

# 2024 ANNUAL REPORT

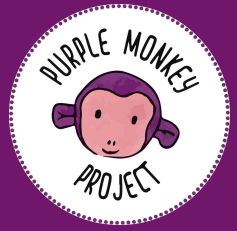
PRESENTED BY

PURPLE MONKEY  
PROJECT



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

# LETTER FROM THE PRESIDENT



Dear Supporters, Donors, Community Members & Friends,

As the President of Purple Monkey Project, I am deeply honored to reflect on the incredible journey we've shared and the lasting impact we've created together in 2024. Your unwavering belief in our mission has made a remarkable difference, and I'm immensely proud to announce that, thanks to your generosity, we've provided over \$43,000 in scholarships, awards, and community support this year.

Purple Monkey Project has a mission I believe in. I believe it is more than just the right thing to do. I believe it is essential. We exist to support local youth by providing financial aid for extracurricular activities, funding scholarships 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. Throughout 2024 I witnessed the profound difference your contributions—whether through your time, resources, or financial support—make in the lives of these children and their families. Together, we're not just changing lives; we're inspiring futures.

As we set our sights on 2025, our work is far from finished. While Fairfield remains our home and our heart, we are committed to broadening our reach and raising awareness so that more children can experience the joy and opportunities they deserve. We are determined to grow our impact and create a brighter future for even more young lives, but we can't do it without you. Your continued support will be the driving force behind our ability to expand our mission and make an even greater difference.

On behalf of our board and the countless individuals whose lives you've touched, thank you for believing in what we do. Thank you for standing with us, for loving Reagan, and for being a part of this incredible community. You have all been a ray of Reagan's sunshine. Together, we are building something extraordinary- something that will inspire hope and joy for years to come.

With heartfelt gratitude and for the love of Reagan,

Bradley Carter  
President, Purple Monkey Project



# 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 Success**

In 2024, The Purple Monkey Project successfully raised over \$107,000 through generous donations and the success of several key events. Highlights include the Reagan's Fun Run 5k, 4th Annual Reagan Vanoss Memorial Golf Outing, PMP Wiffleball Tournament and our signature event, Reagan's Mic Drop. These funds have been vital in furthering our mission and supporting a wide range of important initiatives.

- **Scholarships and Awards**

Our commitment to nurturing Reagan's values was demonstrated through the awarding of scholarships and spirit awards. In 2024, we distributed over \$15,000 to deserving students and participants who exemplified kindness and joy. Six annual scholarships and the Reagan Vanoss Spirit Awards were awarded in partnership with local schools, recognizing outstanding individuals in both athletics and the arts.

- **Partnerships and Sponsorships**

Our partnership with local community-focused groups remained strong in 2024. We directed nearly \$29,000 in funding towards school and community extracurricular activities. This support has created opportunities for many young individuals to engage in meaningful pursuits.

- **Community Engagement**

The Purple Monkey Project actively participated in community events throughout 2024, enhancing our presence and connection. Notable appearances included Halloween on the Green, the Memorial Day Parade, and the Christmas Tree decorating contest at Fairfield Community Arts Center. We also extended our gratitude to local teachers and first responders, delivering donuts and coffee to show our appreciation for their hard work and dedication to our community.

- **Growth and Aspirations**

Since our inception in 2021, The Purple Monkey Project has reinvested over \$100,000 back into the community through scholarships, awards, and sponsorships. Our continued year-over-year growth is a testament to our supporters and their belief in our mission. We are excited about expanding our reach and impact in years to come, aiming to further honor Reagan's memory by making a difference in the lives of local youth.

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## BOARD OF DIRECTORS

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Board Member: Anthony Neal	<a href="mailto:a.neal@purplemonkeyproject.org">a.neal@purplemonkeyproject.org</a>

# SUMMARY

This annual report demonstrates Purple Monkey Project's ongoing commitment to sustaining Reagan's legacy by enriching the community and supporting its youth. Through consistent growth and community involvement, we remain dedicated to spreading kindness and joy in her name. Thank you to everyone who has supported our mission in 2024; together, we continue to make a lasting difference.



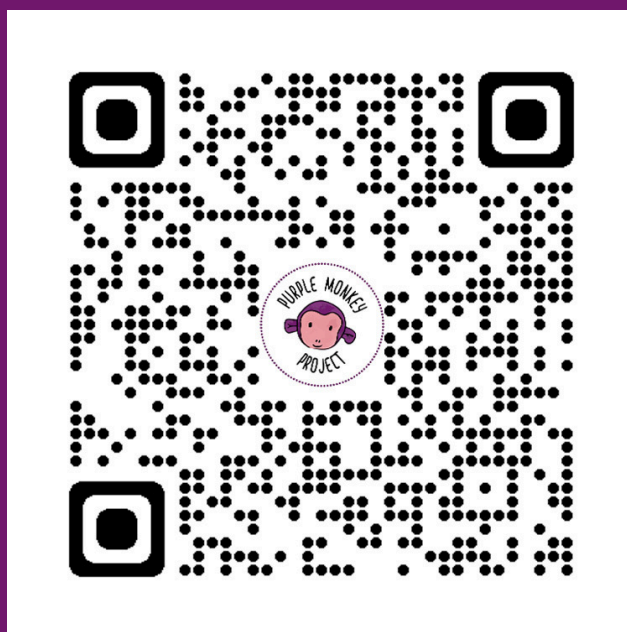
## WHAT'S NEXT?



- Cannonballs For Kids: March 22
- Spring Swing Youth Baseball Tournament: April 4-6
- PMP Night at Great American Ball Park: April 16
- Reagan's Fun Run 5K: May 17
- PMP Wiffle Ball Tournament: July 19
- Reagan Vanoss Memorial Golf Outing: September 6
- Reagan's Mic Drop: November 14

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Please visit [www.purplemonkeyproject.org](http://www.purplemonkeyproject.org) to learn more.