

AZ Sportsmen For Wildlife Conservation GRANT COMPLETION REPORT

Project Title: C.A.S.T. for Kids at Lake Pleasant AZ

Organization: Arizona Council of Trout Unlimited on behalf of C.A.S.T. for Kids at Lake Pleasant AZ

Grant #: 2024-Q1-05 (Found on award letter for grants approved beginning in May 2022)

Event/Project Completion Date: March 3, 2024 [March 3 was the date of the actual event. Wrap-up administrative work on the project is not scheduled to end until June 30, 2024. However, this grant and claim for reimbursement pertain only to that event, for purposes of this report because AZSFWC considers March 3 the completion date. Regardless, annual C.A.S.T. for Kids at Lake Pleasant AZ events will continue for the near future.

Project Location Pleasant Harbor Marina & RV Resort, Lake Pleasant, Maricopa County, Arizona

Submitted By: Alan Davis

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Today's Date: May 26, 2024

AZSFWC Logo and Link to AZSFWC on organization's website? (attach screen print image) Yes **X**

License Plate Image w/link to MVD on organization's website? (attach screen print image) Yes **X**

AZSFWC Logo displayed at event? (attach photo(s)) No **X**. **We did not display Sponsor** logos for AZSFWC or AZTU because we did not receive notification of the funds until the week before our event. Additionally, several sponsors did not provide logos before we printed this year's event banners. Regarding AZSFWC and AZTU, the Event Coordinator did not learn of the grant approval until after the banners were printed. To offset this problem, the Event Coordinator had several old banners modified including the names of both AZSFWC and AZTU. CAST For Kids prominently displayed those banners at the event, including using these banners as backdrops for the Awards Ceremony. See below.



AZSFWC recognized in all marketing materials & post event articles? (attach all samples) Yes **X**

List any social media recognition of AZSFWC (include all screen print images) **Yes X**

Attached is an example of social media: screen print of Arizona Crappie Association thread. Individual Sponsors are ignored, in favor of the event itself.

Was there any media or press coverage? (attach copies if available) **Yes X** [4 television stations took video for newscasts that evening. Only one provided a link to their video: Video: 2024 (23rd Annual) CFK at Lake Pleasant [ABC15 CFKLP 2024](#). A CFKLP Volunteer Boat Captain also took video: [BC Shane Edgar at CFKLP 2024](#). Both videos covered on and off-water activities. Both videos remain on YouTube and were distributed widely to individuals and organizations with an interest in C.A.S.T. for Kids at Lake Pleasant AZ. The Event Coordinator's email signature block includes links to both videos, the 2023 AZGFD event video, the C.A.S.T. for Kids national website, and to the Event Coordinator's website.

Late submittal and approval of the grant for this project precluded including AZSFWC and AZTU in media and press coverage, except at the event itself, where both organizations (and all other major Sponsors) were touted during interviews. The Event Coordinator made it clear in the proposal that both organizations would be carried as Sponsors for the 2025 event, even though the grant was for the 2024 event. All sponsors for C.A.S.T. for Kids at Lake Pleasant AZ events are carried for two years on banners, websites, and innovative marketing materials for this very reason. As in previous years, over the course of the 18 months following the 2024 event, the Event Coordinator will author more articles, participate in more interviews, and develop other printed material that will reference the 2024 event and tout the 2025 event, and the Sponsors for both. He will also staff a booth at the 2025 Wildlife Expo, at Ben Avery Shooting Range. AZSFWC and AZTU will be prominently mentioned and credited in all outreach materials. Their logos will also be displayed prominently on the 2025 event banners.

XXXXXXXXXX

List any other recognition? Neither C.A.S.T. for Kids nor the C.A.S.T. for Kids at Lake Pleasant AZ, has a marketer, social media facilitator, or a traditional marketing program. The Event Coordinator must generate recognition and in doing so must credit all major and local sponsors. Toward that end, the Event Coordinator authored an article on C.A.S.T. for Kids at Lake Pleasant AZ event in the J2024 January-February edition of the Arizona Game and Fish Departments magazine, *Arizona Wildlife views*. However, the article was written and published before AZSFWC and AZTU became involved. However, AZGFD, AZSFWC, AZTU, thirteen other major sponsors will be highlighted in a post-event article in *Arizona Wildlife Views* (publication date unknown). The event was highlighted in on-site and pre- and post-event interviews with reporters from four local television stations and a ROKU online channel. All major sponsors (including AZSFWC and AZTU) were acknowledged each time. They were also acknowledged at the beginning of the event's Awards Ceremony. AZSFWC and AZTU are also highlighted on a webpage (<https://teebeej.com>) that covers C.A.S.T. for Kids at Lake Pleasant AZ. Their logos are highlighted in one section, their work in another, their support for C.A.S.T. for Kids at Lake Pleasant AZ in several places, and the photo of the License Plate that funds Gary L. Stinson grants in another (a link is also provided for the License Plate program). The AZSFWC and AZTU logos are also displayed in another section, along with those of fourteen more major and 33-minor sponsors.

