



2009 Annual Report



## 2009 Annual Report Table of Contents

Mission Statement	2
CEO Report	3
Board of Directors	4
Achievements	5
Financial Summaries	11



# ToolBank USA Mission Statement

“ToolBank USA strengthens local communities through the collaborative establishment of ToolBanks across the United States, and the provision of infrastructure support to promote consistency and excellence for all ToolBanks.”

Very special thanks to our founding investors



# Report from the CEO

“Even if you’re on the right track, you’ll get run over if you just sit there.”

- Will Rogers

Gathering economic storm clouds served as a foreboding backdrop to the launch of ToolBank USA in late 2008. No one anticipated the length or severity of the storm to come. ToolBank USA’s compass for the tumult of the past year consisted of two parts.

The first part was a dramatic increase in demand for tools at the Atlanta Community ToolBank throughout 2009. A 38% increase in tool borrowing last year offers evidence that the ToolBank model is not a superfluous program, but rather a critical resource, buttressing the efforts of Atlanta’s nonprofits in their most desperate hour.

The second part is a deep commitment to the core values of collaboration and professionalism. The nation’s charitable sector is experiencing a ‘stress test’ of its very own, and organizations that can couple businesslike efficiency with an ability to forge unlikely linkages will endure.

The resulting navigation impelled ToolBank USA to Charlotte, North Carolina. Several months of dialogue with a thoughtful, self-selected assembly of energetic individuals culminated into the creation of the Charlotte Community ToolBank in December of 2009.

Interestingly, the navigation tools that illuminated ToolBank USA’s course through this last year are the same tools that will guide us into the future. And in typical ToolBank fashion, these tools will be kept sharp, clean, and readily accessible for 2010 and beyond.



Mark Brodbeck  
Chief Executive Officer



# Board of Directors

(At the conclusion of 2009)

**Orlyn 'Skip' Lockard III**

**President**

Attorney, Alston & Bird LLP

**Adria L. Perez**

**Vice President**

Attorney, Kilpatrick Stockton LLP

**Jennifer Duncan**

**Treasurer**

Attorney, Troutman Sanders LLP

**Regenia R. Sanders**

**Secretary**

Senior Manager, Management Consulting, Accenture

**Nick Costides**

Information Technology Executive, UPS

**Earl G. Fagan**

Director - Forensic Services, KPMG

**Jennifer Higgins**

Partner, Make It Mine Parties

**Betsy Holland**

Manager of Community Relations and Corporate Sustainability,  
Turner Broadcasting System

**Corky Martin**

Product Development Merchant - Global Sourcing, The Home Depot

**Dan Webber**

Chief Information Officer, Avery Partners



# 2009 Achievements: Internal

## Increased Board Capacity

ToolBank USA's organizing board of directors offered a capable blend of key skillsets, complemented by several individuals who had logged years of service on the Atlanta Community ToolBank board. 2009 saw the strategic inclusion of the following individuals, to further expand the board's sphere of influence:

**Earl Fagan**

Director - Forensic Services, KPMG

**Betsy Holland**

Manager of Community Relations and Corporate Sustainability,  
Turner Broadcasting System

**Daniel Webber**

Chief Information Officer, Avery Partners



## Staff Expansion

ToolBank USA added Kevin Lynch to the staff as Director of Development in October. He builds on ToolBank USA's existing experience matching philanthropic investors with ToolBank's innovative and entrepreneurial approach. Kevin develops relationships with corporate and philanthropic entities to advance the mission of ToolBank USA. Kevin will build ToolBank USA's comprehensive corporate partnership program that creates value through association of the sponsor's mission with ToolBank USA's and provides a clear return on investment for all parties. Kevin is also charged with enhancing the value of the ToolBank brand, and the value of brand association for ToolBank USA's investors.

## Information technology: Tool tracking platform

A key component to the ToolBank network is a web-based tool inventory management and ordering system that each ToolBank affiliate will implement in their location. In late 2008, ToolBank USA assembled a team of volunteer leaders, led by Nick Costides, Information Technology Executive at UPS and Dan Webber, CIO of Avery Partners, to execute a needs assessment. Developed with input from the Atlanta Community ToolBank, the assessment called for a scalable, web-based solution that could be accessed quickly and easily by member agency representatives, affiliate staff, and ToolBank USA staff. The resulting solution will empower ToolBank USA to maximize the potent leverage attained by a growing network of affiliates capturing program data within a single repository.

