

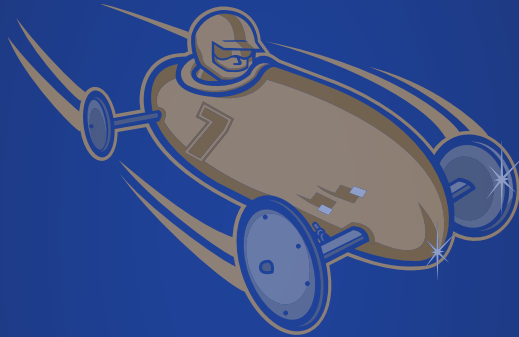
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**SOAP BOX  
DERBY**

Gravity Powered

STEM Driven

[soapboxderby.org](http://soapboxderby.org)



# 2017 Annual Report



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# President's Note

I am excited and humbled to join the International Soap Box Derby as its President and CEO. My initial time at the Derby has shown me the passion of Derby Nation, the dedication of the volunteers, and the hard work by our staff. My motto is to think big, think long term, and think internationally.

In the community, I want to thank my friends, colleagues, and new acquaintances and partners for being so welcoming. I also appreciate the Board for their efforts, along with Joe Mazur and Bobby Dinkins, who have helped me greatly with my transition.

Our mission of building knowledge and character, and creating meaningful experiences through collaboration and fair and honest competition, and working with today's youth is very important to me. Our staff did a great job in executing the 80th running of the FirstEnergy All-American Soap Box Derby World Championship Race, with unprecedented media coverage in recent years; and operating our other core events – Family Day presented by the City of Akron, Gravity Racing Challenge STEM Teams Competition presented by the University of Akron College of Engineering, United Way Corporate Derby Challenge presented by Fallsway Equipment Company, GPD Employees' Foundation presented Inclusion Day, and Senior Day presented by Cleveland Clinic Akron General, which had a record 546 participants.

We continue to expand our reach of the STEM education programs into local schools and at-risk youth settings in areas around the country – namely in Akron, Cleveland, Columbus, and throughout the entire state of Ohio, plus New York City, Northern Virginia and Rochester, NY. As we move into 2018, we look for these programs to gain momentum and traction in other race cities.

This is an important part of the mission as we push programs into educational settings, creating more GRC participants, new racers in the race locals, and teaching today's youth through experiential learning.

Partnerships are vital as we try and extend the reach of our mission through sponsorships, grants, donations, education, into new international markets, and with licensing opportunities. We appreciate your support of the International Soap Box Derby, and look forward to working with you.

To help continue our mission, please consider supporting the Derby through a donation of your time volunteering, talent, or a monetary donation as we expand our reach with our educational and racing programs.

Thanks.

Mark Gerberich  
President & CEO

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It's an exciting  
time at the world  
headquarters of  
gravity racing!

## About Us

The STEM-Based Education Program is in more than 600 classrooms in the United States.

### *The 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 1,299 races and more than 97 racing districts throughout the world each year.

The 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 education program is in more than 600 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, and our STEM Curriculum.

### *Mission*

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



## Our Staff

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President & CEO .....	<i>Mark Gerberich</i>
Vice President .....	<i>Bobby Dinkins</i>
Kit Production .....	<i>Duane Burkhammer</i>
Race Programs Coordinator .....	<i>Lynne Collier</i>
Shipping .....	<i>Jerry VanBuskirk</i>
Events Manager .....	<i>Morgan Garner</i>
Region 8 Program Coordinator .....	<i>Frankie Gilmore</i>
Education Program Director .....	<i>Linda Hubbell</i>
Programs Coordinator .....	<i>Heather Pulley</i>
Marketing Manager .....	<i>Doreen Thorne</i>
Accountant .....	<i>Cindi Zagar</i>

## Board Members

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Chair - Kevin Thomas  
Vice Chair - Gregg Mervis  
Treasurer - Alan Brubaker  
Secretary - Mark D. Mroczynski  
Carole Berry  
Michael Callahan  
Scott Lazarus  
Bill Lowery  
Chris Ludle  
Dominic Rizzo  
Pat Roberts  
Danyelle Sweitzer  
Dr. Don Visco

