



2024

ANNUAL REPORT



**GREATER KANSAS CITY
FRIENDS OF FISHER HOUSE**

TABLE OF CONTENTS



LETTER FROM
THE PRESIDENT 1

SERVING THOSE
WHO SERVED 2

FINANCIAL
HIGHLIGHTS 3

WHAT WE DID 4/5

VOLUNTEERISM &
DONATION 6

FROM THE GUEST
BOOK 7

OUR BOARD 8

FINANCIAL
STATEMENTS 9

FUTURE
OUTLOOK 10

CONTACT
INFORMATION 11



A LETTER FROM OUR BOARD PRESIDENT



MARK S. DAVIS
Board President

This year marked a powerful new beginning for the Greater Kansas City Friends of Fisher House. We took a bold step to reimagine our organization from the ground up—ushering in a complete board transition and building a leadership team with deep roots and strong connections in our community. This strategic shift was driven by one purpose: to better serve the veterans, military service members, and families who turn to Fisher House during some of life's most challenging moments. I would like to thank those who have served previously on our Board for their commitment to our area Veterans and their families.

With a renewed focus and sense of mission, our new board has prioritized growth in three key areas: expanding awareness of the Fisher House as a resource for those eligible to stay here, amplifying our outreach through an ambitious public relations campaign, and strengthening our fundraising capacity to support the House now and into the future. We've recruited board members who not only believe in our mission but are equipped to take it to the next level through community engagement, advocacy, and active leadership.

This past year has also been filled with generous moments and heartfelt contributions. Thanks to our incredible supporters, we've been able to add meaningful touches to the home that truly make a difference, like a brand new water softener and professional-grade Christmas lights, bringing extra comfort to our guests.

To better streamline our efforts, we created three targeted committees to focus on the areas that matter most: Marketing & Fundraising, House Operations, and Volunteerism. These small but mighty teams are already making a big impact—and we can't wait to see what they'll accomplish in the year ahead.

We are energized by this new chapter. With a clear vision, a passionate board, and a growing community of supporters, the road ahead is full of promise. Thank you for being part of our journey and for standing with us as we continue to serve heartland veterans and their families with the dignity, comfort, and support they so deserve.

With gratitude,

Mark S. Davis

President

Greater Kansas City Friends of Fisher House

2,478

Room Nights since opening

662

Room Nights in 2024

\$385K

Current Fund Balance



SERVING THOSE WHO SERVED

MISSION

The Greater Kansas City Friends of Fisher House is a 501(c)(3) nonprofit dedicated to supporting the Fisher House Kansas City, located at the Kansas City VA Medical Center. This 16-suite “home away from home” provides free lodging for the families of veterans receiving care at the VA—offering comfort, compassion, and stability during times of medical crisis. Our organization raises funds and awareness to ensure these families have the support they need while their loved ones heal.

OBJECTIVES

- Spread the word about this tremendous resource, both to the community who would want to support but also to the deserving veterans whose families may need this home away from home;
- Fundraise to support the sustainment of the House;
- Lay the foundation for an enduring relationship between the Fisher House Kansas City and the local community, critical to ensure our veteran families receive the love and support they deserve while staying at the House.

