

SOAP BOX DERBY®

Established 1934

ANNUAL REPORT FY2014

GRAVITY POWERED | STEM DRIVEN



FROM OUR PRESIDENT & CEO

It has been nearly seven years since difficulties within the International Soap Box Derby became known to the public. Despite more than seven decades of rich heritage and the well-intended efforts of hundreds of volunteers, the program was challenged by an economy in recession and a changing environment for youth activities. In particular, the lack of major sponsorship support led to increasing debt and the Soap Box Derby organization was unable to meet its obligations.

Beginning in early 2010, civic and business leaders throughout greater Akron offered their services to help ensure that boys and girls can continue to learn the skills and values of Soap Box Derby participation.

The organization's Board of Directors welcomed the input and participation of new board members who brought different perspectives and expertise to issues faced by the Soap Box Derby. I'm happy to report that the Derby has turned a small profit in each of the last three fiscal years.

As we were stabilizing our financial position, we also realigned staff responsibilities and expenditures to focus on functions that grow the program or improve customer service. The overall governance of the organization has been revamped. We evaluated how best to serve our customers, the organizers of races and the families whose children race. As a result, we have improved the quality and availability of car kits and components and simplified the rules governing participation. Improving and increasing Derby racing is an ongoing priority.

The Board embarked on a strategic planning initiative in May of 2014, and established a Strategic Planning Committee charged with managing the process. We now have a Strategic Plan that redefines our mission, and identifies a core set of values and drivers that honors our rich history and traditions, and encourage us to entertain and implement new ideas moving forward. Throughout this Annual Report you will find examples of the direction of the Strategic Plan.

The education program, which includes the Gravity Racing Challenge STEM Team Program, Mini Soap Box Derby Car Program and Soap Box Derby STEM Summer Program, is a major growth opportunity for the Derby. The recent growth has introduced Soap Box Derby to thousands of kids around the world who typically would not have had the opportunity to become involved if it wasn't for the Education Program.

The FirstEnergy All-American Soap Box Derby has also been enhanced by adding new events such as the Dairy Queen Rally Challenge and the SUBWAY® Challenge races. Derby Downs has been opened to more than 70 outside events so that more people can experience the "Thrill of the Hill."

The support and enthusiasm for Derby racing is evident throughout the country. It is reflected in the many volunteers who support local and rally races throughout the world and those who serve on the various Derby Boards and Commissions. All of these groups are vital to the Derby. Their support, wisdom and advice are greatly appreciated.

It has taken a community to implement improvements and change. The focus must remain on blending a rich heritage with a zeal for continuous improvement. Doing so will ensure Derby values are imparted and a valuable international asset will thrive.

As we continue to grow and reinvent we have to keep in mind that what has been achieved could not have been possible without the support of many civic and community leaders, corporations, foundations and individuals—especially our title sponsor for the All-American race, FirstEnergy—whose generous contributions of their resources and volunteer efforts ensure the continuing success of the FirstEnergy All-American Soap Box Derby.

I'm grateful for all of our sponsors and partners who have given their time and resources to ensure the continued success of this amazing national treasure called the Soap Box Derby!

Joe Mazur
Joe Mazur
President & CEO



ALL-AMERICAN SOAP BOX DERBY



MEGGITT smart engineering for extreme environments

pilot

FLYING J.

MEGGITT smart engineering for extreme environments

FirstEnergy FirstEnergy FirstEnergy



About Us

STAFF

Joe Mazur, President & CEO
Bobby Dinkins, Vice President
Duane Burkhammer, Kit Production
Lynne Collier, Race Coordinator
Jim Crawford, Shipping
Morgan Garner, Events Manager
Linda Hubbell, Education Director
Heather Pulley, Resource Dev. Coord
Doreen Thorne, Marketing Manager
Rachel Whinnery, Com. Manager
Cindi Zagar, Accountant

Board of Directors

Chair - Kevin Thomas, VP, AAA Akron Auto Club
Vice Chair - Carla Sibley, Dir. of Comm. Relations, Akron Public Schools
Treasurer - Danielle Kimmel, CPA, Bober, Markey, Fedorovich
Secretary - Gregg Mervis, President & CEO, Akron/Summit Convention & Visitors Bureau
Alan Brubaker, Summit County Engineer
Michael Callahan, Senior Partner of Callahan, Greeven, Riley & Sinn
Jason Dodson, Chief of Staff for Summit County Executive
Jack Engelke, Hindin/Owen/Engelke, Inc.
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Bill Lowery, Retired President, Annaco
John Moore, Director of Public Service, City of Akron
Dominic Rizzo, VP & Gen. Sales Manager at Rubber City Radio Group
Steve Strah, VP, FirstEnergy
Michele Tomer, Attorney
Robert Troyer, Public Relations Consultant
Thomas Welsh, Retired Senior VP, FirstEnergy

