



Shakin' Not Stirred

NEWSLETTER OF THE KIME FUND

April 15, 2012

KiMe Makes its First Donation



Cole Neuroscience Center represented by AD Baxter, Dr. John Dougherty, Dr. Michelle Brewer, Ann Giffin and Libby Hall (left to right). KiMe Fund Founder, Steve Hodges (center).

The KiMe Fund presented a \$6,000 donation to the Cole Neuroscience Center at the University of Tennessee Medical Center in Knoxville on February 3, 2012.

KiMe Fund founder, Steven Hodges, who presented the donation, provided the following remarks, "After a successful inaugural year for the KiMe Fund, we are

pleased to be in a position to make our first donation to the Cole Neuroscience Center. As a recognized regional resource, this will assist them with their mission related to Parkinson's. This is the first in what we hope will be a series of donations to multiple organizations throughout the country."

The Cole Neuroscience

Center offers a complete spectrum of care for neurological diseases and is the only neurology subspecialty center of its kind in the region. The specialists work together to develop a treatment plan to assist patients and their families.

This donation is especially important with an estimated 1 million people in the United States with Parkinson's disease, and with many more cases yet to be diagnosed.

The month of April is widely recognized as Parkinson's awareness month.

2nd Annual Knoxville Fundraiser

The KiMe Fund is hosting its Second Annual Shakin' Not Stirred Benefit on Saturday, April 21, at the historic Maple Grove Inn in Knoxville. WATE-TV News Anchor Lori Tucker, and Chief Meteorologist Matt Hinken, will emcee the event, which will include silent and live auctions, dinner, drinks, and music by the Marquis McGee Quartet.

"This event is becoming a favorite fundraising event in Knoxville. It is an opportunity for our community to join us in support of finding a cure for Parkinson's," said Steve Hodges, Founder and Chairman of the KiMe Fund. "The number of participants continues to grow as many people know someone close to them with the disease."

The KiMe Fund plans to use proceeds to benefit research efforts aimed at finding a cure for Parkinson's."

Tickets for the event are \$100 and still may be purchased at info@kimecnd.org or by calling 865-621-1974.

Sponsorship opportunities may remain available as well.

Note from the Editor:

This is the KiMe Fund's second newsletter. We decided to retain the title, Shakin' Not Stirred, because it reflects the KiMe Fund's dedication to becoming a force in helping to find a cure for Parkinson's.

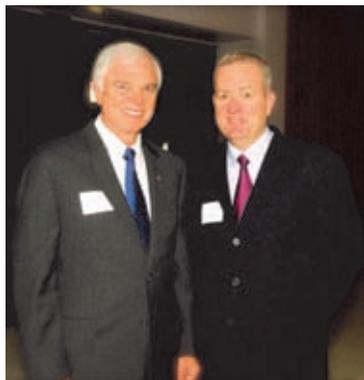
We believe the name evokes a sense of determination, dedication, and doing the right thing in the face of obstacles. This is the challenge taken up by the KiMe Fund and its quickly growing base of supporters.

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Shakin' Not Stirred

A Message from the Chair and Founder, Steve Hodges



Richard Clifford and Steve Hodges at the We Have A Mission benefit in Houston, TX.

“OUR INITIAL FOCUS IS PARKINSON’S ... MANY EXPERTS BELIEVE THAT PD WILL BE THE FIRST OF THE NEUROLOGICAL DISORDERS TO BE CURED, AND ITS CURE MAY BE AN IMPETUS TO CURING OTHER NEUROLOGICAL DISEASES, SUCH AS ALZHEIMER’S”

As the KiMe Fund reached the end of its first year, I found myself overwhelmed with pride, commitment, determination and excitement. Mostly, I feel gratitude for all the prayers and support for KiMe’s mission that we have received from so many people and places. We are now being followed by supporters in 12 countries!

Our first year was one of organization, development, and awareness. Now that we have established momentum, the challenge is to accelerate the speed. Specifically, we have two goals: (1) raise money; and (2) donate it wisely. This includes keeping expenses under control to maximize the dollars that go toward finding a cure for Parkinson’s.

