

# MAIN EVENTS

## THE POSSIBILITIES ARE BOUNDLESS

As part of Give Kids The World's commitment to create a magical environment for children of all abilities, the Village opened its latest venue, **Matthew's Boundless Playground**. Nestled in the heart of the Fairy Tale Forest expansion, Matthew's Boundless Playground is unlike any other playground in the world. The first and only life-sized version of the CANDY LAND board game, it was designed without boundaries or limitations – all children, regardless of their physical abilities can experience and enjoy this exciting new Village attraction. Each Sunday, the Village hosts the **"World's Largest CANDY LAND Game"** party for all of the children at the new Playground. Complete with bright colors, interactive play areas, swings and a rock climbing wall, Matthew's Boundless Playground is a treasured addition to the whimsical Village.

## STAYING CONNECTED

Give Kids The World is proud to maintain the highest standard of communication and development. To tell the Village story in ways it never had been before, GKTW launched a new foundation website at [www.gktw.org](http://www.gktw.org). Highlighting vibrant colors, touching photos of Wish families, and an overall refined look, Give Kids The World's website has become one of the Village's strongest communication tools. Here visitors can **learn all about the organization's history, shop the Online Store, make donations, apply for a job, and learn how to become a volunteer.** Daily and weekly updates in the new Village Happenings section highlight the expansion and ongoing fundraisers, giving site visitors reason to return again and again. The launch of new mini-sites dedicated to Wish families and Wish-granting organizations has also helped to enhance our outreach. Since the debut of the new site, Give Kids The World has seen a dramatic increase not only in overall traffic but also in how long site visitors stay online. This important new website helps the Village remain top of mind to its many important audiences.

## THE GOLDEN TICKET AWARDS

Give Kids The World was honored to host the **Golden Ticket Awards** in September. The annual awards program, given by Amusement Today magazine, celebrates achievements in the amusement park industry. As "Host Park", the Village rolled out the red carpet for more than 50 top theme park executives from around the world who came to the exciting annual event. During Village tours, Give Kids The World showcased the many contributions the amusement industry has given to the Village to help create its colorful, whimsical atmosphere. The event was a celebration of an industry that has embraced the Village mission and helps Give Kids The World continue to serve our special families.



The most magical sound in the world is that of a child's laughter.

That is what fills the air at Give Kids The World Village, a fanciful, carefree retreat for children with life-threatening illnesses and their deserving families.

Give Kids The World is a 70-acre, nonprofit "storybook" resort located near Central Florida's most beloved attractions. Here, children and their families are treated to weeklong cost-free fantasy vacations, complete with accommodations in whimsical villas, transportation, donated attractions tickets, meals and much more.



210 South Bass Road  
Kissimmee, FL 34746  
1.800.995.KIDS  
[www.gktw.org](http://www.gktw.org)



# Give Kids The World 2008 ANNUAL REPORT

Where Happiness Inspires Hope

Dear Friends,

Thanks to the boundless generosity of countless companies and thousands of individuals who share their time, talents, and heart, the story of Give Kids The World is truly a journey of love. Many of our partners have been on this journey since the first step was taken back in 1986 and many more have joined the journey along the way. Because of their unwavering dedication we have fulfilled our promise to never turn down a child. Reading letters like this reinforces our commitment to this promise:



"Everything was taken care of, someone had thought of it all. For one whole week my daughter was not the 'sick kid.'" She was a magical princess, a golf player, a horseback rider, a little girl. She was filled with laughter instead of tears. There were no needles or doctors, just lots of fun and happiness. For that we are forever grateful."

Imagine over 92,000 families from all over the world sharing in this same experience. . . a week-long stay at a magical Village that thrives on the belief that happiness inspires hope.

2008 brought us many reasons to celebrate milestones that would have been impossible to achieve without your support. On behalf of all those whose lives have been touched by Give Kids The World, thank you for all that you do.