HONORARY

Sally Fell, Chair - Rally Commission
Paul Jackson, Partner, Roetzel & Andress
Will Looman, Chair - Racing Commission
Ken Morrow
Marty Sullivan, Chair - Regional Directors

ABOUT SOAP BOX DERBY

The Derby dates back to 1934, when the first All-American race was held in Dayton, Ohio. The All-American program has grown to more than 600 races and 110 racing districts throughout the World each year.

The International Soap Box Derby's two youth initiatives are the FirstEnergy All-American Soap Box Derby racing program and the STEM-based education program, which provides educational opportunities for K-12 youth through Soap Box Derby racing. The STEM-based education program is in more than 500 classrooms in the United States and includes the Gravity Racing Challenge STEM Team Competition, Soap Box Derby mini car program and Soap Box Derby STEM camps.

MISSION

The International Soap Box Derby is an international nonprofit organization whose mission is to build knowledge and character, and to create meaningful experiences through collaboration and fair and honest competition.

The Derby's core values and drivers include:

- Youth education and leadership development
- Family engagement and enrichment
- Honesty, integrity and perseverance
- Innovation and entrepreneurship
- Teamwork and collaboration
- Mentoring
- Volunteerism
- Commitment to community

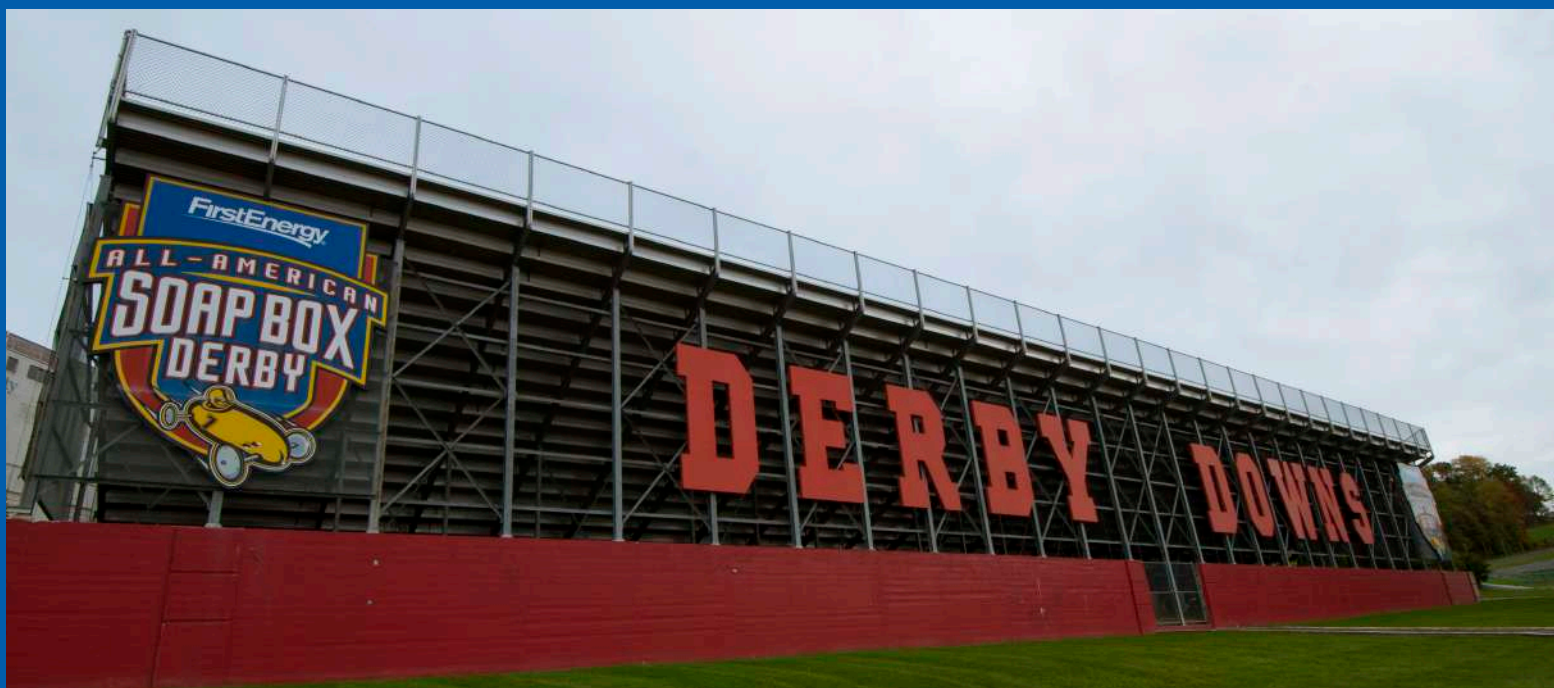
Highlights

While our focus has been on the All-American Soap Box Derby, we have become so much more and are able to offer our racers, our community and our race locations more opportunities. Some of our highlights:

- 77th FirstEnergy All- American Soap Box Derby World Championship Race
- Gravity Racing Challenge STEM Team Competition, presented by Time Warner Cable
- Senior Day presented by City of Akron and Akron General
- Soap Box Derby STEM Summer Camp Program
- Mayor's Cup Race
- New DQ Rally Challenge
- STEM Races
- Corporate Events
- Grand Derby presented by the City of Akron



- United Way Corporate Derby Challenge
- New Hall of Fame Inductees
- Gravity Racing Challenge STEAM Team Competition in four cities
- Autism Day
- Marketing Toolkit
- Three-year Strategic Plan
- Upgraded mini Soap Box Derby car



Events

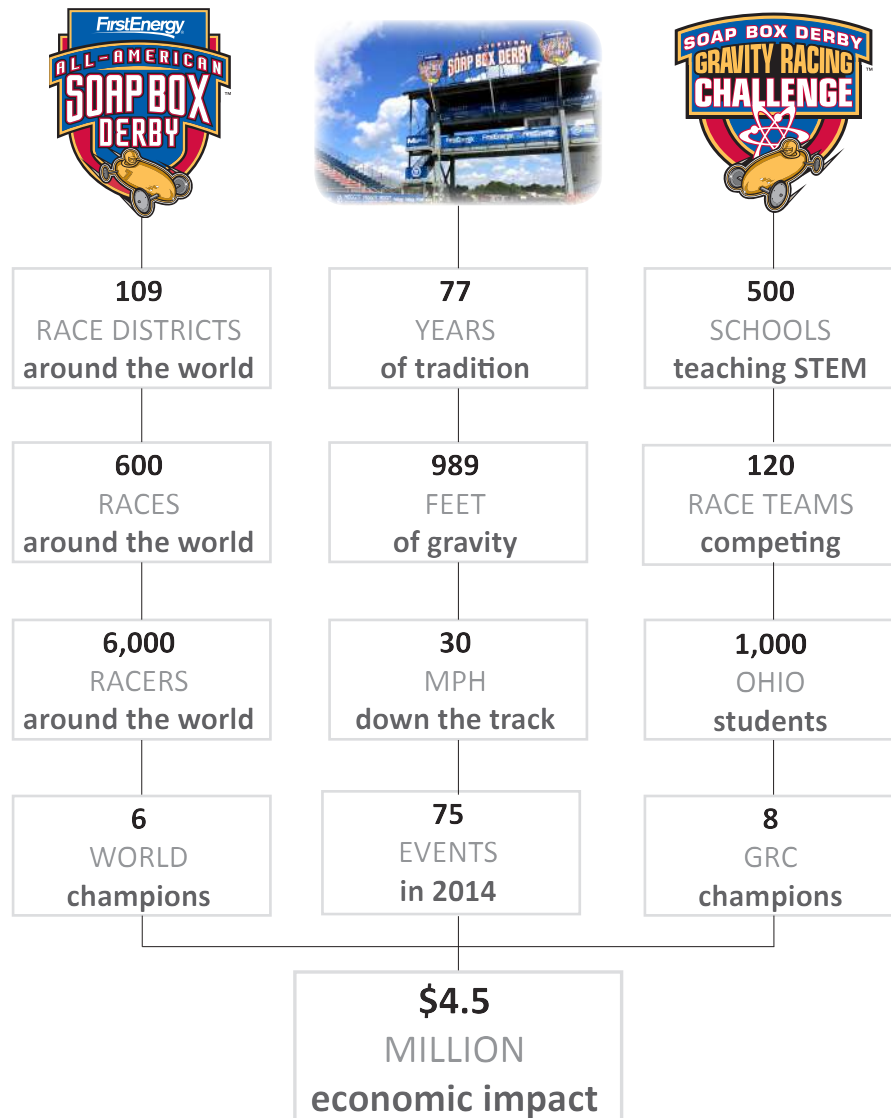
Events at Derby Downs include youth and adult racing but have also branched out to include educational, private and community. In 2014, the Soap Box Derby:

