

# 2020

## Community Outreach Report



## MISSION

To make a difference in the lives of people in need by serving and giving back to our community.

## VISION

To redirect our youth, comfort those in pain and give hope to those in need.

## BOARD OF DIRECTORS

Kevin Rowe, Chairman of the Board  
Cindy Ernst, Secretary/Treasurer  
Sam Rowe, Board Member  
Mike Muraco, Board Member  
David Bates, Board Member

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# Introduction Note from Kevin Rowe

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Philanthropy is the hallmark of my own personal philosophy. I believe that the more fortunate in our society should actively seek ways to improve the lives of those in need. Simply put, I believe there is no reason any child, adult, or four-legged animal should go without, especially since the COVID-19 pandemic swept across our nation.

Now more than ever, our team's 501(c)(3) non-profit foundation Lerner and Rowe Gives Back supports the needy by providing secondary support to a myriad of other philanthropic organizations. We do this in the hopes that our compassion touches the lives of the impoverished, homeless, hungry, abused, and ill.

Lerner and Rowe Gives Back also operates under the assumption that any organization operating independently can only do so much. However, collectively, through a network approach, more charitable organizations can be positively impacted. They in turn can then "pay it forward" by helping more families and other charitable organizations, which ultimately will lead to social and community changes on a much larger scale.

I hope the passion that my team and I feel towards giving back can easily be seen and felt through our actions and words. We can't live in a community where there is such a need and not do something about it.

It's with gratitude and full hearts that we look forward to continuing our mission in the years to come, developing even more meaningful connections with others that share our commitment to lending a helping hand to those in need. Without the support of members from local neighborhoods and our community partners, our team would have neither the reach nor the level of impact that it does.

## Kevin Rowe

Founder, Lerner and Rowe Gives Back Foundation



## Notable Contributions

- Total raised from 2020 charity golf fundraiser PRIOR to event (\$440.8k)
- Total raised from 2019 charity golf fundraiser (\$421k+)
- Total raised from 2018 charity golf fundraiser (\$283k)
- Total raised from 2017 charity golf fundraiser (\$250k+)
- Total count of families that benefited from 2020 turkey giveaways (1,600)
- Total count of backpacks donated for 2020-21 school year (3,250)
- Boys & Girls Club of Greater Scottsdale (committed \$100k over 4 years; in fourth year)
- Lerner & Rowe Pay it Forward Giveaway (\$59k)
- Make-A-Wish Arizona (\$25k)
- Fiesta Bowl Charities - Wishes for Teachers (\$25k)
- Lerner & Rowe Scholarships (\$21k)
- #LovePup Family Fest (\$20k)
- Arizona Heart Foundation/ Tucson Heart Ball - (\$20k)
- Lerner & Rowe Christmas in July Giveaway (\$17.5k)
- MAM Freedom Breakfast (\$15k)
- Big Brothers Big Sisters of Central Arizona (\$10k)
- #LovePupDay (\$9k)
- National Quarterback Club (\$7.5k)
- Fore the Kids Charity Golf Tournament (\$7.5k)
- Virtual Halloween Costume Contest (\$5.75k)
- Phoenix Children's Hospital Halloween Activities (\$5k)
- Fiesta Bowl Community Golf Classic (\$5k)
- Crohn's & Colitis Foundation Courage Ball (\$5k)
- NKF Arizona - Konica Minolta Golf Classic Phoenix "50/50 Raffle" sponsor (\$5k)
- Valley of the Sun United Way's Weekend Backpack Program (\$5k)
- The Facial Pain Research Foundation - Laugh Your Face Off (\$5k)
- Maricopa County StandDown Supporters (\$5k)
- Mark & NeanderPaul Feed Arizona (\$5k)
- Friendship Circle of Arizona 'FriendDay' (\$5k)
- Domestic Violence Awareness Collaborative Event (\$5k)
- KUPDeployment Packs (\$5k)
- Valley COVID-19 Relief and Rebuilding Fund (\$3k)
- Swing for the Kids Charity Golf "Day of Play" (\$3k)
- Amanda Hope Rainbow Angels - Night of Hope Virtual Gala (\$3k)
- Phoenix Rising FC Charities Golf Tournament (\$2.5k)
- Phoenix Fraternal Order of Police (\$2.5k)
- Breast Cancer Awareness Walk (\$1.5k)
- National Football Association (\$1.5k)
- Best Buddies Arizona (\$1k)

# LERNER AND ROWE GIVES BACK RECIPIENTS







“At first, I was a little bummed that we couldn’t have the festive backpack giveaway that we usually create for families to enjoy. However, our contactless drive-through backpack giveaway turned out producing one of the most priceless human experiences that I’ve ever witnessed—a young student jumping out to hug his beloved teacher whom he hadn’t seen for months. In fact the student was more excited to see his teachers than in collecting a backpack and school supplies. I will remember that moment for the rest of my life and the great joy reflected on the face of a child!” –Guy Williams, Community Outreach Coordinator (Southern Nevada)

“I loved having the opportunity to participate in a variety of Lerner and Rowe outreach events this year. I really enjoy working for a company that prioritizes helping the community. I was happy to help with our backpack giveaway because every child deserves to go to school and focus on learning without worrying about having the necessary supplies.” –Carey Ganz, Communications Legal Assistant (Merrillville)

“My favorite event has to be our turkey giveaway. Everyone in line was so friendly and thankful we were there! It was a wonderful and humbling experience that really helped kick off the holiday season right!”  
–Amanda Garcia, Account Representative (South Loop)



FLAGSHIP EVENTS

# LERNER AND ROWE

## \$59K PAY IT FORWARD GIVEAWAY

When the worldwide coronavirus pandemic restrictions started to shut down our communities, we remained committed to our mission to make a difference in the lives of people in need by serving and giving back. For 10 straight weeks between late March and late May, Kevin and his co-host / daughter Addie hosted live virtual events to stay connected and give away \$250 gift cards.

At the completion of the Pay it Forward giveaways Kevin had given away \$59,000! The degree of positive impact would not have been as high as it was without the assistance of our community neighbors and faithful social followers. We are truly grateful to all those who participated and helped us spread light and love out into the world.



Top Fan

Amanda Miller Ruebensam · 7:55 Hi Kevin Thank you and Glen at Lerner and Rowe for all you do

31w



Neka Long · 10:14 Your company is so blessed because you are always a blessing

30w



Maria Rose · 14:39 Hi I Love the way y'all help out your community ...much Love 🙌❤️🙏 Stay safe

30w



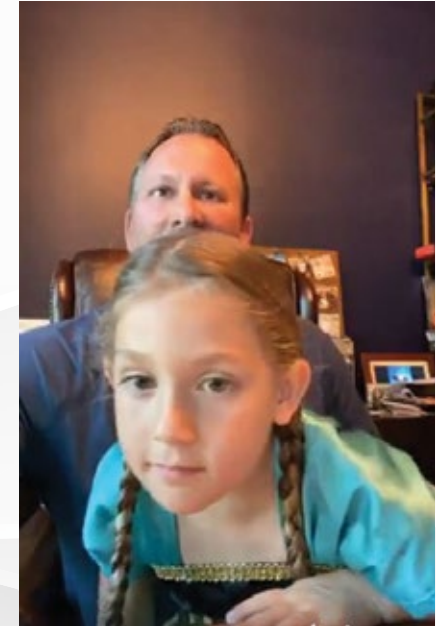
Beth Dobbyn · 0:00 Thank you so much Lerner and Rowe I called back & was so surprised!!

