

**CANSTRUCTION, INC. | 2014 ANNUAL REPORT**

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## LETTER FROM OUR PRESIDENT



Dear Friends and Supporters:

In 2014, Canstruction celebrated its 22<sup>nd</sup> Anniversary of charitable work. Canstruction events around the world have raised a staggering 30 million pounds of food, since its inception, for local hunger relief organizations. Today, our mission remains the same: to “Canstruct a World Without Hunger®.”

Growing demand for our programs calls for a greater need for financial support. In an effort to obtain funding for our programs, we have secured another commitment from the Can Manufacturer’s Institute of \$100,000 for 2015. The funds will be used to provide new tangible tools for our existing programs and fully automate our online competition process.

We are excited to announce that last year our International Competition award ceremony was hosted in Chicago, IL at the 2014 Architect Institute of America Convention during ARCHITECT Live.

We are proud to share this Annual Report with our partners in the many communities we serve. Canstruction’s success depends on the extraordinary generosity of its volunteers and donors. Your dedication enables Canstruction to achieve its mission. We are deeply grateful.

Sincerely,

A handwritten signature in black ink that reads "Carrie L. Kirk". The signature is written in a cursive, flowing style.

Carrie L. Kirk  
President & Executive Director

## **BOARD OF DIRECTORS & OFFICERS**

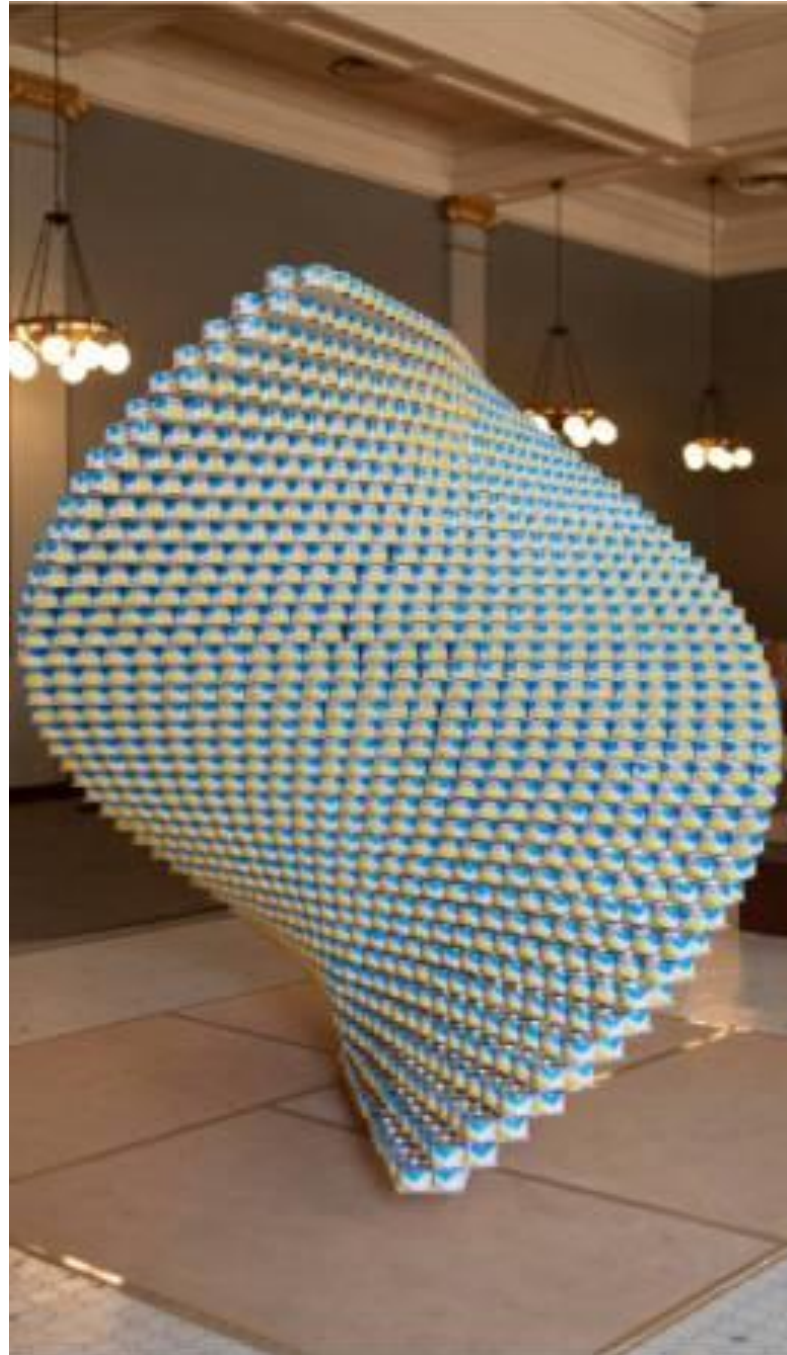
**Carrie L. Kirk**  
President & Executive Director

