

KINETIC UNIVERSE

ANNUAL REPORT 2021



Photo by Matt Filar

A summary of Kinetic Universe's board activities, committee work and financial health in 2021, plus goals for 2022*.

***AKA the business that is done in order to spread maximum glory.**



Photo by Patrick Rutherford

Purpose

The Governance Committee is focused on the mechanics of the operation of the non-profit organization and helping the organization work effectively towards furthering its cause.

2021 Accomplishments

- Updated Bylaws
- Developed Resolution Regarding Intellectual Property
- Completed Various Government Filings
- Engaged Several Outside Consultants for Strategic Planning
- Created Outline and Content for Board Handbook
- Created Draft Mission Statement, Explored Vision and Values
- Recruited and Brought on Three New Board Members

Steve "Threepat" McHaney leads the Governance Committee

2022 Goals

- Complete Board Handbook
- Further Develop Mission, Vision, and Values
- Charter Additional Committees as Needed
- Recruit Additional Board members



Photo by Patrick Rutherford

There is no chartered finance committee at present.

KU Finances aims to manage and oversee all KU monetary accounts, ensure timely payment of vendors, coordinate budgets for events, maintain insurance and governmental permits and filings.

2021 Accomplishments

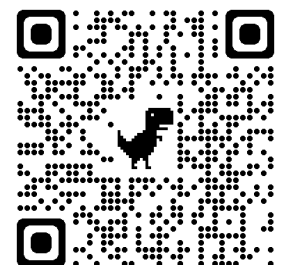
- Restored financial stability to KU
- Paid down back debts including Museum rent and sales taxes
- Created systems to track spending and income

Ken Jorgensen AKA Captain Caption leads the unofishul finance committee. Former board member Robert Van de Walle, of Team Pineapple ran finances before Ken joined the board.

2022 Goals

- Develop a financial surplus to provide the foundation for future growth
- Work with committees to allow a smooth and seamless budgetary and funding process for KU events
- Assist development committee in obtaining new funding sources for KU

A report of KU's finances was featured in our October newsletter. To see this report, scan this QR code with your phone, or request a PDF of the newsletter by messaging kenjorgensen@kineticuniverse.org





DEVELOPMENT COMMITTEE

Photo by Shoshanna

Purpose

To create and implement a long-term fundraising strategy that meets the fundraising goals set by the KU board, supports its programming and community, and ensures the sustainability of the organization.

2021 Accomplishments

- Built a donor/constituent database in Neon CRM with 200+ profiles, that manages event registrations, creates an automatic donation receipt for all donations and stores corporate sponsorships and grants
- Raised \$17,000 in grant funding, and over \$11,000 during end of year 2020 campaign
- Created grants calendar, profiles for federal grant applications and documents needed for both grant applications and grant reporting

Jennifer Thelander, AKA Queen Dinah Might leads the development committee. Former board member Robert Van de Walle of Team Pineapple, also contributed much to the Development Committee by applying for grants.

2022 Goals

- Utilize database/CRM in volunteer organization, and grow constituency
- Raise \$50,000 in sponsorships, merch sales and individual donations during KGC
- Apply for 5 new grants (federal and foundation)
- Add sponsorship coordinator, individual giving coordinator to the team



COMMUNICATIONS COMMITTEE

Photo by Matt Filar

Purpose

To manage, coordinate use of, and document organization communications, both internal and external. Coordinate with events committees and activities.

2021 Accomplishments

- Refactored KU website
- Created procedure manuals for in-house communications
- Recruited and trained new volunteer to manage newsletter, press releases
- Expanded social media reach by gaining 200+ new Instagram followers

Nick Harris of Asgard Racing leads the Communication Committee. Other committee members include Janine Redwine, Mary Cruse and Ken Jorgensen.

2022 Goals

- Finish social media procedure manual, increase number of Twitter followers, onboard social media coordinator
- Further increase cybersecurity
- Add a racer forum to KGC website where racers can trade parts, assist each other in their builds, etc.



OUTREACH + ENGAGEMENT COMMITTEE

Photo by Matt Filar

Purpose

Expand reach of KU's mission within our local community and the Kinetic racing community; maintain partnerships with sister kinetic races.

2021 Accomplishments

- Hosted multiple public meetings to increase engagement
- Worked with Communications Committee to publish monthly newsletter, which is sent to 217 subscribers
- Conducted surveys to gain feedback about the needs of our Kinetic racing community
- Participated in City of Arcata strategic arts plan
- Planned Kinetic Classic in partnership with the Arcata Arts Market (event was planned but did not happen due to COVID-19)

Jennifer Thelander, AKA Queen Dinah Might leads Outreach + Engagement Committee. This committee also includes Fairy Princess Sparkle Lumina/Shoshanna and Queen Jane Doe/Maire, who lead the Kinetic Classic. Goddess Jen-O leads all communications with sister races.