29w



Mae Vamos · 18:33 What you guys are doing is so wonderful. And Addie is the cutest co-host ever ❤️

30w



Stephanie George · 29:32 Lerner and rowe is the way to go lol that commercial is stuck in my head always

30w



Amanda White · 23:59 Lots of people need the love and positivity right now and your amazing for that ❤️❤️

30w





**Lerner and Rowe** was live.



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**Billy Gene Baker** · 8:04 Thank you all essential workers. Your sacrifices do not go unnoticed. May God bless and protect you.



25w



**Brian Prezgay** · 30:29 You should put Addy in charge of Lerner and Rowe Gives Back, since she does such a great job helping people.

25w



**Stephanie Bliss** · 30:06 I hope you both have a great weekend!! This makes my so happy ❤️

25w



**Linda Wilson Schleier** · 16:38 Thank you Lerner and Rowe. You are so generous. Nominate Melissa D'Agostino

25w



**Georgia Doane-Thomas** · 30:47 See you guys at Lerner and Rowe go above and beyond and your little princess is beautiful...stay healthy.... I have to go to a funeral Sunday and sit in the car and live stream it

25w

# LERNER AND ROWE GIVES BACK 7TH ANNUAL CHARITY GOLF CLASSIC

Our 7th Annual Charity Golf Classic was delayed, but not cancelled. Previously, we've enjoyed mixing a fun day of mingling, golfing, and giving with our community partners and individual donors to help raise funds for local charitable groups and organizations.

And even though this year's tournament was modified to help protect the health of golfers, volunteers, and golf course staff, we've still done amazingly well in joining our resources to make this the best year yet!





These efforts are reflected in the increase of funds generated year after year:

2020: generated over \$440,800 PRIOR to the event!

2019: generated over \$421,000

2018: generated over \$283,000

2017: generated over \$250,000

2016: generated over \$200,000

With eternal gratitude and thankfulness to our community partners and other supporters, the future remains bright with you by our side. Together we can reach farther than on our own and we look forward to directly giving back 100% of funds generated from our annual charity golf tournament to help those in need.





# BACK TO SCHOOL BACKPACK GIVEAWAYS

## Tucson

750 backpacks filled with school supplies were given away in Tucson, Arizona. We are grateful for the assistance from GAP Ministries and their community partners to help distribute the backpacks at Ministerios Ammijezreel and the Family Christian Center during the contactless drive-through event.

We are also grateful to each of our team members who volunteered their time to help fill each backpack.



# Phoenix



We are extremely pleased with the success of our 2020 drive-through backpack giveaway in Phoenix, Arizona. United Food Bank and the City of Mesa has our sincerest gratitude for their partnership and assistance in distributing the 750 backpacks our team stuffed with school supplies.

We are also grateful for our caring team members who jumped in and helped fill the backpacks that were given away.

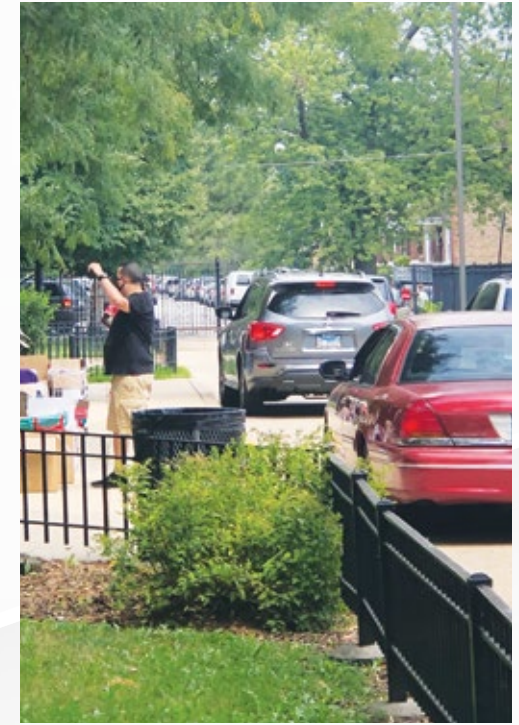
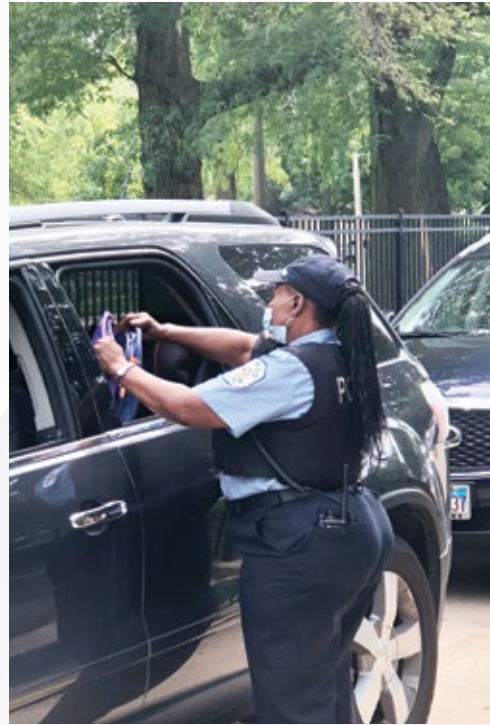




# Merrillville and Chicago

Our team held two amazing backpack giveaway events in Merrillville, Indiana and Chicago, Illinois! We were able to distribute 1,000 backpacks filled with school supplies during our drive-through style events efficiently and safely to the delight of families.

Thank you to our amazing staff, our partners at the Chicago Police Department, and staff of Richard J. Daley Elementary Academy for your assistance and donation of space. And thank you to the staff at Hidden Lake Park and Ross Township for all of the assistance your teams provided.





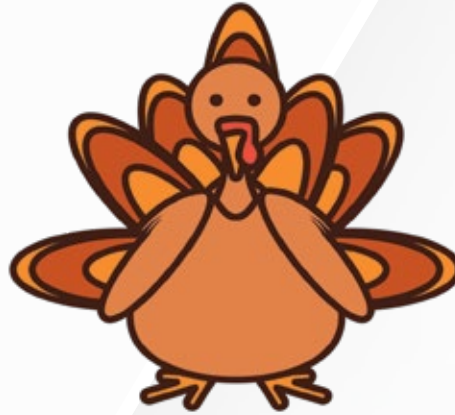
# Las Vegas



In just over two and a half hours, we were able to give away 750 backpacks in Las Vegas, Nevada with assistance from our community partners at Clark County School District Police, Spring Meadows Presbyterian Church, and Dean Peterson Elementary during our drive-through backpack giveaway.

It was especially heartwarming to see the many reunions between the children and their teachers! Special thanks to all who made this back-to-school event a success.





# THANKSGIVING GIVEAWAYS

## Online

In addition to giving away 1,700 turkeys and 500 hams with \$20 gift cards for side fixings in five cities, we also held a Thanksgiving themed Facebook live contest so that those who could not attend an event still had the chance to participate. The first 125 people to submit answers to the eight questions asked during the live event were gifted a \$50 gift card!

