



play matters for all kids

2016 ANNUAL REPORT

A MESSAGE FROM

James Siegal and Ron Lumbra

Kids need safe places to play so they can thrive. Our work in 2016 made even more play opportunities available to kids in cities and towns across the country. And in these times when neighbors feel divided and neighborhoods feel disconnected, people need opportunities now more than ever to come together around a common cause. When we put kids first, what unites us becomes so much more important than what divides us.

That's why we built 152 playgrounds this year. We brought people from all walks of life together to create safe places to play for the kids with the greatest needs. At each site, hundreds of volunteers rolled up their sleeves and worked side by side to mix concrete, haul mulch, and erect play structures. Just six hours later, empty lots transformed into brand new gathering places for kids and families.

Throughout the year, we engaged more than 30,000 volunteers to create great places to play for more than 830,000 kids across the country, especially in underserved neighborhoods. We also

advanced play everywhere by helping cities bring play to everyday places like bus stops, barbershops, health clinics and grocery stores. It is crucial to make play the easy choice, so that no matter who they are and no matter where they live, kids can get the play they need to grow up healthy and successful.

We are grateful to our partners who believe all kids deserve the best. We count ourselves lucky to work alongside our dedicated National Partners—The CarMax Foundation, Disney, Dr. Pepper Snapple Group, Foresters Financial, and Target—and all of our Partners in Play. They make it possible for us to ensure that the kids in communities that need it most get the childhood they deserve, filled with play.

When we come together to put kids and families first, we meet fundamental needs and reach extraordinary goals. Everyone has the ability to make kids' lives better. This year and beyond, we will continue to help communities do just that.



James Siegal
CEO



Ron Lumbra
Chairman of the Board

2016

YEAR IN REVIEW



Play Everywhere
Challenge applications

1,010

836,934

Kids who now have a
great place to play

Imagination Playground, Rigamajig
and Build It Yourself grants awarded

273

34,079

Volunteers engaged

Playgrounds built

152

Playful City USA
communities

257

TRANSFORMING COMMUNITIES

Safe places for kids to play

We worked alongside cities, communities and partners from all sectors to make it as easy as possible for kids with the greatest need to play, so that they can learn, explore and grow!

We do this by:

- Mobilizing communities in response to crisis
- Inspiring kid-friendly cities
- Driving innovation in playspace design



Mobilizing communities in response to crisis



We convened philanthropic, corporate, city and neighborhood partners to advance community-based solutions to the built environment challenges kids face in Flint, MI.



We kicked off the second year of Play More B'More with The CarMax Foundation and a network of local partners, bringing together community organizations, volunteers and city agencies to support youth apprentices and transform Baltimore neighborhoods into safe and playful gathering spots for kids and families.

Inspiring kid-friendly cities

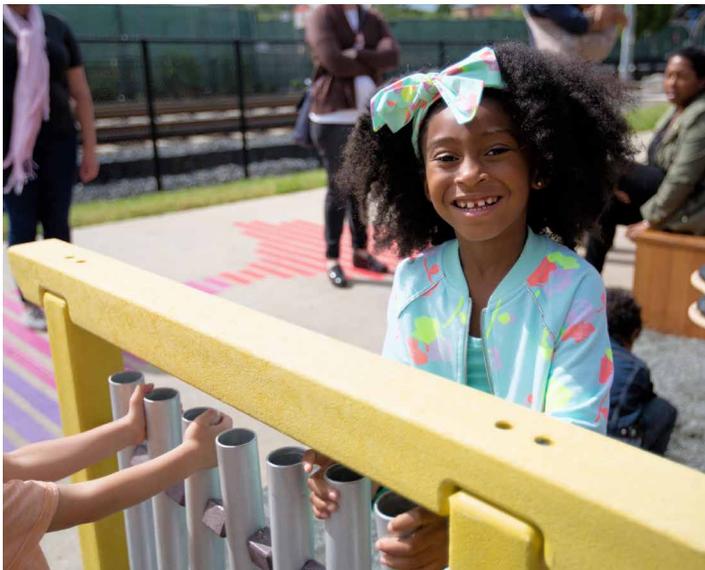


We honored 257 cities and towns across the country with the Playful City USA recognition. These cities make the commitment to put kids and families first, transform their public spaces to be more playful and use play as a solution to the challenges facing their communities.



We attended conferences, seminars and special events to discuss ways to put kids and families first in cities everywhere. As a featured speaker at the annual CityLab conference, CEO James Siegal discussed the future of intentional urban planning for play, answering the question: "What do kids and families really need from their city?"

