

U. S. ALL STAR
USASF
FEDERATION
FOR CHEER & DANCE TEAMS



**2015 USASF
ANNUAL REPORT**



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Worlds Photos By Action Moments

President's Letter

The accomplishments to date of the dedicated work of USASF Board and Committee members, staff and volunteers, has firmly established the legitimacy of All Star Cheer & Dance as a positive, wholesome and beneficial youth sport in America. After developing a solid set of Safety Guidelines, formalizing Legality Official Training and Certification, instituting Event Sanctioning Standards and forming a committee and leadership structure that encourages member participation in the evolution of our organization, the USASF in 2015 was able to shift from a sole focus on solidifying the legitimacy of All Star, to a focus that includes strengthening the integrity and safeguarding the longevity of All Star.

New programs and initiatives were launched this year to inform, educate and provide resources to our members that encouraged and activated a commitment to excellence in principled leadership in All Star. Thank you to our members who stepped forward with the ideas, initiative and influence to make 2015 a major year of accomplishment for the USASF.

Sincerely,

Jim Chadwick
Jim Chadwick

President and Chairman, USASF



CURRENT & PAST BOARD MEMBERS



Joelle Antico



Morton Bergue



Mike Burgess



Justin Carrier



Frankie Conklin



Brian Elza



Aaron Flaker



Jeff Fowlkes



Tara Harris



Mark Hirshberg



Happy Hooper



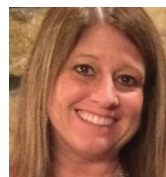
Kevin Jones



Dan Kessler



Andrea Kulberg



April LaFramboise



Karen Lawrence



Ann Lehrmann



Tres LeTard



Colleen Little



Debbie Love



Jody Melton



Catherine Morris



John Newby



Carlos Onofre



Elaine Pascale



Kathy Penree



Steve Peterson



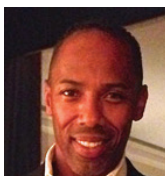
Kristen Rosario



Bill Seely



Roger Shonder



Shawn Smith



James Speed



Cole Scott



Orson Sykes



Lance Wagers



Steve Wedge

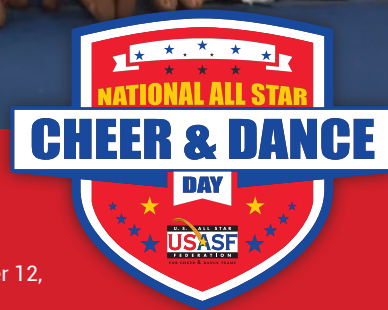


NATIONAL ALL STAR CHEER & DANCE DAY

The first annual NATIONAL ALL STAR CHEER & DANCE DAY (NASCDD) took place on September 12, 2015 and united programs across the country in a celebration of All Star Cheer and Dance.

NASCDD is a growth initiative that came out of the USASF Mentoring Leaders Program. The group of leaders put together a complete plan for implementation and templates for programs to use to plan and host an event at their location. Custom music was created for the day, an official routine was choreographed to be taught to program attendees, and a flyer template was designed for programs to drop their logo and information to customize. During the month of September, social media impressions reach 2.7 million!

NASCDD will be an annual event scheduled for the second Saturday in September.



INTEGRITY INITIATIVE

A proposal came from the NACCC following conversations at Regional Meetings about the importance of integrity in All Star.

"What's Your IQ? (Integrity Quotient)" became the theme for athletes and coaches to introduce a new word each month that supports the overall theme of "Integrity" and encourages conversation about how athletes, teams, coaches and owners can personally be the example, and encourage others to be the example, of that month's word. Motivational videos and conversation starters are available for download at USASF.net.



THIS IS ALL STAR

Videos highlighting "The All Star Journey" were produced and made available to members. The videos bring attention to the message of the "journey" of All Star that is the hard work and life lessons learned in gyms and studios vs. the "destination" of All Star at competition. The videos are available through USASF.net and on all social media channels and to members to help them publicize what they do. In commercial format, the video aired on The Cheerleading Worlds show on ESPN.

YOUNG ATHLETE SCHOLARSHIP PROGRAM

This newly established scholarship that is supported by USASF Affiliate Members provides funds to athletes to help offset costs of participating in All Star. Athletes follow a comprehensive application process that is similar to the current College Scholarship process, and funds are sent to programs in the athletes' names to be credited to athlete accounts. The Young Athlete Scholarship is open to athletes ages 9-18 who show outstanding academic achievement, performance talent, and have made important leadership contributions to their program and the All Star community.

FUNDING THE OPERATING RESERVE

A continued financial priority for 2015, as a result of the new revenue from Athlete Membership that began in 2014, was to establish an operating reserve that would protect the organization against unforeseen financial hardship. The goal of fully funding the operating reserve was met by year-end, 2015.

CHEER AND DANCE RULES & SAFETY TEAMS

The USASF staff and departments continue to reorganize by adopting a team orientation. This approach to program management allows collaboration by a team of full- and part-time staff and improves capabilities for our members. The structure of the new rules department for cheer includes a Director of Rules and Safety, a Safety Judge Training Administrator and an Event Safety Administrator. Managed by the Director of Rules and Safety, the three will coordinate and implement all aspects of cheer rules and safety to include working with committees, safety judges, event producers, coaches and program owners. Following the cheer safety example, and the restructuring of dance leadership in 2014, dance will also develop a Rules & Safety Team.



BACKGROUND CHECK REQUIREMENT

In an ongoing recognition of our organization's professional, moral and legal responsibility to exercise reasonable care for All Star athletes, the USASF began requiring background screening for anyone age 18 or older who accompanies a team into a warm up room at all USASF Sanctioned Events.

Parents should be confident that when their children are under the supervision of other adults, the organization has taken reasonable steps to determine that those individuals are worthy of the responsibility to coach, supervise or chaperone minors. This policy aligns All Star with the requirements of other youth sports, school systems and companies.

USASF Finances 12 months ending December, 2015		2015
Revenue		
Membership Dues	\$	5,910,207.42
Services (regional mtgs, coaches' conference, credentialing)	\$	1,158,234.81
Sponsorship	\$	242,244.96
Income from World Championship (1)	\$	474,320.99
TOTAL	\$	7,785,008.18
Expenses		
Member Program Expenses (2)	\$	2,855,148.09
Member Specific Services (3)	\$	1,987,494.12
Administrative (4)	\$	1,351,332.44
Total Operating Expenses	\$	6,193,974.65
Overage	\$	1,591,033.53
Line of Credit decrease		(78,421.49)
Less: increase to prepaids/AR		(297,284.33)
Less: Decrease in AP/customer's deposits/accrued liabilities		(66,402.59)
Plus: depreciation (net of fixed asset purchases)		30,074.96
Less: cash operating reserve		(3,000,000.00)
Net increase to cash	\$	(1,820,999.92)
Add back: cash on hand at 12/31/2014	\$	4,699,005.84
Cash on hand at 12/31/2015	\$	2,878,005.92

- (1) Income after Worlds operating costs (including registration, travel, hotel, ground transportation, Disney, production costs, television, insurance, staff, VIP gala, prizes, athletes' party, judges)
- (2) Scholarship expenses, payroll, insurance, program support supplies, travel, regional director exp.
- (3) Costs of regional meetings, travel, communications, website expenses (hosting and video production costs)
- (4) Rent, utilities, phone, payroll, insurance, legal fees, depreciation, bank service charges

8275 Tournament Dr.
Suite 325
Memphis, TN 38125

888.315.9437
USASF.net

