

EMPOWER



Providing Equitable Opportunities
To Dream And Grow

ANNUAL REPORT | MAY 1, 2021 - APRIL 30, 2022



Family Giving Tree™

EMPOWER



LETTER FROM CEO

It's been another challenging year but a better one as well. Covid began to loosen its grip, and with the support of corporations, donors and volunteers, we served over 78,000 individuals with school supplies or holiday gifts. We are so grateful for this community of caring people who actively participate in our Drives to EMPOWER those who need it most.

Personally, inspiring kindness and teaching philanthropy to our youth have become motivating forces that keep me energized even during difficult times. The consistent stories I hear of parents who take their children to the store, letting them choose items for a backpack or matching a child's wish, can lift our spirits even on the darkest days.

A 2021 accomplishment that I am particularly pleased with is our 5-year strategic plan created by FGT staff together with our Board, with the following four priorities:

- **Our Future:** A permanent, year-round space to maximize operations and enhance the volunteer experience
- **Our Supporters:** Deepen Our Relationships with them
- **Our Team:** Build Infrastructure and Capacity for Staff & Volunteers to support current, future, and ongoing programs
- **Our Stories:** Develop straightforward ways to Measure, Evaluate, and Communicate the impact of our work

Working with these focused priorities, we hope to enhance our Drives and ensure that we will be here for many years to come, empowering and lifting those we serve while uniting our community.

With immense gratitude,

Jennifer

Founder and CEO

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MILESTONES

2 MILLION SERVED

In December of 2021, we celebrated our two-millionth recipient and are incredibly grateful to be a part of such an inspiring community. We had the opportunity to commemorate this exciting milestone with our volunteers, donors, staff, and community.

We brought together those who support our Back to School Drive and Holiday Wish Drive at our Holiday Wish Drive Warehouse. There they had the opportunity to volunteer, see the warehouse in action, enjoy special treats, and meet each other. The event's highlight was the arrival of Family House, a nonprofit partner whose gift pick-up included the two millionth recipient. It was an exciting time to gather and help load all their gifts!

After the joyous work, we had a short speech by our CEO and Founder, Jennifer, joined by co-Founder Todd Yoshida, followed by a colorful balloon drop. The entire event was hosted by Chris Chmura of partner NBC Bay Area and live-streamed so everyone who wanted to take part in the event could.

Beyond the festivities, the celebration was about 31 years of partnering with our local community to empower one another. So many volunteer hours, Drive Leaders, corporate partners, and so much giving. Humbled by everyone's generous support and thankful

to have blessed the many in our local community through gifts and backpacks, we look forward to reaching our next million!



OUR VALUES

Prompted by the responses to the questions, “Think through the important decisions Family Giving Tree has made in recent months. What values do you feel may have guided these decisions?” we decided it was time to recraft our core values. The result is those that resonated most and how we define and embrace them.

Kindness

We demonstrate genuine empathy and compassion in all that we do. We are advocates for treating people with respect and consideration and making giving back a joyful experience.

Empowerment

We recognize that we don't all start from the same place in the world. Through community alliances, we provide those we serve with gifts and tools to give them the equitable opportunity to dream and grow.

Adaptability

We collaborate creatively to adapt and provide relevant resources to meet community needs. Family Giving Tree tests new ideas and explores innovative ways of delivering value to our community.

Community

We foster an inclusive culture of volunteerism and philanthropy with people of all ages and backgrounds. We strive to inspire people to “pay it forward” by uplifting others in our community.

Accountability

We take the initiative to meet our commitments to each other and our volunteers, agencies, donors, and community. We are responsible stewards of the gifts we receive on behalf of those we serve.

NEED FOR SUPPORT

NEED IN THE BAY AREA — BY THE NUMBERS

- One in five Bay Area residents is living in poverty
- One in three school-age children lives in poverty in California; over 258,127 reside in the Bay Area alone.
- The toll of job loss and the mental, physical, financial, and emotional strain of the pandemic, while felt across the Bay Area, weighed disproportionately on low-income, Black, and Latinx community members.
- Families with children experienced unprecedented challenges, especially as schools throughout the Bay Area abruptly shifted to remote instruction during the pandemic.
- Increases in the number of parents with children under the age of 18 who reported that their children were experiencing problems with their academic or social-emotional development.
- The percentage of parents reporting that their child was having challenges with academic performance increased from 18% prior to the pandemic to 30% ten months after remote learning began.
- Government and nonprofit responses were critical in keeping 200,000 people out of poverty.
- Twice as many households needing support turned to nonprofit organizations.

