

HOPE

DESPITE HARDSHIP



ANNUAL REPORT

MAY 1, 2020 - APRIL 30, 2021

HOPE DESPITE HARDSHIP

FROM THE EXECUTIVE DIRECTOR

Everyone's world changed in mid-March 2020, no matter where or how you lived. It was a stark and scary time for all, especially for the thousands of individuals we serve year after year. Life as we knew it disappeared nearly overnight. We all awoke to a very different world and a new enemy that stole lives, jobs, security, and any sense of a brighter future.

But amidst the dark days and grief-laden headlines, humanity continued to move forward with purpose and push back against a force that seemed too big, too intense, too pervasive. First responders stepped up with selfless service. Food pantries doubled down and met a huge, never-before-seen need. And you, our community, rose to the challenge and helped us make good on our promise to uplift and bring joy to those whose lives were upended by the maelstrom of a pandemic.

Family Giving Tree has never shied away from a challenge, and with such a tough year to live out, our mission of hope was more critical than ever. We all needed it. We all wanted it. Thanks to your generous support and my staff's fantastic ability to change tactics on the fly, we successfully granted wishes and delivered educational tools to thousands while keeping everyone safe. In fact, the combination was so powerful that we had our best fiscal year ever — by a lot.

We take no credit but only give thanks. We thank you and thousands like you who saw the need and wanted to help; who would not let the situation turn you from your very best intentions. We at Family Giving Tree witnessed the tremendous power of human generosity and were humbled but left hopeful. It confirmed that there is nothing we can't overcome if we do it together, united in purpose to raise up the community with hope and compassion.

With a grateful and hopeful spirit,

Jennifer Cullenbine
Founder and CEO



Thanks to your generous support and my staff's fantastic ability to change tactics on the fly, we successfully granted wishes and delivered educational tools to thousands while keeping everyone safe.

CONSTANCY

SUPPORTING COMMUNITY NEEDS

30th Anniversary

AN ADDITIONAL MESSAGE FROM JENNIFER, OUR CEO:

It's hard to believe it's been 30 years since the first Holiday Wish Drive! Many people I know celebrate the anniversary; I've always celebrated the birthday. Family Giving Tree has always felt like my first child, and it indeed required a lot of nurturing in the beginning. So each December, I celebrate the birth of a tiny little nonprofit that was just a class project.

People ask whether I ever envisioned the "Tree" would grow to this size helping over 100,000 people each year. Nope. Never. But I'm proud, so very, very proud of all the kind people who for these past 30 years have given of their time, treasure, or talent to make Family Giving Tree what it is today. One of my favorite things to say when training a group of volunteers is that "We have a small but mighty staff of 17 AND 8,000 volunteers!"

Celebrating our 30th during the Pandemic was challenging, but we jumped on the "virtual event" bus and had a Birthday party with cake and balloons. Well, the cake was MADE of balloons (thanks, Angie). But despite being apart, we came together to laugh and enjoy the entertainment provided by ComedySportz. and reminisce about all the years gone by so quickly.

Different but delightful and we are so thankful.



CONSTANCY

SUPPORTING COMMUNITY NEEDS

3-Year Strategic Plan

To prepare for FGT's, and the community it serves, future needs, in the fall of 2020, Family Giving Tree applied for and received a grant from The David and Lucile Packard Foundation to fund a strategic planning process. Christine Jeffers from Elevating Good led the FGT staff and board in this process, including updating the organization's core values shared below.

CORE VALUES:

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.

Kindness – We demonstrate genuine empathy and compassion in all that we do. We are advocates for treating people with respect and consideration. We make 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.

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

Our full Strategic Plan can be found on our website.