This year, C.A.S.T. for Kids will conduct more than one hundred other events like the Lake Pleasant event across the country. Its Lake Pleasant Project page already displays the AZSFWC and AZTU logos, along with those of all other sponsors. It also displays more than 145 images of the event, including shots of banners that listed AZSFWC and AZTU as major sponsors. That page will display those images for as long as the organization exists. C.A.S.T. for Kids was founded in 1991 and intends to be active indefinitely. As noted, the AZSFWC and AZTU logos, the License Plate program, and more than 145 event photos are also displayed on the Event Coordinator's website, <https://teebeej.com>, which will persist for at least the next five years (i.e. absent death of the Event Coordinator), regardless of Coordinator's expected resignation after the 2025 event.

Summarize Project Accomplishments: Since 1991, C.A.S.T. for Kids has focused on an amazingly simple purpose: help strengthen local communities through recreational fishing. Its focus is on enriching the lives of Special Needs children ages 6-18+ who face special physical, mental, or economic challenges in life. C.A.S.T. has been holding an annual event at Lake Pleasant (Arizona) since 2000. Only the horrific COVID-19 epidemic in 2021 interrupted that streak.

In each Lake Pleasant event, registered kids enjoy fishing and boating with adult companions (e.g., parents, guardians, or caregivers) and experienced Boat Captains who volunteer their time and boat. Each event is planned and conducted by a volunteer Event Coordinator, assisted by Boat Captains and Shore Volunteers. These local events are all funded by donations and in-kind contributions of products and services.

Nationwide, C.A.S.T. for Kids expects to host more than a hundred events in 2024. They will benefit about 10,000 kids. Both will be new records! The 2024 C.A.S.T. for Kids at Lake Pleasant AZ event was the 23rd in the annual series. Volunteer boaters took 43 Special Needs kids, each with a mandatory adult companion, out on the lake for a boating and fishing experience. The kids each received a rod & reel combo, a tackle box filled to the brim with everything they needed for a year of fishing, an event hat and t-shirt, a box of live worms, sunscreen, and a plaque with a photo of them with their Boat Captain. The kids keep the things they are given. This year donated funds paid for an annual fishing license for each child 10 years old or older and covered the Pleasant Harbor entry (gate) fee for all participating families. After their boating experience, the kids and their families enjoyed a barbeque lunch. Ample bottled water and snacks were available to everyone all day. After lunch, the kids and their Boat Captains walked up to a microphone to be interviewed by the C.A.S.T. for Kids Executive Director and a prominent local angler. The kids and the captains told the audience their stories about how the day went. When the awards Ceremony ended, so did the event. As the crowd cleared, volunteers packed up equipment and supplies for off-site storage and cleaned up the site.

What did the 2024 event accomplish? Hopefully, some of the forty-three kids and families that participated will be inspired to participate more frequently in the broad spectrum of outdoor recreation, especially boating and fishing. Even hunting. The Special Needs community is not well reached by typical agency and organization marketing and outreach programs. Events like C.A.S.T. for Kids at Lake Pleasant AZ can help fill that void, the long-term goal being building a more involved public that recognizes the tremendous value of wildlife and outdoor recreation and is more prone to protecting those values for themselves and for future generations.

Measurable Results (Fill in all that are applicable):

Attendees (If project was an event, list total # of participants, excluding staff, visiting parents, etc.): forty-three children, 47-boat captains, and sixty-three shore volunteers. The only paid staff member present was the CFK Executive Director, who worked as a Shore Volunteer all day.

Visitors (If the project is an interpretive display, list total # of annual visitors): _N/A_

Brochures, Pamphlets, etc. (If the project is a brochure, publication, poster or video, list the total produced and distributed): _N/A_

Other (please explain): This event is held in a setting that is readily accessible to non-participating campers and recreational boaters. To satisfy insurance coverage requirements, every person attending must register beforehand online or through a Walk-In process. This year, a total of 283 attendees registered. However, approximately twenty passersby attended without registering.

This event and its sponsors were described in approximately four thousand email messages to participating and interested families, volunteers, sponsors, and other organizations and individuals that have participated in previous years or have expressed an interest in the event.

