

# THE LADYBUG PROJECT INC.

Connecting communities across the world.



Diego Suarez School Site  
Photo by Juliet Lemon

## In 2011 we recruited 200 volunteers and shipped 1500 pounds of supplies to Africa.

2011 was the year that The Ladybug Project took its momentum from 2010 and prepared itself for the global scene.

We expanded our board of directors, received 501c3 nonprofit status, and established a fully functioning development office in Philadelphia. We recruited over 200 volunteers and interns including Harvard graduates, Peace Corps alumni, and Fulbright fellows. In fact, **we created over \$4 of volunteer services for every \$1 received in in-kind and monetary donations!** We secured partnerships with

four American universities, and launched two internships programs: one in Ghana and one in Equatorial Guinea.

All the while, we focused on continuing our charitable giving, and even managed to collect and donate over 1500 pounds of supplies to our schools in West Africa. In addition, **we visited each of our project sites twice** to collect baseline data and prepare for large-scale projects. **In total, eighty-two percent of our expenditures were on our charitable projects!**

By positioning ourselves logistically in Philadelphia, we have prepared ourselves for an exciting increase in charitable efforts in 2012 and 2013. For details on the healthcare and education projects we're grant-writing for (with hopes of putting them into effect starting Fall 2012), visit our website (under the "solutions" tab).

Join us as we move through 2012 – it promises to be the biggest year The Ladybug Project has ever had: more charity, more programs, more efficiency, and most importantly, more of an impact!

## Project sites around the world.

**Equatorial Guinea** The need for healthcare advancement is severe and the lack of educational supplies dire. The Ladybug Project Inc. in Equatorial Guinea advances education, healthcare, and scholarship in the capital city of Malabo and in the rural village of Moka. The Ladybug Project Inc. has been working in Equatorial Guinea since 2010.

- Educational supply shipments
- Rural school sponsorship
- Rural clinic sponsorship
- Urban university student scholarship

Communities: 2  
Beneficiaries: 500  
Active Programs: 4

**Ghana** Our focus in Ghana is on HIV/AIDS prevention and supplementing teacher-poor schools. In Ghana, The Ladybug Project Inc. is partnered with the Bediako YouthAid Foundation (NGO) to offer American young professionals internships in HIV/AIDS prevention and as teachers. We also organize a yearly HIV/AIDS conference for 200+ participants in Jasikan, Ghana.

- Urban/rural school internships
- HIV/AIDS prevention

Communities: 12 schools/Jasikan district  
Beneficiaries: 1,000+  
Active Programs: 2

**Madagascar** In Madagascar it is excruciatingly difficult to obtain full education and the public school system is crumbling away due to lack of funding. The Ladybug Project Inc. in Madagascar sponsors a large urban high school in the Northern city of Diego Suarez and a smaller school in the village of Mahamasina. The Ladybug Project Inc. has been working in Madagascar since 2010.

- Urban school sponsorship
- Rural school sponsorship

Communities: 2  
Beneficiaries: 1,300  
Active Programs: 2

“Never doubt that a small thoughtful group of concerned citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead



**United States of America** The logistical and administrative headquarters of The Ladybug Project Inc. are located in America. We are registered in Florida, and also have development headquarters in Philadelphia. We undertake awareness and outreach programs at both the K-12 level and at universities; we partner with four universities to offer internships.

- University-credit internships
- School awareness/outreach
- Development and fundraising

Active volunteers: 250+

# Working together, we can give the gift of a brighter and healthier future.

If the difference between advancing education and healthcare is merely a few hours of time, a donation, or a planned gift, then what are you waiting for?



## Board of Directors

Micah Burkey, M.S.P., Chair  
 Joshua Stewart, Vice Chair  
 Peter Reuter, M.D., PhD, Treasurer\*  
 Audrey Stewart, Secretary  
 Charles Pankow  
 Yeleni Lopez  
 Ann Reuter, Financial Advisor to the Board\*  
 \*Non-voting member

## US-Based Staff

Kim Reuter, Executive Director  
 Max Cuddy, Project Management Intern  
 Autumn Elliott, Outreach Intern  
 Jordan Harrison, Graphic Designer  
 Nicole Miller, Ghana Festival Intern  
 Folasade Odeniyi, Volunteer Grant Writer  
 Michelle Persante, FGCU Outreach Intern  
 Samuella Ware, Project Management Intern

## International Staff

Kristy Massengale, Graduate Intern (EG)  
 Chelsea Ricketts, M.S., Outreach Coordinator  
 Alistair Wright, Translator

## Grant Writing Interns

Lisa Alverson  
 Emilee Copus  
 Jessica Costello  
 Ashleigh Diehl  
 Allyson Joyner  
 Mike Kerrane  
 Elise Mantell  
 Casey Olesko  
 Matt Uhler, M.Ed.  
 Julie Wright

## Volunteers

In 2011 we worked with over 200 volunteers – these select individuals went above and beyond:

FGCU Ladybug Club Members

Danielle Hess  
 Deme Bocume (Equatorial Guinea)  
 Frank Tritico  
 Jack Bahr (Equatorial Guinea)  
 Juliet Lemon (Madagascar)  
 Kelly Schroeder (Equatorial Guinea)  
 Lauren Reuter  
 Mark Andrews (advised on Equatorial Guinea)  
 Megan van Aelstyn (Madagascar)  
 Nguere Nguema (Equatorial Guinea)  
 Rita Irving  
 Will MacCardle & the Lee County Strikers

## Local Partners

### Equatorial Guinea

Simply Equal Education  
 Kelly's Heroes

### Ghana

Bediako YouthAid Foundation

### United States of America

Drexel University (Co-op Program)  
 Florida Gulf Coast University  
 Hammond Stadium Staff  
 Steve Solak (Cypress Lake High School)  
 Rita Irving (Folsom Elementary School)  
 Tennessee Tech. University (Spanish Club)  
 University of Tennessee (Social Work)

## Contact

Headquarters:  
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 Fort Myers, FL, 33912

Development Offices  
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 Philadelphia, PA, 19147

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 Email: kereuter@theladybugproject.com  
 Facebook: facebook.com/theladybugproject  
 Twitter: @ladybugproject  
 Website: www.theladybugproject.com

# Statement of Activities

## Jan. 2011 to Dec. 2011

82% of our expenditure was charitable in 2011, which is 17% higher than recommended industry guidelines.