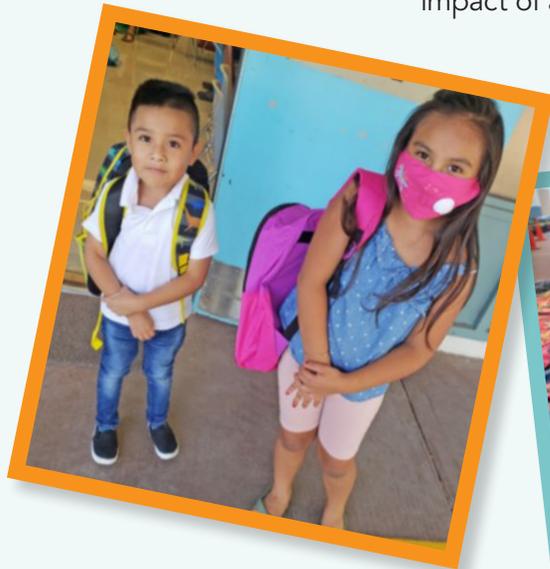
CONSTANCY

SUPPORTING COMMUNITY NEEDS

Back-to-School Drive

The Back-to-School Drive, while a shadow of past years due to COVID-19, still provided excitement, confidence, and joy to over 23,000 Bay Area students at the start of a very different school year. For recipient families—many living paycheck-to-paycheck or without work entirely because of the pandemic—the school supplies were the perfect gift for their children when rent, food, and other bills meant a backpack would not be a priority.

Often, children in under-resourced communities lack a fair chance to succeed because they don't have access to all the tools they need to take part in lessons in class and do their homework. Each school supply-filled backpack gives children hope as well as the feeling of inclusion. Thanks to our generous donors and volunteers, we can provide the same opportunity available to their more affluent peers and level the educational playing field. We know that the impact of a backpack can potentially create better chances for years to come.



CONSTANCY

SUPPORTING COMMUNITY NEEDS

Holiday Wish Drive

The Holiday Wish Drive 2020 was incredible in many ways. Incredibly innovative in the sense that we ran our operations out of three warehouses for the first time in our history. Incredibly challenging trying to keep all of our staff and volunteers safe during the pandemic while helping distribute holiday gifts through our partner agencies. And, incredibly joyous in receiving over two million dollars in donations that translated into over 78,000 gifts for our community.

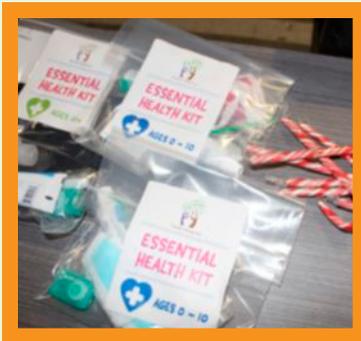
We are beyond grateful to our incredible community who stood with us by giving financially, donating a physical gift, or giving of their time to work in one of our warehouses. Together we were able to impact the lives of over 78,000 Bay Area residents. Some individuals were experiencing homelessness due to the pandemic, and we were fortunate to partner with Coleman to provide them with sleeping bags or tents. We also had the opportunity to serve those families directly impacted by the COVID-19 virus, thanks to dedicated volunteers who hand-delivered gifts to these families on Christmas Eve. So, while the world was shut in or locked down, the holiday spirit was running free in our northern California communities.



CARING

DOING MORE WHERE WE CAN

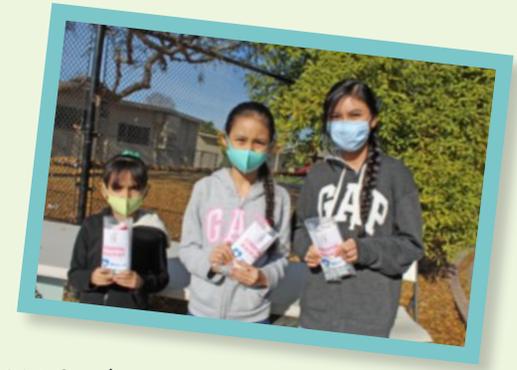
Essential Health Kits



Due to the circumstances we all had to live through this past year, we decided to make a change. As a team, we had to come together and think strategically about how we would respond to the difficulties our community and we were facing. We asked questions, we listened, and we watched. By doing so, we learned that those we serve did not have access to the essentials they needed to keep themselves safe, which gave birth to the plan to enlarge an already good idea.

For the past 30 years, the Family Giving Tree has given a toothbrush with each holiday gift it distributes.