With love,

Pamela Landwirth, President



# BOARDS



## EXECUTIVE ADVISORY BOARD OF DIRECTORS

- |   |  |  |
|---|--|--|
| <b>Jim Atchison</b><br>President & Chief Operating Officer<br>Busch Entertainment Company | <b>Ken Duane</b><br>Vice Chairman<br>Phillips-Van Heusen | <b>Charlotte Otto</b><br>Global External Relations Officer<br>Procter & Gamble         |
| <b>Ken Blanchard</b>  | <b>Robert K. Gault, Jr.</b>                              | <b>William N. Plamondon</b>  |
| <b>Stephen F. Burns</b><br>Chairman & CEO<br>Wheaton World Wide Moving                    | <b>Senator John H. Glenn</b>                             | <b>Donald N. Smith</b>   |
| <b>Cmdr. Scott Carpenter</b>  | <b>Jane Goodall, PH.D., CBE</b>                          | <b>John Stamos</b>   |
| <b>Walter Cronkite</b>  | <b>Gerald G. Jampolsky, M.D.</b>                         | <b>Al Weiss</b><br>President,<br>Worldwide Operations<br>Walt Disney Parks and Resorts |
| <b>Robert L. Darbelnet</b><br>President & CEO<br>American Automobile Association          | <b>Michael Meeks</b>                                     | <b>Bob L. Moss</b><br>President<br>MOSS Construction Company                           |
|   | <b>Richard A. Nunis</b>                                  | <b>Tom Williams</b><br>Chairman & CEO<br>Universal Parks and Resorts                   |

## CARE HOLDERS

- |  |  |  |
|--|--|--|
| <b>Angie Halamandaris</b><br>Heart of America Foundation | <b>Henri Landwirth</b><br>Chairman Emeritus & Founder<br>Give Kids The World | <b>Ed Rudman</b><br>Chairman & President<br>Atlantic Trust Pell Rudman |
| <b>Gary Landwirth</b><br>Founder<br>A Gift For Teaching  | <b>Dianna Morgan</b><br>Retired – Walt Disney World Resort                   |  |

## BOARD OF DIRECTORS

- |   |   |   |
|---|---|---|
| <b>Michael J. Short</b><br>Executive V.P. & CFO<br>Auto Nation, Inc.<br>Chairman of the Board       | <b>Dina Howell</b><br>General Manager, Marketing<br>Global Operations<br>Procter & Gamble | <b>James Moyle</b><br>Partner<br>Morgan, Lewis & Bockius, LLP   |
| <b>Michael D. Cassara, Jr.</b><br>President<br>Main Gate Management, Inc.<br>Treasurer              | <b>Eric Kishel</b><br>President & COO<br>Johnson Bros. Corp.                              | <b>Stephen Quinn</b><br>Executive Vice President & CMO<br>Walmart   |
| <b>Richard H. Frantz</b><br>Secretary   | <b>Henri Landwirth</b><br>Chairman Emeritus & Founder<br>Give Kids The World              | <b>Jeff Vahle</b><br>Sr. Vice President,<br>Facilities & Operations Services<br>Walt Disney Parks & Resorts Worldwide |
| <b>Judy Cantrell</b><br>Senior Vice President,<br>Chief Brand Officer<br>Boston Market Corporation  | <b>Pamela Landwirth</b><br>President<br>Give Kids The World                               | <b>Marc Watson</b><br>President<br>Imagine Creative Technology, LLC   |
| <b>Nicholas Gollattscheck</b><br>Director, Brand Management & Advertising<br>SeaWorld Orlando Parks | <b>Henry Maldonado</b><br>Vice President & General Manager<br>WKMG, Channel 6             | <b>Annetta Wilson</b><br>President<br>Annetta Wilson Media Training and Success Coaching                              |
| <b>Marshall Gunn</b><br>President<br>Gunn & Company, P.A.   | <b>Byrd F. "Biff" Marshall Jr., P.A.</b><br>President<br>Gray/Robinson, P.A.              |   |
| <b>Mike Hightower</b><br>Senior Vice President,<br>Technical Services<br>Universal Orlando          |   |   |