Source: Taking Count 2021: A study on poverty in the Bay Area

FGT DEMOGRAPHICS

LOW-INCOME IN THE BAY AREA (FAMILY OF FOUR)

- \$54,000 - \$86,300 in Alameda and Contra Costa Counties
- \$60,600 - \$97,000 in Marin, San Francisco, and San Mateo Counties.
- About 16 percent of Bay Area residents (716,800 people) are in this low-income category.


Source: Bay Area Equity Atlas

ETHNICITIES SERVED

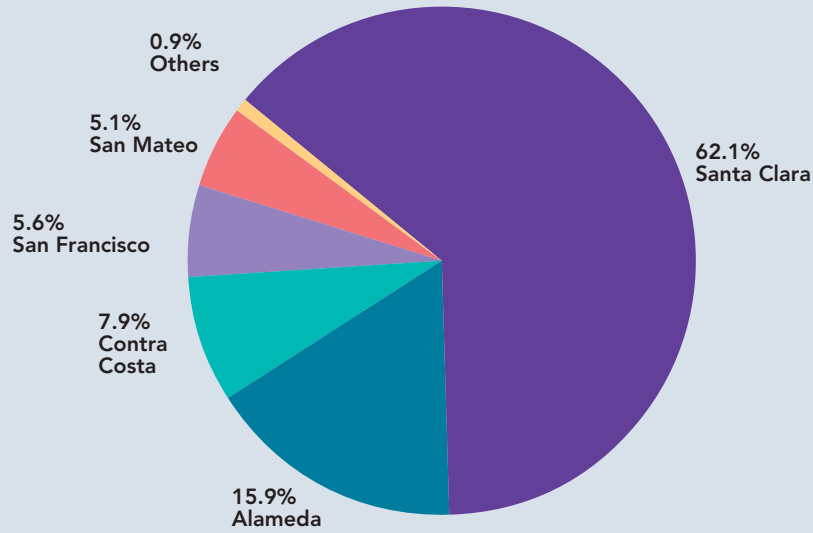
- Hispanic: 64.20%
- Asian: 13.80%
- African American: 9.90%
- White: 4%
- Multi-racial: 2.60%
- Pacific Islander: 2.40%
- Native American: 9.90%
- Other: 1.10%
- Unknown: 0.40%

GENDER

- Female: 49%
- Male: 48.8%
- Other: 2.2%

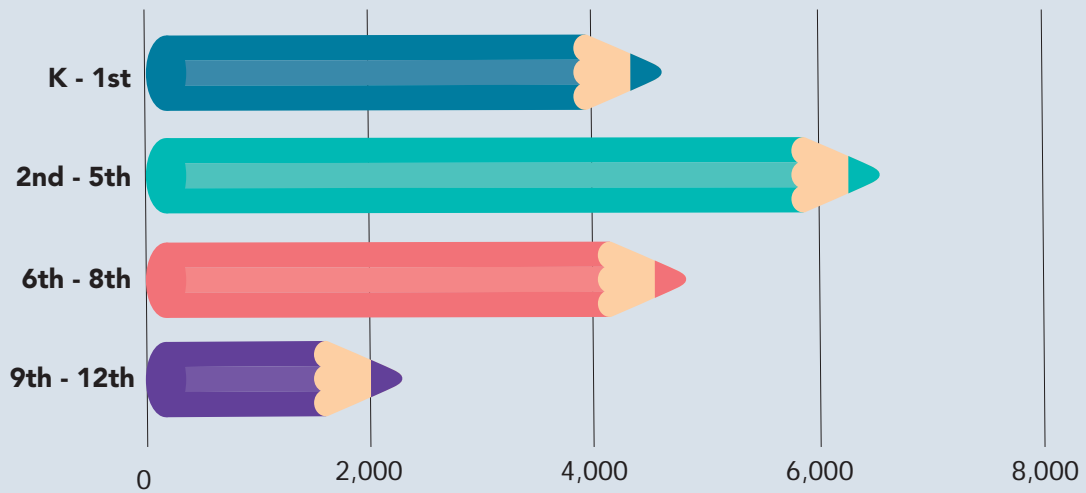


COUNTIES SERVED



PROGRAM QUALIFICATION

Qualification for Reduced-price Eligibility Scale Meals and Snacks is less than \$48,470 for a family of four. This metric is used by FGT to determine which schools we partner with for our Back-to-School Drive. Qualifying partner schools have more than 85% of their student population qualifying for the free and reduced-price meal program.



