



Annual Report

2009

December 31, 2009

1.0 Significant Highlights

- **General**
 - 2009 was the end of the first 5-year period for Dive Pirates and the continuous growth trends during that period indicate that Dive Pirates is now a solid, established charity. With this in mind, the foundation is now entering its next 5 year period. The details will be discussed in section 2.
 - We continue to attract talent to our board and officers. This year saw the addition of Jose Grinan, our annual EmCee and Fox 26 Anchor, and Alie Pruner, an executive with Tudor Pickering in Houston. Hallie Byth was elected as secretary of the organization and was very active in emailing, maintaining membership lists, and gathering friends for community service activities that supported Dive Pirates
 - We strengthened our relationship with SSI and Brac Reef Beach Resort and hosted a unity party at DEMA in November.
 - We have successfully trademarked our logo both in the form of the gold disk and the flag that we use on our trip shirts. This was accomplished pro bono by Al Kimble of Bracewell Giuliani law firm.
 - I have applied for copyright protection of our website and that is still in progress
 - Jose graciously got our organization recognition by the congressional office of Al Green and presented Recognition Certificates to Nettie, Sophie, Trudy, Mick, Mary Brandes and myself. We also received a US Flag flown over the capital.

- **Training and Students**
 - Tracy Hamilton, Joe Pazos and Rodney Marshall trained Juana Flores, Traci Bryan, Mike Bruscano in Plano, TX. Mike was unable to attend and will now likely be active in Dallas local diving. Juana and Traci attended 2009 trip
 - Mark Parker trained Alan Bailey and family in Houston. They attended 2009 trip
 - Dave Kuhary teamed with Sophie to train Justin and Jen Henderson from Pittsburgh, PA. They will go on the 2010 trip.
 - Pete Lyddon trained Keith Deutch and Kara McGinnis in Denver and they will attend 2010 trip. Keith will attend with another dive buddy due to Kara moving on to university in Florida.

- Stacey Minton trained Stanley Vigil in Albuquerque and he attended 2009 trip
- Dan Battles trained Bonnie Brawner and Araceli Saenz in Corpus Christi and they attended 2009 trip.
- Sophie Wimberley trained Becca Lockhart and her father, Lee in St Petersburg and they attended 2009 trip
- Alex Nicholl was trained by Randy Wright in Memphis for Advance diving, he was already open water trained. He attended 2009 trip. Alex has expressed an interest in becoming an instructor and Randy is training him – hopefully to be culminated in 2010 or early 2011.
- Carole Anderson trained Jake Hipps in Buffalo, NY and he attended the 2009 trip

- **The Trip –**

- The following were the Adaptive Divers on the trip:

- Dan Gade
- Stanley Vigil
- Traci Bryan
- Juana Flores
- Alan Bailey
- Jake Hipps
- Latseen Benson
- Alex Nicholl
- Bonnie Brawner
- Becca Lockhart
- Albert Garcia

- Numbers

Total Attendees	63
Total Divers	58
Adaptive Students	11
New Adaptive Diver	1
Returning Adaptive Divers	2

- Results

- Excellent weather all week
- All divers passed their certifications
- Transportation with shuttles and rent cars went better than expected
- Food and diving very good
- Last day had an excursion on Grand Cayman to Turtle Farm due to excessive layover and will have some lessons learned incorporated into next year's trip

- Other

- You will see in the books that we ran a trip to Little Cayman Beach Resort. This was done to check out the resort capability and the potential of a secondary trip. Due to using Twin Otters exclusively, this is only open to amputees and high functioning para's that can get into the plane. The resort is otherwise very accessible.