After a successful inaugural year, we were pleased to be in the position recently to make our first donation. The recipient was the Cole

Neuroscience Center of the University of Tennessee Medical Center. As a strategic partner and recognized regional resource, our donation will assist them with their mission related to Parkinson’s. This is the first in what we hope will be a series of donations to organizations throughout the country.

With regard to raising money, our strategy remains unchanged. We want to host events that are so much fun people don’t want to leave, and are asking about the next event when they depart. To date, we have hosted fundraisers in Knoxville, TN and Houston, TX. We plan to host additional events in those areas, including our upcoming 2nd Annual Shakin' Not Stirred Parkinson's Fundraiser in Knoxville on April 21. By the end of 2013, our goal is to host five annual events in five different cities.

Our biggest challenge is

where to invest donations. We have a Strategic Funding Committee charged with identifying potential fund recipients. This effort also is daunting, especially in terms of the responsibility to get it right.

Our initial focus is Parkinson’s for reasons that may not be readily apparent to some. Many experts believe that PD will be the first of the neurological disorders to be cured, and its cure may be an impetus to curing other neurological diseases, such as Alzheimer’s.

Finally, there is a tremendous responsibility to retain a sense of urgency and get the KiMe Fund where we wanted it to be from the beginning — an organization that is a force in helping to cure Parkinson’s disease, sooner rather than later.

Thank you for your support.

Cupcakes for KiMe Campaign

During the month of March, The Cup in Knoxville dedicated its monthly “Baking a Difference” campaign to the KiMe Fund at its Turkey Creek and Bearden locations.

The Cup graciously featured a Toffee Crunch cupcake for KiMe, made of a rich golden cake, frosted with caramel buttercream, drizzled with a

caramel sauce and topped with Heath bar crumbles.

For every Toffee Crunch cupcake sold in March, The Cup agreed to donate 50 cents to the KiMe Fund. The campaign results were impressive with 1,239 of the Toffee Crunch cupcakes sold for a total donation of \$619.50 to the KiMe Fund.

The Cup features a different charity each month in its

Baking a Difference campaign. For more information go to www.cravethecup.com. The Cup established the program to benefit charitable organizations in the community.

The campaign resulted in the highest monthly sales volume by The Cup benefiting a charitable organization since the inception of the program.



New Board Member Joins the KiMe Fund

The KiMe Fund is honored to announce that Joseph Siragusa accepted an appointment to the KiMe Fund Board of Directors effective January 1, 2012.

Joe is a Vice President at Fidelity Investments and the Branch Manager of the Knoxville office, where he is responsible for site leadership, financial planning, market development, and client management. Joe holds a Bachelor of Science from Boston University, and is a Certified Financial Planner and a Chartered Financial Consultant.

Joe resides in Knoxville with his wife, Kelly, and two children, Evelyn and Anthony.

He is an Assistant Coach at the University of Tennessee Men's Rugby Team and also a mentor for the Tennessee Achieves Program.

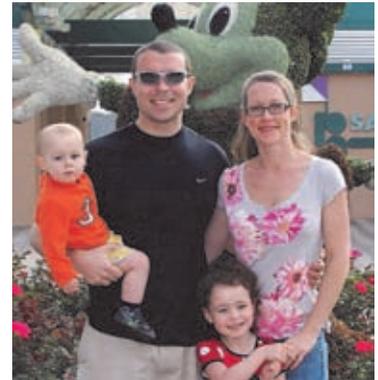
Joe decided to join the KiMe Fund, stating, "After hearing about the efforts of the KiMe Fund from an associate at Fidelity, I was immediately drawn towards finding a way to support this organization. The active engagement and determination of its Founder Steve Hodges and other Board Members toward making a difference is consistent with both my professional and personal approach."

Joe brings a strong leadership background, both in the financial arena and in community service.

"We are pleased that Joe has joined our Board. He brings valuable experience and a strong desire to serve his community. He is already making a difference for the KiMe Fund," said Steve Hodges, Founder and Chairman.

