

CHARLEY'S BODY SHOPPE
2009-2010 ANNUAL REPORT



CHARLEY'S BODY SHOPPE
CBS Liturgical Dance Ministry



Character...Balance...Strength

Message From Director



CHARLEY'S BODY SHOPPE 2010 Board of Directors

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The last few years have made us realize the world is changing drastically and there needs to be more involvement from parents, academic institutions, and community centers to enable our children to be more productive citizens in the future. The trying times we live in don't seem to be improving for the better when you look at the daily headlines. So, what can we do individually and collectively to make this a better world? We must enhance our world; one child, one family and one community at a time.

Society has tricked us into thinking whatever we wear and the amount of money we spend on obsolete items makes us who we are. Not so! We must influence our children to be more than the people they see on the screen and hear through their headsets. We must demand respect in a loving and gentle way, enticing them to be more than what they see from the newest popular celebrity.

We live right in the midst of heroes and she-roses every day. Our children have many wonderful role models right in their community – parents, teachers, ministers, neighbors, coaches, etc. We must start training them early in life. Many of our youth take the wrong path because no one ever took the time to stop and say, “I know you can make it because I believe in you.” Let today be the beginning of a brand new day for our children, to safeguard them from unnecessary hardships and show them the light of the future. We can make a difference, one child at a time.

“Start where you are, do what you can, use what you have.”

Quote from Arthur Ashe

1961 Sumner High School graduate and world champion tennis professional

Blessings,

Charley Kibby Johnson

Founder and Executive Director

HISTORY - *Who We Are*

Charley's Body Shoppe (CBS) began in 1983 with a goal to bring aerobic fitness to North St. Louis City through exercise and dance classes for adults. In 1985 Charley moved her classes to a storefront building on N. Kingshighway and the following summer opened the doors to youth in the area. Since that time CBS has grown into the premier aerobic dance studio in North St. Louis City. CBS began operating as a nonprofit organization in 2007. This new designation has enabled us to garner further support for our mission to provide educational and artistic training to women and youth through fundamentals of dance and exercise; promoting healthy living and social etiquette for underprivileged communities.

For more than 25 years CBS has stood out as a source of inspiration and pride and serves as the foremost entity to showcase artistic talent in the community. Hundreds of students have progressed through the studio's programs over the years and many have graduated to pursue careers in dance instruction and performance.



PROGRAMS - *What We Accomplish*

We offer instruction for youth in ballet, tap, jazz and modern dance. For adults we provide instruction in liturgical dance; fitness classes centered on cardiovascular movement, stretches and toning; and an equipment room for circuit training.

At CBS we take our mission seriously. We aren't simply operating a dance studio. Our adult clients come with specific fitness goals in mind and our class offerings are designed to not only meet but exceed those goals. Not only do our clientele enhance their fitness levels through increased energy, weight loss and improved overall health, but they also benefit from the spirit of our mission to build character, balance and strength.

Parents entrust the care of their children to us not only for instruction but to shape them into young people with promise. The staff of CBS is honored to have an important role in ministering to our youth by helping them maintain a healthy lifestyle through physical fitness. CBS has an uplifting atmosphere where the children come together to express themselves, learn new techniques, make lasting friendships and develop into responsible and poised young adults.

The training our youth receive at CBS enables them to move with confidence and ease, as they reveal their potential and explore the height and depth of possibilities that come through life's experiences. Their commitment to ongoing instruction also produces positive results like improved balance and coordination, the ability to remain focused and a commitment to discipline, to name just a few.

CBS Client Cost Breakdown (Youth)

	Cost per month	Total Annual Expense (10 months)	Details
Tuition (traditional dance classes)	\$40-46	\$400-460	Tuition fees are age-specific.
Shoes		Approximately \$50 for the year	Two pair: tap and ballet.
Tights	\$6/pair	\$12-24	Total cost depends on individual usage.
Leotards	\$20/each	\$20-40	Total cost depends on individual usage.
Concert performance		\$110	Average 2 costumes.
Hip Hop Jump Start *	N/A	\$1,000	No cost to students. Instructor is paid \$100 per month.
Social Etiquette Plus **	N/A	\$0	No cost to students. Program managed by staff and volunteers.
Urban Expression ***	\$35	\$350	Available for ages 8-18.

Hip Hop Jump Start *

A distinctive class featuring instruction on how to maintain a healthy lifestyle through exercise, dance and balanced nutrition.

Social Etiquette Plus **

A program especially for young ladies that encourages a sense of strong character and high self-esteem.

Urban Expression ***

A unique class designed to foster creativity through interpretive dance and drama.



BENEFITS - *What We Are All About*

Our children need to understand their place in the world we live. They need to grasp the meaning of the challenges and opportunities that will occur as they grow and develop; as they make decisions and face the consequences of those choices; as they question their purpose in life and their responsibilities to themselves, their families and their community as a whole.

In 2009 CBS helped nearly 150 clients, including 90 children through our ongoing class instruction. All age groups experienced improved health benefits as a result of our classes. Adult client testimonials included weight loss, lowered blood pressure, decreases in the amount of medications taken for blood pressure and diabetes, and an overall improved attitude. Our youth receive instruction on the fundamentals of dance and exercise techniques. They also benefit from specific programs such as Hip Hop Jump Start, Social Etiquette Plus and Urban Expression.

Our much-anticipated premier event, the annual dance concert, was another great success. The concert is a full stage theatrical production, held at the Mildred Bastian Theatre on the Forest Park campus of St. Louis Community College. Showcasing the technical dance skills of all our students, from ages 3 to adult, our concert performances have been attended by thousands in the St. Louis area over the years.

