



GENO MORGAN FOUNDATION

Inspiring underserved youth and enabling the achievement of higher education.



2023 ANNUAL REPORT



OUR FOUNDATION

The Geno Morgan Foundation (GMF) is a registered non-profit organization committed to honoring the and celebrating Geno's life by continuing his work of making a difference in the lives of young people.

OUR INSPIRATION

Geno Morgan, March 31, 1966 - July 2, 2015 was a gentle giant with a powerful, infectious spirit and energy. He combined his passion for life with utilizing his gifts and talents to reach and teach kids throughout the country. While basketball was his sport of choice, Geno committed himself to coaching and mentoring all young people on and off the court with a reach that extended well behind athletics across multiple states.

OUR MISSION

The Geno Morgan foundation is born of a desire to perpetuate the legacy of Geno Morgan. We do this through college scholarships targeted to advance higher education among underserved youth in communities and institutions uniquely impacted by Geno's dedication to young people realizing their full potential.

MESSAGE FROM OUR CHAIR

Dear friends,

Another year is in the books for the Geno Morgan Foundation (GMF)! The GMF Board of Directors, Advisors and I would like to give you a 2023 year in review and share exciting news that will occur in 2024. It is important we acknowledge that all our successes are a direct result of our GMF community, all of you that support us through volunteering at events, providing thought leadership on our activations and your generous donations that fund the scholarships that we award each year to leaders of the future. Many of you support in all three ways. We thank you all for your ongoing support.

The GMF mission is born of a desire to perpetuate the legacy of Geno Morgan. We do this through college scholarships targeted to advance higher education among underserved youth in communities & institutions impacted by Geno Morgan's dedication to young people realizing their full potential. We take pride supporting youth in communities that Geno thrived in. These include Anchorage Alaska, Mt. Pleasant Utah, Chicago Illinois and Atlanta Georgia. We aspire to give students in those communities the necessary resources to continue their education and provide the gift of "confidence to dream" to someone whom may not know what is possible.



Geno had that confidence when he went to Alaska as a young man to continue his dream of playing college basketball and then start his coaching career. He had a dream to build a nationally recognized high school basketball program which he accomplished at Wasatch Academy where he went 128-20 in six seasons. These accomplishments wouldn't have happened without Geno having the confidence to dream!

GMF also has the confidence to dream as we expand our impact on young people across the country in 2024 and beyond.

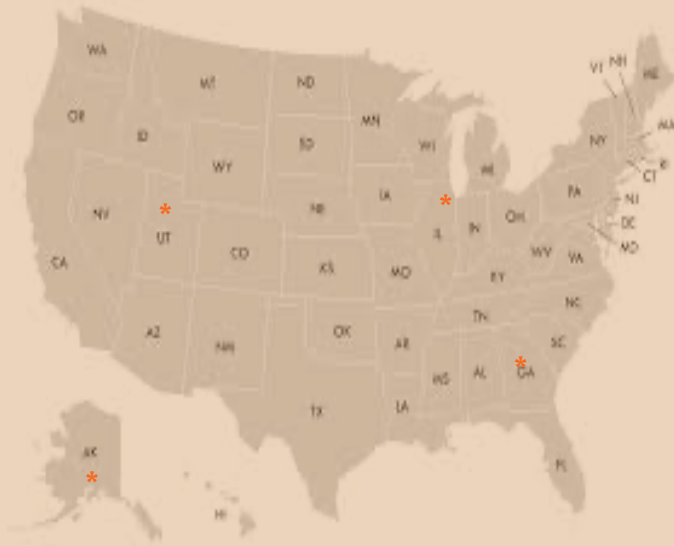
We are proud to announce we have started a partnership with Geno's alma matter, North Central Missouri College (NCMC) to provide one \$1,500 scholarship to incoming freshman at both the men's & women's basketball teams! That will give us a total of \$15,000 worth of scholarships going to 10 students each year across 5 states. I came across a quote from Desmond Tutu that read; "Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world."

The older you get the faster time goes by. As I age & gain wisdom, I truly believe this to be true. That concept means you may not have a lot of time to create your own legacy...you've got to be focused and intentional with your actions on a regular basis to get your desired results. GMF is ready to work hard with your assistance to make 2024 a record year! I love how we continue to grow person by person/friendship by friendship.

Thank you again for your continued support. We hope to see you sometime in 2024!