**Nicholas B. Telesca**  
Vice President

**Deborah Gill**  
Treasurer

**Stephanie Kirschner**  
Secretary

**James J. Jensen**  
Director



## INTERNATIONAL WINNERS

In 2014, Canstruction® raised 4.7 million pounds of food for local food banks. Over 10,000 volunteers participated in Canstruction competitions held in 124 cities, 27 of which were international.

### BEST MEAL



#### May the Food be With You

Austin, TX  
Sixthriver Architects and Leap

3,120 cans

### BEST USE OF LABELS



#### Teach a Man to Fish

Atlanta, GA  
The Preston Partnership, LLC

3,929 cans

### STRUCTURAL INGENUITY



#### We CAN Kill Hunger

New York, NY  
STUDIOS Architecture

9,300 cans

### HONORABLE MENTION



#### Wishing Away Hunger

Orange County, CA  
KTYG

3,000 cans

### JURORS' FAVORITE



#### Duck Hunt – Aiming to Reduce Hunger

San Francisco, CA  
Huntsman Architectural Group,  
Rutherford + Chekene, and GCI  
General Contractors

5,695 cans

### PEOPLE'S CHOICE



#### A Race to End Hunger

Braga, Portugal  
Agrupamento de Escolas de  
Fajões

1,800 cans

### FOUNDER'S MEMORIAL AWARD



#### Pour Your Heart Out

New York, NY  
Leslie E. Robertson Associates

3,555 cans

## EVENT STATISTICS

**1,200**  
Structures

**4,704,783**  
Pounds Raised

**3,920,653**  
Meals Provided

### Food Raised

In 2014, Canstruction® events around the world donated over 4.7 million pounds of food serving 3.9 million meals to needy families.



## **2014 CANSTRUCTION COMPETITIONS**

### **TOP 25 CITIES**

	<b>Location</b>	<b>Food Raised</b>
1.	Chicago, IL	113,168 lbs
2.	Dallas, TX	103,776 lbs
3.	San Antonio, TX	97,569 lbs
4.	Fort Wayne, IN	75,500 lbs
5.	Houston, TX	70,650 lbs
6.	New York, NY	70,314 lbs
7.	Washington, D.C.	65,028 lbs
8.	Orange County, CA	60,124 lbs
9.	Madison, WI	60,000 lbs
10.	Toronto, ON, Canada	52,452 lbs
11.	Braga, Portugal	52,214 lbs
12.	Cincinnati, OH	50,682 lbs
13.	Kansas City, MO	50,257 lbs
14.	Troy, NY	48,400 lbs
15.	Columbus, OH	48,069 lbs
16.	Philadelphia, PA	47,402 lbs
17.	Phoenix, AZ	47,083 lbs
18.	Atlanta, GA	41,768 lbs
19.	Fort Worth, TX	39,045 lbs
20.	Boston, MA	38,831 lbs
21.	Anchorage, AK	38,286 lbs
22.	Sarnia, ON, Canada	37,248 lbs
23.	Griffith, IN	35,959 lbs
24.	Portland, OR	35,637 lbs
25.	Orlando, FL	34,886 lbs

## **2015 SPECIAL EVENTS**

### **TOP 3 EVENTS**

	<b>Event</b>	<b>Food Raised</b>
1	Chrysler	23,330 lbs
2	Hyundai	10,337 lbs
3	Hospira	10,790 lbs

## GLOBAL EXPANSION

In 2014, we welcomed four new countries into the Canstruction family: Israel, Iran, Portugal and the Bahamas. Canstruction®University expanded into Tehran, Iran at the Aria University of Sciences and Sustainability and into Nassau, Bahamas at The College of the Bahamas.

