

Family Giving Tree



Family Giving Tree



Annual Report

April 1, 2012 - March 31, 2013

FROM THE QUEEN ELF'S DESK



Co-Founders Queen Elf Jennifer
Cullenbine and Todd Yoshida

As I reflect on the past year my heart swells with pride. Pride for my staff who work tireless, long, and grueling hours to make operations in and out of our warehouse happen year after year. Pride for our donors who volunteer their time, financial support, and share with others the powerful impact of the Family Giving Tree's programs. Most of all, I am proud to have led the Family Giving Tree for the past 23 years and was thrilled to celebrate, on December 17, 2012, the milestone of serving our 1,000,000th child. That's one million smiles that would not have happened without the efforts of thousands of supporters, volunteers, host companies, and organization partners.

This year especially embodied the spirit of philanthropy and partnerships that has allowed the Family Giving Tree programs to assist thousands of kids each year! Summer 2012 kicked off with the announcement that the Family Giving Tree won the annual ZurbWired design competition. Our “prize” included dispatching a handful of staff to campout at Zurb’s office and participate in a 24-hour design marathon resulting in a creative overhaul of FGT’s brand. The result can be seen on our website, and, in partnership with Alexander Atkins Design, in our printed material and this report.

The summer wrapped up our very successful 17th Back to School Drive. With the help of companies such as our Presenting Sponsor Texas Instruments and their support of FGT’s STEM (Science, Technology, Engineering, and Math) education focus, iStar Financial, our warehouse donor for the second year in a row, Armano McKenna, whose employees helped prepare all of our Back to School info packets sent to hosts (companies and organizations leading drives), and eBay who single-handedly donated more than 5,000 backpacks, we surpassed all expectations. On the first day of the 2012 school year, 21,000 students – a record number for our Back to School Drive – started school prepared to learn, with brand new backpacks filled with supplies thanks to the Family Giving Tree and our gracious supporters!

On November 1st, with just enough time to catch our breath, the Family Giving Tree kicked off our 23rd Annual Holiday Wish Drive. This year the drive was conducted out of a large warehouse in Cupertino. Once again, local companies stepped up with creative ideas to help ensure we reached

our millionth child. Our Presenting Sponsor, SanDisk, led the way in corporate support. Continuing its annual tradition, Synopsis initiated its Season of Sharing, giving a portion of the proceeds collected from employees during their annual Thanksgiving lunch to FGT. Google hosted a shopping spree at Town & Country Shopping Center, and KRTY/KLIV sponsored a shopping day at Westgate Shopping Center – the two events brought in hundreds of gifts for children in need. Microsoft and Skype donated bicycles, and Chevron and Intel gave rocking horses, all built during teambuilding exercises. Finally, NVIDIA sponsored the Family Giving Tree’s Millionth Child ceremony and reception, celebrating our largest, proudest accomplishment ever: realizing we put a smile on over a million children’s faces!

Here’s to serving the next million,
JENNIFER, QUEEN ELF
CEO AND FOUNDER



Back To School Drive

The Family Giving Tree is committed to helping break the cycle of poverty by preparing low income students to begin school with the tools they need to succeed. Furthermore, we are partnering with local corporations, businesses and schools to promote STEM (Science, Technology, Engineering, and Math) education, thereby making possible a brighter future for disadvantaged students, and helping ensure a well-trained and educated workforce to meet the future needs of Silicon Valley and the greater Bay Area.

By any yardstick, the Family Giving Tree experienced a banner 2012 Back to School drive. We provided 21,000 local students from more than 150 Bay Area schools with backpacks and school supplies. This was not only a record year for the Family Giving Tree with the most backpacks distributed for a drive, but was also significant in that it

2012 Back to
School Drive
391 Hosts
153 Schools
21,000 Backpacks



PREPARING STUDENTS TO LEARN

represented a 48% increase in backpacks over the prior year. Special recognition goes out to eBay for sponsoring a backpack build event at their headquarters that netted us 5,000 supply-filled backpacks, and strongly contributed to our record results.

Joining eBay were more than 390 organizations that hosted Back to School Drives at their location, and successfully encouraged their employees and members to buy backpacks and supplies as well as contribute online. The stuffing, sorting, and distributing of the backpacks could not have occurred without a legion of volunteers. More than 800 volunteers contributed a total of 1,857 hours of their time to come to our warehouse and help us get the backpacks ready for distribution. For the second year in a row, our warehouse facility was generously donated by iStar Financial Services.