Driving innovation in playspace design



We launched the Play Everywhere Challenge with the Robert Wood Johnson Foundation, Target, Playworld, HUD and NEA to spur play innovation on a national scale. From more than 1,000 applications, we awarded \$1 million in grants to 50 winners who are transforming everyday places (like sidewalks, bus stops and vacant lots) into PLAYces that make play the easy choice for kids and families.



We awarded 51 Rigamajig creative play systems to communities nationwide that needed them most. Rigamajig, a collection of wooden planks and wheels, nylon nuts and bolts, and pulleys and rope, encourages active play, cultivates curiosity and sparks creativity while teaching kids 21st century skills.

CONSOLIDATED STATEMENT

2016 financial activities

REVENUES

Contracted Program Services	\$21,854,391
Contributions & Grants	\$4,024,076
In-Kind Contributions	\$966,593
Miscellaneous Income	35,801
Investment Income	\$853,594
Total Revenue	\$27,734,455

EXPENSES

Programs	\$23,183,562
<i>Community Play Catalyst—\$20,560,601</i>	
<i>External Affairs—\$2,622,961</i>	
Development	\$2,143,092
Management and General	\$1,735,522
Total Expenses	\$27,062,176

NET ASSETS

Change In Net Assets	\$672,279
Net assets: beginning of year	\$12,960,529
Net assets: end of year	\$13,632,808

We feel a great responsibility to our donors, large and small. That is why we are proud of our efficient operations. In 2016, eighty-six percent of our budget went directly to fund programs that bring play to kids. Only eight cents of every dollar was spent on fundraising, and six cents per dollar went towards administrative costs.

KaBOOM! meets all 20 of the BBB Wise Giving Alliance's standards for Charity Accountability.

To learn more about our income, expenses, and assets you can view our consolidated financial statements for 2016 and 2015 at kaboom.org/about_kaboom/financials.

NATIONAL PARTNERS

There is no other way to put it: Without the support of our partners, our work would not be possible.



PARTNERS IN PLAY

The work we do at KaBOOM! is made possible through the generous donations of our funding partners who are committed to creating safe places for kids to play. Through their support we are able to ensure kids get the childhood they deserve.

50 Fund
AbbVie Foundation
ACON Investments
Adage Capital Management
Adobe
Alpha Kappa Alpha Sorority, Inc.
American Academy of Orthopaedic Surgeons
Amway
Annie E. Casey Foundation
Baltimore Gas and Electric (BGE)
Bezos Family Foundation
Blue Cross and Blue Shield of North Carolina
BlueCross BlueShield of Tennessee Health Foundation
Brewers Community Foundation, Inc.
City of Orrick
Cox Enterprises
DAP Products Inc.
Delek/MAPCO
Delta Air Lines
Discover Financial Services
Dr Pepper Snapple Group
Duquesne Light
Fairytale Brownies
Fiesta Bowl Charities
Fila USA, Inc.
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Health Care Service Corporation, dba:
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Blue Cross and Blue Shield of Texas
Health Warrior, Inc.
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LP Building Products
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J. Willard and Alice S. Marriott Foundation
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Kate B. Reynolds Charitable Trust
LEGO Community Fund U.S.
Make An Impact Foundation
Mead Foundation
MetLife Foundation
Million Dollar Round Table Foundation
Morgan Stanley
Nashville Predators Foundation
NES Power
New Balance Foundation
New York Knicks
Nora Roberts Family Foundation
Northwestern Mutual / Mulroy Insurance Agency
Pacific Dental Services
Pacific Gas and Electric Company
Pacific Life Foundation
PECO Energy Company
Pennsylvania Municipal League
Piedmont Natural Gas

Phoenix Suns Charities
Playworld
PSEG Foundation
Quotient Technology (formerly Coupons.com)
Radio Flyer
RBC Trust Co-Alison Gutterman Charity Fund
Reedy Industries, Inc.
Richard B. Kelson
Robert Wood Johnson Foundation
Salesforce Foundation
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San Jose Sharks
SAP America, Inc.
Sinai Hospital
Target
The CarMax Foundation
The Colorado Health Foundation
The Community Foundation for the
National Capital Region
The Heinz Endowments
The Home Depot Foundation
The National Society of Leadership and Success
The Toro Company
The Minnesota Vikings
The Walt Disney Company
The Wetzel Family
UnitedHealthcare
Warner Music Group
WestRock
Williamsburg Health Foundation
Yokohama

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List is current as of December 2016.



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KaBOOM! is the national non-profit dedicated to giving all kids—particularly those growing up in poverty in America—the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open or improve nearly 16,700 playgrounds, engaged more than one million volunteers and served 8.5 million kids. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy and productive lives. To learn why #playmatters, visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.