Dental hygiene has always been something that our CEO and Founder, Jennifer, has considered greatly important. Dentists recommend that we change our toothbrushes every three to four months, yet unfortunately, this can be a challenge for some of the families that we serve. This reality, paired with the need to provide some level of protection from COVID-19, gave birth to the Essential Health Kit. We created kits curated for children and adults and included a toothbrush, toothpaste, floss, hand sanitizer, and a reusable face mask. Due to our donors' generous support, we distributed 15,000 Essential Health Kits for our 2020 Holiday Wish Drive and 10,000 kits for our 2021 Student Restock Program in the spring. Essential + Health. A good combination.



Even though smiles are covered by masks nowadays, we know the little things can make a big difference.

CARING

DOING MORE WHERE WE CAN

Agency Survey

In anticipation of running a very different Holiday Wish Drive, we surveyed our partner agencies, asking them to share what their clients needed most during the tough fall and winter of 2020. The responses we received helped direct our decisions about how we could best help them through the Drive. The survey confirmed much of what we already knew and revealed a surprise: families, seniors, and others struggled most with being shut-in and lacking community.

But the list went on. Saddened to see so many in need of a job and life's basics, we altered our Drive to provide not just a granted wish but items such as coats, grocery cards, and sleeping bags. While we wish we could have done more, the community support was overwhelming, and we know that while we couldn't fix all the problems caused by COVID-19, we could show how the community cared.



CARING

DOING MORE WHERE WE CAN

Diversity, Equity, and Inclusion

Family Giving Tree took a long, hard look in the mirror after the tumultuous summer of 2020 when most of us struggled to process the events in Minneapolis, Minnesota, and the tragic death of George Floyd. As individuals and an organization, we were shaken and felt the need to be more than passive bystanders as injustices prevailed throughout the country. As a result, we formed an internal Diversity, Equity, and Inclusion (DEI) Committee to collectively learn, have conversations, set plans into motion to do better as an organization for ourselves, our community of volunteers, recipients, donors, and the community surrounding us. In the time that our DEI

Committee has come together, Family Giving Tree has, among many other improvements:

- Adopted DEI policies that create an environment for more inclusive and fair practices
- Generated better self-awareness of our surrounding communities
- Provided resources to the community in response to the uptick of Asian American Pacific Islander reports of violence



We strive to empower each of the communities we touch with equitable opportunities to dream and grow. Our work is far from done, and we will continue to approach situations with empathy and compassion and commit to doing better continuously for our community and ourselves.

CHANGE

MEETING THE NEED BETTER

Virtual Giving Tree

While the Virtual Giving Tree (VGT) has always been a mainstay as a Drive Leader resource, it wasn't until this past year that this tool was allowed to shine. This online platform connected people and united our community through a joint mission when we needed to isolate and shelter-in-place. Replacing the tangible part of our Drives, the VGT met people where they were and provided them with a way to show how much they care about our fellow neighbors facing financial hardships.

Seeing a supply-filled backpack or a specifically wished-for gift created the personal touch that leads many to support our mission. The ability for people to participate and "shop" from the safety of their homes completely turned our "tried and true" model upside down, with more people than ever donating.

As our world continues to change, we continue to evolve the VGT to create a tool that allows for inclusive participation in our programs while telling our story to new and returning users. Ease of use is our goal: reporting functions for Drive Leaders, an overall better experience for donors, and more in-depth measurement and goal-setting. A continually updated VGT will provide a larger picture of Drive Leader impact in the Bay Area and help them share that with supporters, which is beneficial for everyone.



CHANGE

MEETING THE NEED BETTER

Drop-off Appointments

The pandemic posed plenty of challenges and uncertainty across so many aspects of our Drives in the last year, one of them, in particular, being how we safely secured donations from our generous Drive Leaders. While we didn't see the same numbers in physical donations as we had in previous years, we still had a significant number of dedicated Drive Leaders who managed to solicit and collect gifts and backpacks safely for both our Drives. Appreciatively, we provided multiple drop-off days at the warehouse and remote drop-off locations in Palo Alto at Town & Country Village, Castro Valley at 3Crosses Church, and San Francisco's Embarcadero Center 4.