The team fully articulated the solution in the beginning of 2009, and ToolBank USA began seeking bids from vendors as well as capital for solution development. ToolBank USA selected its software development vendor in the summer of 2009, as a result of a formal RFP process. The UPS Foundation awarded ToolBank USA \$135,000 in September to fully cover the solution's initial development. The UPS Foundation cited the innovative model of ToolBank USA, along with its use of information technology and logistics management, two UPS hallmarks, in its award of these funds. Construction of the platform, with the production name *Elephant*, began at the end of 2009. Completion is slated for the first quarter of 2010, at which time the platform will be thoroughly field-tested at the Atlanta Community ToolBank before implementation on a national scale.



## Online Affiliate Portal

With the establishment of the Charlotte Community ToolBank, ToolBank USA quickly brought online the Affiliate Portal of its website. Built on a robust 'Web 2.0' platform, *www.toolbank.org* hosts a growing wealth of resources for affiliates, accessible behind a simple username and password. Currently available resources include:

- ★ ToolBank-specific language for funding proposal cover letters
- ★ Director recruitment handouts and a recruitment procedure
- ★ Marketing collateral, media kit items, and logo sets
- ★ Facility and tool type specification sheets
- ★ Personnel policy manual, job descriptions, reimbursement forms

An affiliate may also make an online request for unlisted resources, adding to the Affiliate Portal's value for all affiliates in the ToolBank network. ToolBank USA intends to employ the Affiliate Portal to an even greater extent in 2010, empowering affiliates to participate in message forums, real-time conferencing, and file uploads of their own. These features will position the Affiliate Portal as the ToolBank network's institutional memory and community center, growing in value over time.



## 2009 Achievements: External

### **Affiliate #0002: The Charlotte Community ToolBank**

When ToolBank USA CEO Mark Brodbeck mentioned ToolBank replication to representatives of supporting companies in Atlanta, one city surfaced repeatedly: Charlotte, North Carolina. With a handful of strategic introductions and a few key folks who knew and loved the Atlanta Community ToolBank, the initial ToolBank USA presentation was delivered in Charlotte in November of 2008. Thirteen months later in December 2009, a highly cohesive team contracted with ToolBank USA and incorporated the Charlotte Community ToolBank.

As a pilot site, ToolBank USA awarded Charlotte \$40,000 in startup funds, provided by Stanley Tools and The Home Depot Foundation. The Charlotte Community ToolBank board and ToolBank USA are now working together in the Procurement Phase of implementation to secure an additional \$100,000 to cover startup expenses and twelve months of program operations. The Charlotte ToolBank board set July 1 as its official opening date, and has already secured an additional \$22,000 from The Home Depot and The UPS Foundation.



Pictured (left to right) back row: Bryan Manges of Piedmont Natural Gas (Treasurer), Leslie Rink of United Way Central Carolinas, Bernice Parenti of Johnson & Wales University, Drew Leyes of Alston & Bird, Rebecca Durham of Stanley Works, Brian Davis of Alston & Bird (President), Ronnie Price of UPS (Secretary). Front row: Mark Ortiz of The Home Depot (Vice President), Maureen Krueger, Doug Hulse of Bank of America, Raj Natarajan of Kilpatrick Stockton, John Reinke of The Home Depot.

## **Affiliate #0001: The Atlanta Community ToolBank**

ToolBank USA continued to strengthen its symbiotic relationship with the Atlanta Community ToolBank in 2009. As both ToolBank USA's birthplace and the model for program operation, the Atlanta Community ToolBank board adopted a long range strategic plan designed to bring the agency into full compatibility with the vision of a ToolBank with a single program. Specifically, the Atlanta Community ToolBank plans to transition an existent home repair program known as HouseProud, and has already initiated the dismantling of a third program pertaining to materials redistribution. Further, the Atlanta Community ToolBank is positioning itself to serve as the premiere training facility for new ToolBank staff and board at new ToolBank affiliates around the country. In reciprocity, ToolBank USA was able to facilitate new resource opportunities for the Atlanta Community ToolBank, to include more than \$20,000 in funding from Freddie Mac and Stanley Tools, as well as in-kind donations. Continued exploration of this partnership will include collaborative fundraising and formalized implementation of training resources for new ToolBanks.