# PARTICIPANTS

- |   |   |   |  |   |  |
|---|---|---|--|---|--|
| 41 Truss<br>ABG Caulking<br>ADA Printing & Design, Inc.<br>Al's Sheetmetal Inc.<br>Airboats of Kissimmee<br>The Allen Group<br>American Airlines<br>American Hotel Registry<br>Aquatic Design & Engineering<br>Arabian Nights<br>ARAMARK Corporation<br>Ardaman Trimboards<br>Arnold Palmer Hospital<br>AT&T Wireless<br>Audio Visual Headquarters<br>Automatic Data Processing, Inc (ADP)<br>AutoNation<br>BB&T<br>Baker Barrios Architects<br>Benjamin P. Butera, A.I.A., Inc.<br>Best Bath Systems<br>Binney & Smith<br>Bob's Space Racers<br>Boggy Creek Airboat Rides<br>Boston Market<br>Busch Gardens Tampa Bay<br>Candle Cottage<br>Canteen Corporation<br>Carnegie Mellon University-Entertainment Technology Center<br>Carpe Diem<br>Carrier Corporation<br>Central Florida News 13<br>Central Moving and Storage<br>The Children's Place<br>Chiquita Fresh North America<br>Chuy's Comida Delux<br>City Beverage City of Kissimmee<br>Closet Master<br>The Coca-Cola Co.<br>Comfort House, Inc.<br>Computerized Design<br>Club Car<br>Color Wheel Paints & Coatings<br>Cross Enterprises<br>Crystal Art<br>D&D Tree<br>D.H. Griffin Wrecking<br>Dan Coppens, LLC<br>David G. Kittridge, PE | David Maus Toyota<br>David Weekley Homes<br>Davidson Hotel Company<br>Del Monte<br>Derrick Builders, Inc.<br>Dimensional Roof Systems<br>Dippin' Dots<br>Dow AgroSciences LLC<br>Dr. Pepper Snapple Group, Inc.<br>Eagles Wings Earth to Air Systems<br>Eastman Kodak Co. *<br>ECOLAB<br>Energizer/Hawaiian Tropic<br>Exxon Mobil<br>Falcon Termite and Pest Control<br>Ferguson Enterprises<br>Ferguson Waterworks<br>Fiberglass Systems<br>FJI Water<br>Firehouse Subs<br>Flexi-Pave<br>Florida Building Material Association<br>Florida Business Interiors<br>Florida Home Furnishings Rep. Assoc.<br>Florida State Distributors<br>Flowers Baking<br>Fortune Fashions<br>Foster, Conant & Associates<br>Fountain People, Inc.<br>Frank's Air Conditioning, Inc.<br>Friendly's Ice Cream Corp.<br>Frito Lay<br>G2<br>GEM Supply<br>Gatorland<br>Gaylord Palms<br>General Aluminum Corporation<br>General Electric Co.<br>General Mills<br>General Motors Corporation<br>George Weston Bakeries<br>Gianni International<br>Glaceau<br>Golf Channel<br>Golf & Electric Vehicles<br>Grainger<br>Gray & Robinson | Green Meadows Farm<br>Grof Painting Company<br>Gutter King<br>Hallmark Cards, Inc.<br>Harris Civil Engineering<br>Hartford South, Inc.<br>Hasbro, Inc.<br>Hatley Pest Control<br>Have It Your Way Foundation<br>Hello Florida<br>Hensel Phelps<br>Hometeam Pest Defense<br>Howard Concrete<br>House of Blues<br>IAAPA<br>IAHI<br>IAHI Canada<br>ICEE/J&J Snack Foods<br>ITEC Productions, Inc.<br>InterContinental Hotels Group*<br>Interstate Brands<br>Jack Miller's Tree Service<br>Jack White Apparel<br>Jerry Leigh<br>Jerusalem Stone<br>Jewelers of Maitland<br>JLC Foods<br>Johnson Bros. Corp.