

Now I Lay Me Down To Sleep 2009

This annual report covers a shortened year as we made a strategic decision to convert to a Fiscal Year ending June 30, 2009. In 2009, NILMDTS experienced significant growth and change. We launched a new fundraising event and were amazed at the success of the National Charity Model Search during the beginning of rough economic times around the country. This event netted over \$160,000 in support for the foundation. We also found ourselves in transition as Jessica Roe stepped down as the Executive Director, and Kathleen Miller took on this role.

2009 also saw the need to set some far-reaching goals that included securing more funding through granting organizations to support our mission. We also made the decision to undertake our first official audit of our books to ensure transparency, position us for additional grant opportunities, and identify best practices and principals. After securing multiple proposals, we selected CapinCrouse LLP to complete our first audit from January 1, 2009 – June 30, 2009. Now I Lay Me Down to Sleep is very excited to see what the future year will bring.

2009 Stats

• Number of Active Volunteers:	2133
• Number of Volunteers Affiliated with NILMDTS in the past 5 years:	8457
• Number of Countries with Active Volunteers:	15
• Number of Countries where Volunteers have been affiliated with NILMDTS in the past 5 years:	29
• Number of Families served:	1856
• Volunteer Hours Served:	8253
• Number of Grants Received:	1



2009 Goals

- Use successful first year model for the Model Search Fundraiser and apply the model used for the 2010 model search – cutest family.
- Certify 6 new trainers throughout the year (all in geographic areas needing a certified trainer).
- Apply for additional grant funding to create webinars focused on specific help topics for photographers and families

Training

- Develop an “off season” training program that will allow for the maximum number of photographers to be trained.
- Work with Trainers to ensure their materials are up to date and accurate.

Area Coordinator

- Develop an interview process for all area coordinators
- Work on getting Area Coordinators to cover 1-2 hospitals and recruit for hospitals needing coverage.

Fundraising

2009 National Charity Model Search

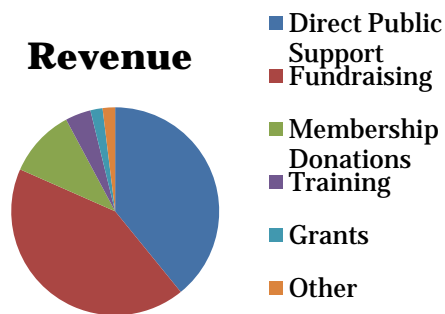
- 652 photographers and 516 families from the US and Canada participated in the NCMS.
- Built successful sponsor partnerships for the 2009 prize packages for both families and photographers.

Now I Lay Me Down to Sleep Foundation
7201 S. Broadway Suite 150
Littleton, CO 80122

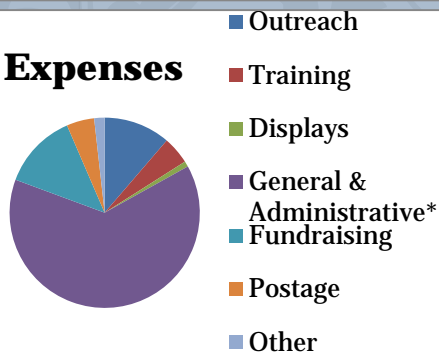
877.834.5667
720.283.3339
720.283.8998 (f)

headquarters@nilmdts.org
www.nowilaymedowntosleep.org
www.nowisleep.com (family and photographer forum)

Revenue



Expenses



nilmdts™
 Now I Lay Me Down to Sleep

2009 ANNUAL REPORT

Support & Revenue*

Gifts - in- Kind Photography Services:	\$2,910,309
Direct Public Support (includes matching gifts):	\$124,100
Grant Funding Received (restricted):	\$6,000
Fundraisers:	\$134,724
Membership Donations:	\$33,513
Training Seminar:	\$12,625
Other:	\$6,159

Expenses*

Outreach:	\$15,631
Training:	\$6,477
Displays:	\$1,300

Supporting Activities*

General & Administrative**:	\$88,226
Fundraising:	\$17,827
Postage:	\$6,514
Other:	\$2,466

Total Revenue: \$317,131
Total Expense: \$138,441

*2009 was a shortened year due to a Fiscal Year End change to end June 30, 2009. This report reflects activities from January 1, 2009 to June 30, 2009

**G&A – This includes all costs associated with running the foundation including: rent and utilities, phone, computer, website and internet services, copying, promotional materials, staff salaries (NILMDTS employed 3 – 4.5 FTEs during fiscal year 2009) and other costs associated with supporting an office.