2022 Goals

- Produce Kinetic Classic
- Continue to build relationships with Humboldt Lodging Alliance, Humboldt Creative Alliance, City of Eureka, and Wiyot Tribal Community
- Add additional committee members
- Connect with City of Ferndale, Humboldt Math Festival and local volunteer and service groups



Photo by Matt Filar

Purpose

To plan and execute the 2021 KSIP event. The work of the committee concluded following the 2021 event, debriefing, and documentation.

2021 Accomplishments

- Created a timeline, meeting agendas and notes, along with various other documents to guide the work of the committee & teams that developed event
- Doubled participation from 2020 KSIP
- Spread a wide net in asking for participation on a variety of platforms

Goddess Jen-O led the KSIP Committee, and there were many hands in making sure the KSIP happened, including: Northwest Appworks, Humboldt Hotsauce, North Coast Co-op, Maverick and Haywood, Captain Caption!, Humboldt Pro Pet Care, The Wiyot Tribal Community, Access Humboldt, Mayor Susan Seaman, The Rutabaga Queens, The Royal Kinetic Madness Band, Alice Pitt, Cliff and Amy Berkowitz, Bernadette Vielbig, Blue Laroo, Bob Van de Walle, Bobby Vaughn, Celene Molina, Celene Olson, Cliff Berkowitz, Dana Vaughn, Dawn Thomas, Eric Zeller, Erin Harris, Janine Redwine, Jay Tilghman, Jennifer Thelander, Jermaine Brubaker, Jerril Nilson, Jessica Davis, Jim Falls, Julie Hoover, Karen Hartman, Karin Columbello, Kati Texas, Ken "Swid" Harper, Ken Jorgensen, Kirsten Stanberry, Kris Taylor, Lindsey Esh, Monica Topping, Nick Harris, Randall James Frost, Reed Lacy, Robert "Queen Sir Robotica" Adams, Sandy Sherman, Seb Sears, Seven Sparks, Shaye Harty, Ted Jones, Tina Kerrigan, Tracy Norman, Team Pineapple, The Hammanator, Asgard Racing, Reed Spacer, BFG Black Fish Galloping, Needs More Cowbell, Oaklander, New Mexico Roadrunner, Team Goddess Racing, Humboldt Kinetic Works - Team Funguy, Royal Pain and Friends, Green Goddess, Team Wiggle Waglers, Team Fembot, #BustAMoveCrew, A Marys River Metal Work + Orgelkids USA Collaboration, Chimera, Creature Quads, and The Glorious Reason Justin Hobart Brown.



KINETIC GRAND CHAMPIONSHIP COMMITTEE

Let us know if this is your photo and we will add credit

Purpose

The Race Committee is focused on producing the Annual Kinetic Grand Championship Race

Goals

- Develop COVID Contingency plan
- Coordinate with the Outreach and Engagement Committee to reach out to the Kinetic Community to elicit input on potential event activities and identify additional committee members
- Engage the Queens in the production of a Rutabaga Ball
- Create a written plan for the event
- Debrief following the event and collect feedback in written form
- Store well organized documentation within the KU filing system
- Develop budget and fundraising plan for event and expense/revenue by location, approaching Chambers of Commerce in each town.
- Monthly reports to the Kinetic Universe Board
- Core Values to drive the goals of event

The KGC committee has not officially launched yet but preliminary organizing is being done by the Goddess Jen-O, Nick Harris, Kati "Queen Lotta Paintbuckets" Texas, Queen of Controversy Shaye Harty, Suzanne "Princess Baron Von Snooz" Ross-Mantle, John Mantle and Karin Columbell.



Photo courtesy of the Royal Pain and Friends, winner of the 2021 KSiP

Kinetic Universe is truly people powered has been run entirely by volunteers since its inception. In 2021, the organization saw a new board of directors and a continued pandemic. The board would like to thank all those who have helped in educating and supporting the new team, including every member of the former board of directors, the Rutabaga Queens, the racers, judges, ground pounders, donors and legacy volunteers. Kinetic Universe goes on because of you. Thank you.

While this list is likely incomplete, the board would like to thank: Jess Pettit, Robert "Sir Queen Robotica" Adams, Suzanne Ross-Mantle, John Mantle, Karin Columbell, Shoshanna, Maire AKA "Queen Jane," Karin Columbell, Teri Clark, Talvi Fried, Matt Filar, Patrick Rutherford, Amy and Cliff Berkowitz, Jessica "Queen Glitterina" Pearson, Queen Monica "Goddess of Entertainment," "Queen of Controversy" Shaye Harty, "Queen Jermajesty" Jermaine Brubaker, Robert Van de Walle, Dawn Thomas, Karen Taggart, Thom Boswell, Chuck Leishman, Gillen Martin, Janine Redwine, Bernadette Vielbig, Tina Kerrigan, Judy Davis, Jenn Weiss, Erin Scheessele and Queen Emma "The Emchantress."

And, of course, a glorious thank you to: The Glorious Founder Hobart Brown, The Glorious Reason Justin Hobart Brown and The Brown family.