



ANNUAL REPORT

May 1, 2018 - April 30, 2019

Facing the Future with Hope

We see it time and again. Tragedy strikes and the community rallies, responds, gives. It does not matter if the situation was man-made or natural, financial or cultural, the human spirit shows a great capacity to reach out to those who are suffering with caring and support. It always cheers my heart to see this outpouring of generosity and how quickly the world, the country, or the neighborhood decides that something must be done and just does it.

This year alone, we faced the aftermath of a devastating wildfire that killed dozens and displaced thousands while just a month later hundreds of military families were facing bare cupboards and no paycheck. As we love to do, Family Giving Tree was able to help with nearly 5000-holiday gifts for the children of Paradise and then later with household staples to support East Bay Coast Guard families who had made a plea to the community for support.

Annually, Family Giving Tree reaches out in just this way to bring Joy to those who need it most, and as we look forward to celebrating the 30th anniversary of doing so we are facing the future with Hope. Year after year we see the Bay Area community respond with tens of thousands of gifts and backpacks to bless children from low-income families and others in need in our community. Year after year we challenge ourselves and others to give a little more, try a little harder





and work a little smarter to maximize the reach that our generous donors allow us to make. We are working together to open new paths and provide possibilities to those who struggle to do so on their own.

While the cares and worries of the world may steal the headlines, we know that the small, quiet good we do with the help of volunteers, donors, supporters, and friends will make a lasting difference, make our community stronger, and bring Hope for the future to thousands. For your contribution to these efforts, we are truly grateful.

Thank you for joining us on the journey.

Jennifer
CEO

“They say a person needs just three things to be truly happy in this world: someone to love, something to do, and something to hope for.”

TOM BODETT



Back-To-School Drive

The simple act of giving a backpack filled with basic school supplies has a huge impact on a child who would otherwise go without. Not only does it allow the child to do their work in class and at home, and provide a feeling of pride about having a backpack like everyone else, these brightly colored donations send a powerful message: that people care, that you are worth it, that you are valuable.

Thanks to the efforts of over 500 Drive Leaders, major Drive sponsors and partners, and 900+ volunteers, this positive message was delivered to students at 292 schools around the Bay Area. In partnership with NBC Bay Area and Telemundo 48, through their Supporting Our Schools campaign, Family Giving Tree was successful in spreading the word about the need of those facing the deepest level of hardship in our communities and as such, backpacks filled with supplies were provided to over 40,000 children whose families just simply can't afford it.

Meeting just 11% of the total need of 350,000 students, we were nevertheless happy to help connect the larger Bay Area community with those who need it most. Knowing we must do more, yet thankful to bring Hope and Joy to those we can, the Back-to-School Drive will continue to fill an important place in the lives of thousands of students annually.



Holiday Wish Drive

A newly donated warehouse space loaned to us for the holiday season brought a fresh feel to the 2018 Holiday Wish Drive. The sweet sense of doing something good for others during the season of giving was further sweetened by the giant lollipops and candy canes which greeted 7000+ volunteers, generous Drive partners, and individual donors as they walked in the door.

Like every other Holiday Wish Drive, the air was charged with wonder as nearly 78,000 gifts were gathered in from 392 Drive Leaders, sorted, ooh-ed and aah-ed over and lovingly wrapped for that special someone who would receive it.

The goal of the Holiday Wish Drive has always been to bring Joy but we experienced renewed Hope when a call went out for extra volunteers to wrap gifts. The response was so great that we successfully wrapped over 3000 gifts in just an hour and a half! Don't let anyone tell you that the holiday spirit has been ruined by commercialization and skepticism. It has not. We saw it alive and well in our holiday warehouse, and with gratitude to all our supporters, look forward to next year and the chance to grant wishes for Hope and Joy all over again.

FINANCIAL SNAPSHOT

2018-19 ACTIVITIES

	FYE 2015	FYE 2016	FYE 2017	FYE 2018	FYE 2019
Total Revenue	6,367,561	5,985,531	5,655,440	6,332,437	6,415,473
Total Expense	6,227,559	5,782,492	5,880,550	6,350,466	6,199,226
Grants Expense	4,056,821	3,337,963	3,532,358	3,878,796	3,839,790
Grants Exp % to Total Exp	65.1%	57.7%	60.1%	61.1%	61.9%
Purchases	569,361	659,163	667,350	635,962	592,024
Purchased percentage	14.0%	19.7%	18.9%	16.4%	15.4%
Granted Units	104,866	109,461	115,536	120,869	118,903
Growth Rate - Granted Units	10.3%	4.4%	5.5%	4.6%	-1.6%