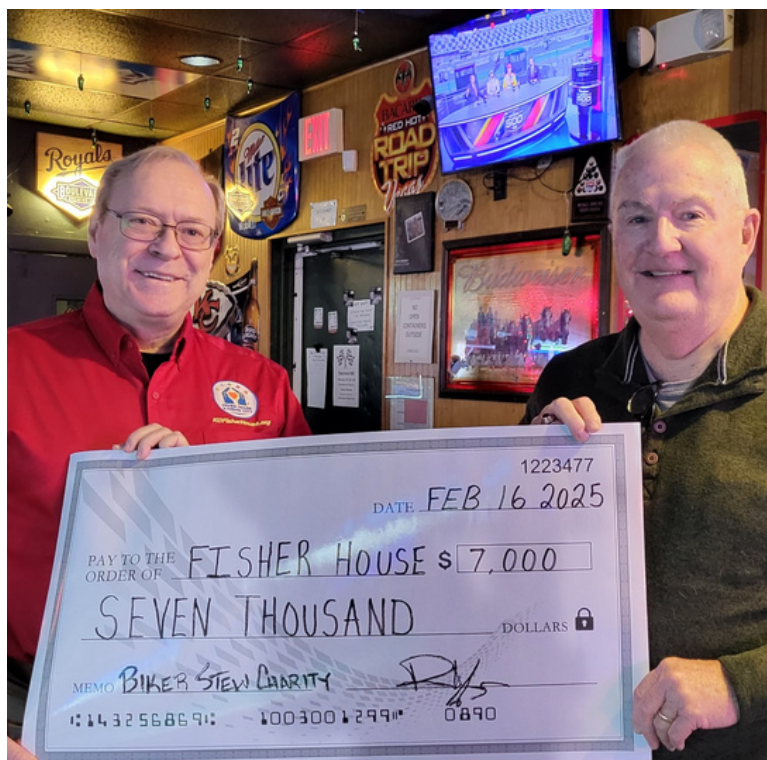
In 2024, the Greater Kansas City Friends of Fisher House raised \$83,000 and disbursed just over \$20,000 in support of the House. While the total revenue was modest, this year marked a vital rebuilding phase for our organization. Following a strategic reimagining of the Board, we experienced several temporary vacancies and used this time to focus on long-term sustainability rather than short-term spending.

Our newly energized Board prioritized building the essential infrastructure required for successful fundraising and stewardship. Key accomplishments included developing a formal fundraising strategy, securing an online CRM system, and actively recruiting new Board Members with proven fundraising experience.

We also audited our legal documents and agreed that several critical governance policies—previously missing—including a Gift Acceptance Policy, Financial Investment Policy, Document Retention & Destruction Policy, Whistleblower Policy, and more needed to be either created or edited. As part of our financial investment strategy, the Board implemented a \$200,000 contingency reserve to ensure long-term fiscal health and emergency readiness.

With these reviews of needed documents, we are entering 2025 with a game plan to establish all fundamental building blocks, strong momentum and a clear path forward. We anticipate a record disbursement of funds this year and expect our new three-year strategy to drive unprecedented growth in donations and fundraising. Our goal is to surpass the 90% efficiency mark (up from 74.5%)—ensuring the vast majority of every dollar raised directly supports veterans and their families.

LAYING THE GROUNDWORK FOR SUSTAINABLE GROWTH



**FISHER HOUSE HAS SAVED VETERANS
AND THEIR FAMILIES OVER \$1.11
MILLION IN LODGING COSTS SINCE IT
OPENED ITS DOORS.**

WHAT WE DID: 2024 IN REVIEW

This past year marked a transformational chapter for Friends of Fisher House Kansas City. With a renewed focus on strategic growth and long-term impact, we invested in the people, tools, and systems that will propel our mission forward for years to come. While this increased our expenses a bit this year, it also enables us to chart a new, more aggressive course for increased funding and thus, increased service to our Veterans and their families. Below are highlights of our most significant achievements in 2024:

- Reconstituted and Expanded the Board of Directors. Welcomed new board members with diverse expertise and deep community connections to help elevate our mission and expand our reach.
- Established Three New Steering Committees. Formed committees dedicated to Events & Fundraising, General Operations (house needs) and Volunteerism to focus efforts, empower leaders, and streamline key initiatives.
- Increased National Engagement. Sent two representatives to the 2024 National Friends of Fisher House Meeting—up from just one in the prior year—strengthening our collaboration with the national network, and garnering a better understanding of best practices for future success.
- Improved Financial Oversight. Hired an outside accountant to ensure that all financial reporting and recordkeeping meets IRS and nonprofit best-practice standards.
- Launched New Communication Tools. Created a Constant Contact account to manage supporter communications and launched our first monthly e-newsletter to keep donors and volunteers informed and engaged.



WHAT WE DID: 2024 IN REVIEW



-Enhanced Marketing Materials. Developed a new one-page promotional flyer for community outreach, fully revamped our trifold brochure, and updated our FHKC speaker's deck to better represent our story and impact.