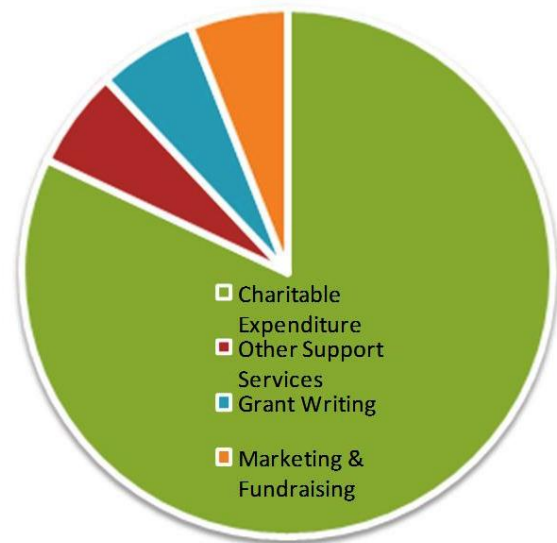


	Year ending Dec. 31 <sup>st</sup> 2011
<b>Revenue:</b>	
Monetary contributions	\$2,601.11
In-Kind Gifts	\$13,501.39
Fundraisers	\$1,804.13
<b>Total Revenue:</b>	<b>\$17,906.63</b>
<b>Charitable Expenses:</b>	
Educational advancement	\$11,924.31
Healthcare advancement	\$406.49
Scholarship program	\$835.00
<b>Total Charitable Expenditure:</b>	<b>\$13,165.80</b>
<b>Support Services:</b>	
Administrative:	\$538.00
Grant Writing:	\$1,000.00
Office Supplies:	\$296.62
Marketing & Fundraising:	\$845.32
Licenses & Fees:	\$161.25
<b>Total Support Services:</b>	<b>\$2,841.19</b>
<b>Total Expenses:</b>	<b>\$16,006.99</b>

### Program expenditure

May 2010 - March 2011

From January 2011 to December 2011 eighty-two percent of expenditures (green) were on Ladybug Project Inc. charitable programs. Six percent of our expenditures were on Administrative and Support services (red), six percent on Grant Writing (blue), and six percent on Marketing & Fundraising (orange). The established nonprofit industry standard suggests that at least 65 percent of expenditure be charitable in nature; we far exceed that minimum suggestion.



# Thank you to all of our supporters

A special thanks to the following donors who provided financial or in-kind support to The Ladybug Project Inc. in 2011.

Names in bold also gave support in 2010.

## \$1000 - 2500

Lee County Strikers Soccer Club (In-kind)  
Phillip Busch (In-kind donation)  
Rita Irving (In-kind donation)  
Spanish Club (Tennessee Tech. Uni)(In-kind)

## \$500 - 999

Danielle Hess (In-kind)  
Island Company (In-kind)  
Gamma Sigma Sigma (PSU) (In-kind)  
**Peter Reuter (In-kind and monetary)**

## \$250 - 499

Mark Andrews  
Marathon Oil Company (In-kind)  
**Tee Botchford (In-kind and monetary)**  
George Ricketts

## \$100 - 249

Gerald Clark  
**Elizabeth Congdon**  
Michael Faust  
**Mary Johnson (In-kind and monetary)**  
**Olusefunmi Olatunbosun**  
Michelle Persante (In-kind)  
Rachel Pollack (In-kind)  
**Kevin Prince**  
Ann Reuter & Capie Pankow  
**Kim Reuter & Micah Burkey (In-kind)**  
Michael Sheely/Microsoft Matching Program  
**Karen Shelton & Family**  
**Lindsay Shelton**  
Steve Solak (In-kind)  
**Audrey & Josh Stewart (In-kind)**  
Whitney Swedlow  
Jessica Todd (In-kind)  
Caitlin Wagner (In-kind)

Thomas Wetsel

## \$50 - 99

**Georgina Beresford**  
Dusty Caubin (In-kind)  
Dr. Joan Glacken (In-kind)  
Matt Jones  
Michelle Leydig (In-kind)  
**Andrew Miller**  
**Lauren Reuter**  
**Melissa Schaefer**  
**Colleen Truelsen**  
Matt Uhler  
**Nicole Wendl**

## \$0 - 49

Jack Bahr (In-kind)  
Laura Barrantes (In-kind)  
Kristen Beattie (In-kind)  
Brian Bernard  
**Lauren Corzatt**  
Maggie Cunningham  
Anette Elsinger-Dorr  
FGCU Eagles Educate  
**Ashley Gravatte**  
Emma Joslyn  
Avalon Mehta  
**Allycin Rajasaari**  
Samantha Smid  
Michelle Sipos (In-kind)  
Susanne Sovran (In-kind)  
Alistair Wright

Monetary support can be renewed on our website ([www.theladybugproject.com](http://www.theladybugproject.com)) or via check (The Ladybug Project Inc., 12721 Dresden Court, Fort Myers, FL, 33912).