“**I teach math to middle-school students. I have spent two summers taking STEM classes to improve my teaching skills in these areas. However, the reality at my school means at least 85% of my students begin the year with no supplies. How do you teach geometry or algebra readiness to students without a calculator, protractor, compass, graph paper, ruler or mechanical pencil? They cannot fully participate in the classroom, and they have no way to do homework. This is discouraging to the students, and creates an atmosphere of frustration in the classroom.**”

– Bay Area Math Teacher

FULFILLING WISHES



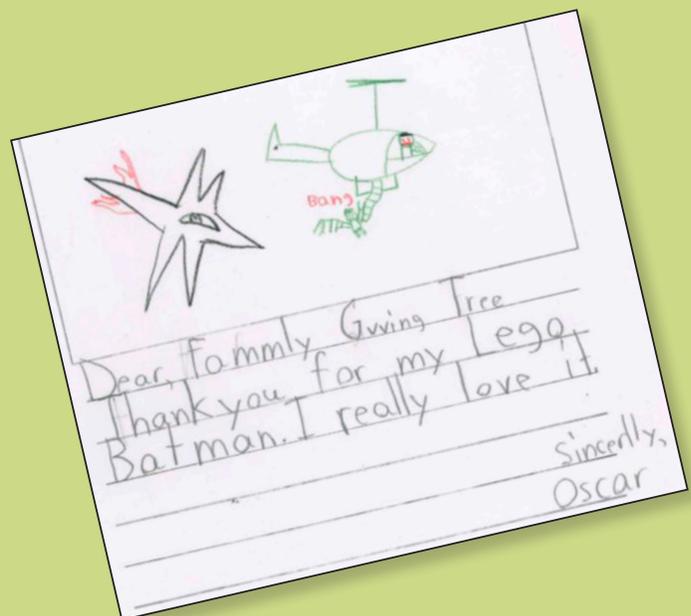
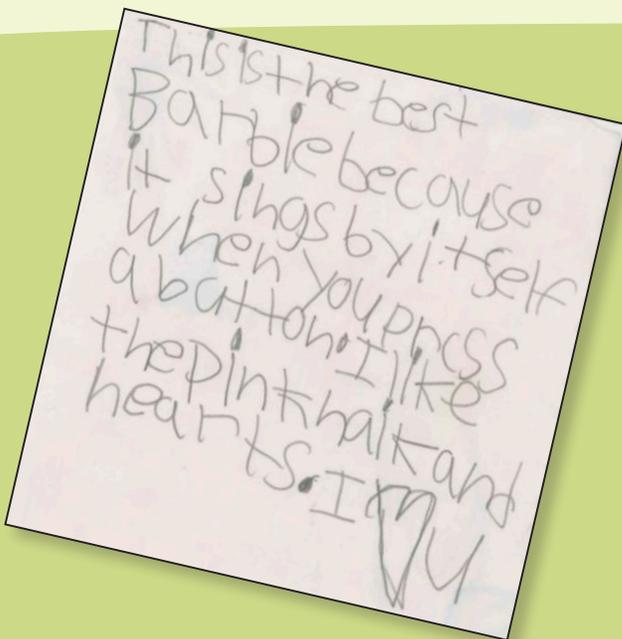
Holiday Wish Drive

The Family Giving Tree's 23rd Annual Holiday Wish Drive was remarkable in several ways.

This year we fulfilled the wishes of over 64,000 low income, Bay Area children, brightening faces and creating memories for years to come. We did so with the help of nearly 1,000 host supporters who helped lead a drive and encouraged donors who went shopping for "their child's" specific wish, or donated money so that we could shop on their behalf. The community of donors represents the pipeline of fulfilled wishes, and without their continued support, there simply would be no Holiday Wish Drive.

Beginning with Delivery Day – December 11, and over the next several weeks, we enlisted the time and energy of more than 6,700 volunteers that accounted for more than 15,200 volunteer hours, to organize, sort and distribute 64,000 gifts to the more than 300 Bay Area, social service agencies that we partner with. This was all accomplished by December 22, after which we hosted a holiday party at the warehouse for the children of one particular agency, a real success.

**2012 Holiday
Wish Drive:**
985 Hosts
317 Agencies
63,800 Gifts



FULFILLING WISHES



The highlights of this year's Holiday Wish Drive were the celebrations marking the milestone of assisting our one millionth child. Since our founding in 1990, the Family Giving Tree has brought smiles and hope to more than 1,000,000 Bay Area children through both the Holiday Wish and Back to School drives.

Hundreds of guests joined us for a ceremonial ribbon cutting celebration hosted by Nvidia. Mike Inouye, a local Bay Area TV traffic anchor, emceed the event and introduced the many speakers and elected officials who spoke about the contributions and impact of the Family Giving Tree. Special congratulations were also bestowed on Founder and CEO, Jennifer Cullenbine, for making her vision a reality. Attendees were also treated to the premiere of a song written specifically for the occasion and performed live by the Joyful Noise Youth Choir.

On December 17, 2012 volunteers in the holiday warehouse were treated to a day of celebration in anticipation of the millionth child's wish being fulfilled. The business community came together to provide surprises throughout the day for volunteers. And during the evening volunteer shift everyone paused for a special celebration, including a balloon and confetti drop.