With gratitude,

Reggie Johnson
Co-chair Geno Morgan Foundation



FINANCIAL SUMMARY

We spend every day trying to live up to our mission which is to provide college scholarships targeted to advance higher education among underserved youth in institutions and communities impacted by Geno Morgan. Another strong year enabled us to provide a grant to the junior college where Geno had great success, North Central Missouri College (NCMC). This NCMC partnership ties to our mission and we are to grow this partnership moving forward. In 2023 our revenue was down 10% vs 2022 and expenses increased 25% driven by our new grant. This allowed a net return of \$11,650 in 2023.

INCOME

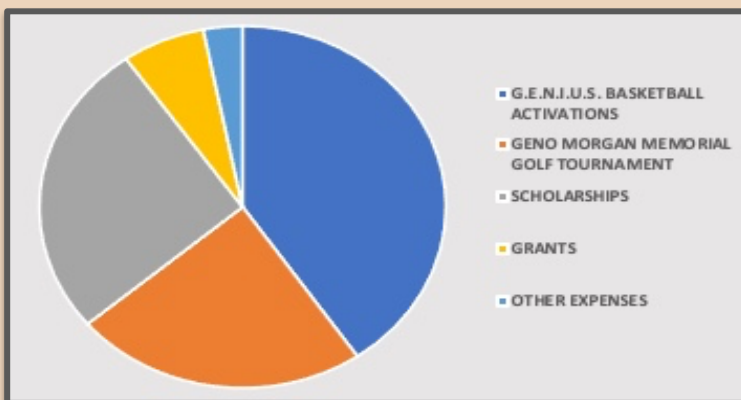
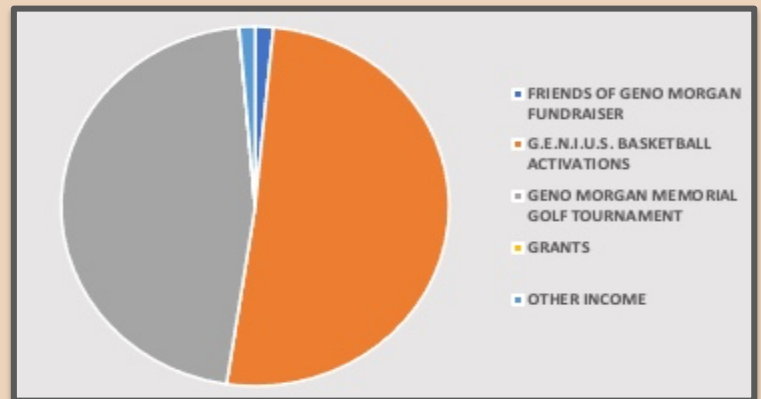
_FRIENDS OF GENO MORGAN FUNDRAISER: \$857

_G.E.N.I.U.S. BASKETBALL TOURNAMENT: \$28,987

_GENO MORGAN MEMORIAL GOLF TOURNAMENT: \$26,400

_GRANTS: \$0

_OTHER INCOME: \$750



EXPENSES

_G.E.N.I.U.S. BASKETBALL TOURNAMENT: \$18,341

_GM MEMORIAL GOLF TOURNAMENT: \$10,595

_SCHOLARSHIPS: \$12,000

_GRANTS: \$3,000

_OTHER EXPENSES: \$1,408

As of December 31, 2023, the Geno Morgan Foundation has a balance of \$60,328.79. Our volunteer Board ensures 100% of the budget goes towards programs and services provided by the Geno Morgan Foundation.

VOLUNTEERS

As always, the incredible support of our volunteers has been critical to our success in 2023. Throughout another year of navigating the pandemic our dedicated volunteers adapted and helped us deliver our commitment to help underserved youth “Go Pro” in the game of life. **To each of them we say, thank you!**



DONORS

Our amazing donors and friends of the Geno Morgan Foundation mean everything to us. Without their support, none of our work would be possible. Their continued commitment to our mission allows us to expand the reach and impact of our foundation and truly honor Geno Morgan’s commitment to the higher education of underserved youth.

2023 GMF BOARD OF DIRECTORS AND ADVISORS



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G.

E.

N.

I.

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S.

Geno Morgan is

Enriching and

Nurturing young

Individuals who are

Underserved thru

Scholarships

THE GENO MORGAN FOUNDATION is a non-profit organization, formed under the laws of the State of Oregon with the IRS tax exempt status of section 501(c)(3) of the Internal Revenue Code. Federal Tax ID #47-4952470. Email us at: genomorganfoundation@gmail.com or visit us at www.facebook.com/genomorganfoundation