To maintain utmost safety and reduce crowding, we decided to implement drop-off appointments across our sites. This proved to be an unexpected welcomed change to the process. We were able to be more efficient with our staffing, Drive Leaders would not be left waiting in long lines, and we could better anticipate what to expect through our doors. All went so well with drop-off appointments that we plan to keep this process for future Drives. It was one of the few unexpected upsides to working through the pandemic, and we're so glad to be able to work smarter, not harder, as a result!



CHANGE

MEETING THE NEED BETTER

Education Relief Fund Becomes the Student Restock Program

In 2020, we launched the Education Relief Fund in response to COVID-19 to help students transitioning to distance learning. Through this program, we learned that the students we serve often run out of their school supplies as the school year goes by. To help with this problem and support students year-round, we decided to launch the Student Restock Program. This new program supports our Back-to-School Drive recipients by supplying School Success Kits later in the school year. Each School Success Kit includes school supplies and a health kit. The school supplies include pencils, a pencil pouch, colored pencils, a pencil sharpener, eraser, glue stick, notebook, construction paper, folder, ruler, a highlighter, pens, markers, and a set of earbuds. Health kits include a toothbrush, toothpaste, floss, a face mask, and hand sanitizer to help keep students safer during the pandemic and help maintain healthy oral hygiene.

Thanks to the support of our community, Family Giving Tree was able to distribute 10,000 School Success Kits for our Back-to-School recipients in the Spring of 2021. After a challenging school year learning from home, the Kits helped local students finish the school year strong.



COLLABORATION

WORKING TOGETHER FOR GOOD

Bring Hope Home

In May 2020, our friends, Alison Cormack, Megan Swezey Fogarty, and Lynne Russell, reached out to us because they had an idea about helping families affected by COVID-19. They saw that people were losing their jobs because businesses could not operate, and without a steady income, families could not pay their rent or buy essential items like food and medicine.

After a few planning sessions with Family Giving Tree and help from volunteers Frank Hattler and Anthony Brohan, Bring Hope Home launched via a giving website showing multiple families around the Bay Area who needed support. Together, we brought hope to the homes of hundreds of our neighbors. We raised \$321,000 and helped 232 families in East Palo Alto, Palo Alto, San Francisco, and San Jose. Of those, the community fully funded 91 families at \$2,500, with the rest receiving partial funding. Families paid rent and debts and bought food and gas while knowing that others cared about their difficult situation.

We are incredibly grateful to those involved with Bring Hope Home for making a difference in the lives of another family. We are giving a special thanks to the Palo Alto Community Fund, which provided \$25,000 in early support and then gave an additional \$59,500 as an emergency grant

to distribute to every family in Palo Alto and East Palo Alto during the holidays. Another thank you to the Silicon Valley Community Foundation, which donated \$35,000, and Facebook gave \$50,000 to families in East Palo Alto. The light of hope shone brightly in many Bay Area homes last year.



Bring Hope Home
Rent Assistance Program

COLLABORATION

WORKING TOGETHER FOR GOOD

Marshmallow Minds



Marshmallow Minds, a Bay Area nonprofit, creates Science, Technology, Engineering, the Arts, and Mathematics (STEAM) classroom curricula for students. Their eXplore Design Thinking program, STEAMX-DX, provides quality Design Thinking and STEAM education to Grades K-8 as part of their regular school day. Students learn to empathize with real-world challenges, explore STEAM, engineer prototypes, and solve problems applying the Design Thinking process and mindset.

In January 2020, Marshmallow Minds and Family Giving Tree started their partnership to bring the fun, and exciting STEAM program to Title-1 schools. Thanks to our long-term relationships with school supply vendors, FGT could secure the materials for the STEAM kits that go with each lesson plan enabling 1,000 students to participate in hands-on learning with Marshmallow Minds.

Community Boost



Now that Family Giving Tree is fully engaged in the social media realm and has the talents of a full-time social media coordinator, it was time to up our game. The rapidly changing digital advertising landscape meant we needed help. Enter Community Boost. Located in San Diego, this young, nimble online advertising agency of experts works exclusively for and with nonprofits to raise their awareness in an overly noisy digital space. We are excited to have their expertise to assist and guide us in our marketing outreach and have seen increased engagement as a result.