## Honorary Board Members

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Bobby Cooper  
Jack Engelke  
William J. Ginter  
Brian Graham  
Paul Jackson  
Marty Sullivan  
Michele Tomer  
Bob Troyer  
Thomas Welsh

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# Our Impact

## Our Core Values

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



IMPACTING SINCE  
**1934**

GRAVITY  
POWERED

---

STEM  
DRIVEN

# Out Impact | Curriculum

In November, 2016 the International Soap Box Derby launched a STEM-Based Education Program Curriculum that provides educators and learners with a choice of five exciting modules focused on developing STEM competencies such as:

- Prototyping
- Research
- Critical thinking
- Problem solving
- Communication
- Collaboration
- Teamwork

The Curriculum contains activities that engage learners with:

- Project-based lessons
- Team building
- Inquiry-based learning
- Creative-problem solving
- And FUN!



Our curriculum is in more than 600 classrooms in the United States and through the United Way Corporate Derby Challenge presented by Fallsway Equipment Company, we were able to donate more than \$10,000 in Curriculum to local schools and organizations.

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### Volunteers

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

We were fortunate to have more than 300 volunteers for the FirstEnergy All-American Soap Box Derby World Championship and a total of more than 3,000 volunteers that support all of our events yearly around the world.

Our volunteers have come from many places such as the City of Akron, FirstEnergy, UPS, Cleveland Clinic Akron General, GPD Employees' Foundation, Oriana House, Summit DD, Autism Society of Greater Akron, Akron Rotary Camp, Landmark Plastics plus many local high schools.

3,000 volunteers





# 2017 President's Youth Volunteer Service Award's and Hall of Fame Inductees

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## *President's Youth Volunteer Service Award*

The award was established to recognize youth under the age of 21 who have made a positive impact on Soap Box Derby programs by volunteering and mentoring on the local or national level.



**Alex Seither**  
Mason, Ohio

## *Hall of Fame Inductees*

Candidates may be considered for induction into the Soap Box Derby Hall of Fame on the basis of significant contributions to the program by dedicating years of service to the organization; as an ambassador, promoting the betterment of the sport and its participating young persons or by supporting the youth racing program through financial or sponsorship contribution, enabling the continued growth of the youth racing program.



**Ken Cline**  
Llano, TX



**Mark Packard**  
Rockford, IL

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# Highlights

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While our focus has been on the FirstEnergy All-American Soap Box Derby, we have expanded our programs and now offer more opportunities to our racers, our community and our race locations.



### Races

- 80th FirstEnergy All-American Soap Box Derby
- Mayor's Cup Race presented by Accenture
- Gravity Racing Challenge STEM Team Competition presented by The University of Akron College of Engineering
- DQ Rally Challenge
- Eaton Local Challenge
- United Way Corporate Derby Challenge presented by Fallsway Equipment Company



### Special Days

- Senior Day presented by Cleveland Clinic Akron General
- Soap Box Derby STEM Summer Camp
- GPD Employees' Foundation presented Inclusion Day
- Family Day presented by the City of Akron



### And More

- Advancing with the three-year strategic plan
- Hall of Fame inductees
- President's Youth Volunteer Service Award
- Corporate events
- Introduction of STEM Curriculum

