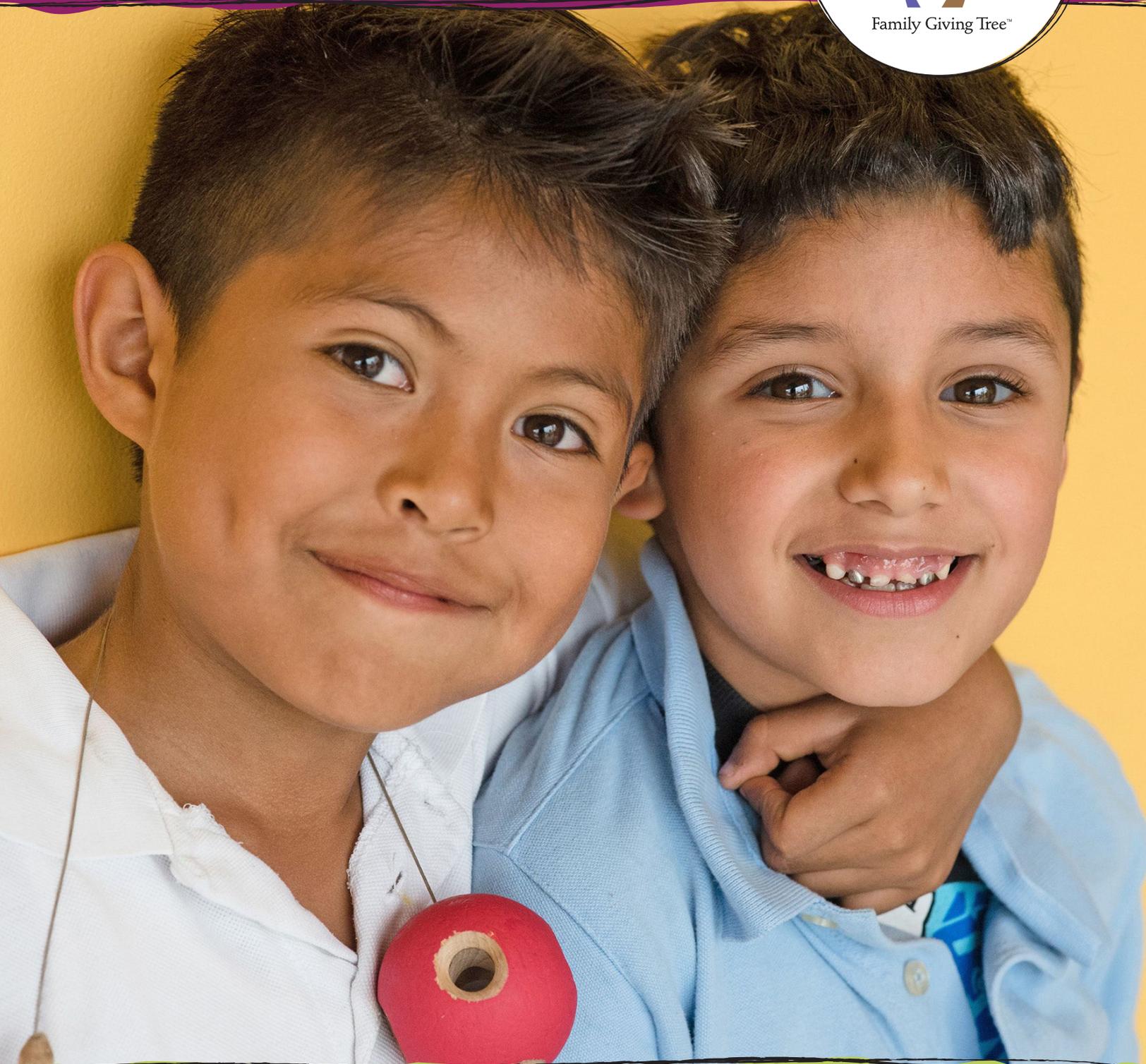


Family Giving Tree



Annual Report

April 1, 2014 - March 31, 2015

FROM THE QUEEN ELF'S DESK

I am happy to report that 2014 was a very gratifying year for all of us Elves here at the Family Giving Tree, where we continued our commitment to bringing hope and joy to those in need.

As always, we could not have been as successful in our Back-to-School and Holiday Wish Drives without the outpouring of commitment and support from our valued community of donors, foundations, sponsors,

drive leaders, nonprofits, schools, and volunteers.

Our staff was smaller in 2014 than in years past, which certainly presented challenges for our organization. Still, I am pleased to share that our team pulled together valiantly to surpass our goals for both the Back-to-School and Holiday Wish drives.

Each year, I hold personal wishes for our work here at the Family Giving Tree. This year, I

"Thanks to your generous donation of gifts, we get to see children be filled with joy when opening their special—and sometimes only—gift on Christmas Day. Thank you for all that you do."

Child Advocates of Silicon Valley, Inc.



Jennifer Cullenbine
Queen Elf and Executive Director

Bringing Hope and Joy to Those in Need*



hoped that we would be able to announce, "We brought hope and joy to 100,000 Bay Area children this year." I am honored to announce that we did just that! In 2014, more than 100,000 Bay Area children and in-need individuals benefitted from the outpouring of love and support from those who donated, those who volunteered and *everyone* who supported the Family Giving Tree in so many ways.