- **Fund Raising**

- **The Ball** – this was a record-breaking year in terms of people attending and dollars raised. Our final count of people was 211 and the money raised was as follows:

Table and Ticket Sales	\$55,110
Silent Auction Sales	\$21,695
Total Revenues	\$76,805
<u>Expenses (Catering, Programs, Etc)</u>	<u>(\$28,250)</u>
Net Income	\$48,555

- **New Mexico Scuba Center** had their first Davy Jones Locker Puzzle challenge in Albuquerque and raised about \$2,000.
- Barbara and Sophie were joined by Carole and Tony Anderson and many other supporters in Columbus OH for Scuba Fest and raised \$750 in a raffle for a donated Oceanic computer for the Buffalo Chapter
- **Lansing MI** has a new chapter and was able to raise \$500 in a memorial for one of their deceased dive instructors
- **Adventure Scuba** held the 2nd Annual Golf Classic in November in Plano, TX and raised \$8,800. We also received \$900 from one of their sponsors for the 2008 fund raiser.
- **WW Diving Chapter**, with the excellent help of Kim Nelson, raised \$8,000.
- **SSI – DEMA** – We were presented with a \$600 check from SSI and that was presented to us based on the Platinum Pro Party last year at DEMA. We will get a check again in 2010. We thank SSI for their continued support via the Platinum Pro Foundation
- **The DeepGulf Conference** hosted by Quest Offshore in Galveston, TX in December (this is an oil and gas industry organization in which Barbara participates) raised \$10,000 and donated \$7,000 directly to Dive Pirates.
- **Russ and Mary Brandes** donated \$2,000 to start a chapter in Tampa-St Pete.
- **Ignite** – Dennis Camp, a member and long time supporter has donated the money to enroll Dive Pirates as an Independent Associate to sell electricity in Texas and natural gas in Georgia. He will work with our membership to sign up folks which if enough switch over, we will get a continuous residual income. This is a good start on long term income.

2.0 Upcoming Activities

- **Follow us on Twitter and Facebook...**We will continue to remain active on these social networking sites
- **Brac Reef Beach Resort – Grand Re-opening Feb 13, 2010** – after several million dollars and 13 months, the resort opened for business on December 5th 2009 and began taking customers and revenue. The resort will have an official opening and Barbara and Sophie will attend.
- **SSI National Dealers Conference** – Sophie will attend February 19-20, 2010 and network with potential chapters. We will continue efforts to attract chapters throughout the country and overseas.
- **Pirates Ball** – March 5, 2010. I'm sure that all board members and officers in the area will attend once again in Houston at the Downtown Aquarium. We have started receiving sponsorships and we have delegated the management of the Silent Auction to Robin Reynolds and she started organizing 4Q 2009. We will elect officers for 2010. Board Members will be re-appointed in 2011.
- **Grants** – Gardiner has once again secured the \$10,000 grant from ABB and will be presented officially at the Ball.
- **Chapter Fund Raisers** – the following are planned and we are coordinating with these chapters but allowing them to work as independently as possible:
 - **March 6, 2010 – Husker Divers, Lincoln, NE, Carribean Card Night**
 - **April – New Mexico Scuba Center, ABQ, NM – UW Puzzle**As others develop, we will spread the news via the website and social media.
- **The Trip – It's Good to be Brac** – we have committed to 80 persons on the trip and will likely exceed this goal with special room arrangements and a waiting list. The shirts are once again designed in conjunction with Rogest. The first quarter 2010 report will address the student list along with buddies and instructors.
- **Five Year Plan, 2010-2014** - Currently under development. The plan will look at the following strategic issues:
 - Addition of new chapters
 - More delegation and autonomy of chapters
 - Addition of other trips – will require qualified trip leaders
 - Creation of an endowment to fund an executive director position
 - Recruitment of an executive director

3.0 Financials

The highlights for the income side of the financials are:

- 55% increase in Pirates Ball Sponsorships
- 35% increase in Silent Auction Revenue
- 30% increase in membership dues
- 10% increase in chapter fund raisers
- Bank account balance and accounts receivable increase of 146%, mainly due to early bird deposits for 2010 trip. Accounts receivable at the end of 2009 are \$38, 820.
- The Financials indicate assets in the form of equipment, non-cash donations and un-deposited funds. These will be normalized by the accountant who performs our tax return. Our financials, therefore, are not audited or reviewed. These non-cash donations also inflate our income numbers and will be reviewed during the tax return.