The Knoxville branch office of Fidelity Investments has been a corporate champion of the KiMe Fund from the beginning, due in part to Joe's stewardship.

We extend a warm welcome to Joe!



Joe Siragusa with his wife, Kelly, and children, Evelyn and Anthony.

Blueprint-5

STEVE HODGES,
KiMe Fund Founder.

For almost 30 years, Steve has worked for Jacobs Engineering, one of the largest professional services firms in the world, providing management and leadership. His experience positioned him to create the KiMe Fund following his Parkinson's diagnosis in 2009.

We asked Steve-

Q: What inspires you?

A: People, books, music, travel. Everything.

Q: Who would you most like to meet over dinner ?

A: Steve Martin. He is an incredibly creative guy. He is an author, playwright, musician, art collector, actor, comedian, and who knows what else? I would like to find out.

Q: What are your dreams?

A: To spend the rest of my life making my wife, Jerri, happy. Watching our kids grow, including graduations, marriages, and grandchildren. Traveling. I would like to see the KiMe Fund become a major force in finding a cure for PD.

Q: How would you describe your general outlook on life?

A: One of my friends once told me, "I choose happy!" I am right there with him. I truly am the luckiest guy on earth, and I try not to take it for granted.

Q: Describe a perfect day?

A: Waking up with Jerri at the Westin at Grand Cayman. Hanging out at the pool with our girls. Sailing and watching the sunset. Dinner at Casanova's. Walking on 7 mile beach smoking a cigar. It's a wonderful place.

Note from the Editor:

We are introducing a new article in this newsletter that we are calling "Blueprint-5."

In five questions, we want to briefly introduce our readers to some of the people who are part of making the KiMe Fund what it is — an organization with people who CARE, CONTRIBUTE and are helping to find a CURE for Parkinson's.

In this edition we start at the source, with our founder, whose many hats include Board Member, Corporate Sponsor, Donor and, by the way, Parkinson's patient.

Shakin' Not Stirred

Houston Fundraising Event a Big Success



Director Eric Brinley and his wife, Sue Ware-Clarke, at the Houston Benefit. Eric was one of the driving forces behind the event.

“THE HOUSTON EVENT NOT ONLY RAISED OVER \$10,000 ... BUT ALSO RAISED AWARENESS OF THE KIME FUND’S MISSION ... AND POSITIONED THE KIME FUND FOR FUTURE EVENTS IN TEXAS.”

Attendees were at full attention as Richard Clifford addressed the crowd at the Houston Benefit.



The KiMe Fund held its first fundraising event in Houston, Texas on November 6, 2011. Themed “Houston We Have A Mission,” the benefit was held at the League City Civic Center, and was attended by approximately 120 friends and supporters.

The evening featured an amazing dinner catered by Tamara Vogt of Grand Finale Catering. An energetic team of students from Clear Creek ISD volunteered their time to help with set up and foodservice. Festivities included DJ Brad from PRP Entertainment, dancing, a silent auction, and a live auction officiated by local personality and auctioneer, Judge Steve Phelps.

Former NASA Astronaut and Parkinson's patient, Richard Clifford, provided an insiders

view of secret fight with Parkinson's Disease while serving as an astronaut. He also provided entertaining and informative remarks about his three Space Shuttle missions.

As a part of Mr. Clifford's introduction, film producer Jack Zankovic previewed excerpts from a film he is currently developing entitled “The Astronaut's Secret,” which is a documentary about Mr. Clifford's incredible story and drive to raise awareness of Parkinson's Disease. To track production and see an exciting glimpse of the film, including information about how to help fund its development, check out the website, www.theastronautssecret.com.

At the conclusion of Mr. Clifford's comments, KiMe

Fund Founder, Steve Hodges presented Mr. Clifford with a copy of the novel, *A Man on the Moon*, to thank him for his support of the KiMe Fund. The novel contained a personalized inscription by Oscar winning actor Tom Hanks, who signed the book "Rich, Bravo on what you have done for the KiMe Fund. To the Stars!"