## **Maturing implementation dialogues**

ToolBank USA's strategy for 2010 includes the incorporation of three additional affiliates, to bring the total network up to five ToolBanks. ToolBank USA staff traveled to Baltimore, Houston, Galveston, Savannah in 2009, and Denver and Boulder in early 2010, in an effort to advance additional cities through the implementation continuum. All cities mentioned continue to progress and ToolBank USA looks forward to their timely incorporation as scheduled.



## Additional secured resources

In June, ToolBank USA secured a one year \$100,000 investment from The Stanley Works, manufacturer of Stanley Tools. This capital was used to strengthen the ToolBank network and to establish new ToolBank affiliates. The Stanley Works has been a supporter of the ToolBank movement since 2007. In September, The UPS Foundation awarded \$135,000 to ToolBank USA to complete development of network-wide tool tracking system. This system had been conceptualized with significant help from the supply chain experts of UPS, and the Foundation was excited to help see the project to fruition. These two major investments, combined with funding from the law firm of Kilpatrick Stockton LLP and individual contributors, nearly matched The Home Depot Foundation's \$250,000 initial investment in ToolBank USA in a single year. ToolBank USA also benefited considerably from pro bono services from the law firms of Kilpatrick Stockton LLP, Troutman Sanders LLP, and Alston & Bird LLP.

## 2009 Donors



Alston & Bird LLP  
Apostles Church of Sandy Springs  
Adam Barton  
Mark and Stacy Brodbeck  
Tom and Kristin Clyde  
Nick Costides  
Jennifer Duncan  
Hardy and Cookie Goldson  
*In memory of Billie Hobbs*  
Julee Herdt  
Jennifer and Chris Higgins

Jonathan Koch  
Orlyn 'Skip' Lockard III  
Staci and Kevin Lynch  
Corky Martin  
Barbara O'Neill  
Adria L. Perez  
Regenia Sanders  
Patrick Vance and Roxana Shershin  
*In memory of Billie Hobbs*  
Troutman Sanders LLP  
Dan and Laura Webber

# 2009 Financial Summaries

## Profit & Loss Summary

	<u>Jan-Dec 2009</u>
<b>Income</b>	
Contributions-restricted	297,250
Contributions-unrestricted	
Cash contributions	96,431
Non-cash contributions	29,116
Interest income	516
<b>Total Income</b>	<b>423,313</b>
 <b>Expenses</b>	
Advertising and promotion	490
Board-related expenses	532
Direct program costs	
Computers, equipment	1,173
Core software development	110,990
Affiliate grants	10,000
Other direct program costs	4,016
Insurances	2,400
Payroll and related expenses	96,121
Professional services	31,891
Travel expenses - local	835
Travel expenses - nonlocal	3,928
Utilities	1,957
Fundraising	703
<b>Total Expenses</b>	<b>265,036</b>

## Balance Sheet

	<u>Dec 31, 2009</u>
<b>Assets</b>	
<b>Current Assets</b>	
Checking/Savings	
Operating	9,414.15
Savings	245,865.06
Total Checking/Savings	255,279.21
Total Current Assets	255,279.21
<b>Fixed Assets</b>	
Accumulated Depreciation	-417.86
Furniture and Equipment	1,907.11
Work in process	110,000.00
Total Fixed Assets	111,489.25
<b>Total Assets</b>	<b>366,768.46</b>
 <b>Liabilities &amp; Equity</b>	
<b>Equity</b>	
Unrestricted Net Assets	366,768.46
Total Equity	366,768.46
<b>Total Liabilities &amp; Equity</b>	<b>366,768.46</b>

*Accounting performed by*

**Kennemore & Co. PC, CPA**  
 5755 N Point Pkwy # 20  
 Alpharetta, GA 30022-1143  
 (770) 475-6274