



# Family Giving Tree Backgrounder

## **Mission-**

Family Giving Tree fulfills the exact holiday wishes and provides backpacks filled with school supplies to those children in the most need in our communities while inspiring the values of kindness, philanthropy and volunteerism.

## **Who We Are and What We Do-**

### **A 25-year history of bringing hope and joy to those in need**

Founded 25 years ago, the Family Giving Tree envisions a world in which every child is made to feel like a valuable part of their community through a shared belief in the power of giving.

The Family Giving tree conducts two annual drives each year: a Back-to-School Drive and Holiday Wish Drive. Serving more than 100,000 underserved children and individuals this year, Family Giving Tree will provide supply-filled backpacks to K-12 Bay Area students living below the federal poverty line and fulfill the gift wishes of children who might otherwise go without during the holidays.

Inspiring the values of kindness, philanthropy and volunteerism, Family Giving Tree has become the largest gift and backpack donation program in California having served more than 1.3 million children and individuals.

## **Back-to-School Drive-**

### **Building a path out of poverty through education**

One out of every four children in the Silicon Valley lives in poverty. Our Back-to-school Drive aims to close the educational gap for underserved Bay Area K-12 students, by providing backpacks filled with essential, grade-appropriate school supplies. In 2015 alone, we were able to supply backpacks to more than 36,000 students.

## **Holiday Wish Drive-**

### **Letting Children know "You Matter!"**

We believe no child should feel forgotten during the holidays. By putting an asked-for holiday gift in the hands of a child in need, we are able to express that their community



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cares. That single, specially chosen gift lets them know that someone is thinking of them, and allows children to feel that they are a part of something larger than themselves. For families, it eases the burden of wanting to provide for their child, but not being able to afford to both pay the bills, and provide holiday wishes.

Working through our vast network of nonprofits and schools, since 1990, the Family Giving Tree has been able to fulfill the wishes of more than 1.3 million Bay Area children from low-income families. In 2014 alone, we filled 71,600 holiday wishes, bringing priceless joy during the holidays to those who need it most.

### **Community Support-**

The Family Giving Tree relies on the support of volunteers, Drive Leaders, Sponsors and Donors to support our work and mission each year.

We are deeply grateful for more than 8,000 volunteers who contribute their time and energy each year. Our volunteers assist us in a large variety of ways; including in our drive warehouses, conducting agency interviews, entering gift-wishes into our database, and supporting our staff in the office. We believe in igniting the spark of volunteerism and philanthropy at a young age, which is why we have no age limit for our volunteers.

Drive Leaders collect and deliver donated items to the Family Giving Tree warehouse, and are an integral part of our drives.

Donors and Sponsors allow Family Giving Tree to purchase the requested holiday gifts; backpacks, school supplies and books are essential to our success.