The Houston Event not only raised over \$10,000 in donations net of expenses, but also raised awareness of the KiMe Fund's mission, formed key relationships in the Houston community, and positioned the KiMe Fund for future events in Texas.

The Houston Committee of the KiMe Fund is planning another entertaining evening for the Fall of 2012.



April 15, 2012

Kaleidoscope: Houston We Have A Mission Fundraiser



Top Left: Katie Kilbourn, Clarissa Martinez, and Fernando Correa (left to right).

Top Right: Attending board members Jeff Robinette, Steve Hodges, Deanna Hatmaker and Eric Brinley (left to right) with Richard Clifford and his wife, Nancy (center).

Middle Left: Michael Butera, Bill Drastata, and Bill Schneider (left to right).

Below: The crowd dancing to the tunes of DJ Brad from PRP Entertainment.



Above: Louise & Bob Dupstadt and Barbara & Ted Lapko (left to right).
Right Middle: Betsy Hodges and Ginger & Jim Darnell.
Far Right: Sharon Polt and Jody Moorman.



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KiMe Finances

DONATIONS

**Fidelity Charitable Gift
c/o KiMe Fund
1017 Bridgestone Pl.
Knoxville, TN 37919**

**East TN Foundation
c/o KiMe Fund
1017 Bridgestone Pl.
Knoxville, TN 37919**

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www.kimecnd.org

In order to maintain donor confidence, we intend to report regularly on the financial condition of the KiMe Fund. This is our second report.

During its first Board meeting, KiMe adopted an operating plan targeting administrative expenses not greater than 10%. To date, administrative expenses are 7% of total receipts and revenue.

For our first year of operation, through December 2011, we set an aggressive fundraising target of \$100,000. While we did not meet that goal, we had a good inaugural year of events and contributions. Through December 31, 2011, the KiMe Fund raised over \$49,000, with expenses just over \$11,000. We are hopeful we will exceed \$100,000 by the end of 2012,

which will enable KiMe to start providing grants to researchers.

The KiMe Fund made its first donation on February 3rd in the amount of \$6,000 dollars to the University of TN Medical Center, Cole Neuroscience Center. This is the first in what we hope will be a series of donations to multiple organizations throughout the country.

We continually look to reduce expenses. We initially established KiMe through the East TN Foundation (ETF), a 501 (c)(3) nonprofit. ETF is a terrific partner which has the ability to receive donations and efficiently pay expenses. The administrative expense associated with donations that we direct to ETF is 10%. This is viewed as reasonable given the

service ETF provides. However, when coupled with the operating expenses incurred for fundraising, expenses are higher than desired. In order to reduce expenses, the Board approved an account with The Fidelity Charitable Gift Fund, a 501(c)(3) that has lower administrative expenses, but cannot pay event expenditures. The combination of these relationships provides the ability to receive tax free donations, pay expenses, distribute funds, and reduce cost. Consequently, we expect our expenses to trend downward over time.

Ultimately, we plan to pursue 501 (c)(3) status. However, we do not believe this goal is feasible until we sustain annual donations of \$200,000.

KiMe Fund Board of Directors

Steve Hodges, Founder, Chair, Director (TN)
Michelle Brewer, Director (TN)
Eric Brinley, Secretary, Director (TX)
John Campbell, Treasurer, Director (TN)
Martin Gray, Director (TN)
Deanna Hatmaker, Vice Chair, Director (MI)
Leslie McDermott, Director (TN)
Jeff Robinette, Director (DC)
Joe Siragusa, Director (TN)
Tim Wheeler, Director (TN)

Balance Sheet 12/31/ 2011

Cash	\$ 9,563.47
Pledges Receivable	<u>320.00</u>
Current Assets	9,883.47
Investment funds	<u>39,721.99</u>
Total Assets	<u>\$ 49,605.46</u>
Liabilities and Fund Balance	
Research contributions payable	\$ 6,000.00
Fund Balance	<u>43,605.46</u>
Liabilities and Fund Balance	<u>\$ 49,605.46</u>