<br>Johnston's Surveying<br>Kennedy Space Center<br>Kern Studios<br>Kineth Hospitality Co.<br>Kobrin Builders Supply, Inc.<br>Kraft Foods<br>Lance Foods<br>Landscape Maintenance Association<br>Landscape Nursery, Inc.<br>Laser Magic<br>Levi Strauss & Co.<br>Lifetouch Portrait Studios<br>Lightstyle of Orlando<br>LMK Productions<br>LodgianLund Foundation<br>Mars Snackfoods | Mader Southeast<br>MarCraft<br>Martz Pump & Irrigation<br>Massey Pest Control<br>Master Custom Builders Council<br>Mars Foods<br>Max King Realty<br>Maxim Crane Works<br>Mears Transportation Group<br>Medieval Times<br>Middlesex<br>Miller Brewing<br>Minute Maid<br>Modern Plumbing<br>Moen<br>The Mohler Company<br>Morris Architects<br>Morton Electric, Inc.<br>Moss Construction<br>Nassal Company<br>National Fantasy Fan Club<br>Neiman Marcus<br>The Nelstar Company<br>Nestle Waters<br>Newman's Own<br>Nickelodeon Family Suites<br>NorTel, Inc.<br>Oceaneering<br>Office Depot<br>Oldcastle<br>Orange Lake Resorts<br>Orlando Leisure Magazine<br>Orlando Regional Sandlake Hospital<br>Orlando Reprographics<br>Osceola County Building Dept.<br>O Town Plastering<br>PBS&J<br>Panama Jack<br>Paradies Gifts<br>Parker Hannifin<br>Parts Express<br>Patriot Water<br>Peninsula Vending | Pepperidge Farm<br>Pepsi<br>Perkins Restaurant & Bakery<br>Pfizer<br>Phillips & Jordan, Inc.<br>Philly Swirl<br>Pirate's Dinner Adventure<br>Pirate's Island Adventure Golf<br>Planet Hollywood<br>The Procter & Gamble Co.<br>Quaker/Tropicana/Gatorade<br>R & W Sod<br>Rainbird<br>Redd Paper Co.<br>Reddy Ice<br>Regions Bank<br>Rentokil<br>Resun Leasing<br>Rexel/Consolidated Electric<br>Ring Power<br>Ripley's Entertainment<br>Rockwell Automation/Allen-Bradley<br>Roe Carpet Cleaning<br>Rubbermaid<br>Sam's Club<br>Sanderlin Hamlin & Scott, PA<br>Sanofi-Avantis<br>Sara Lee Baking<br>SeaWorld Orlando*<br>Seravalli<br>Schering Plough<br>Sharon D. Lund Foundation | Shaw Tek<br>Signature Flight Support<br>Six Flags, Inc.<br>Smith Aerial Photos<br>Songs of Love<br>Sony<br>Sprint<br>St. Hubert at the Mall at Millenia<br>Staples<br>Statewide Cabinets<br>Staybridge Suites<br>Sun Dance Graphics<br>T.G. Lee/Dean Foods<br>Taprell Loomis<br>Terminix International<br>The Peabody Orlando<br>Things Remembered<br>Tile by Knight<br>Tri-City Group<br>Trinity Tile Group<br>Tru Green Chemlawn<br>Truly Nolan of America<br>Trustreet<br>Twin City Weldin<br>US Airways<br>Unilever<br>Universal Orlando<br>Valley Crest<br>VING Card<br>Vortex<br>Walkup Exterminating<br>Wal-Mart<br>Walt Disney World Company*<br>Welbro Constructors Inc.<br>West Coast Truss<br>West Orange Lumber<br>Wet n' Wild *<br>Wheaton World Wide Moving<br>Wilsonart International<br>Wilson Hotel Management Company, Inc.<br>Wm. B. Dodson, Inc. |
|---|---|---|--|---|--|