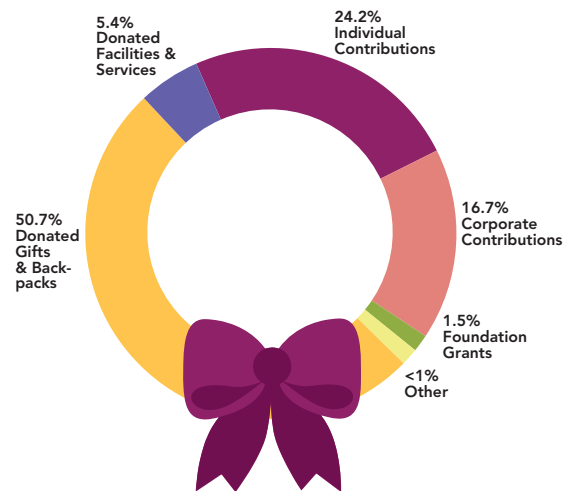
REVENUE

Cash Contributions	
Individual	1,558,107
Corporate	1,071,590
Foundation Grants	96,475
Other	80,874
Subtotal Cash	2,807,046
Donated Gifts & Backpacks	3,257,767
Donated Facilities	350,660
Total Revenue	6,415,473

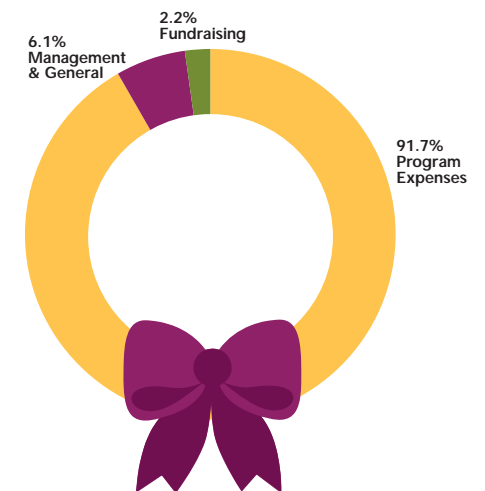
EXPENSE

Program Expenses	5,686,397
Management & General	375,203
Fundraising	137,626
Total Expenses	6,199,226

INCOME

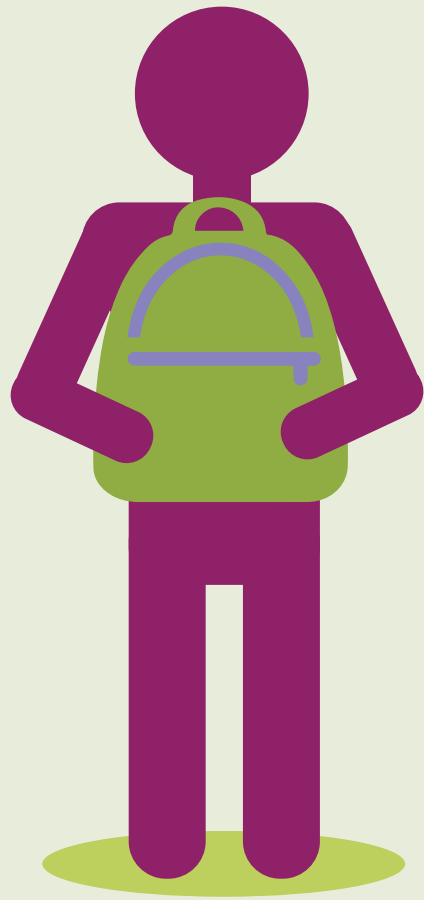


EXPENSES



FAMILY GIVING TREE

BY THE NUMBERS



LIFETIME
BACKPACKS

321,593



LIFETIME
HOLIDAY GIFTS

1,272,222

2018-19
WAREHOUSE
VOLUNTEER
HOURS

14,967



ESTIMATED VALUE
OF ALL DONATED
BACKPACKS
AND GIFTS IN
FY 2018

\$3,840,000





OUR MISSION

By inspiring community kindness, generosity, and volunteerism, The Family Giving Tree fulfills exact holiday wishes and provides backpacks filled with STEAM-based school supplies to those in need.

LEADERSHIP TEAM

Jennifer Cullenbine
CEO and Founder

Jess Gutierrez
Chief Financial Officer

Jeanne Clabaugh
Relationship Director

Charlotte Wood
Director of Marketing

Al Galan
Operations Director

Jake Manaloor
Director of Development