Source: California Department of Education: Income Eligibility Scale



Alum Rock Migrant Education.

ALUM ROCK COUNSELING CENTER

Our partner agencies are the bedrock of our community—highly valued points of service to in-need families. Since 2011, Family Giving Tree has partnered with Alum Rock Counseling Center (ARCC) in San Jose. ARCC aims to address the academic, social, and mental health needs of the at-risk youth and families living in the extremely under-resourced area of East San Jose.

By partnering with local agencies, we can empower children in our community and their parents and guardians. In the quote below, a parent expresses gratitude for ARCC's support and explains the impact of receiving gifts from the Family Giving Tree.

"During this year I have been so proud of the achievements that I made. I learned about my faults and how to fix them. I learned to be a dad that my son is counting on. And I just finished one semester at Mission College and earned 16 credits with all A's. During these hard times, the gifts mean the world to my family, especially when we know there are people out there who put the time and effort out to care

for others and don't ask for anything in exchange. The gifts are especially important because although everyone says it's the thought that counts, it's really the smile on my son's face when he sees his new toy car that warms my heart. It's seeing my son's happiness. A little goes a long way."



Bay Area Deputy Sheriffs' Charitable Foundation.

BUILDING COMMUNITY



DIVERSITY, EQUITY, INCLUSION

Diversity, equity, inclusion (DEI), and belonging are essential priorities for Family Giving Tree staff and culture. To work towards stronger allyship with our surrounding communities, we have taken the time and made space this past year to review the work we do with a DEI



lens. From recruitment and hiring practices to client approvals to gift purchasing, we have made concerted efforts to reflect on the most equitable and inclusive ways to do our work for the community. We have leveled up our understanding of systemic inequities, implicit biases, and authentic allyship to be stronger partners to those with whom we work.



DIVERSITY
EQUITY
INCLUSION
BELONGING
COMMITTEE



Family Giving Tree™



DEVELOPMENT

One of the biggest things we have learned at Family Giving Tree over the past two and a half years is the importance of being nimble. Pre-pandemic, over 50% of the gifts and backpacks we distributed were physical donations from Drive Leaders and individuals. But 2020 changed everything, as more and more companies had employees work remotely.

In the past, companies and organizations hosted backpack tags and wish cards onsite for their employees to take and then shop for the items. With the shift in remote work, we relied on our Virtual Giving Tree model for Drive Leaders to mobilize their networks and employees to support our Back-to-School and Holiday Wish Drives. On our Virtual Giving Trees, people can “shop” for filled backpacks or exact holiday wishes. We utilize our purchasing power and buy gifts and school supplies directly from suppliers. In 2020, less than 10% of the gifts we distributed for the Holiday Wish Drive were physical donations. Our Drive Leaders and community leaders embraced the ease of the Virtual Giving Tree because it meant people could support the drive from the comfort and safety of their homes.

With Family Giving Tree shifting into a different support model, it allowed us to be nimble in our response. We restructured our Development Team to meet the needs of our supporters, and to retain our existing and new financial donors while deepening our relationships with Corporate Partners, who also faced challenges in the pandemic.

In October 2021, our fully staffed Development Team launched through the leadership of Jill Mitsch, Development Director. Our team includes Amelia Johnson-Capsuto (Individual Giving Officer), Dena Vongchanh (Major Gifts Officer), Kim Foster (Development Associate), Kristina Afzal (Salesforce Tech Support Specialist), and Margarita Galindo (Institutional Giving Officer).

