



# 2023 ANNUAL REPORT

Presented by

**PURPLE MONKEY  
PROJECT**



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



# ESTABLISHED 2021



## OUR STORY

Reagan Vanoss or “Rey”, as she was known, was a ray of sunshine who lit up every room – she was fun-loving, energetic, sassy, sweet, and spunky. She loved dancing, the musical ‘Hamilton’, her family, and her purple monkey.

Reagan tragically lost her life in an accident in May of 2021, and the world stopped spinning for those who loved her – it was unfathomable that someone so wonderful was no longer here. But even in the midst of their grief, Reagan’s loved ones were overwhelmed by love as their community came together to celebrate her life and to support them in the days, weeks, and months that followed.

That love and support helped form the idea for Purple Monkey Project, so named for Reagan’s favorite stuffed animal. Purple Monkey Project’s goal is to honor Reagan’s beautiful spirit by being a “Rey” of light in the world – supporting local youth and youth-centered charities and “paying it forward” by promoting random acts of kindness, all in the name of our Reagan.

## OUR MISSION

To support local youth by providing aid for extracurricular activities, funding scholarships and awards in Reagan’s name, and partnering with other youth-centered non-profits to be a force for joy in the lives of children in Southwest Ohio and beyond, for decades to come.



# WHERE IS YOUR DONATION GOING?

- **Fundraising**

The Purple Monkey Project was able to raise just over \$60,000 in 2023 through donations and our events, including our 5K Fun Run, golf outing, wiffle ball tournament, and our keynote event, Reagan's Mic Drop lip sync battle. Those funds were used to further our mission in 2023. See some of the specific impacts below.

- **Scholarships and Awards**

Students who demonstrate the kindness and joy that defined Reagan can apply for 4 annual scholarships. We also partner with local schools and their athletic and arts programs to distribute Reagan Vanoss Spirit Awards to deserving participants at the Coaches/Directors' discretion. In 2023, we awarded \$9,500 in Scholarships and Awards.

- **Partnerships and Sponsorships**

The Purple Monkey Project works with local community-minded groups to support youth in southwest Ohio. We also provide support to schools and youth sports organizations. In 2023, we provided just under \$24,000 in funding to allow more kids to participate in extracurricular activities at school or in their community.

- **In The Community**

In 2023, Purple Monkey Project also continued to participate in community events such as Halloween on the Green, the Memorial Day Parade, and the Christmas Tree decorating contest. We delivered donuts and coffee to teachers and first responders. We put approximately \$1,300 into these activities to support our community.

The Purple Monkey Project also constructed Reagan's Snack Shack on the grounds of the Fairfield Civitan Club baseball fields in 2023. This will serve as a memorial to Reagan at what was one of her favorite places to spend time with her friends and family. Thanks to the support of multiple organizations who donated time and materials, we were able to complete this project for just over \$25,000. We are so proud of this beautiful building, which will provide concessions to teams practicing and playing at the Civitan fields for years to come.



# SUMMARY

The annual report highlights our organization's achievements and progress over the past year. We have seen steady growth and support.

Overall, the report demonstrates our commitment to keeping Reagan's name present in the community and making a difference in her honor by supporting the local youth.



## WHAT'S NEXT?

- Cannonballs For Kids
- Fun Run 5K
- Wiffle Ball Tournament
- Golf Outing
- Mic Drop

*See website for details.*

## KEEP IN TOUCH

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■ Get Involved

■ Purchase SWAG

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