We couldn't be happier for those who won and are filled with gratitude to have the opportunity to help kick off the holidays with some extra light and love.



# Las Vegas

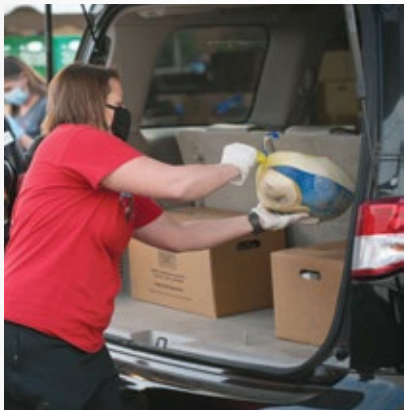
In partnership with Clark County School District Police, Behind the Blue Nevada, and the Just One Project, our Las Vegas outreach team enjoyed serving our East Las Vegas neighbors during a contactless drive-through giveaway at Ruby Thomas Elementary School. We are grateful for the contributions from our partners and for the manpower provided by our volunteers and team that helped make it possible for us to give away 600 frozen turkeys, boxes of fixings (enough to feed a family of five), and other food items to families in need.

We are also grateful to our community partners who serve as force multipliers producing greater results than we could ever accomplish independently.





# Phoenix



With the assistance of our community partners at United Food Bank, we distributed 500 frozen turkeys, plus a \$20 gift card for side fixings to underserved Phoenix families.

We are grateful to the Food Bank for once again assisting us in facilitating a drive-through giveaway that directly benefits underserved local families, as well as the efforts of our team.





# Phoenix





# Merrillville



During our annual Turkey Giveaway in Merrillville, where turkeys and sides were handed out to over 600 families, Arianna presented a donation of \$1500 to the Food Bank of Northwest Indiana to assist in their efforts to provide meals for the people that are food insecure in Lake and Porter counties in Indiana.

Other services provided that day by volunteers from the Merrillville boys basketball team, Girl Scouts, Project X, and The Bill and Kali Show included the packing of 150 senior grocery boxes, 300 Mobile Market boxes, and sorted hundreds of food drive items.





# Ajo / Tucson

It was a pleasure for our team to partner with the Education Enrichment Foundation & TUSD Family Resource Centers in Tucson to coordinate the distribution of 250 sets of frozen hams with gift cards for side fixings to low-income families receiving assistance from the resource centers. Bringing a smile to many families' faces is what it's all about!

## TUCSON UNIFIED SCHOOL DISTRICT



We are extremely grateful to the Ajo Center for Sustainable Agriculture for providing guidance and assistance to our team in reaching out to families and seniors experiencing need in the Ajo community. We donated 250 frozen hams and \$20 gift cards for side fixings to be handed out during a Thanksgiving food distribution day at the Ajo Food Pantry.

# WE BACK THE BLUE





# NEVADA LAW ENFORCEMENT APPRECIATION DAY

For the sixth year, local community and statewide first responders were recognized at a free family event in Las Vegas, Nevada. This appreciation event was first created as a means to show local law enforcement agents how much their continuous efforts to protect and serve are valued by Nevada residents and visitors.

We are definitely proud to support and partner with local law enforcement agencies and share with them how much our team respects the good deeds they do within our community.





# ENTERPRISE AREA COMMAND HOMELESS OUTREACH

It was an incredible honor for our Las Vegas team to take part in Las Vegas Metro Police Department's (LVMPD) Enterprise Area Command's homeless outreach efforts on the southside of Las Vegas. This quarterly event was established as a means for officers and their community partners to maintain good relations with our homeless population, while at the same time ministering to their needs.

This event brought to light how much a kind word, open ear, and offer of assistance can improve the quality of life of those facing daily struggles with limited shelter, clothing, food, and other essentials.



# CHICAGO POLICE DEPARTMENT'S CAPS PROGRAM



The 9th district “The Harriet Tubman Experience Black History Month” event held by the Chicago Police Department’s CAPS program brought together community members, organizations, various cultures, and many talents in celebration of the accomplishments and milestones of African Americans.

It was with great pleasure that we had the opportunity to take part in this diverse event that allowed us to experience several performances that celebrated African American culture.





# LAW ENFORCEMENT TORCH RUN® (LETR)



Our Las Vegas outreach team joined law enforcement officers from Clark County School District Police Department, Clark County Detention Center, and North Las Vegas Police Department to walk or run carrying the Special Olympic Torch around the Clark High School track. It truly was an honor to both sponsor and participate in the Law Enforcement Torch Run® in support of Special Olympics Nevada.

Due to continued social gathering restrictions, Special Olympics athletes could not join us as was allowed in previous years. But that didn't stop us from carrying the torch in a two-hour relay that helped raise money for this vital organization.





# COP ON A ROOFTOP

Our Las Vegas team had the pleasure of supporting the Special Olympics Nevada chapter by participating in the Cop on a Rooftop fundraiser at Carl's Donuts. We truly enjoyed getting to know several of the young athletes and their families, as well as show our support for local first responders, namely: Clark County School District Police Department, Las Vegas Metropolitan Police Department, Nevada Department of Corrections, and Community Ambulance.

While at the event, we are also excited to share our distracted driving simulator. We see it as doing our part to help make our streets and highways safer.



“Everybody on our team has the heart to give back. We’re constantly looking for ways that we can serve the community and help people in their time of need.”

–Arianna Baiz, Outreach Director (Illinois and Indiana)

“Of all of our regular outreach activities, I truly love working with Metro’s Enterprise Area Command’s (EAC) Quarterly Homeless Outreach. Why I love this event is it reveals the heart of our law enforcement towards the least fortunate in our neighborhoods, and is responsible for saving the lives of many who live on our streets.”

–Guy Williams, Community Outreach Coordinator (Southern Nevada)





WE SUPPORT OUR TROOPS

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# MARICOPA COUNTY STANDDOWN SUPPORTERS



Since 2016, we've partnered with Fitz Madrid from 98KUPD to support the Maricopa County StandDown resource fair.

The two-day event brings community-based organizations together to offer assistance to Arizona homeless and at-risk Veterans and their families.

Ultimately, the success of Maricopa County StandDown resource fair depends on the combined efforts of the Department of Arizona's VFW, Auxiliaries, VFW Riders, and other community organizations and individuals. This year we matched Fitz Madrid's listener donations dollar-for-dollar up to \$5,000!





# NOTES OF GRATITUDE

Our Chicago and Merrillville teams spent time making thank you cards for our deployed troops, frontline healthcare workers, and first responders, as well as inspirational cards for low-income students.

The notes of gratitude created specifically for our troops were sent to Operation Gratitude to be included in their care packages. The inspirational notes designed with care for local students were distributed through Back to School America.

A big thank you to our staff for their time, creativity, and kind words!



# MAM ANNUAL FREEDOM BREAKFAST & GOLF TOURNAMENT

Our team strongly believes in supporting active and retired members of the military and their families. So much so that our very own Kevin Rowe became an active board member of Military Assistance Mission (MAM). The organization is known for ardently providing assistance to struggling Arizona military families to cover basic needs such as rent, mortgage, car payments, car insurance, utilities, and food.