-Implemented a CRM System. Adopted a customer relationship management platform to improve donor stewardship and maintain better records of supporter engagement and contributions.

-Increased community engagement through attendance of 23 events and in conjunction with several community partners, including Azura Ampitheater, National Guard of Association of Kansas, Missouri State Fair, and more.

These accomplishments reflect our commitment to professionalizing operations, increasing visibility, and strengthening relationships with donors, volunteers, and the veteran families we serve. As we look ahead, we are energized by the foundation we've built and the possibilities that lie before us.





VOLUNTEERISM & DONATIONS

This year, we've seen incredible growth in our volunteer support. Several dedicated groups now serve on a weekly and monthly basis, helping with everything from grocery shopping and meal prep to cleaning, gardening, and lawn care. Their commitment brings warmth, comfort, and dignity to the Fisher House experience—ensuring every guest feels cared for during their time of need.

WE RECIEVE MORE THAN FINANCIAL DONATIONS. WE RECIEVE LOVE.

This year, Fisher House Kansas City received several generous in-kind donations that continue to bring comfort and ease to our guests. Thanks to the support of the Greater Kansas City Friends of Fisher House donors, we were gifted a water softener system that improves everyday living for families staying at the house. The house was also gifted professional-grade Christmas lights, bringing extra warmth and cheer to the home during the holiday season.

We also proudly celebrated our third anniversary, marking three years of serving veterans and their loved ones with compassion and care. These contributions are powerful reminders of the incredible community that surrounds and uplifts our mission.



THE GUEST BOOK

The true impact of Fisher House Kansas City is best expressed by the families who have stayed within its walls. During times of uncertainty and healing, our guests have found comfort, compassion, and a sense of home. Below are a few reflections from those we've had the honor to serve—stories that remind us why this mission matters.



**IN SERVING OTHERS, WE FIND
PURPOSE AND FULFILLMENT.
THANK YOU, VETERANS.**



KCFISHERHOUSE.ORG

From our Guestbook



The Fisher House and everyone here has been a blessing this week. Monday, we checked in, unsure of what the week would bring. On Tuesday, my husband had two big surgeries. They were so caring and made sure every day we had what we needed. This week wouldn't have been possible without Debbie and Mike.

From our Guestbook



Fisher House is one of the most beautiful, clean and accommodating places I've ever been in. Thank you so much for taking all the worries we had about a place to stay and be safe.

OUR BOARD



LEADERSHIP WITH PURPOSE: MEET OUR BOARD OF DIRECTORS

The Greater Kansas City Friends of Fisher House is led by a dedicated and experienced Board of Directors, whose collective leadership ensures sustained support for our mission. President Mark S. Davis is a retired Army officer and former Army Senior Executive with decades of military and federal leadership. Vice President Tammy Fruits brings over 20 years of executive experience in marketing and sports, including senior roles with Live Nation and the Kansas City Chiefs. Treasurer Dustin Franklin, a Marine Corps veteran, now manages infrastructure programs at the USDA and supports the Kansas City VA. Secretary Cydney Cooper, a military spouse, works as a Lead Military & Family Readiness Specialist for the Kansas Army National Guard. Board members at large include Hugh L. Mills Jr., a highly decorated Vietnam-era aviator; John Pluenneke, a biotech and oncology industry veteran; and Robert Lofthouse, an IT and publishing executive deeply involved in local veteran and community service initiatives.