We also experienced great benefits with our second Bi-Annual Jason Johnson Memorial Health Walk. The event took our mission and vision out to the streets of North St. Louis City. Not only did we have over 120 registered participants, but more than 20 attendees received free health screenings on the Health Mobile Unit provided by the Urban League of St. Louis, and 50 attendees benefitted from presentations on prostate and healthy heart-care. The addition of the screenings and the presentations served as an important step towards personal accountability for healthy living.

Throughout our history, much of CBS' support has come from the students' family members and graduates of the program. The annual expense for traditional dance instruction is approximately \$700 per child (see detail on opposite page). CBS is committed to demonstrating the techniques of dance to instill a presence of discipline, poise and strength, regardless of the ability to pay. This is evident through a long-standing scholarship program available to students who cannot afford the expenses of dance instruction and performance costumes.

GOALS - *What We Expect to Accomplish*

- 1 – Improve the overall health (instruction, diet and nutrition) of our clientele by 30%
- 2 – Increase enrollment in both youth and adult classes by 30%
- 3 – Increase revenue sources by 50%

WISH LIST – *How You Can Help*

- Become a donor
- Volunteer on a committee (development, marketing, special events)
- In-kind donations (shoes, tights, costumes, etc.)
- Printing
- Advertisements



THANK YOU - *To Our Faithful Supporters...*

We thank you for your support of the dance and fitness programs for the youth in our community. It is because of you that many of our needs are met. We appreciate you and encourage you to invite your friends and family to also support CBS. We have worked for 27 years and our mission is not complete.

Foundations / Businesses

Centric Group Foundation
Jack and Jill of America
St. Louis Cardinals Charities
Ronald McDonald Charities

Ocious Conley
Jimmy and Stacey Edwards
Suellyn Fahey
Vivian Fry-Perry
Teresa Henry
Chandaland Jamison

Grande Circle (gifts above \$500)

Andrew and Jane Brown
Betty Conyers Patton
Ron and Peggy Henderson
Dave and Pat Koenig

Arthur and Toni Johnson
Brian Johnson
Ron and Willette Johnson
Virgil Johnson
Doris J. Kibby

Ora Kibby

Director's Circle (\$251 – \$500)

Carol Bassett
Dr. Brian Cretter
Mike and Sandi Dean
Thad and Rita Hollie
Tina Ingrum

Cheryl Love
R. Diana Mays
J.M. Montgomery
C. Moore
Carla Moore
Cheryl Peoples
C. Portwood

Founder's Circle (\$101 – \$250)

Gladys Mansfield
Sam and Myrnae Miller
Dr. Valerie Walker

Mable Preston
Mary Jo Robinson
Fredrick and Teresa Scurlock
Carolyn Spencer
Dr. Kenneth Stone

Choreographer's Circle (gifts up to \$100)

Janice Alphin
Kim Bush
Icie Coleman

James and Debra Thomas
Ruby Trice
Tonya Weaver

Your generous support is greatly appreciated!

FINANCIALS

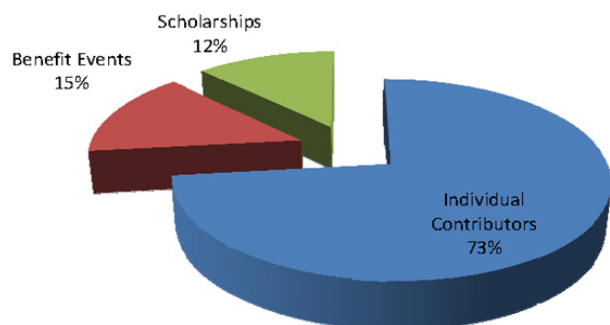
BALANCE SHEET 12/31/2009

Current Assets	
Cash	\$ 8,577.00
Total Assets	\$ 8,577.00
Current Liabilities	
Accts Payable & Accrued Expenses	\$ 2,500.00
Total Liabilities	\$ 2,500.00
Net Assets	
Unrestricted Net Assets	\$ 6,077.00
Total Liabilities & Net Assets	\$ 6,077.00

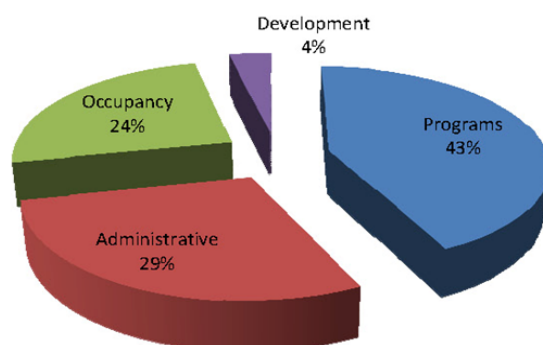
INCOME & EXPENSE STATEMENT 12/31/2009

Income	
Individual Contributors	\$ 63,293.00
Benefit Events	\$ 12,500.00
Scholarships	\$ 10,700.00
Total Income	\$ 86,493.00
Expenses	
Programs	\$ 35,061.00
Administrative	\$ 23,591.00
Occupancy	\$ 20,143.00
Development	\$ 2,978.00
Total Expenses	\$ 81,773.00
Increase In Net Assets	\$ 4,720.00

2009 Revenue



2009 Expenses



Ronald McDonald's Charity Donation



MISSION

To provide educational and artistic training to women and youth through fundamentals of dance and exercise; promoting healthy living and social etiquette for underprivileged communities.

VISION

To see the mission transcend into the hearts and minds of each participant causing a paradigm shift among the underprivileged by maintaining healthy lifestyles through dance and exercise while developing future leaders enabling them to empower others and reinvest into their communities.



CHARLEY'S BODY SHOPPE
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