# STATISTICS

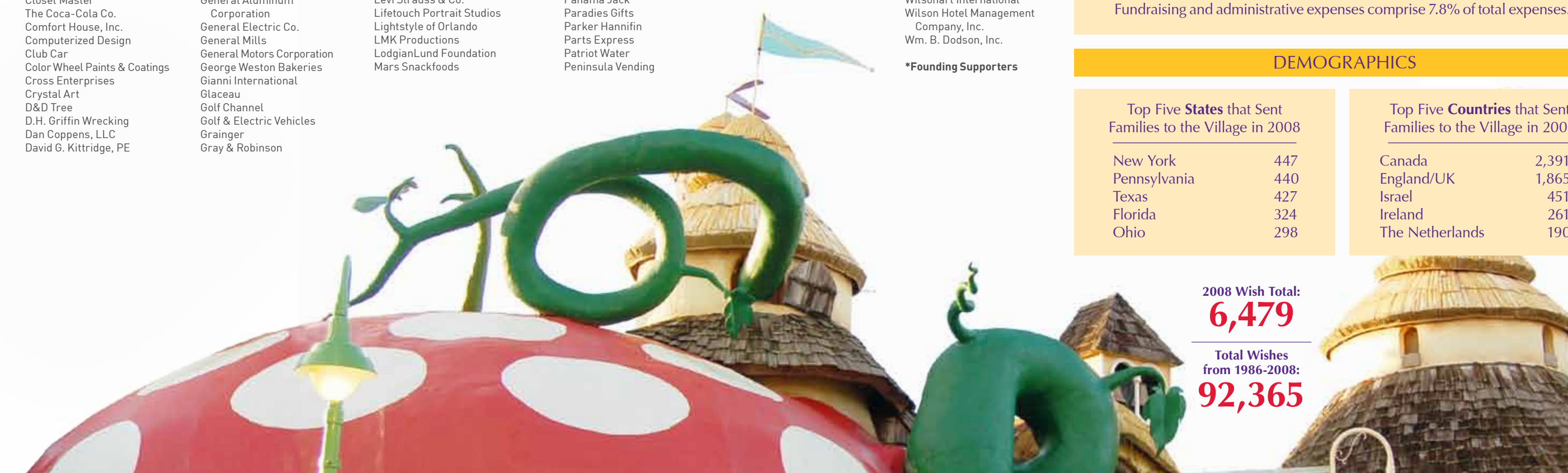
## FINANCIALS - YEAR END STATEMENT GKTW, Inc. and Subsidiaries Consolidated Statement of Activities Year ended December 31, 2008

| SUPPORT AND REVENUE              |   |               |
|----------------------------------|---|---------------|
| <b>Support</b>                   | Contributions                                     | 31,906,358    |
|                                  | Special Events                                    | 468,571       |
| <b>Total Support</b>             |   | 32,374,929    |
|                                  | Interest and dividend income                      | 1,179,903     |
|                                  | Net realized and unrealized losses on investments | (-14,633,907) |
|                                  | Other income                                      | 65,610        |
| <b>Total Revenue</b>             |   | (13,388,394)  |
| <b>Total Support and Revenue</b> |   | 18,986,535    |

| EXPENSES                    |                                    |              |
|-----------------------------|------------------------------------|--------------|
| <b>Program Services</b>     | Program operation                  | 31,972,404   |
| <b>Supporting Services</b>  | Management and general Fundraising | 919,923      |
|                             |                                    | 1,769,317    |
| <b>Total Expenses</b>       |                                    | 34,661,644   |
| <b>Change in net assets</b> |                                    | (15,675,109) |

| NET ASSETS   |  |            |
|--|--|------------|
| <b>Beginning of year</b>   |  | 95,016,858 |
| <b>End of year</b>   |  | 79,341,749 |
| Fundraising and administrative expenses comprise 7.8% of total expenses. |  |            |

| DEMOGRAPHICS   |     |   |       |
|--|-----|---|-------|
| Top Five <b>States</b> that Sent Families to the Village in 2008 |     | Top Five <b>Countries</b> that Sent Families to the Village in 2008 |       |
| New York   | 447 | Canada  | 2,391 |
| Pennsylvania   | 440 | England/UK  | 1,865 |
| Texas  | 427 | Israel  | 451   |
| Florida  | 324 | Ireland   | 261   |
| Ohio   | 298 | The Netherlands   | 190   |



2008 Wish Total:  
**6,479**

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Total Wishes from 1986-2008:  
**92,365**