



# 2020 Citrus County Virtual Wellness Challenge Report





# Coping with Dementia LLC

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## **The 2020 Citrus County Virtual Wellness Challenge**

When it became evident earlier this year that we could not conduct a localized fund-raising walk for Alzheimer's care and awareness, Coping with Dementia LLC teamed up with Mr. Bill Fitness LLC to create the Citrus County Virtual Wellness Challenge. The idea was to give Citrus County citizens a way to pursue both physical fitness and emotional wellness during this challenging time of COVID through a month-long event to raise funds for dementia care and awareness.

We wanted to create an event that would appeal not only to the young and the athletic, but to all citizens of Citrus County, regardless of age, condition, and interest. This included a scoring system where nurturing plants – as with Sandra Koonce, shown on the cover of this report – could weigh as much as running a marathon.

The Virtual Wellness Challenge began on September 13<sup>th</sup> and ended on October 10<sup>th</sup>, and we are pleased with how it all turned out. We had a dozen teams, more than 300 individual participants, and many commercial sponsors, which are recognized in this report. We are especially grateful for these because we understand we are in a difficult economy where many businesses have little discretionary money to support charitable events.

We are grateful also to our in-kind sponsors, including the media organizations whose donation of editorial and advertising space helped us publicize the event. Their support resulted in a very low expense-to-revenue ratio, which enables us to pass more money on to our beneficiary, Dementia Education, Inc.

We want to especially thank Bill Coyle, the owner of Mr. Bill Fitness, who helped us develop a wellness competition that addressed emotional and spiritual aspects of wellbeing, as well as the physical, resulting in an event that was wholly inclusive and great fun!

Be well,

Debbie Selsavage, President  
Coping with Dementia LLC

**Our Mission: To make life better for individuals living with dementia.**

## Congratulations To Our Winners

Individual Champion – Twig Wilson, Homosassa  
 First Runner-Up – Paul Perregaux, Citrus Hills  
 Second Runner-Up – Barbara Cooper, Inverness  
 Third Runner-Up – Janet Siegle, Citrus County

Top Performance Team – Inverness Women’s Club

First Runner-Up – Class with Sass Cloggers  
 Second Runner – Susan Straley’s Wellness Trippers

Mary Blair Darling Award for the Largest Team – Judy Spencer and Team Grand Living with 172 members.

Best Video Award – Twig Wilson

Special Creativity Award – Key Elder Care

Total Number of Participants: 309

Total Number of Teams: 12

## Financial Report

### Revenue:

Individual Entry Fees:	\$3,770.00
Sponsor Income:	\$5,750.00
Donations:	\$926.00
<b>Total Revenue:</b>	<b>\$10,446.00</b>

### Expenses:

Awards:	\$320.74
PayPal Processing Fees:	\$45.61
<b>Total Expenses:</b>	<b>\$366.35</b>

**Net Donation to Dementia Education: \$10,079.65**  
**Value of In-Kind Contributions: \$2,900.00\***  
**Expense to Revenue Ratio: 3.5%**

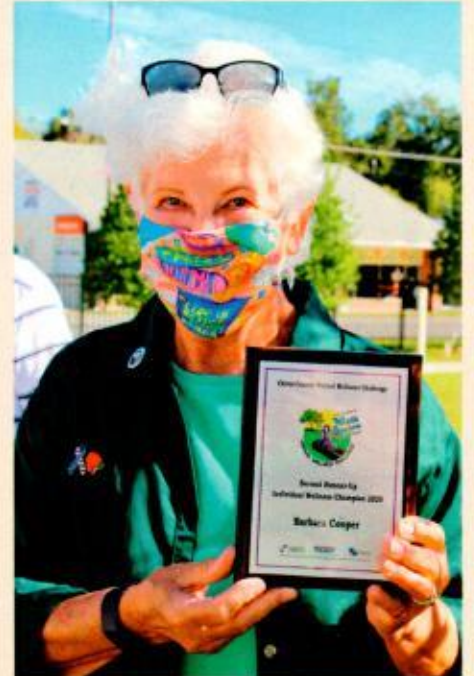
\* In-Kind Contributions are not taken into revenue. In the case of the 2020 Citrus County Virtual Wellness Challenges, these came from media companies. Specifically, they were the Citrus County Chronicle, NatureCoaster.com, and K&A Media Consulting. In-kind contributions from this sector are especially valuable in that they provide critical promotion at no cost, thus significantly reducing the Expense to Revenue Ratio and increasing the amount of cash retained that can be donated to our beneficiary organization, Dementia Education Inc.

## ‘Thank You’ to our Sponsors, Partners, and Supporters of the 2020 Citrus County Virtual Wellness Challenge





**Upper Left then Clockwise:**  
 Top Performing Team  
 Inverness Women's club;  
 Individual Champion Twig  
 Wilson with Sharon Cooley of  
 Sass with Class Cloggers;  
 Individual Second Runner-Up  
 Barbara Cooper; Mary Blair  
 Darling Award to Largest Team  
 Captain Judy Spencer with  
 Individual Champion First  
 Runner-Up Paul Perregaux;  
 Special Award for Creativity to  
 Team Elder Care; Debbie  
 Selsavage with Bill Coyle and  
 faithful dog Blaze.



Coping with  
**Dementia**  
[www.hoping.today](http://www.hoping.today)



[www.mrbillfitnessfl.com](http://www.mrbillfitnessfl.com)



**DEMENTIA EDUCATION, INC.**  
 A Citrus County Florida nonprofit

[www.dementiaeducation.org](http://www.dementiaeducation.org)