In December 2014, the first Canstruction event in Sydney, Australia took place, enhancing Canstruction's presence in the continent, which is already known for annual competitions in Mackay, Hobart, Perth, and Brisbane.



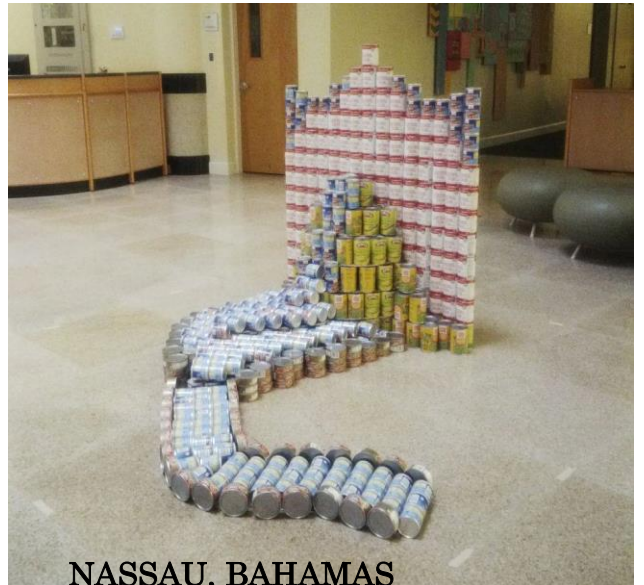
NASSAU, BAHAMAS



BRAGA, PORTUGAL



BRAGA, PORTUGAL



NASSAU, BAHAMAS

SYDNEY, AUSTRALIA



## NEW BUSINESS



Fifth Third Bank settles with Canstruction, Inc. for \$2,500 USD over infringement on Canstruction's intellectual property.



In May 2014, Canstruction attended the AIA Convention in Chicago, IL. For the first time, awards for Canstruction's International Competition were presented to winners during ARCHITECT Live.



In December 2014, Can Manufacturers Institute (CMI) committed to donate \$100,000 to Canstruction as sponsorship through 2015.



Canstruction website update: The Canstruction website now features the competition license agreement online.

### ELECTRONIC SIGNATURE REQUIRED

BY CLICKING "I AGREE", YOU, ON BEHALF OF LOCAL ORGANIZATION (AS DEFINED BELOW), ENTER INTO THIS AGREEMENT BETWEEN LOCAL ORGANIZATION AND CANSTRUCTION, INC., AND YOU ACKNOWLEDGE AND AGREE, ON BEHALF OF LOCAL ORGANIZATION, THAT CLICKING "I AGREE" WILL CONSTITUTE LOCAL ORGANIZATION'S LEGALLY BINDING ELECTRONIC SIGNATURE TO THIS AGREEMENT. YOU ACKNOWLEDGE THAT PRIOR TO ACCEPTING AND SIGNING THIS AGREEMENT ELECTRONICALLY, YOU RECEIVED, READ AND UNDERSTOOD A LEGIBLE, EXACT AND COMPLETELY FILLED IN COPY OF THIS AGREEMENT. ALL OF THE TERMS OF THIS AGREEMENT, INCLUDING THE EXHIBITS AND PRICING TERMS, ARE PART OF THIS AGREEMENT. READ THEM BEFORE YOU ACCEPT THIS AGREEMENT. IN ADDITION, YOU REPRESENT THAT YOU ARE AT LEAST 18 YEARS OF AGE, ACKNOWLEDGE THAT YOU HAVE READ THIS AGREEMENT, THAT YOU ARE AUTHORIZED ON BEHALF OF LOCAL ORGANIZATION TO EXECUTE THIS AGREEMENT ON LOCAL ORGANIZATION'S BEHALF, AND AFFIRM THAT YOU INTEND FOR LOCAL ORGANIZATION TO BE LEGALLY BOUND BY IT. IF YOU DO NOT AGREE, YOU MAY CLICK "I DO NOT AGREE" TO EXIT THE ELECTRONIC SIGNATURE ACCEPTANCE PROCESS.