990 FINANCIAL STATEMENT

Form 990-EZ		Short Form Return of Organization Exempt From Income Tax		OMB No. 1545-0047
Department of the Treasury Internal Revenue Service		Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations) Do not enter social security numbers on this form, as it may be made public. Go to www.irs.gov/Form990EZ for instructions and the latest information.		2024 Open to Public Inspection
A For the 2024 calendar year, or tax year beginning , 2024, and ending , 20				
B Check if applicable: ☐ Address change ☐ Name change ☐ Initial return ☐ Final return/terminated ☐ Amended return ☐ Application pending		C Name of organization GREATER KANSAS CITY FRIENDS OF FISH Number and street (or P.O. box if mail is not delivered to street address) Room/suite 6324 CHATHAM AVENUE 243 City or town, state or province, country, and ZIP or foreign postal code KANSAS CITY, MO 64151		D Employer identification number 84-2359546 E Telephone number (301) 247-5268 F Group Exemption Number
G Accounting Method: ☒ Cash ☐ Accrual Other (specify):		H Check ☒ if the organization is not required to attach Schedule B (Form 990).		
I Website: KCFISHERHOUSE.ORG				
J Tax-exempt status (check only one) - ☒ 501(c)(3) ☐ 501(c) () (Insert no.) ☐ 4947(a)(1) or ☐ 527				
K Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other:				
L Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, column (B)) are \$500,000 or more, file Form 990 instead of Form 990-EZ		\$ 83,310		
Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I) Check if the organization used Schedule O to respond to any question in this Part I ☒				
Revenue	1	Contributions, gifts, grants, and similar amounts received	1	83,310
	2	Program service revenue including government fees and contracts	2	
	3	Membership dues and assessments	3	
	4	Investment income	4	
	5a	Gross amount from sale of assets other than inventory	5a	
	b	Less: cost or other basis and sales expenses	5b	
	c	Gain or (loss) from sale of assets other than inventory (subtract line 5b from line 5a)	5c	
	6	Gaming and fundraising events:		
	a	Gross income from gaming (attach Schedule G if greater than \$15,000)	6a	
	b	Gross income from fundraising events (not including \$ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)	6b	
c	Less: direct expenses from gaming and fundraising events	6c		
d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d		
7a	Gross sales of inventory, less returns and allowances	7a		
b	Less: cost of goods sold	7b		
c	Gross profit or (loss) from sales of inventory (subtract line 7b from line 7a)	7c		
8	Other revenue (describe in Schedule O)	8		
9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8	9	83,310	
Expenses	10	Grants and similar amounts paid (list in Schedule O)	10	
	11	Benefits paid to or for members	11	
	12	Salaries, other compensation, and employee benefits	12	
	13	Professional fees and other payments to independent contractors	13	
	14	Occupancy, rent, utilities, and maintenance	14	2,273
	15	Printing, publications, postage, and shipping	15	439
	16	Other expenses (describe in Schedule O)	16	18,592
17	Total expenses. Add lines 10 through 16	17	21,304	
Net Assets	18	Excess or (deficit) for the year (subtract line 17 from line 9)	18	62,006
	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	325,427
	20	Other changes in net assets or fund balances (explain in Schedule O)	20	
	21	Net assets or fund balances at end of year. Combine lines 18 through 20	21	387,433

For Paperwork Reduction Act Notice, see the separate instructions. Form 990-EZ (2024)

FUTURE OUTLOOK

FUTURE PLAN

In the first quarter of 2025, the Board of Directors will work to establish a dynamic three-year Vision Plan designed to remain evergreen—evolving and updating as we enter each new year. With this long-term framework in place, our focus will then shift to bold, strategic action: expanding features and services within the House, increasing comfort and amenities for our guests, and raising awareness of Fisher House Kansas City across the Heartland. Our mission remains clear—supporting veterans and their families with excellence, dignity, and care.

INOVATION

As we look to the future, the Greater Kansas City Friends of Fisher House will embrace innovation as a core part of our mission delivery. This means exploring new ways to engage donors through digital storytelling and peer-to-peer fundraising, leveraging technology to streamline volunteer coordination, and enhancing the guest experience through thoughtful additions like wellness programs, upgraded amenities, and interactive resources. We also plan to expand our community outreach through strategic partnerships and targeted campaigns that ensure every Heartland veteran knows the support Fisher House offers.

**“WE MUST ADJUST TO CHANGING
TIMES AND STILL HOLD TO
UNCHANGING PRINCIPLES.”
– JIMMY CARTER**



REACH OUT



**FISHER HOUSE KANSAS
CITY**

**4801 LINWOOD BLVD.
KANSAS CITY, MO 64128**

**816.701.3232
KCFISHERHOUSE.ORG**