Budget (specifically describe how AZSFWC funds were used, e.g., program promotion, type of equipment, materials and/or supplies, etc.) **ATTACH COPIES OF ALL RECEIPTS:** AZSFWC funds were only used for expenses essential to the event itself (e.g. rental of the event site; rental of a sheltering circus-style tent, tables, and chairs; and purchase of fishing equipment and other supplies for the participating kids; and event hats and shirts for volunteers who set up, work, take down, and clean up after the event.)

| Budget Item | Planned | Actual |
|----------------------------------------------------------------------------|---------|--------|
| Pleasant Harbor event-site rental | 2500 | 2779 |
| Big AZ Tents & Events (tent, tables, chairs) | 4324 | 4324 |
| C.A.S.T. for Kids event fee for 40-kids (tackle boxes, rods & reels, etc.) | 4000 | 3147 |
| | Total | 10,250 |

Project Cooperator(s) (please include any in-kind contributions):

| Cooperator (no abbreviations) | Amount Contributors |
|----------------------------------------------------------------------------------|----------------------------|
| Funding (monetary) Contributions | |
| Arizona Sportsmen for Wildlife Conservation & Arizona Council of Trout Unlimited | 10,250.00 |
| Desert Mirage Roofing | 1,000.00 |
| Peoria Diamond Club | 1,750.00 |
| Realty by Avo Awanesian | 750.00 |
| Robert D. Fisher Foundation | 10,545.00 |
| Cash Donations Subtotal | 24,295.00 |
| In-Kind (non-cash) Contributions | |
| Arizona Game and Fish Department | 1,500.00 |
| AZ Barbeque Catering, Inc. [incorporated as AZ, not Arizona] | 3,000.00 |
| Bass Pro Shops/Cabela's | 1,877.00 |
| Big AZ Tents & Events [incorporated as AZ, not Arizona] | 500.00 |
| Catch.A.Special.Thrill. for Kids | 4,000.00 |
| Circle K Corporation [incorporated as Circle K] • | 800.00 |
| Copperstate Tackle | 400.00 |
| East Valley Dermatology Center | 250.00 |
| Endangered Species Advisement, LLC | 500.00 |
| FastSigns | 1,000.00 |
| KastKing & Matt Shura | 300.00 |
| Key Impact Sales & Systems, Inc. | 500.00 |
| Phoenix Fishing Supply | 800.00 |
| Pleasant Harbor Marina & RV Resort | 5,000.00 |
| Precision Pro Fish Fishing Rods | 300.00 |
| RoboJunkie Boat Detailing | 500.00 |
| Shamrock Foods | 500.00 |
| White Mountain Bait & Tackle | 280.00 |
| Wickenburg Marine | 360.00 |
| Wild Horse West | 280.00 |
| In-Kind (Materials) Subtotal | 22,647.00 |
| In-Kind Work Hours: 47 Boat Captains @ 8 hr ea @ \$50/hr Subtotal | 18,800.00 |
| In-Kind Work Hours: 63 Shore Volunteers @ 8 hr ea @ \$50/hr Subtotal | 25,200.00 |
| In-Kind Work Hours: 1 Event Coordinator @ 400 hr @ \$50/hr | 20,000.00 |
| In-Kind Work Hours Subtotal | 64,000.00 |
| Even Grand Total | \$ 110,942.00 |

Profit & Loss Statement
 C.A.S.T. for Kids at Lake Pleasant AZ
 Period: April 1, 2023 - June 30, 2024
 Date: June 24, 2024

| Income | | |
|-----------------------|-----------------------------------------------------------|---------|
| 1 | Total Income Received | 14,045 |
| | Pending Income (Accounts Receivable AZSFWC) | 10,250 |
| | | 24,295 |
| Event Expenses | | |
| 2 | Advertising/Marketing (banners & signs) | 1,200 |
| 3 | Credit/Debit Card Fees | 0 |
| 4 | Equipment & Event Site Rental/Lease | 6,824 |
| 5 | Fishing Equipment/Supplies for Participating Kids | 9,461 |
| 6 | Licenses/Permits | 175 |
| 7 | Postage & Delivery | 300 |
| 8 | Rent (Storage Unit) | 2,856 |
| 9 | Site entrance fee for Participating Families | 279 |
| 10 | Supplies/Materials | 3,647 |
| 11 | Travel/Entertainment | 0 |
| 12 | Utilities | 0 |
| 13 | Vehicle (mileage) | 0 |
| 14 | Other | 0 |
| 15 | Total Expenses | 24,742 |
| 17 | Current Balance Profit (or Loss) | -10,697 |
| 18 | Income Invoiced (payment due June 30; AZ-TU/AZSFWC Grant) | 10,250 |
| 19 | Final Projected Balance Profit (Loss) | -447 |

Prepared by: Terry B. Johnson _____

Date Prepared: June 24, 2024 _____

Photographs

*Visuals are **critical** to effectively communicating project accomplishments and are a requirement of AZSFWC project reporting.*

Following are a few photo guidelines:

- Please copy photos directly into this document.
- Include information regarding photo credits if needed.