For 2020, it was with great pleasure that we had the opportunity to be the title sponsor for both of their MAM's sixth annual charitable golf tournament and their virtual 9/11 Never Forget Freedom Breakfast Special.





# KUPDEPLOYMENT PACKS



For the third year in a row we supported local members of the military by donating \$5,000 to the KUPDeployment packs donation drive. Our 2020 donation will be used to purchase needed items for care packages and to cover shipping costs.

Each year of our involvement, we are filled with gratitude to have the opportunity to join the radio station in helping send some love and a piece of home to the roughly 1,300 Arizona troops who are deployed in the armed services. Last year alone, 963 care packages were packed and shipped overseas!

“One of my very favorite Community Partners to work with is the Nevada Special Olympics. It is an honor to run and carry the torch for this outstanding charitable organization. Sadly, due to COVID-19, the special olympians were not permitted to join us physically at the LEAD Torch Run. However, their heart and passion propelled this outreach guy—and dozens of uniformed officers—to step in as proxies for these incredible athletes.”

–Guy Williams, Community Outreach Coordinator (Southern Nevada)

“I really enjoyed the World Clean Up Day event at the Indiana Dunes National Lakeshore. I visited the beach all the time but didn’t realize just how much trash was being left behind by other visitors. We had a fun time hanging out with coworkers while also doing our part to clean up our beautiful beach front.”

–Stephanie Bouche, Client Account Representative (Merrillville)

“I LOVED participating in the outreach events for the CACC and the community backpack giveaway last year! Volunteering at the CACC made me feel optimistic about surrendered and stray pets having a second chance. It also inspired me to hopefully adopt later this year or earlier on next year (my application is filled out and sitting on my desk). I enjoyed the community backpack giveaway because there was a visible need for what we were able to give to the families. I was also able to bring my daughter along to help bless the other families and finally we were able to have fun with the people we were serving! LOVED IT!” –Lesley Morales, Case Manager Assistant (South Loop)





WE SUPPORT OUR COMMUNITIES

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# CASA CENTRAL



Since 1954, Casa Central has delivered evidence-based, award-winning programming in response to the needs of the Hispanic community.

In January, several Chicago staff members participated in a Casa Central volunteer project that entailed working on an educational craft with the center's Early Learning Academy. What a great group of bright and energetic children to work with!

Each child had the opportunity to decorate a cardboard roll and color a letter of the alphabet with a picture that corresponded. At the end of this Casa Central volunteer project, our team lined up each letter in order and practiced the alphabet on some fun worksheets.





# HAVASU BALLOON FESTIVAL AND FAIR



2020 was the fourth year we sponsored and participated in the Havasu Balloon Festival and Fair. Sky's the limit at this annual event that not only offered a fun way for organizations, businesses, and individuals to connect over a shared enjoyment of hot air balloons, but also to help generate funds to support nonprofits throughout Lake Havasu City.

After a decade of presenting the festival and fair, the Havasu Balloon Festival Board of Directors has donated over \$1 million dollars total from proceeds raised! We couldn't be more pleased to take part in and show our support of such a monumental philanthropic enterprise!

# NATIONAL QUARTERBACK CLUB AWARDS DINNER



In addition to sponsoring the National Quarterback Club Awards Dinner and Hall of Fame Induction Ceremony, Kevin and other members of our team attended the ceremony to support the outstanding athletes being honored for their achievements and social affinity on and off the playing field.

The ceremony included the naming of high school, collegiate, and professional ranking quarterbacks as National Quarterbacks of the Year. NFL players Rich Gannon and Drew Bledsoe were also inducted into the National Quarterback Club Hall of Fame.



# SPECIAL OLYMPICS ARIZONA'S PUTTING CHALLENGE



Since 2012, it has been our honor to support Special Olympics Arizona's Putting Challenge. This year's one-hour putting challenge helped to raise awareness about the different athletic programs offered by Special Olympics Arizona, which helps individuals with intellectual disabilities find their own path to empowerment.

Kevin and Ashlyn joined Special Olympians, celebrities, and other business leaders from the Valley to take part in the friendly competition. Arizona Diamondbacks pitcher Archie Bradley, Arizona Cardinals superstar receiver Larry Fitzgerald, and Arizona Coyotes legend Shane Doan were also on hand. We couldn't be more thrilled to be part of this successful event that had such a great turn out and expansive global reach!

# VOLUNTEER DAY AT CAMPAGNA ACADEMY



Our Merrillville, Indiana team enjoyed a volunteer day making birthday cards for the children at Campagna Academy.

This wonderful organization offers residential services for children in the foster system, those needing special attention, and they also provide services for substance abuse treatment. Hand-crafted birthday cards are given to the children on their birthdays to help bring that special celebration feeling to the facility.





# ARIZONA HEART FOUNDATION / TUCSON HEART BALL SPONSOR

We couldn't be more pleased to continue our annual support of the Tucson Heart and Stroke Ball. A portion of our sponsorship will be used to fund lifesaving research and educational programs to fight heart disease and stroke in the Tucson area.

The local chapter of American Heart Association does so much to support those affected by heart disease and to promote critical heart health programs. We are extra appreciative of their efforts since family members of our team have dealt with heart-related health concerns.

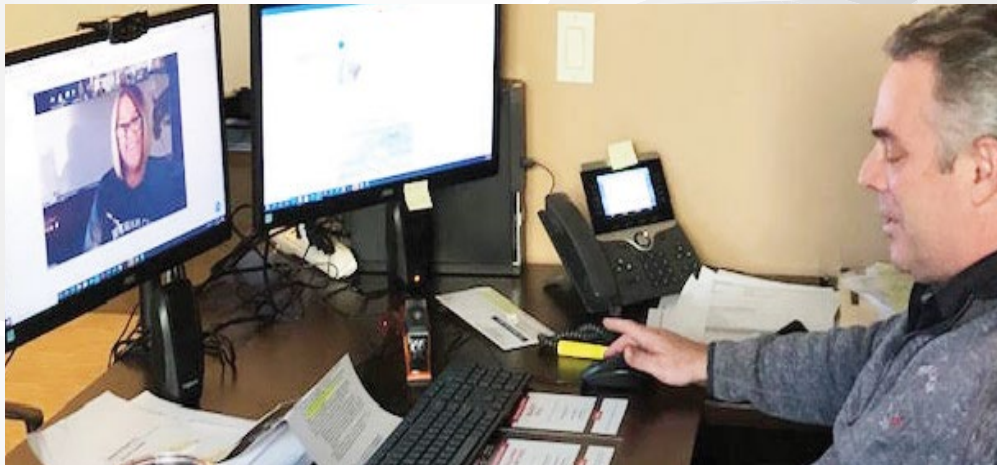


# FIESTA BOWL CHARITIES WISHES FOR TEACHERS



Our team is pleased to once again join other local entities and individuals in support of Arizona teachers by partnering with the Fiesta Bowl Charities Wishes for Teachers program with a \$25,000 honor roll partnership donation.

For 2020, dollars raised through sponsorships like ours and donations to Wishes for Teachers were divided between 200 randomly drawn Arizona K-12 public and charter school educators.