### License Agreement

This License Agreement ("**Agreement**") is entered into by and between Canstruction, Inc., a non-profit charity organized under the laws of the State of New York, with an address at 3414 Peachtree Road, NE, Suite 707, Atlanta, GA 30326 ("**Canstruction**"), on the one part, and on the other part the sponsoring organization for the Local Event, as identified in the online enrollment process ("**Local Organization**").

## TRADEMARK REGISTRATIONS

<u>Mark</u>	<u>Status</u>	<u>Next Action Due</u>	<u>Due Date</u>
CANSTRUCTION (1)	Registered	Renewal	1/04/2020
ONE CAN	Registered	Affidavit 8 & 15	11/02/2016
ONE CAN & DESIGN	Registered	Affidavit 8 & 15	Do Not Renew
ONE CAN MAKE A DIFFERENCE	Registered	Affidavit 8 & 15	11/09/2016
CANSTRUCT A WORLD WITHOUT HUNGER	Registered	Affidavit 8 & 15	11/02/2016
CAN ART	Registered	Affidavit 8 & 15	01/31/2018
<b>CAN DO</b>	<b>Registered</b>	<b>Affidavit 8 &amp; 15</b>	<b>05/27/2020</b>
CANSTRUCTION (2)	Registered	Affidavit 8 & 15	01/29/2019
CANSCULPTURE	Registered	Affidavit 8 & 15	3/25/2020
CANTRIBUTE	Registered	Affidavit 8 & 15	7/9/2019
<b>iCAN</b>	<b>Registered</b>	<b>Affidavit 8 &amp; 15</b>	<b>02/17/2025</b>
CANSTRUCTION (HK)	Registered	Renewal	3/31/2020
CANSTRUCTION (AU)	Registered	Renewal	5/7/2020
CANSTRUCTION (CN)	Registered	Renewal	9/13/2021
CANSTRUCTION (CA)	Registered	Renewal	8/14/2028
CANSTRUCTION (EP)	Registered	Renewal	2/17/2022
CAN DO (HK)	Registered	Renewal	7/16/2022
<b>CANSTRUCTION (IL, MX,PT)</b>	<b>Registered</b>	<b>Renewal</b>	<b>07/23/2024</b>

\*All marks are registered in USA unless otherwise noted.

AU = Australia

CA = Canada

CN = China

EP = Europe

HK = Hong Kong

IL = Israel MX = Mexico PT = Portugal

## FINANCIAL OVERVIEW

Accrual Basis

### Balance Sheet

	<u>DEC 31, 2014</u>	<u>DEC 31, 2013</u>
<b>ASSETS</b>		
Current Assets		
Checking/Savings	264,472	252,337
Accounts Receivable	<u>0</u>	<u>843</u>
Total Current Assets	264,472	253,180
Fixed Assets	<u>11,560</u>	<u>17,114</u>
<b>TOTAL ASSETS</b>	<u><u>276,032</u></u>	<u><u>270,293</u></u>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable	1,800	1,500
Credit Cards	1,598	2,180
Payroll Liabilities	<u>905</u>	<u>3,970</u>
Total Current Liabilities	<u>4,303</u>	<u>7,649</u>
Equity		
Fund Balance	262,644	153,243
Net Income	<u>9,086</u>	<u>109,401</u>
Total Equity	<u>271,729</u>	<u>262,644</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>276,032</u></u>	<u><u>270,293</u></u>

