapin, Maine-Portland
Natasha Murdock, Iowa
Angela Uxa, Lake of the Ozarks
Jennifer Hurst, Lexington
Stacie Brown, Louisville

Mike Gaterman, St. Louis
Rita Hook, Northwest Missouri
Kasi Grzebielski, Oregon
Brandon Clark, Pennsylvania
Melanie Aitken, Western Illinois
Major Donors & Contributors

$100,000+

Give Kids The World

$50,000-$99,000

Remaxx Charitable Foundation
Tim C Crummett Family Charitable Fund

$10,000-$49,000

Baron BMW
Brian M Anselmo Memorial Foundation
Buchanan Family Foundation
Diane Miller Memorial Bowling Tournament
Government Employees Health Association, Inc.
Danny and Margaret Igo
Donald Margin
Golfaganza/Jamaganza
Jersey Mike’s
John Robinson
June Beaver
Paul Ogle Foundation
Pinstripers
Red Polston Memorial Golf Tournament
Terry & Diane Carter
The Buckner Foundation

Thank you to all supporters of the Dream Factory! Your contributions of any amount of time or money are vital to our success. We could not continue to grant dreams without each and every one of you!
Major Donors & Contributors

$5,000-$9,999

Becton Dickson (BD) Company
Kentucky Kingdom & Hurricane
Bay Graf & Son’s Golf Tournament
Audrain County/CARES act
Nationwide Services LLC
Brad Kucera

Collierville Ski Club
Country Financial
East River Electric + CoBank
TRK Enterprises
Hart Associates
Kent Ford, Jr.

KECO Coating (Mike Klinge)
Omaha Community Foundation
Samtec Cares
Sherry & Phillip Castagno
Wheeler Financial Solutions, PLLC

Crews Family Foundation
Eagle Mold
Estate of Nancy Leithauser
Golden Oak Lending
(In Honor of Neil Wilson)
MarksNelson LLC
Normand & Jane Lemonde
Major Donors & Contributors

Under $5,000:

- Columbia Bank
- Daniel Ogg
- DeBois Chemicals
- Eagle's Ladies Auxiliary
- Enterprise Holdings Foundation
- Hyvee Grocery Halloween Fundraiser
- Bartlett Volunteer Fireman's Association Careay's Body Shop
- John A Marshall Co
- Knuckleheads, Inc.
- Link-Belt Excavators
- Nick & Kasi Barker
- Noelle Slayden
- Nolan & Claire Farr
- Racing for Corey
- Raymond G Smith
- Richard Schmick
- Ron Lear
- Sappi
- Stephen Marshall
- The Lloyd R. Wallace Charitable Foundation

- Blue Cross Blue Shield of Kansas
- City Illuminating Expressions
- Chiefs Ambassadors Charitable Foundation
- Christy Rogers
- First Citizens Bank
- Jack and Marilyn Monohan Fund
- Jarred Coons Pumpkin Run
- Jeep Club of Lake of the Ozarks
- Jersey Shore Auto Spa Car Wash LLC
- Brice Bradshaw
- Jodi Bennett
- John Betlem Heating & Cooling
- John Borsa
- Jonathan & Ashly Rotenberg
- Marathon Financial, LLC
- Nate Prather
- Stephen Danzig
- The Peterson Family
- The Steel Technologies Foundation
- JC Cycles LLC
- Webster Central School District
- West Fraser Inc.

- 16th Review Club
- Brad Darnell
- Brenda Shores
- Chicken N Pickle
- Christopher Shomin
- Diane Hart
- Garber
- Good Shepherd Catholic School
- Hudson Insurance Group
- King City Biker Club
- Laurence J McDonald
- Lewis Tree Service
- Mike and Beth Mendenhall
- Morgan Family Foundation
- Osage Inc.
- Randolph & Karen Lantz Family
- Foundation Universal Woods
- Sean & Jasmy Madden
- Snowy Owl Foundation
- Super Flea II
- United Credit Union Fundraising
- Urban US Retail LLC
- Virginia Dorsey
Consolidated Statement of Activities

The Dream Factory fiscal year runs from September 1st to August 31st.

Assets
Beginning: $4,432,928
End: $4,753,772
Change: $320,844

Consolidated Statement of Activities

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Figures above are taken from consolidated financial statements. The full audit is available on our website www.dreamfactoryinc.org
The Dream Factory chapters are 100% operated by volunteers, and grant dreams within their established service areas.

### Current Chapters

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This report was created by the Design Center at Indiana University Southeast. Thank you!