How you can Help

- **Volunteer as a Photographer**
- **Sponsor a Photographer**
Designate a \$25.01 donation to pay a photographer’s annual donation
- **Create Local Fundraising Events**
- **Contact Corporations for Monetary donations or to donate commonly used materials (CDs, DVDs, Cases, etc.) for photographers**
- **Participate in our Annual International Charity Model Search Fundraiser**
- **Donate**

The mission of the Now I Lay Me Down To Sleep Foundation is to introduce remembrance photography to parents suffering the loss of a baby with the free gift of professional portraiture. We believe these images serve as an important step in the family’s healing process by honoring their child’s legacy.

2009* Now I Lay Me Down To Sleep Annual Report

Board of Directors and Donors

nilmtdts™
Now I Lay Me Down to Sleep



2009 Now I Lay Me Down To Sleep Board of Directors

Sandy Puc'	President
	BOD Member
Cheryl Haggard	Vice President
	BOD Member
Dani East	Treasure
	BOD Member
Jessica Roe ^	Exec. Director
Kathleen Miller^	Exec. Director
Ron Rubin	Legal Advisor
	BOD Member
Mike Hanline	BOD Member
Geri Nelson	BOD Member
Denise Clark	BOD Member
Danny Clark	BOD Member
Stacy Kreil	BOD Member
Renee Starr	BOD Member
Ann Willis	BOD Member
Grant Oaks	BOD Member
Tammy Becker	BOD Member
Dr. Tracy Etton	BOD Member
Kirk Keif ^	BOD Member

2009 Donors*

Donors \$100

Lisa Burgess	\$100
Ryan and Alison Ballard	\$100
Shane A Sigle	\$100
Neil Okazaki	\$100
Lisa Bohnstedt	\$100
Selina Michelle Perez	\$100
Nancy Marshall	\$100
Diane Broome Masters	\$100
Nicole O'Mahoney	\$100
Wendy Pinter	\$100
Jo Shoupe	\$100
Mike Groff	\$100
Candida Coleman	\$100
Diane Bente	\$100
Bob & Christine Greig	\$100
Scott Hace	\$100
Crystal Raleigh	\$100
Mary McGowan	\$100
Jean Gleason	\$100
Jean A Gleason	\$100
Connie F Talmage	\$100
Colleen Sweeney	\$100
Valerie V. Kirkley	\$100
Esther Levandoski	\$100
Kate Emerich	\$100
Keith Martin	\$100
Charles & Paulette Miller	\$100
Ashley Misiewicz	\$100
Janice Kay Eames	\$100
Robert Pagliarini	\$100
Angela Rosenlof	\$100
Jennifer Royal	\$100
Kerry Balding	\$100
Melissa Killian	\$100
Lori A Nolan	\$100
Bonnie J MacKay	\$100
Karen Ballard	\$100
Lori Roth	\$100
Christopher Anderson	\$100
Priscilla J. Northenscold	\$100
Georg Wolters	\$100
Colby Hoff	\$100

Donors \$100

Rob and Sandy Scola	\$100
Stacey Arguello	\$100
Sandra L. Dabney	\$100
Elizabeth & Michael Maroney	\$100
Jeffrey Hogan	\$100
Bethany Mack	\$100
Rebecca Edgar	\$100
Charles Blythe	\$100
Kelly-Anne Moen	\$100
Myrna L. Baych	\$100
Stanley Chia	\$100
Robert O Rice	\$100
The Import Warehouse	\$100
Barbara J Burke	\$100
Roberta & Dorian Olivera	\$100
The Import Warehouse	\$100
Barbara J Burke	\$100
Jody L Warden	\$100
W. Damain Kerek	\$100
Jessica Kimberling	\$100
Robert Johnson	\$100
Catherine Brown	\$100
Lura Jeffery	\$100
Paul Schultz	\$100
Rhonada K. Rusmisel	\$100
Sarah Gaichas	\$100
Margaret Ellis	\$100
Jon R Peters	\$100
Pam and Randy Quebodeaux	\$100
Cheryl Perrin	\$100
Jacquelynn Paul	\$100
Erica Bauer	\$100
Mark Belles	\$100
Robert Middleton	\$100
Micah Sharp	\$100
Joy Mitchell	\$100
Kimberly D'Angelo	\$100
Nina Snett	\$100
Melissa Carsten	\$100
Lindsey Dyro	\$100
Alyssa Duble	\$100
Phebe Baker	\$100
Mary Petro	\$100
James C Todd	\$100
Riverside County Bar Association	\$100
Sunbelt Marketing	\$100
Christy Fesak	\$100
Unihealth Foundation	\$100
Ashley Page Bamford	\$100
Belwether	\$100
The Import Warehouse	\$100
Barbara J Burke	\$100
Roberta & Dorian Olivera	\$100