Accrual Basis

## Profit & Loss

	<u>JAN-DEC 2014</u>	<u>JAN-DEC 2013</u>
<b>INCOME</b>		
Donations	179,638	182,788
Competition Fees / Materials	55,730	52,207
Interest	281	461
Miscellaneous	1,400	1,574
Special Events / Licensing	331,645	399,621
<b>TOTAL INCOME</b>	<u>568,694</u>	<u>636,651</u>
<b>EXPENSE</b>		
Bank Service Fees	170	671
Business Licenses / Permits	367	377
Depreciation	5,554	6,648
Dues and Subscriptions	124	1,002
Competitions	40,109	38,427
Insurance	9,553	5,273
Marketing / Promotion	1,305	3,417
Office Supplies	10,466	18,454
Outside Services	51,291	873
Payroll	36,954	82,947
Postage / Shipping	1,339	5,691
Printing / Publications	218	918
Professional Fees	30,338	28,920
Travel / Parking	8,019	4,664
Meals / Entertainment	2,970	3,722
Rent / Storage	51,010	52,708
Repairs / Maintenance	964	1,336
Telephone / Fax / Internet	6,548	4,432
Trade Show / Conventions	37,551	42,908
Website / IT Services	7,343	14,427
Special Event / Licensing Expenses	257,415	209,433
<b>TOTAL EXPENSE</b>	<u>559,609</u>	<u>527,250</u>
<b>NET INCOME</b>	<u><u>9,086</u></u>	<u><u>109,401</u></u>

## 2014 Budget vs Actual

	<u>ACTUAL</u>	<u>BUDGET</u>	<u>DIFFERENCE</u>
<b>INCOME</b>			
Donations	179,638	178,000	1,638
Competition Fees / Materials	55,730	52,000	3,730
Interest	281	300	(19)
Miscellaneous	1,400	500	900
Special Events / Licensing	331,645	177,500	154,145
<b>TOTAL INCOME</b>	<u>568,694</u>	<u>408,300</u>	<u>160,394</u>
<b>EXPENSE</b>			
Bank Service Fees	170	750	(580)
Business Licenses / Permits	367	400	(33)
Dues and Subscriptions	124	850	(726)
Competitions	40,109	40,000	109
Insurance	9,553	5,500	4,053
Marketing / Promotion	1,305	4,000	(2,695)
Office Supplies	10,466	15,000	(4,534)
Outside Services	51,291	1,000	50,291
Payroll	36,954	85,000	(48,046)
Postage / Shipping	1,339	6,000	(4,661)
Printing / Publications	218	1,500	(1,282)
Professional Fees	30,338	25,000	5,338
Travel / Parking	8,019	9,500	(1,481)
Meals / Entertainment	2,970	2,400	570
Rent / Storage	51,010	55,000	(3,990)
Repairs / Maintenance	964	1,500	(536)
Telephone / Fax / Internet	6,548	5,000	1,548
Trade Show / Conventions	37,551	20,000	17,551
Website / IT Services	7,343	15,000	(7,657)
Special Event / Licensing Expenses	257,415	93,000	164,415
<b>TOTAL EXPENSE</b>	<u>559,609</u>	<u>386,400</u>	<u>173,209</u>
<b>NET INCOME</b>	<b>9,086</b>	<b>21,900</b>	<b>(12,814)</b>

# 2015 Budget

	<u>2014 ACTUAL</u>	<u>2015 BUDGET</u>
<b>INCOME</b>		
Donations	179,638	188,000
Competition Fees / Materials	55,730	54,000
Interest	281	300
Miscellaneous	1,400	500
Special Events / Licensing	<u>331,645</u>	<u>350,000</u>
<b>TOTAL INCOME</b>	<u>568,694</u>	<u>592,800</u>
<b>EXPENSE</b>		
Bank Service Fees	170	200
Business Licenses / Permits	367	400
Dues and Subscriptions	124	1,200
Competitions	40,109	40,000
Insurance	9,553	9,500
Marketing / Promotion	1,305	2,500
Office Supplies	10,466	15,000
Outside Services	51,291	55,000
Payroll	36,954	75,000
Postage / Shipping	1,339	1,500
Printing / Publications	218	500
Professional Fees	30,338	30,000
Travel / Parking	8,019	9,000
Meals / Entertainment	2,970	2,500
Rent / Storage	51,010	38,000
Repairs / Maintenance	964	5,500
Telephone / Fax / Internet	6,548	8,500
Trade Show / Conventions	37,551	35,000
Website / IT Services	7,343	15,000
Special Event / Licensing Expenses	<u>257,415</u>	<u>225,000</u>
<b>TOTAL EXPENSE</b>	<u>559,609</u>	<u>569,300</u>
<b>NET INCOME</b>	<b>9,086</b>	<b>23,500</b>



CANSTRUCT A WORLD WITHOUT HUNGER<sup>®</sup>