- Hosted more than 25 youth racing events that included local and rally races.
- Education events are growing every year and our second largest event is the Gravity Racing Challenge STEM Team Competition held in May.
- Private corporate events are a special and unique way for organizations to enjoy their company picnics or meetings with a day of fun, team building and competitive racing at Derby Downs. One such event is the annual Corporate Derby Challenge which is a fundraising event in collaboration with United Way that allows local organizations to have a day at Derby Downs for team building, competition and of course racing down Derby Downs.



Type of Event	Number
Youth and Adult Racing	27
Educational	24
Private	12
Community	12

By the Numbers



Financial Position

October 2013 through September 2014

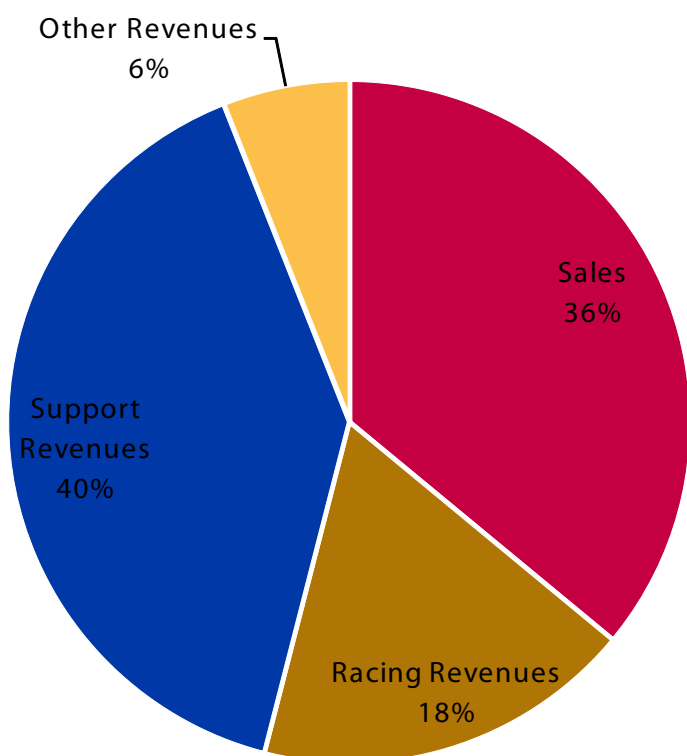
ASSETS

Cash and Cash Equivalents	92,061
Accounts Receivable	50,110
Other Current Assets	261,055
Inventories	121,974
Property and Equipment, net	2,109,690
	2,634,890

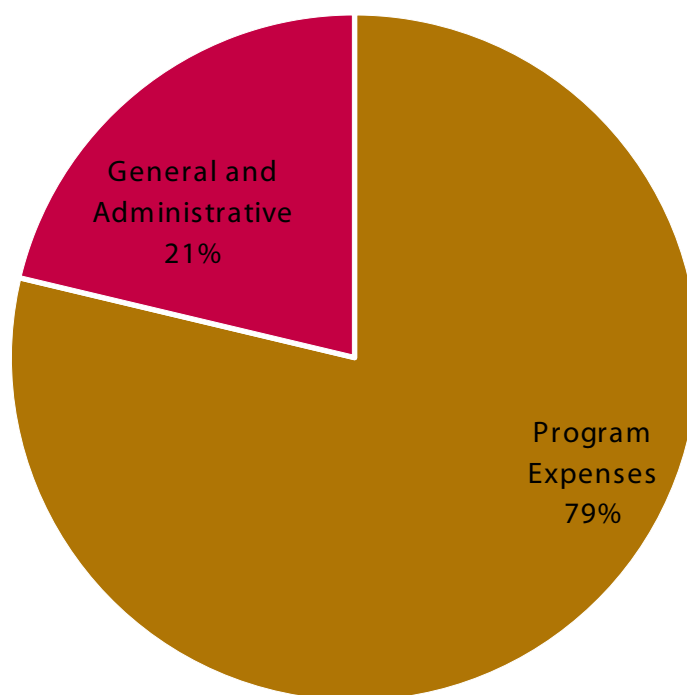
LIABILITIES AND NET ASSETS

Current Liabilities	105,924
Long-Term Liabilities	712,768
Total Equity	1,816,198
	2,634,890