## By The Numbers

### Derby Downs

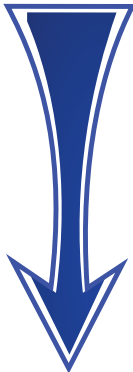
**80** YEARS  
of tradition

**73** EVENTS  
in 2017

**10,000+** trips down the track

**30+** MPH  
down the track

**989** FT



of gravity



4.5 Million dollars of economic impact yearly

**GRC**

**600**

SCHOOLS  
using our STEM  
Programs

**10**

GRC  
Locations



2,500

**312**

EDUCATION TEAMS  
competing in GRC

STUDENTS  
Engaged  
in Ohio

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### All American



**97**

Race Districts

**3,540**

Racers

**1,299**

Races

**7**

World Champions

# Financial Position

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## Assets

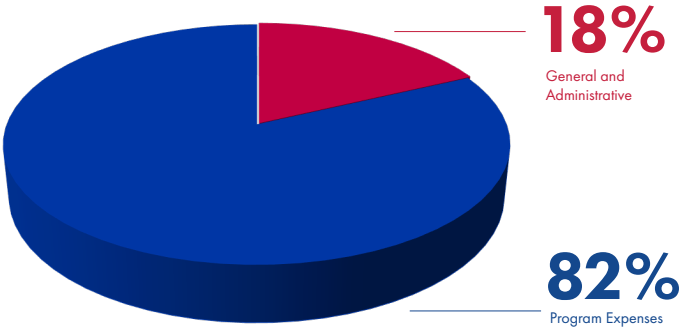
<i>Cash and Cash Equivalents</i>	\$140,268
<i>Account Receivable</i>	200,302
<i>Other Assets</i>	393,144
<i>Inventories</i>	167,663
<i>Property and Equipment, net</i>	2,034,293
<b>Total</b>	<b>\$2,935,670</b>

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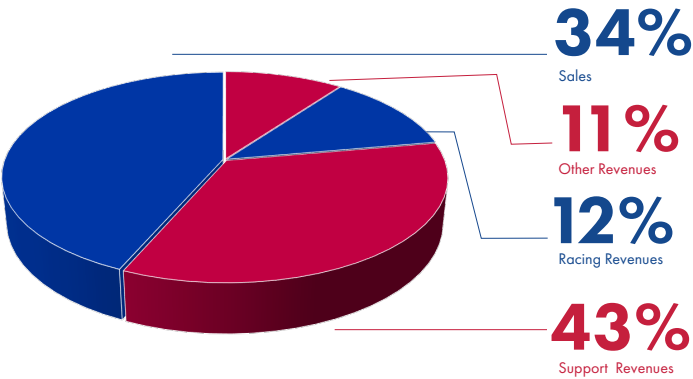
## Liabilities and Net Assets

<i>Current Liabilities</i>	\$303,099
<i>Long Term Liabilities</i>	534,786
<i>Total Equity</i>	2,097,785
<b>Equals</b>	<b>\$2,935,670</b>

# Operating Expenses



# Operating Income



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# Our Partners

## Foundations

AAA Advised Fund of the Tuscarawas  
County Community Foundation  
Akron Community Foundation  
ASCVB's Partnerships in Motion  
Destination Development Grant  
Glenn R. and Alice V. Boggess Memorial  
Foundation  
Bridgestone Americas Trust Fund  
Kenneth L. Calhoun Charitable Trust, Key  
Bank Trustee  
City of Akron  
City of Akron Neighborhood Partnership  
Program  
The Mary S. And David C. Corbin  
Foundation  
County of Summit Community  
Development Block Grant  
GAR Foundation  
GPD Employees' Foundation  
Lehner Family Foundation  
The Maynard Family Foundation  
John A. McAlonan Fund of Akron  
Community Foundation  
Laura R. & Lucian Q. Moffitt Foundation  
Burton D. Morgan Foundation  
R. C. Musson & Katherine M. Musson  
Charitable Foundation  
Northern Ohio Golf Charities  
Foundation, Inc.  
Ohio Hotel & Lodging Association  
Destination Marketing Fund  
OMNOVA Solutions Foundation  
Read Family Fund of Akron Community  
Foundation  
Charles E. and Mabel M. Ritchie Memorial  
Foundation  
The Sisler McFawn Foundation  
Lloyd L. and Louis K. Smith Foundation  
George Stevens Fund of Akron Community  
Foundation  
Tuscora Park Health & Wellness Foundation  
Welty Family Foundation

As we continue to grow and reinvent an organization that began in 1934 we want to thank the many volunteers, community leaders, corporations, foundations and individuals - especially our title sponsor for the All-American race, FirstEnergy whose generous contributions ensure that we can continue our mission of building knowledge and character, and creating meaningful experiences through collaboration and fair and honest competition.