One of our team’s goals is to meet our supporters where they are and make supporting the work of Family Giving Tree as seamless as possible. This means improving the technology of our Virtual Giving Tree and partnering with companies to mobilize their employees to get involved with our work. By integrating *Double the Donation* in our donation site, we also make it more seamless for employees to have their donations matched by their employer. In January of 2022, we started accepting cryptocurrency.

We are thankful to all of our supporters at Family Giving Tree. Every dollar, every backpack, every matched wish counts. It is the continued support of this community that ensures joy and hope spread, year after year.





Family Giving Tree



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Glue Stick
100% POLYURETHANE
1.75 FL. OZ. (50.7 mL)
100% WATER-BASED
100% NON-TOXIC
100% ACID-FREE

Glue Stick
100% POLYURETHANE
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BACK-TO-SCHOOL DRIVE

Striving to return to pre-pandemic donation levels, we are happy to say that we cleared our 2021 goal of 23,500 and distributed 25,306 backpacks to 205 agencies and schools. The schools told us they were delighted with the backpacks filled with supplies and were profoundly grateful that even though we were in Covid times, we could still help students and make an impact in their lives in the most challenging times.

As giving has shifted to using the Virtual Giving Tree, FGT has had to purchase more school supplies and backpacks than ever before to honor donor intent. All the schools keep mentioning that they like our character backpacks for the younger ones and that not many services that provide backpacks offer such nice colorful ones. It has always been imperative to



the Operations Team to deliver quality backpacks that meet the styles of the recipients: fun character ones for the smallest, patterned and colorful ones for those in the middle, and monochrome and subdued for the oldest. It makes that first day of school just that much more exciting.

After all the backpacks have been distributed, and the Back-to-School warehouse returns to its silent state, we check in with teachers and school administrators about the contents of our backpacks and if we need to make adjustments for next year. As a result, this year, we changed our grade levels from four categories to three per feedback from this annual survey. Close relationships and feedback like this help ensure we can get the most for every dollar donated and provide what students need most.



HOLIDAY WISH DRIVE

The 2021 Holiday Wish Drive felt a little more like usual this year than last. Spirits were lighter than in 2020, more volunteers were in the warehouse, families again worked together to get items wrapped, and we returned to the familiar piles of gifts to be sorted and checked. Joy was in the air, accompanied by dozens of holiday tunes.

What wasn't so usual this year? Each wish card had an RFID tag stuck to it. The 2021 Holiday Wish Drive was a pilot project to use this technology to track and record gifts as they came into the warehouse. The operations team had three goals (and a 1-to-4 star ranking of how we did):

1. Capture an accurate count of incoming gifts ★ ★ ★
2. Provide accurate information to Drive Leaders on the number of gifts returned ★ ★ ★
3. Provide data on which gifts had the best and worst return rates to allow for adjustments in the future to do a better job of fulfilling wishes ★ ★ ★ ★

In the long term (3+ years), there are plans to use the tracking information to automate the process and ascertain which gifts don't get returned so volunteers can shop for the missing gifts and maximize efficiencies at the warehouse.

Overall, the pilot succeeded with a scan of 99% of the gifts in B Warehouse. There was an issue with malfunctioning hardware in A Warehouse, so the scan rate was just 25%, but the assumption is that it was equally accurate.

Deploying technology is challenging the first time. Still, expectations are that this additional information will increase accuracy and bring more joy as FGT will be able to offer better gifts to all our recipients.



SERVING COMMUNITY





STUDENT RESTOCK PROGRAM (SRP) AND SCHOOL SUCCESS KITS (SSK)

In early 2021, when students were still learning from home due to COVID, the Student Restock Program came to be. Always seeking to support families who often don't have the extra income to provide their student children with the supplies they need for school, and now being isolated at home without access to those supplies in the classroom, FGT took on the task of restocking supplies.

With the help of 85 work-at-home volunteers, spending 200 hours in total, 4,032 School Success Kits, along with 4,032 Essential Health kits, were assembled and bagged. Two stellar volunteers stand out in this community effort: Lyn Thompson, a long-time volunteer with FGT, San Jose State School of Education. They put together more than 1000 SSKs each!

And, not wanting to miss out on the opportunity to empower the student recipients, we had unique drawstring bags made with a positive message: Believe in yourself!

The process and program went smoothly, the students were thrilled with the kits (and the empowering drawstring bags), and volunteers loved having the opportunity to support their community safely from their homes.