Also, a key component of

our mission here at the Family Giving Tree is to inspire the values of kindness, philanthropy and volunteerism. For that reason I'm particularly proud that we created volunteer opportunities for more than 8,000 individuals in 2014. That's right, *8,000 individuals*...from local businesses, social groups and families...came together, joining hands with the Family Giving Tree in our commitment to be of service to others living in need. In large part, we were able to create so many

volunteer opportunities because of the enormous generosity of iStar Financial that, once again, donated a warehouse to support our Holiday Wish Drive.

We are indeed humbled and enormously grateful for the depth of generosity shown by our community. We could not be of service to so many children and families without your support!

Jennifer Cullenbine
Queen Elf and Executive Director

"Our routines and traditions (like the Holiday Wish Drive and Back-to-School Drive) lead to student success. Student achievement increases when children see and benefit from this support."

Principal Maria Evans, Washington Elementary

Building a Path Out of Poverty

Back-To-School Drive



the grace and goodness of Family Giving Tree's volunteers. Last year, more than 1,100 individuals contributed their time at our warehouse, generously donated by Barry Swenson Builders, to help us get the backpacks ready for distribution to Bay Area schools.

We are also especially grateful to two of our corporate Drive Leaders, Salesforce and SanDisk. Each company hosted its own Back-to-School Drive and — in a team-building environment — assembled 2,000 backpacks each at a special on-site “backpack build.”

Also in 2014, the Family Giving Tree launched our first-annual Books-for-Backpacks campaign, developed with the goal of igniting a passion for learning through reading. With thanks to some very special friends who rallied their own network to raise funds to support the effort, Family Giving Tree was able to purchase nearly 13,000 new books during our Back-to-School Drive for K-5 students. Every new book we were able to gift to an elementary school student as part of their school supplies-filled backpack helped us bring in-need students not only hope and joy but also the opportunity to close the educational gap.

Few would argue that education is perhaps the single most effective path out of poverty for children living in need. Statistically, only 9% of disadvantaged students will go on to earn a college degree - without our help.

For that reason the Family Giving Tree is committed to providing children most in need with the learning tools that will help them succeed in the classroom, empowering them with hope so they can envision and step into a future bright with possibility.

Each fall, the Family Giving Tree provides backpacks filled with school supplies to local K-12 students living below the federal poverty line. In 2014, we expanded our efforts and achieved even

2014 Back to School Drive
433 Drive Leaders
247 Schools
32,866 Backpacks

greater success in two key measures of our Back-to-School Drive: We saw a 22% increase (to 247) in the number of schools and nonprofits we support. This, in turn, yielded an almost 20% increase in the number of children receiving donated backpacks. In all, we handed out almost 33,000 backpacks loaded with supplies during this 19th year of our Back-to-School Drive.

As always, the majority of stuffing, sorting and distribution of the backpacks happens only out of

“Our families are very, very poor. Spending \$5 at the Dollar Tree Store is about all they can spend on school supplies, but \$5 just isn't enough. **To have every child handed a backpack with crayons and pencils and paper really changes the culture.** At recess, our eager students are doing homework with their school supplies, even asking their teachers for more homework because **they are so excited to put their supplies to use.**” The average education levels of our parents are 3rd and 4th grade. Academics are not really in the home and often there is no place in the home for children to do homework. **With backpacks from Family Giving Tree, kids have a portable homework station;** no matter where they are, if they are sleeping in their car that night, they can break stuff out and do their homework.”

Devorah Duncan, Principal Dorsa Elementary

Bringing Joy, Fulfilling Wishes

Holiday Wish Drive



Did you know, in our 24-year history, Family Giving Tree has never given out a single holiday gift to a person in need? Instead, because of the hard work and dedication of more than 320 nonprofits and schools in our network — and their relationship with in-need children and individuals throughout the Bay Area — the Family Giving Tree was honored to provide gifts to 71,600 children and individuals living in need throughout the Bay Area.

2014 Holiday Wish Drive
1,135 Drive Leaders
323 Nonprofit Agencies
71,600 Gifts

Imagine, if you can, 71,600 individual gifts processed in one central location within just three short weeks during the month of December. It's an incredible feat that only happens because of the generosity of our community. Last year we had a record number of volunteers for

the Holiday Wish Drive: 7,200 in all. We enjoyed the help of families with children, social groups, businesses and individuals with generous hearts. They all came to the warehouse to help us organize, sort, wrap and distribute gifts to our network of Bay Area social nonprofits and partner schools.

Our Holiday Wish Drive is always particularly memorable for all of us here at Family Giving Tree. There is nothing like seeing the joy on a child's face when they receive exactly what they hoped for during the holidays. We get to enjoy these jubilant feelings once again when unsolicited letters of gratitude arrive in our office. Each one confirms that we are succeeding in creating memories for children who would otherwise go without. The thanks we get only strengthens our commitment to ensure that no child feels forgotten during the holidays.