## Partners

AAA  
Accenture  
AKA Media  
Akrochem Corporation  
Akron Beacon Journal/Ohio.com  
Akron RubberDucks  
Akron/Summit Convention & Visitors  
Bureau  
Baymont Inn & Suites  
Best Western Plus - West Akron Inn &  
Suites  
Burns & McDonnell  
Camping World  
City of Akron  
Cleveland Clinic Akron General  
ComDoc  
County of Summit  
Crain, Langner & Company  
Dairy Queen  
Eaton  
Fallsway Equipment Company  
FirstEnergy  
FOP Lodge #139  
GetGo  
GPD Group  
Golden Corral  
Greater Akron Chamber  
Hampton Inn Akron South  
Hilton Garden Inn Akron  
Hitchcock Fleming & Associates  
Holiday Inn Akron West  
Holiday Inn Express Akron South  
Huntington  
J.W. Didado Electric  
Keep Akron Beautiful  
Malco Products, Inc.  
Marous Brothers Construction  
Meggitt Aircraft Braking Systems  
Montrose Auto Group  
NORKA Beverage Company  
Ohio Valley Scale  
Papa John's  
Pilot Flying J  
Precision Garage Door  
ProEvent Photo  
PTS Automotive  
Quality Inn & Conference Center  
Radisson Akron/Fairlawn  
Residence Inn Akron South/Green  
Roetzel & Andress  
Rubber City Radio Group  
SC Fastening Systems

Skycasters  
Spaghetti Warehouse  
Sully's Tool & Party Rental  
Summit Racing Equipment  
Superior-Speedie  
Swensons  
Taylor Made Jewelry  
The University of Akron College of  
Engineering  
Thomas Limousine  
Tri-City Communications  
United Way of Summit County  
WBXX-TV  
Whitespace Creative  
Woodland Mulch

## Individual Donors

AkroChem  
Michelle Anderson  
Carole Berry  
Philip Broadfoot  
Alan Brubaker  
David Buchanan  
Gary Connor  
Robert Cooper  
Anthony Dangelico  
Richard Dawson  
F.O.P. Lodge 139  
Bonnie Freeberg  
Mark Gerberich  
Dawn Harris  
Betty Holmboe  
John Horner  
Christina Ingo  
Ed Kent  
Danielle Kimmell  
Andrew Lambert  
Terry Lindsey  
Will Looman  
L'Oreal  
Bill Lowery  
Joseph Mazur  
Gregg Mervis  
Mark Mroczynski  
Patrick Murphy  
Lisa O'Donnell  
Progressive Insurance Fund  
Racing Commission  
Layton Register  
Pamela Rhonemus  
Dominic Rizzo  
Fran Seabeck  
Kevin Thomas  
Marlene Thomas  
Ron, Doreen, Rory & Riley Thorne  
Scott Tiffan  
Bob Troyer  
Robert Walker

## The Bill Speeg Memorial Scholarship Fund



The Bill Speeg Memorial Scholarship Fund was established in 2016. The Fund honors the late Bill Speeg, who passed away in 2014 at the age of 46.

The top three finishers in the Local and Rally Divisions of the FirstEnergy All-American Soap Box Derby World Championship race annually receive scholarships from the Fund.

Speeg of Valley Center, California, became involved with the Soap Box Derby in 1999 when his daughter Ashley began to race. Speeg quickly became involved in local Oceanside and statewide California Soap Box Derby activities, serving as a board member and in other official capacities. The Speeg family traveled to races throughout the country where he offered technical support, financial assistance and mentoring to many young racers. He had served as a Regional Director for nearly 10 years at the time of his passing. He was vice president of Freeberg Industrial Fabrication Corp. in Escondido, California.

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# SOAP BOX DERBY®

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