Thanks to everyone's efforts, over a million children have had their holiday wish fulfilled, providing joy, comfort and confidence to the most vulnerable in our community.

“**These [donations] make such an impact in the worlds of our clients and their families, and it is really touching when some of them realize that the intangible part of the gift is knowing that there are people out there who don't even know them but who care enough to want to donate such nice gifts and to help people who don't have as much. Thanks to our donors, I get to enjoy playing Santa once a year, and it truly is heart-warming.**”

– Clinician,
A Better Way, Berkeley, California

FINANCIAL

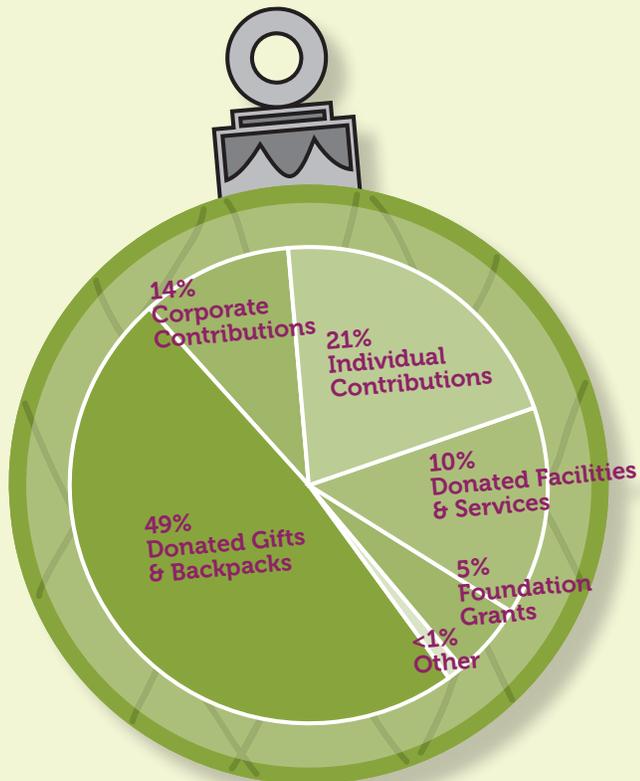
INCOME

Cash Contributions	
Individual	\$948,733
Corporate	\$657,855
Foundation Grants	\$226,400
Other	\$11,278
Subtotal Cash	\$1,844,266
Donated Gifts & Backpacks	\$2,239,072
Donated Facilities & Services	\$459,614
TOTAL INCOME	\$4,542,952

EXPENSES

Program Expenses	\$3,927,177
Management & General	\$294,710
Fundraising	\$298,431
TOTAL EXPENSES	\$4,520,318

INCOME



EXPENSES



CORPORATE AND FOUNDATION SUPPORT

Fiscal Year Ending March 31, 2013

We are very grateful for the support provided by several corporate sponsors and family foundations. Their support enables us to leverage discount and bulk purchase agreements which in turn provides more low-income children with backpacks, school supplies and gifts.

Back-To-School Drive 2012

Presenting	Texas Instruments
Superintendent	SanDisk
Principal	Anonymous Foundation Cisco Systems Samsung
Teacher	Adobe Fujitsu Intuitive Surgical Lam Research Symantec Tyco Thermal
Student	Altera AT&T Pioneers-Golden Gate Chapter Citizens Equity First Credit Union DuPont Hitachi Data Systems Infoblox Intacct Leavitt Pacific Maxim Technology Credit Union
PSAs	Texas Instruments Thermo Fisher Scientific Symantec Focus Business Bank
Media	KRTY/KLIV NBC San Jose Mercury News
Foundations	Anonymous David & Lucile Packard Foundation Sobrato Family Foundation

Holiday Wish Drive 2012

Presenting	SanDisk
Diamond	NVIDIA
Platinum	NetApp
Gold	Cisco Samsung
Silver	Affymax AT&T Intel Intuitive Surgical Anonymous
Bronze	AT&T Pioneers - Golden Gate Chapter Comerica Bank Cupertino Electric KLA-Tencor Santa Clara County Federal Credit Union Symantec
PSA Sponsor	Huawei Rambus SanDisk Texas Instruments United HealthCare
Media Sponsor	KTRY/KLIV NBC Bay Area San Jose Mercury News
Foundations	Anonymous David & Lucile Packard Foundation Sobrato Family Foundation

OUR ORGANIZATION

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Todd Yoshida, Co-Founder

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Dolores Marquez

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Cristina Piasecki

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Rene Rodriguez, Facilities and Wish Database Coordinator

Shannon Severe, Volunteer Coordinator

Dianne Stevens, Special Events Assistant

OUR MISSION

The Family Giving Tree fulfills the exact holiday wish 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.