Memory Fox



The best part of what we do is captured in the stories we hear and the smiles we see. We serve thousands of individuals throughout the year, and our partners, donors, and volunteers get involved every time. The more individuals involved, the more stories to tell. To keep better track of all the stories and memorable moments, we implemented MemoryFox, a platform designed to capture storytelling content from the community. (Fun fact: MemoryFox was initially built as a way for families to capture the life story of elderly, pre-dementia patients and eventually evolved into more. Learn more at www.memoryfox.io.) MemoryFox provides an easy way for FGT to collect images, videos, and text through a link or QR Code. Using this platform will keep all our special moments in one place and make gathering your stories simple and easy.

FINANCIALS

	FYE 2017	FYE 2018	FYE 2019	FYE 2020	FYE 2021
Total Revenue	5,655,440	6,332,437	6,415,473	6,627,356	6,798,847
Total Expense	5,880,550	6,350,466	6,199,226	6,357,961	5,171,443
Grants Expense	3,532,358	3,878,796	3,839,790	3,736,897	2,406,863
Grants Exp % to Total Exp	60.1%	61.1%	61.9%	58.8%	46.5%
Purchases	667,350	635,962	592,024	700,520	1,437,835
Purchased percentage	18.9%	16.4%	15.4%	18.7%	59.7%
Granted Units	115,536	120,869	118,903	124,119	101,371
Growth Rate - Granted Units	5.5%	4.6%	-1.6%	4.4%	-18.3%

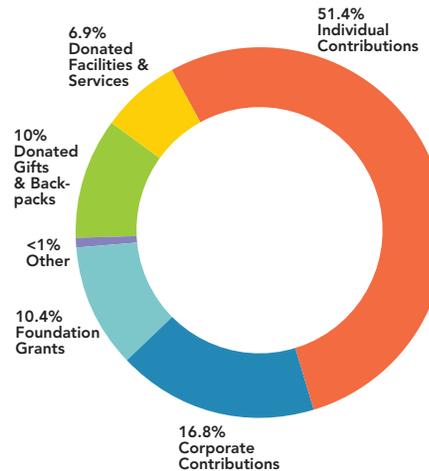
REVENUE

Cash Contributions	
Individual	3,494,218
Corporate	1,142,094
Foundation Grants	704,384
Other	59,208
Government	254,522
Subtotal Cash	5,654,426
Donated Gifts & Backpacks	677,579
Donated Facilities	466,842
Donated Equipment	0
Total Revenue	6,798,847

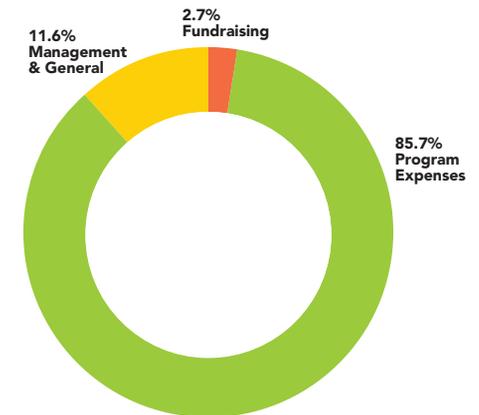
EXPENSE

Program Expenses	4,431,369
Management & General	602,416
Fundraising	137,658
Total Expenses	5,171,443

INCOME



EXPENSES





OUR MISSION

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

OUR VISION

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

LEADERSHIP TEAM

Jennifer Cullenbine
CEO and Founder

Al Galan
Operations Director

Charlotte Wood
Director of Marketing

Jess Gutierrez
Chief Financial Officer

Jill Mitsch
Director of Development

BOARD OF DIRECTORS

Joyce Allegro
Andrea Borch
Paul Feng
Jane Hext

Shelene Huey-Booker
Karen Lenoski
Dominic Mills

Sachi Patel
Kamini Sandhu
Mona Taylor
Taya Zhou