OPERATING INCOME



OPERATING EXPENSES



Volunteers



More than 1,500 volunteers support the Soap Box Derby yearly



VOLUNTEER INFORMATION

Volunteers have been the foundation of the Soap Box Derby since its beginning. The Soap Box Derby relies heavily on our volunteers to ensure the success of the Soap Box Derby in all of our race locations.

We were fortunate to have more than 450 volunteers for the FirstEnergy All-American World Championship and a total of more than 1,500 volunteers that support all of events world wide yearly.

Our volunteers have come from many places such as the City of Akron, FirstEnergy, Time Warner Cable, UPS and local high schools.



Our Partners

FOUNDATIONS

Akron Community Foundation
Akron/Summit Convention & Visitors Bureau
ASCVB Destination Marketing Fund
Bogges Memorial Foundation
Bridgestone Americas Trust Fund
Bruce Buchholzer Trust
Cohen Community Foundation
Kenneth L. Calhoun Charitable Trust
Chase
City of Akron
The Mary S. and David C. Corbin Foundation
FOP Lodge 139
GAR Foundation
The Richard M. & Yvonne Hamlin Foundation
Helen S. Robertson Fund
Betty V. and John M. Jacobson Foundation
John S. and James L. Knight Foundation
Lehner Family Foundation
Lone Star Fraternity
The Maynard Family Foundation
Mills Memorial Foundation
Laura R. and Lucian Q. Moffitt Foundation
The Burton D. Morgan Foundation
R.C. Musson & Katherine M. Musson Charitable Foundation
Northern Ohio Golf Charities
OMNOVA Solutions Foundation
PNC Foundation
Charles E. & Mabel M. Ritchie Memorial Foundation
Roger and Judy Read
Sisler McFawn Foundation
Lloyd L. and Louis K. Smith Foundation
Welty Family Foundation
ASCVB Partnerships in Motion
Leadership Akron Class 30
John A. McAlonan Fund
Time Warner Cable (Connect a Million Minds)

PARTNERS

GPD Group
Taylor Made Jewelry
AAA
Dairy Queen
Roetzel & Andress
Swensons
RadAir Complete Car Care and Tire Centers
National Electrical Contractors
International Brotherhood of Electrical Workers
Hahn Loeser & Parks LLP
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SC Fastening Systems
Akron Beacon Journal
Golden Corral
Hitchcock Fleming & Associates
Papa John's
Park Ford
Spaghetti Warehouse
WBNX-TV
Malco Industries
IndyCar
Best Western Plus
Comfort Inn Akron - South
West Akron Inn
Hampton Inn Kent
Holiday Inn Express South
Holiday Inn West
Quality Inn Conference Center
Radisson Akron/Fairlawn
Residence Inn Akron South/Green
AKA Media
Skycasters
Sully's Tool and Party Rental
Chick-fil-A
Cub Cadet
Presta Products
Clear Gold Audio & Lighting
Greater Akron Chamber
Akron Civic Theatre
Camping World
Rubber City Radio Group
Keep Akron Beautiful
Marous Brothers Construction
Ohio Valley Scale
Downtown Akron Partnership
The University of Akron
Crain, Langner & Company
The Boxtrolls
Akron RubberDucks
Danny Hughes - Mini Car Production
Bill Liimatainen - Mini Car Production
Dave Hubbell - Mini Car Production

Our Partners

INDIVIDUAL DONORS

AkroChem
Akron Summit County Public Library
Cari Miller, Sunthing Special
Daniel Duren
F.O.P. Lodge 139
Greater Ohio Super Kids
Joel Halfhil
John Hamels
Lone Star Fraternity
Salvation Army Women's Auxiliary
Stynchula Family Foundation
Thomarios Construction

THANK YOU FOUNDATIONS, PARTNERS AND INDIVIDUAL DONORS

It is through our foundations, partners and individual donors listed here that the Soap Box Derby is able to provide the best programs.

Our partnerships will ensure the continued success of the Soap Box Derby and the development of future programs.

Thank you for your support!





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