Each teacher chosen won a \$2,500 grant to be used to enhance their classroom experience. Kevin and Jeff had the pleasure of virtually speaking with a few winners during a livestream Tuesday, November 10 on [fiestabowl.org](http://fiestabowl.org).



# MARK & NEANDERPAUL FEED ARIZONA

We couldn't have been more pleased to help kick off the Mark & NeanderPaul Feed Arizona food drive with a \$5,000 donation to help St. Mary's Food Bank replenish their supplies and feed local families. Our donation brought the total number of meals covered to 311,000!

St. Mary's Food Bank also impressed us with their ability to optimize every dollar spent, literally. For every dollar received the food bank is able to provide seven meals. That means that our \$5,000 equated to 35,000 meals!



# MERMAID STRAW'S WORLD CLEAN-UP DAY

In September, our Midwest Lerner & Rowe team took to the Indiana Dunes State Park to participate in Mermaid Straw's World Clean-up Day event. We hiked the dunes and walked the beach and shoreline, collecting nearly 40lbs of trash!

Thanks to our amazing staff for spending their Saturday morning getting down and dirty and keeping our beach and dunes trash-free.





# DUSK 2 DAWN CROSSWALK SAFETY PROGRAM

In October, the Vulnerable Road Users Project UNLV, part of the Transportation Research Center at UNLV, kicked off their 2nd Annual Dusk to Dawn Crosswalk Safety Program in partnership with RTC of Southern Nevada, Sunrise Hospital and Medical Center, Las Vegas Metropolitan Police Department, Clark County School District Police Department, and the Nevada Department of Public Safety.

The majority of Nevada's pedestrian fatalities occur between dusk and dawn, which is why our Las Vegas Gives Back team wanted to get involved with the crosswalk safety program. We did so by becoming a program sponsor and providing reflective wristbands (slap bands), that were distributed out of 70 local convenience stores. Now, each wearer will be more visible to motorists at night time.



FOR THE LOVE OF KIDS

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# LERNER & ROWE SCHOLARSHIPS



In looking forward to the future, Lerner and Rowe created the 2021 College Scholarship Program, which is designed to provide financial assistance to low-income students pursuing higher education.

21 lucky high school seniors from across the country—including those in Phoenix, Las Vegas, Chicago, Albuquerque, Tucson, and Merrillville—will receive a \$1,000 scholarship to be put towards their college tuition in the coming semester.

Scholarships will also be awarded based on need, as well as each student's proven level of dedication to changing the world for the better through acts of respect, courage, kindness, academic achievement, and leadership. We are excited to announce our scholarship winners on January 11, 2021.

# SLAM NEVADA DISTRACTED DRIVING SEMINAR



Our Las Vegas Lerner and Rowe Gives Back team spent two days at the Sports Leadership and Management Academy of Nevada (SLAM Nevada) teaching local high school seniors about the dangers of driving while distracted.

Students had the unique opportunity to try out a Distracted Driving Simulator, which mimics common distractions like cell phone use and the potential consequences of not paying attention behind the wheel. By showing firsthand how a distracted driving crash can happen to anyone, young drivers will think twice about texting and driving.



# LV SPORTZ FOUNDATION MAJOR SPONSOR FOR OUR NEXT FREE SPORTS PHYSICALS



We were honored to once again sponsor the LV Sportz Foundation's Heart Screening & Sports Physical Event in 2020. LV Sportz Foundation regularly holds these potentially life-saving screening events as a part of their Game Saver Program, which has screened hundreds of student athletes in Las Vegas for heart abnormalities which may impact their ability to play sports safely.

Our team is proud to support the LV Sportz Foundation's mission to help keep children safe and healthy!

# NIAA REGIONAL WRESTLING AND REGIONAL BASKETBALL CHAMPIONSHIPS



We shared in the excitement as a sponsor of the Nevada Interscholastic Activities Association (NIAA) Regional Wrestling & Basketball Championships in 2020. NIAA plays a crucial role in supporting student athletics by sponsoring, directing, and developing athletics and activities in Nevada high schools.

Like NIAA, we believe that participation in interscholastic activities like sports offers educational, social, and personal benefits for Nevada students and are proud to have been a sponsor at both of these events!



# VIRTUAL CANDELIGHTERS SUPERHERO 5K



Our Las Vegas outreach team participated in this year's (virtual) Candlelighters Superhero 5K Run. Together, we walked and ran one of many socially-distanced 5K routes to support the Candlelighters Childhood Cancer Foundation of Nevada.

This local non-profit has created a network of support for families affected by childhood cancer, providing resources for emotional wellness, improved quality of life, and financial assistance.

We're grateful for the opportunity to support organizations like these that serve the children and families in need right here in Nevada.



# FORE THE KIDS



We were the proud title sponsor of 2020's 2nd Annual Fore the Kids Golf Tournament, donating \$7,500 in the process. Fore the Kids is a Phoenix nonprofit established in 2019 whose aim is to provide financial support to local children's charities.

This year's charity golf tournament directly benefited The Boys and Girls Club of the Valley: Warner & Shirley Gabel Branch, which received 100% of the funds raised by this wonderful community event!





# SWING FOR THE KIDS “DAY OF PLAY”



As a tournament supporter, we contributed \$3,000 to the Boys and Girls Club of Tucson at their 3rd Annual Swing for the Kids charity event at Topgolf.

Our team participated in the cause in order to help the Boys and Girls Club meet their goal of making sure every club member's family receives their own Thanksgiving meal this year. With six locations throughout Tucson serving more than 10,000 youth annually, we are a proud supporter of the Boys and Girls Club!



# MERRILLVILLE HIGH SCHOOL BOYS' BASKETBALL TEAM SPONSOR



For the second season in a row, Lerner and Rowe Gives Back is a proud sponsor of the Merrillville High School's boys' basketball team. Supporting this talented group of student athletes is a no-brainer, as many of the team members themselves give back to the community, including volunteering their time at our backpack and turkey giveaways. We look forward to another great basketball season at Merrillville High School. Go Pirates!



# PAUL'S CAR WASH VIRTUAL FUNDRAISER



2020 was our sixth year in a row as participants in Paul's Car Wash to raise funds for the Big Brothers Big Sisters of Central Arizona (BBBSAZ). Although we had to attend virtually this year due to the coronavirus pandemic, Kevin Rowe made an appearance to present our \$10,000 donation check to this charitable cause. In addition, we made sure to get all our work vehicles washed at Phoenix's Super Star Car Wash in support of Paul's Car Wash.



# ARIZONA INTERSCHOLASTIC ASSOCIATION PARTNERSHIP

We are proud to once again partner with the Arizona Interscholastic Association, a 501 c(3) non-profit organization of public and private schools. AIA creates and sustains an ethical culture through activities that encourage maximum student participation, as well as ensuring fair and equitable competition in interscholastic high school sports.

Marketing revenue through partnerships, like the one we have with the organization, allows the AIA to develop, facilitate and execute the many State Playoff and Championship Tournaments in High School Sports, pay for venues, and most importantly insure ALL athletes for life in the event of a catastrophic injury, including concussion insurance at no cost to the parents/student athletes.