"Our kids come up to me and say 'Growing up, there were no holidays at our house. The only gift we got was the one given to us from Family Giving Tree when we came to the Boys & Girls Club.' The parents are so happy, too. They're here with big smiles on their faces because here they can escape from all the holiday pressures. They don't have to worry about their child not receiving a gift. In fact, **because of the Family Giving Tree and its generous donors, our kids get something special every single year — the gift they want — and they love it.**"

Fred McCasland, Director of Program Services, Boys & Girls Clubs of Silicon Valley

FINANCIAL

INCOME

Cash Contributions	
Individual	\$1,356,240
Corporate	\$919,961
Foundation Grants	\$251,250
Other	\$6,756
Subtotal Cash	\$2,534,207
Donated Gifts & Backpacks	\$3,487,460
Donated Facilities & Services	\$345,893
Total Income	\$6,367,560

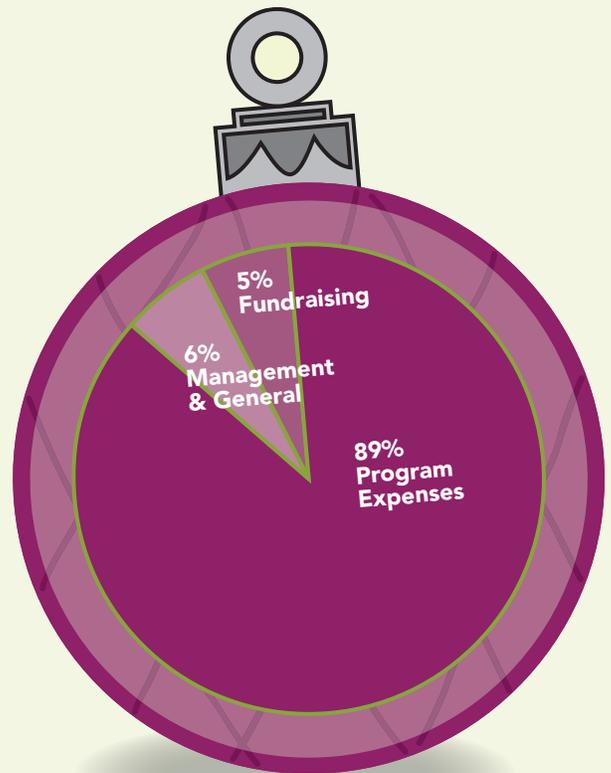
EXPENSES

Program Expenses	\$5,502,931
Management & General	\$389,564
Fundraising	\$335,065
Total Expenses	\$6,227,560

INCOME



EXPENSES



CORPORATE AND FOUNDATION SUPPORT

Fiscal Year Ending March 31, 2015

Family Giving Tree is honored by the generous support provided by corporate sponsors and family foundations alike. Their support allows us to make bulk-purchases at steep discounts that, in turn, means we can provide more low-income children with backpacks, school supplies, books and holiday gifts.

Back-To-School Drive 2014

Presenting

Texas Instruments

Superintendent

SanDisk

Principal

Cisco Systems
Pentair

Teacher

Adobe Systems
Dolby
Ernst & Young
Maxim Integrated Products

Student

AT&T Pioneers – Golden Gate Chapter
Citizen Equity First Credit Union

PSA Sponsors

SanDisk
Thermo Fisher Scientific

Media Sponsors

KRTY/KLIV
NBC
San Jose Mercury News

Foundations:

Brin Wojcicki Foundation
Mission City Community Fund
Sobrato Family Foundation

Holiday Wish Drive 2014

Presenting

SanDisk

Diamond

eBay

Platinum

Texas Instruments

Silver

NetApp

Bronze

AT&T Pioneers – Golden Gate Chapter
Comerica Bank, Enterprise Fleet Management
Technology Credit Union

PSA Sponsors

EMC
Huawei
Rambus
SanDisk
Texas Instruments

Media Sponsors

CBS
KOIT
KRTY/KLIV
NBC
Telemundo

Foundations

Brin Wojcicki Foundation
David and Lucile Packard Foundation
Sobrato Family Foundation

OUR ORGANIZATION

BOARD OF DIRECTORS

Jennifer Cullenbine,
Executive Director, Co-Founder
Todd Yoshida, Co-Founder
Bill Cilker
Carin DeGross
Elizabeth Luna
Dolores Marquez
Larry Sacks
Carol Wagner

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.

STAFF MEMBERS

Al Galan, Program Director
Amelia Johnson, Development Assistant
Ashley Gilmer, Public Relations Coordinator and Storyteller
Celeste Delamore, Agency & Public Spirit Coordinator
Cristi Dendy, Communication & Social Engagement Coordinator
Heather Monty, Host Coordinator
Jeanne Clabaugh, Development Director
Jennifer Cullenbine, Queen Elf and Executive Director
Jess Gutierrez, CFO
Jessica Silverstein, Volunteer Coordinator
Katie Falconer, Development Associate
Liza Levin, Executive Assistant
Rene Rodriguez, Wish Database Administrator
Shannon Severe, Events Coordinator
Susie Lonero, Bookkeeper
Theo Olson, Development Manager