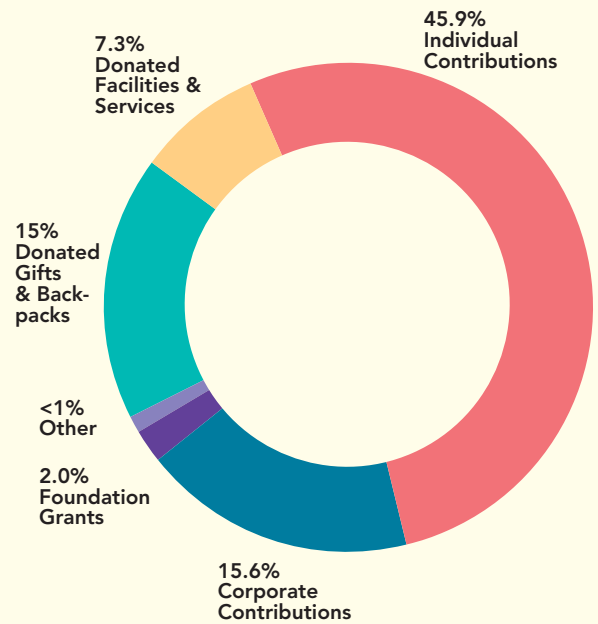
FINANCIALS

	FYE 2018	FYE 2019	FYE 2020	FYE 2021	FY 2022
Total Revenue	6,332,437	6,415,473	6,627,356	6,798,847	5,436,323
Total Expense	6,350,466	6,199,226	6,357,961	5,171,443	5,332,320
Grants Expense	3,878,796	3,839,790	3,736,897	2,406,863	2,295,954
Grants Exp % to Total Exp	61.1%	61.9%	58.8%	46.5%	43.1%
Purchases	635,962	592,024	700,520	1,437,835	1,349,182
Purchased percentage	16.4%	15.4%	18.7%	59.7%	58.8%
Granted Units	120,869	118,903	124,119	101,371	78,229
Growth Rate - Granted Units	4.6%	-1.6%	4.4%	-18.3%	-22.8%



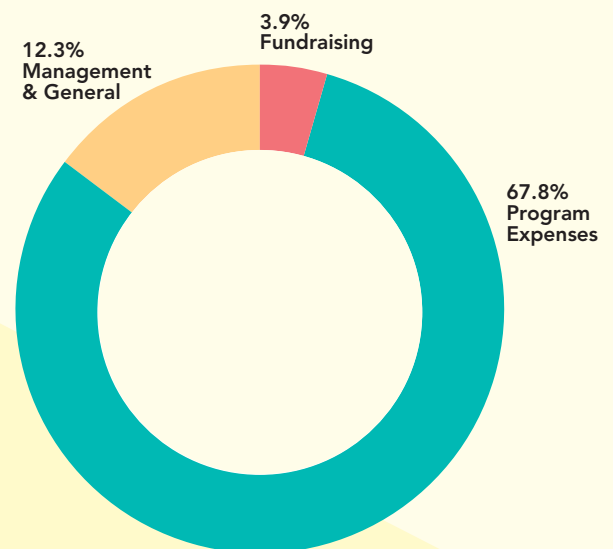
REVENUE

Cash Contributions	
Individual	2,908,540
Corporate	986,100
Foundation Grants	124,072
Other	8,091
Government	0
Subtotal Cash	4,026,803
Donated Gifts & Backpacks	946,772
Donated Facilities	462,748
Donated Equipment	0
Total Revenue	5,436,323



EXPENSE

Program Expenses	4,304,492
Management & General	783,304
Fundraising	244,524
Total Expenses	5,332,320





Family Giving Tree™

OUR VISION

We envision a world where giving brings joy, offers hope, and creates learning possibilities.

OUR MISSION

Connecting those who can give to those in need with educational support, gifts, and volunteerism.

LEADERSHIP TEAM

Jennifer Cullenbine
CEO and Founder

Jess Gutierrez
Chief Financial Officer

Charlotte Wood
Director of Marketing

Al Galan
Operations Director

Jill Mitsch
Director of Development

2021-22 BOARD OF DIRECTORS

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