# VIRTUAL #FRIENDDDAY EVENT

Our team was honored to once again support Friendship Circle of Arizona by joining other individuals and companies as a matcher for #FriendDay, a virtual event that was held on September 8, 2020. This event was launched as a means to replenish budget setbacks due to the cancellation of the organization's annual fundraising dinner because of the COVID-19 pandemic.

We are pleased to say that together, our community helped raise over \$88,500 to fund the wide range of services, projects, and facilities the organization uses to touch the lives of many children with special needs and their families.



# LOOKING OUT FOR ANIMAL WELFARE

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# #LOVEPUPDAY



We were more than happy to sponsor #LovePup Day, a virtual adoption and animal appreciation event to help support homeless dog rescue, rehabilitation, and adoption efforts. As a platinum partnership sponsor in Phoenix and a title sponsor in Tucson, we were able to donate \$6,000 and \$3,000 respectively to the #LovePup Foundation.

The Virtual Adoption Center was a major success, and as a result the #LovePup Foundation can continue its crucial mission of helping displaced and homeless dogs get the love and care they need before finding their forever homes.



# SPREADING HOLIDAY CHEER ALL YEAR

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At Lerner and Rowe Gives Back, we love a good giveaway. That's why we made sure to host tons of giveaways throughout the year to surprise and delight dozens of our Facebook followers!

Back in February, we chose one lucky person and their chosen friend to receive a free VIP Garage Experience ticket to meet NASCAR Xfinity Series driver Mike Harmon and watch the race in Las Vegas. For our Valentine's Date giveaway, three winners received a \$250 gift card to celebrate their love with their significant other on a romantic date. We celebrated St. Patrick's Day by giving away \$250 Visa giftcards to five lucky winners to go paint the town green.

We also mixed things up this year by hosting a Virtual Easter Egg Hunt on our website. 50 participants who found all 12 hidden easter eggs on lernerandrowe.com were awarded \$25 Walmart gift cards. Additionally on Father's Day, five deserving dads were nominated and chosen to receive a \$250 giftcard to Home Depot. Lastly, on Labor Day, six participants received a \$500 Home Depot gift card to get their outdoor grilling on for the holiday.



## CHRISTMAS IN JULY

Similarly to previous years, 2020's Christmas in July Giveaway was a smashing success. We were able to give away \$17,500 in gifts and prizes throughout the entire month of July! 35 of our lucky Facebook followers each received Christmas presents valued up to \$500 as we rekindled some holiday magic.

Residents of Nevada, Arizona, New Mexico, Tennessee, Indiana, and Illinois sent us their Christmas list in hopes that they'd made it onto Santa's Nice List. Select participants won everything from electronics to gift cards, bunk beds, appliances, and a variety of other wishlist items!

Kevin Rowe made this year even more exciting by announcing each day's winners live on Facebook. As our communities struggled with coronavirus shutdowns and rising unemployment, Lerner and Rowe Gives Back was honored to be able to spread some holiday cheer a few months early in 2020.





# LERNER & ROWE VIRTUAL HALLOWEEN COSTUME CONTEST

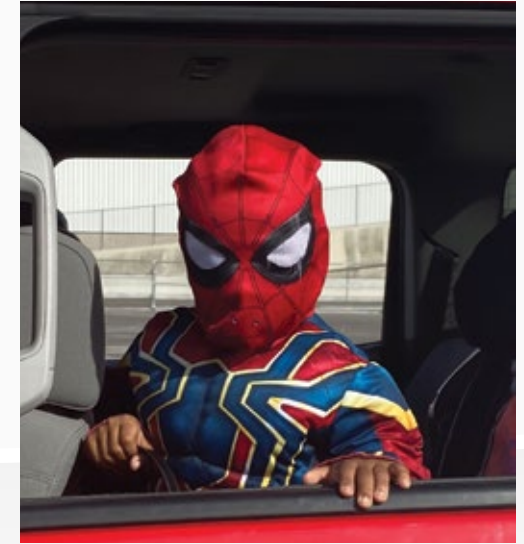


Spooky participants from Arizona, Nevada, New Mexico, Illinois, Indiana, and Tennessee took part in this year's Virtual Halloween Costume Contest! There was no shortage of creepy, scary, creative, and funny submissions in 2020. We had the difficult task of selecting just 10 contest finalists from dozens of great submissions. Then, we asked our Facebook followers to vote for their favorites.

In the end, we awarded all 10 entrants with some awesome cash prizes: \$2,500 for 1st place, \$1,500 for 2nd place, \$1,000 for 3rd – 5th place, and \$150 for 6th – 10th place.



# HALLOWEEN SAFE-TACULAR



Our Las Vegas team participated in this year's contactless Halloween Safe-Tacular, put on by UMC Children's Hospital and made possible by Kohl's Cares and Clark County School District Police. Over 400 cars filled with costumed children, parents, and some dogs drove past tables and pop ups that were decorated and filled with costumed volunteers. There was a steady stream of cars for well over four hours!

During the event, children received free goodie bags with treats, pedestrian safety gear, and valuable information about staying safe as a pedestrian in Las Vegas. Glen Lerner noted that it was a privilege to be able to help "bring smiles to over a thousand children's faces" on this special day.

# HALLOWEEN ACTIVITIES AT PHOENIX CHILDREN'S HOSPITAL

Lerner and Rowe Gives Back was a proud sponsor of this year's Phoenix Children's Hospital Halloween Activities. Our \$5,000 contribution went directly towards purchasing 360 Halloween costumes for patients to brighten their Halloween.

Phoenix Children's Hospital needs our community's support now more than ever, as the hospital can no longer collect donations due to the ongoing COVID-19 pandemic.

It is our hope that our donation will help offset the cost of crucial emotional and social support programs the hospital continues to offer to children and families.





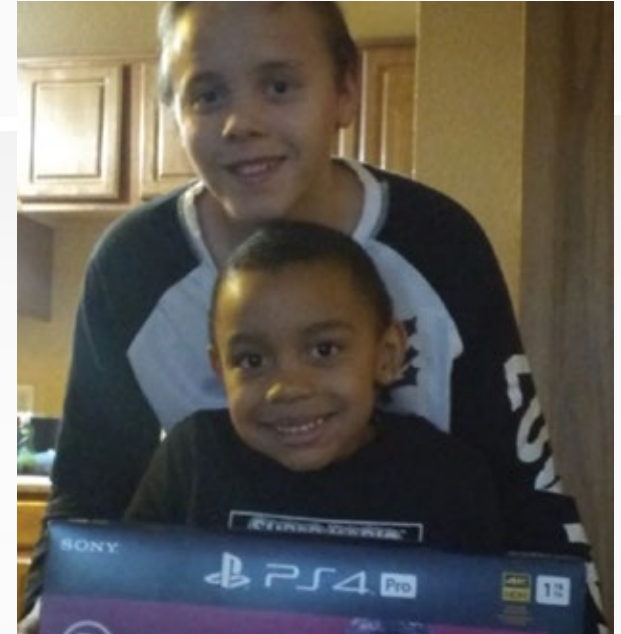
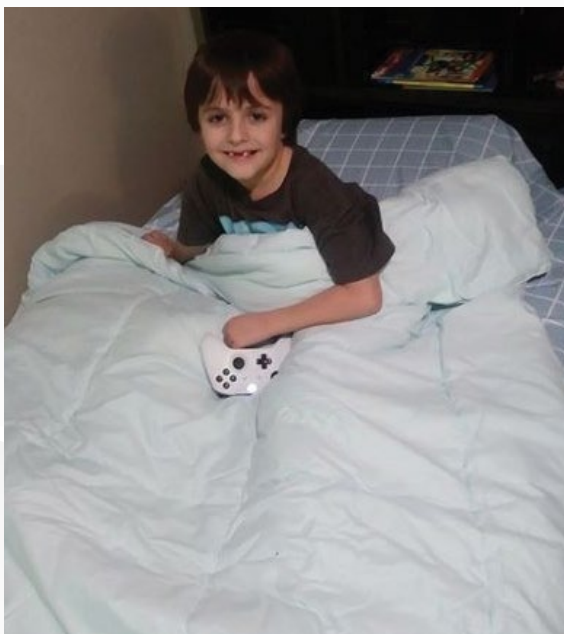