Goals for 2010 –

- Increase in Pirates Ball income of at least 15% from 2009
- Increase in chapters fund raisers of 10% over 2009
- Maintaining income from grants at 2009 levels
- Successfully filling the June 19-26, 2010 trip
- Begin receiving endowment income to fund executive director position

Dive Pirates Foundation

Income Statement Comparison 2008-2009

	<u>Jan - Dec 09</u>	<u>Jan - Dec 08</u>
Ordinary Income/Expense		
Income		
Adventure Scuba Chapter	11,900.00	16,550.00
Ascuba Venture Chapter	0.00	8,490.00
Capitol City Scuba Chapter	525.00	0.00
Gift Received	17,274.63	8,780.74
Membership Dues	16,565.00	12,705.00
NMSC Chapter	2,497.96	0.00
Phoenix Scuba Chapter	766.00	0.00
Pirates Ball Sponsorship	57,004.00	36,800.00
Silent Auction	20,144.75	14,700.00
Tampa St Pete Chapter	2,000.00	0.00
Travel Brac 2009	73,650.00	12,350.00
Travel Brac 2010	59,650.00	0.00
Travel Little Cayman BR 2009	13,332.00	0.00
Travel Brac 2008	0.00	60,173.60
Volunteer Matching Funds	2,500.00	2,000.00
WW Diving Chapter	9,900.00	0.00
43300 - Direct Public Grants		
43340 - Nonprofit Organization Grants	<u>11,500.00</u>	<u>12,000.00</u>
Total 43300 - Direct Public Grants	11,500.00	12,000.00
43400 - Direct Public Support		
43440 - Gifts in Kind - Goods	<u>30,170.29</u>	<u>0.00</u>
Total 43400 - Direct Public Support	<u>30,170.29</u>	<u>0.00</u>
Total Income	<u>329,379.63</u>	<u>184,549.34</u>
Gross Profit	329,379.63	184,549.34
Expense		
Adventure Scuba Fund Raising	2,127.50	5,377.90
Ascuba Venture Fund Raising	0.00	1,265.63
Bank Charge	1,506.43	1,254.34
Banking Mistake in Posting	0.00	0.00
Equipment For Adaptive Diver	22,652.02	22,549.40
Fund Raising	31,361.28	23,517.75

Gifts Given	600.00	0.00
Insurance, Bus	3,523.57	3,531.57
Legal-Prof Fees	904.77	1,117.03
NMSC Fund Raising	459.19	0.00
Office	0.00	304.91
Postage and Delivery	1,020.24	10.12
Printing and Reproduction	0.00	0.00
Promotional	3,871.28	1,443.78
Travel Brac 2009	125,159.02	9,407.11
Travel Brac 2008	0.00	92,920.06
Travel Brac 2010	7,752.80	0.00
Travel LCBR 090509	13,491.28	0.00
Travel, Adaptive Training	456.65	0.00
Website Dev and Maint	1,186.50	935.50
WW Diving Chapter Fund Raising	1,367.20	0.00
66900 - Reconciliation Discrepancies	<u>0.00</u>	<u>0.00</u>
Total Expense	<u>217,439.73</u>	<u>163,635.10</u>
Net Ordinary Income	<u>111,939.90</u>	<u>20,914.24</u>
Net Income	<u><u>111,939.90</u></u>	<u><u>20,914.24</u></u>