The registration form for a C.A.S.T. for Kids event requires that all registrants make photographs they take or appear in available to C.A.S.T. for Kids and releases such photos for use by C.A.S.T. for Kids and its sponsors in marketing or other actions. The registrant's signature affirms the individual has read, understands, and accepts such release. Our past experience with the Lake Pleasant event is that media photographers and videographers do not register and typically do not make their work available except through YouTube.

For the 2024 event at Lake Pleasant, we asked Boat Captains to take on-the-water photographs. Several did. We also used several Shore Volunteers to take photographs. They did. A representative from the Arizona Council of Trout Unlimited also took on-shore photographs. Finally, an Arizona Game and Fish photographer took photographs of the pairings of Boat Captains and Participating kids for their commemorative plaque. We received a total of more than a thousand photographs for the event.

The array of photographs had two problems. The pairings photos were deleted after they were printed. The Awards Ceremony photographs were mostly unusable because of an unforeseen backlighting problem. Photoshop was used extensively to improve the contrast quality of Awards Ceremony photographs. The entire array was then culled repeatedly until a selection of 135 photographs plus ten from the 2023 event were identified for C.A.S.T. for Kids and sponsor use. Each photo has a unique file name, which serves as its caption. The 145 photographs and all sponsor logos are available online, as are the only two videos available for the 2024 event:

Websites: [CAST for Kids at Lake Pleasant](#) and <https://teebeej.com>

Photos & Sponsor Logos: [CFKLP 2024](#)

Video: [2023 \(22nd Annual\) CFK at Lake Pleasant](#)

Video: 2024 (23rd Annual) CFK at Lake Pleasant

[ABC15 CFKLP 2024](#)

[BC Shane Edgar at CFKLP 2024](#)

All still photos are credited as C.A.S.T. for Kids, Lake Pleasant, 2024. The videos are handled differently. The 2023 video, which might be of no interest to AZSFWC or AZTU, should be credited to Arizona Game and Fish Department, 2023. The 2024 ABC 15 video should be credited to ABC15, 2024. The BC Shane Edgar video should be credited to Shane Edgar, 2024.

On the following pages are a small selection of photographs depicting the entire event. They are duplicated in the Top 30 and in the array of 145 photos mentioned above.

If more photos are desired, the Event Coordinator can provide a ScanDisk or another memory key to AZTU with a replicate for submittal to AZSFWC. Both would have identical folders with (a) all 145 photographs on it, and (b) a Top 30 selection that C.A.S.T. for Kids is considering for use. But, as mentioned above, any or all of photos and logos can be gleaned from the C.A.S.T. for Kids website: [CFKLP 2024](#).

Please return this completed form and supporting documentation and send along with photos to: **AZ Sportsmen for Wildlife Conservation Grant Program PO Box 75731 New River, AZ 85087** or e-mail to info@azsfwc.org. Phone: 602-361-6478.

[Event photos on following pages]



C.A.S.T. for Kids at Lake Pleasant AZ sponsor banner, 2024.

C.A.S.T. for Kids



Because Special Needs kids deserve the best outdoor experiences we can give them

C.A.S.T. for Kids at Lake Pleasant, 2024. The 23rd time we've held the event there.



The annual event starts early, to beat the heat.



There is room for everyone under the Big Top.



The volunteer Boat Captain explains to the child and the Adult Companion how the morning will go. All safety considerations are explained carefully.



The more the merrier, up to the Coast Guard's load limit.



Nothing's better for a kid to experience than two hands full of fish. In this event, no fish are kept. It's catch, photograph, and release. With a fishing license from the Arizona Game and Fish Department.



Before you know, your stomach is telling you its time to visit the AZ Barbeque Catering chefs for a tasty lunch of grilled burgers, hot dogs, and beans. Condiments compliments of Shamrock Foods. Yep, there is such a thing as a "free lunch."



Wash it down quickly with a sports drink or bottled water donated by Circle K and iced down by the Glendale Fire Department, because it's time for the...



All kids get a commemorative plaque with a photo of them and their Boat Captain. Every child has a chance to tell their story of how the day went. And then the Boat Captain can tell theirs. Sometimes you wonder if they were on the same boat.

Many Thanks to Our CFKLP 2024 Photographers

**George Andrejko, Dave Bergman,
Don Blume, Varn Chavez,
Jim Duel, Mike Goodyear,
Eugene Livan, Matt Rokusek,
Don Worcester, and Jay Yelas**

Before you know it, it's time to say thanks to the kids, their families, our volunteers, and our Sponsors. And let's not forget our photographers, all wonderful! See you at C.A.S.T. for Kids at Lake Pleasant AZ 25, on March 29, again at Pleasant Harbor (another great sponsor!)