# LERNER & ROWE 25 DAYS OF GIVING

During the holidays, we can't resist hosting yet another festive giveaway. Just as we have in previous years, we'll be granting holiday wishes for 25 days straight in 2020. From November 26 to December 23, Lerner and Rowe will announce one lucky winner each day (two on Two for Tuesdays) who will receive a gift from their wishlist worth up to \$500!

2020 has been a long year, full of unexpected twists and turns. We are especially thankful to be able to give back to as many of our supporters as possible during the holiday season. In continuing to connect with all the communities in which we work, we carry on our missions to make a difference in the lives of people in need.





# THANK YOUS

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KEVIN,  
Words cannot express how much we appreciate everything you've done for the 9/11 Never Forget TV Special this Friday. Your support and philanthropic efforts have made a difference in helping our military members who are struggling. Wear with pride God Bless!  
MARC CHOZA RUBEN BRYAN

MILITARY ASSISTANCE MISSION  
602.246.6429  
WWW.AZMAM.ORG



Kevin -  
Thank you for your years of support of #LoveUp. we hope you can join for this special Graduation Event!  
#LoveUp  
Kevin



Kevin & Cindy -  
Thank you for all that you do for Phoenix Children's. Prior to COVID I was hoping to take you to lunch to celebrate "10 years of giving." But I think for now, I will just owe you lunch. Enclosed is a gift of an appreciation & your continued partnership. Appreciate you & all that you do!



Dear Lerner & Rowe,  
Thank you so much for your continued support! Thank you for generously sponsoring our Pink Out 5K! Together we are making a difference in the fight against breast cancer! - The team at Don't Be A Chump! ✓ for a Lump!



I live in Mesa and I did go to the Mesa Convention Center Friday Food Distribution this morning. I live on social security only and with the world and the country the way it is nowadays things have been tough. But, when I received the \$20 gift card from Lerner and Rowe—I mean it just really brought tears to my eyes—that was such a big help to me. And, I'm sure the other people that received one probably feel the same way, but I just wanted to express my gratitude.

Thank you for being such a big help in my life at these times right now. I appreciate it so, so, much!

Thank you very much,

Renee Munson  
(Attendee of the Phoenix Turkey Giveaway)

Kevin and Cindy,

Wanted to say "thank you" for your donation to Best Buddies "Champion of the Year" 2020 virtual event held recently.

As you know our daughter, First Responder, Reda Riddle-Bigler represented the Fire Department.

Again, our personal thanks for supporting a wonderful organization. You all do so much for the community.

Happy Holiday,  
Janie and Bill Riddle



2901 N. 78<sup>th</sup> St.  
Scottsdale, AZ 85251  
602-395-WISH (9474)  
Arizona.wish.org



January 17, 2020

MrKevin M. Rowe  
Lerner & Rowe Gives Back  
2701 E Camelback Rd Ste 130  
Phoenix, AZ 85016-4322

Dear Mr. Rowe:

Thank you for Lerner & Rowe Gives Back's gift of \$20,000.00 as a 2020 Make-A-Wish Arizona® Wish Ball Platinum Sponsor received on 1/15/2020. We can't wait to share the excitement of the 2020 Wish Ball, Star Light, Star Bright, presented by Phusion Projects, to be held March 28, 2020 at JW Marriott Scottsdale Camelback Inn Resort and Spa. We look forward to showcasing the efforts of Make-A-Wish Arizona as together we create life-changing wishes for children with critical illnesses.

Your generous donation will help grant wishes for children like Sylvi, 10, who wished to stay in a treehouse in Maine. Sylvi's wish enabled her to forget her rare genetic disorder as she enjoyed zip lining, watching animals and hanging out with her family in the wilderness.

As the founding chapter of Make-A-Wish, we are dedicated to making every eligible Arizona child's wish come true. You are a part of our success and we thank you for your commitment to granting incredible wishes.

Per IRS regulations, this letter serves to confirm the total value of goods and services you will receive in exchange for your contribution: Make-A-Wish Arizona will provide you with dinner and entertainment for ten guests at the event, valued at \$200.00 per guest and two one-night hotel stays valued at \$360.00/each.

Again, thank you for your donation. We appreciate you as we work to transform lives, one wish at a time.

Sincerely,

Elizabeth R. Reich  
President & Chief Executive Officer



Thank you  
so much,  
Kevin!

Please consider including Make-A-Wish Arizona in your will or estate plan.

Make-A-Wish Arizona is a nonprofit 501(c)(3) organization (Tax ID# 86-0409636).



S.Y.STEM Coalition (EIN 47-2683211)  
2509 North Campbell Ave. #485  
Tucson, AZ 85719

Date: January 20th, 2020

### Donation Receipt

Dear Kevin Rowe,

I would like to extend an immense thanks for your donation to S.Y.STEM Coalition. Because of your generous support S.Y.STEM Coalition is able to continue doing great things by furthering educational opportunities in the Tucson community!

Please retain this form with your tax records.

Donation description: Cosmic Sponsor - S.Y.STEM Cooks 2020 Event

Donation amount: \$500.00

Donor Name: Kevin Rowe/Lerner and Rowe Gives Back

Sincerely,

Michel Estrada

VP of Finance

Thank you again for your generosity. We appreciate your support!



THE UNIVERSITY OF ARIZONA  
Foundation

March 13, 2020

Rowe Family Charitable Foundation Lerner Rowe Gives Back  
2701 E Camelback Rd Ste 140  
Phoenix, AZ 85016-4323

Thank you for investing in the University of Arizona. From students to faculty to researchers to staff, all are driven to pursue their boldest dreams. Your belief in their work empowers them to rise to the toughest challenges and create new solutions.

**This document serves as the official tax receipt for your gift to the University of Arizona Foundation. Please retain this copy for your files.**

<b>Tax Deductible Gift Amount:</b>	\$25,000.00
<b>Value of Benefits Received:</b>	No Benefits Received
<b>Payment Amount:</b>	\$25,000.00
<b>Gift Processing Date:</b>	March 6, 2020
<b>Purpose:</b>	PANDA for Steele Children's Research Center
<b>Date of Official Tax Receipt:</b>	March 6, 2020
<b>Tax ID:</b>	#86-6050388 (UA Foundation)

Please let us know if you wish for your gift to be anonymous and prefer to be excluded from public recognition. Contact Donor Services at (520) 621-5491 or (800) 409-9791, fax (520) 621-3070 or email [donorservices@uafoundation.org](mailto:donorservices@uafoundation.org).