Dive Pirates Foundation

Balance Sheet Comparison - 2008-2009

	<u>Dec 31, 09</u>	<u>Dec 31, 08</u>
ASSETS		
Current Assets		
Checking/Savings		
Checking	47,807.55	30,988.94
Total Checking/Savings	47,807.55	30,988.94
Accounts Receivable		
11000 - Accounts Receivable	38,819.58	4,275.00
Total Accounts Receivable	38,819.58	4,275.00
Other Current Assets		
Donated equipment	4,981.11	0.00
Non cash donations	8,028.68	0.00
Silent Auction Donations	25,568.75	0.00
12000 - Undeposited Funds	21,976.15	0.00
Total Other Current Assets	60,554.69	0.00
Total Current Assets	147,181.82	35,263.94
TOTAL ASSETS	<u>147,181.82</u>	<u>35,263.94</u>
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
20000 - Accounts Payable	-22.02	0.00
Total Accounts Payable	-22.02	0.00
Total Current Liabilities	-22.02	0.00
Total Liabilities	-22.02	0.00
Equity		
32000 - Retained Earnings	35,263.94	14,349.70
Net Income	111,939.90	20,914.24

Total Equity	<u>147,203.84</u>	<u>35,263.94</u>
TOTAL LIABILITIES & EQUITY	<u>147,181.82</u>	<u>35,263.94</u>

4.0 Other

The organization continues to grow because of the dedication of our board, officers, and a handful of people who are dedicated to our vision and continue to attend the Ball, the trip in June, and our local fund raisers. We are beginning to have regularly scheduled events outside of the Ball and we have people we can delegate the operation of fund raisers and the silent auction at the Ball. Many of our students are starting to network with fellow soldiers and bringing them to our program. We also have foundations that are donating to us based on recommendations from our current supporters. These recommendations and networking are more valuable than any web page, twitter feed or advertising and we are humbled by all of this support.

Webstats – We are now tracking our webstats as of 4Q 2009. For that Quarter, here are the results:

Visitors: 995

Page Views: 4,402

Average Time on Site: 2 Minutes 50 Seconds

Top Pages (Outside of homepage): Divers 18%, Members 8%, About 5%

- 43% of visitors visited DivePirates.org directly
- 23% of visitors were referred to DivePirates.org from other sites
- 34% of visitors originated from Search Engines (Google, Yahoo, Bing, etc)

34% of your traffic originates from search engines is very, very good. This means you have a constant flow of new visitors, and that you are actively being searched for. (68% of visitors were new, btw, also impressive.) So there isn't really anything else we should do SEO-wise.

These are the sites that have referred visitors to DivePirates.org, excluding search engines, facebook, twitter, and email services:

- Bracreef.com
- Scubaboard.com
- Huskerdivers.blogspot.com
- Nmscuba.com
- Opfund.org
- Aw.army.mil
- Capitalcityscuba.com
- Caymanislands.ky
- Examiner.com
- Linkedin.com

- Oldsaltdiving.com
- Scubafest.org
- Chumclub.org
- Laketravisscuba.com
- Rhythmandhuesdesignstudio.blogspot.com
- Theglasshammer.com
- Amputees.proboards.com
- Register.deepgulfconference.com
- Disaboom.com
- Relevantcreatives.com – woot!
- Apparelyzed.com
- Divenewswire.com
- Dive-masters.com
- Diverwire.com
- Dogpile.com
- Bayareadivers.org
- Handi-divers.com
- Kelleyknightfund.com
- Operationneverforgotten.org
- Riseadventures.org

As for states, we received visitors from 47 states. Here are the top 10:

- Texas, 277 visitors
- Indiana, 138 visitors
- California, 43 visitors
- Florida, 31 visitors
- Louisiana, 31 visitors
- Ohio, 29 visitors
- New Mexico, 27 visitors
- New York, 23 visitors
- Michigan, 18
- Massachusetts 18

There were visitors from 38 countries outside the US, including:

- Germany 30 visitors
- UK 16
- Canada 15
- Switzerland 9
- Cayman Islands 9
- Malaysia 6
- South Africa 5
- Italy 5
- Brazil 4