Donors \$100 - \$200

Troy & Brandy Shelby	\$100
Katherine Rost	\$100
Gwen Welty	\$100
Jodi Osisek	\$100
Jodi Osisek	\$100
Bill & Connie Roberts	\$100
Thomas J.J. Cashell	\$100
Nils Roman Hahn	\$100
Keith E Hagan	\$100
Dawn Ashenbrenner	\$100
Brian Lo	\$100
Rex & Debbie Baker	\$100
Sylvia Soholt	\$100
Sunbelt Marketing	\$100
Christy Fesak	\$100
Unihealth Foundation	\$100
Ashley Page Bamford	\$100
Belwether	\$100
The Import Warehouse	\$100
Barbara J Burke	\$100
Roberta & Dorian Olivera	\$100
Ute Pass Regional Ambulance District	\$100
Julie Williams	\$100
Sean & Julie Murphy	\$100
Sandra Houchen	\$100
Ana Mummert	\$100
Brian Lo	\$100
Rex & Debbie Baker	\$100
Sylvia Soholt	\$100
Lisa Kettell	\$105
Doug Brecht	\$110
Andrea Moore	\$125
Cindy Mast	\$125
Kathy T Whitaker	\$125
William V Briggs	\$132.1
KGS Billing	\$133
Department	\$135
Patrick Henderson	\$150
David Giles	\$150
Sharon Carico	\$150
Melissa & Ted Pruitt	\$150
Jocelynn A Dagosta	\$160
Maura Rodriguez	\$160
David Howie	\$167
Clea Sarnquist	\$167.5
Megan Turnidge	\$188.41
John E Schwab	\$200
Michael S Thakor	\$200
Karen Zarosinski	\$200

Donors \$200 - \$499

Noah I. Goodwill	\$200
Miguel Portales	\$200
Barbara J Wehling	\$200
Suzanne Copley	\$200
Scott Gross	\$200
Ruth Sonnenberg	\$200
Bart & McKenzie Hardison	\$200
Sara Curry	\$200
James D. Worth	\$200
Jeanette Burke	\$200
Gary Scott Dunn	\$200
Sarah M. Gordon	\$200
Jerome Parnell	\$200
Brenda Rhoades	\$200
James Ange	\$200
Scott & Sarah McCarroll	\$200
Kathryn M. Jackson	\$200
Melissa & James Ludwig (via Marnie Fielder)	\$200
Tracy Hanson	\$216
Jennifer Johnson	\$220
Leslie Miller	\$235
Miles Sonney	\$250
The Stevens Family	\$250
Marilyn Glatstein	\$250
Brad Webb	\$250
Kicking Cow Promotions	\$250
Bunzl Southwest Region	\$250
Grand Haven Area Comm Foundation	\$250
Leo A Deegan Inn of Court	\$250
Ross & Amanda Teske	\$255
Alison Guarry	\$300
Pete Graham	\$300
Mr Geoff Lloyd	\$320.15
St Thomas More	\$350
Microsoft Matching	\$359.97

Donors \$500 and Above

Heidi Christenson	\$500
Jane Flanagan	\$500
Matthew Brekken	\$500
Tory Wright	\$500
Julia G McDougal	\$500
Elizabeth Edge	\$509.3
Alexander Arntz	\$800
Jennifer Staudinger	\$825
Megan & Sunail Kumar	\$1000
Miller's Professional Imaging	\$1,000
Olmsted Medical Center	\$2,415
Megan Hughes	\$4,000

*This report reflects activities for the time period January 1, 2009 through June 30, 2009. 2009 was a shortened year as NILMDTS converted to a Fiscal Year ending June 30.

^ Now I Lay Me Down To Sleep Staff and Board Member – Non-Binding Vote