Many thanks, again, for your support. Bear Down!

Robert C. Robbins  
President  
The University of Arizona

John-Paul Roczniak  
President & CEO  
The University of Arizona Foundation

201835482  
rev-12723718

Marvin D. "Swede" Johnson Building | 1111 North Cherry Avenue | P.O. Box 210109 | Tucson, AZ 85721-0109 | [uafoundation.org](http://uafoundation.org)



May 21, 2019

Lerner & Rowe Gives Back  
attn: Cindy Ernst  
2701 E. Camelback Road Suite #140  
Phoenix, AZ 85016

Dear Ms. Ernst,

Thank you for your generous donation of \$1,000.00 on 5/10/2019. Your donation will benefit the more than 480 individuals who have intellectual disabilities served by the programs at One Step Beyond, Inc. Your gift to One Step Beyond, Inc. may qualify for up to a \$400 (\$800 for joint filing) tax credit from the State of Arizona. Please see your tax professional for details.

When you contribute to One Step Beyond, one hundred percent of your gift goes directly towards enhancing our programs and making the individuals we are proud to serve achieve their full potential in independence, employment, health and fitness, cultural arts, enriching social relationships, and full inclusion in and contribution to their community. At One Step Beyond, we are committed to serve this deserving population, and we appreciate your commitment to join us in support of the Mission of One Step Beyond.

We appreciate your ongoing support!

My personal best,

Jeff Swanson  
Executive Director of Arizona Development & Communications  
[jeffswanson@osbi.org](mailto:jeffswanson@osbi.org)  
Office: (623) 215-2449 ext. 108

This letter will serve as a receipt for tax purposes. As a 501(c) 3 non-profit organization (EIN: 86-1036448), donations to One Step Beyond, Inc. may be tax deductible as charitable contributions to the extent allowed by law. This letter certifies that One Step Beyond, Inc. did not provide any goods or services in exchange for your donation.

OSBI.org		<b>One Step Beyond, Inc.™</b>	650-532-0509   575 Old County Rd. San Carlos, CA 94070
		<small>Comprehensive Programs for People With Intellectual Disabilities Employment   Community   Education   Fitness</small>	623-215-2449   9299 W. Olive Ave. Suite 311 Peoria AZ 85345





October 12, 2020

Mr. Kevin M. Rowe  
Rowe Family Charitable Foundation  
2701 E Camelback Rd Ste 140  
Phoenix, AZ 85016-4323

Dear Mr. Rowe:

"A-COM-PLISHED."

His words were spoken slowly and deliberately. For more than 18 months, 17-year-old Porter's been undergoing rehabilitation therapy at Phoenix Children's. To heal and recover from neurological damage after surgery to remove an aggressive brain tumor, he spends 3 hours in speech, occupational and physical therapies every. single. day.

Inch by inch, his parents say Porter is regaining the use of the muscles he needs to smile, talk and walk. He took his first steps unassisted at the Phoenix Children's SK, a moment that took so many months of grueling work to achieve. His mom, Dawn often says, "he has no quit in him."

That exhilarating day was made possible because of people like you who have never even met him. Your investments help kids like Porter receive world-class care, close to home — in a place that feels like home. Thank you for Rowe Family Charitable Foundation's gift of \$5,000.00 supporting Halloween 2020. Philanthropy allows the Hospital to meet pressing needs in research, technology and charitable family-centered care for every child when they need us most.

Your support helps ensure Porter takes more steps toward a longer, healthier future. Thank you!

Sincerely,

Steven S. Schnall  
Senior Vice President  
Chief Development Officer

*Thank you for your  
generous support*

P.S. We received your donation of \$5,000.00 on 10/6/2020 to support Phoenix Children's Hospital. Gifts to the Phoenix Children's Hospital and Phoenix Children's Hospital Foundation are tax deductible to the extent provided by law. No goods and/or services have been provided to the donor by Phoenix Children's Hospital or the Phoenix Children's Hospital Foundation in consideration of this gift. Tax ID No 74-2421549. State of Arizona QCO code 20551. Please keep this receipt for your records.

PHOENIX CHILDREN'S HOSPITAL FOUNDATION

2929 E Camelback Rd #122 Phoenix, AZ 85016 | 602.933.4483 | [GiveToPCH.org](mailto:GiveToPCH.org)



FRIENDS HELPING FRIENDS

2110 East Lincoln Drive  
Phoenix, AZ 85016

Telephone:  
602-861-1600  
Fax:  
480-452-1523  
E-mail:  
[info@fcaz.org](mailto:info@fcaz.org)  
Web:  
[www.fcaz.org](http://www.fcaz.org)

Executive Director:  
Rabbi Mendy Levertov

Director:  
Mrs. Leah Levertov

Executive Committee:  
Mr. Asher Cohen  
Mrs. Nicole Khayfets  
Rabbi Zalman Levertov

Advisory Board:  
Mrs. Bette Hornstein  
Dr. Raun Melamed

October 1, 2020  
Rowe Family Charitable Foundation/Lerner Rowe Gives Back  
Mr. Kevin Rowe  
2701 East Camelback Rd. STE 140  
Phoenix, AZ 85016

Dear Kevin,

I hope this letter finds you and your family in the best of health & happiness. I want to thank you for your kind gift of \$5,000.00 towards the Friendship Circle.

In these challenging times your contribution is especially impactful and appreciated. The feelings of isolation are real, the worry about what tomorrow holds is palpable, the human need for connection and community is as strong as ever, and the desire for a sense of stability, spirituality, and support is ever-present.

Thanks to you, Friendship Circle has been able, to be here for the community through this crisis in every way possible. While our physical doors are closed and all the required precautions are being followed, we remain together in heart and soul and our virtual doors are wide open. Our community of Children, teens and Adults with special needs are joining together for Friendship Circle events on Zoom and Facebook Live, in addition we are in constant connection with those who might need help such as shopping or financial, and we are in touch by phone and messaging with so many who are just looking for a listening ear or an encouraging word.

As we prepare for the future, your donation allows us to continue these good works, keeping people cared for and engaging as best as can be under the circumstances. With G-d's help, we will weather this crisis together and come out stronger and better with a world totally transformed for the good, may it be very soon.

May G-d bless you manifold for your kindness and bless all of us with good health and with much joy and meaning in our lives. Looking forward to seeing you again soon.

Sincerely,

Rabbi Mendy Levertov  
Director

This is your receipt. Please keep for your records.  
Our Tax ID Number is 86-0441056

Date	Method	Number	Amount	Receipt #	Purpose
8/27/2020	Check	1486	\$5,000.00	15724	FriendDay
		Total	\$5,000.00		

No goods or services were provided

A project of  
Chabad Lubavitch  
of Arizona

Together we can perform *mitzvot*!



Devoted to Giving Hope to Those in Need  
Driven to Serve

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2701 East Camelback Road | Suite #140 | Phoenix, AZ 85016  
602.977.1900 | [LernerAndRoweGivesBack.com](http://LernerAndRoweGivesBack.com)