

ANNUAL REPORT

MAY 1, 2024 -
APRIL 30, 2025



Family Giving Tree™



LETTER FROM THE CEO

As I reflect on this past year, one theme stands out: Our community shows up. Our community has *always* shown up, which is one of the many ways that make Family Giving Tree so special.

In 1990, Jennifer Cullenbine founded Family Giving Tree, an idea she had in a class through her MBA Program at San Jose State University. Her very first Holiday Wish Drive brought joy to 2,000 East Palo Alto children, matching their exact wishes. Her vision has since touched more than 2.25 million people in the Bay Area! With Jenn's retirement this year, we celebrate all that she has built and carry her legacy into the future. I am honored to have been appointed CEO during this important transition and to help guide the next chapter of our story. Every day, *and especially during our drives*, I get to witness amazing things:

Bringing Joy

I see drive leaders arrive at our Community Hub with cars full of colorful backpacks or gifts they've collected, knowing that each item will bring happiness and dignity to someone they may never meet.

Growing Hope

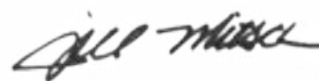
Hope is present in every backpack delivered to a student who can now walk into class ready to learn, and in every holiday wish fulfilled that reminds families they are not alone.

Creating Community

Family Giving Tree is part of a larger ecosystem. With the partnership of people like you, we create opportunities for individuals to connect, learn about the realities their neighbors face, and lend support through physical donations, financial gifts, and volunteer service.

Hope, joy, and community are at the heart of Family Giving Tree. It is the spirit Jenn began, and the spirit you help us carry forward today. Thank you for showing up, for building on her vision, and bringing so much joy to our community.

With gratitude,
Jill Mitsch



CEO, Family Giving Tree

OUR CORPORATE PARTNERSHIPS



Back-to-School Drive 2024

26

BACKBACK BUILDS

11,126

BACKPACKS FILLED

Holiday Wish Drive 2024

16

WRAPPING PARTIES

5,803

GIFTS WRAPPED



OUR DRIVE LEADERS



Back-to-School Drive 2024

292 DRIVE LEADERS COLLECTED **7,126** FILLED BACKPACKS,
AND RAISED **\$366,203** IN VIRTUAL DONATIONS

Holiday Wish Drive 2024

593 DRIVE LEADERS COLLECTED
28,157 GIFTS AND RAISED
\$487,793 IN VIRTUAL
DONATIONS



OUR VAUABLE VOLUNTEERS



Back-to-School Drive 2024

2,082
VOLUNTEERS

211
YOUTHS

4,928
HOURS

\$190,283
VALUE OF WORK

Holiday Wish Drive 2024

2,687
VOLUNTEERS

427
YOUTHS

7,466
HOURS

\$288,260
VALUE OF WORK



Back-to-School Drive 2024



28,040

**STUDENTS
SUPPORTED**



Holiday Wish Drive 2024

45,500

**GIFTS
DELIVERED**



FGT BY THE NUMBERS

LIFETIME TOTALS



570,057

**STUDENTS
SERVED**



1,717,461

**GIFTS
DELIVERED**



2,287,518 RECIPIENTS



11,860 AGENCIES/SCHOOLS



154,882

VOLUNTEERS



34,271

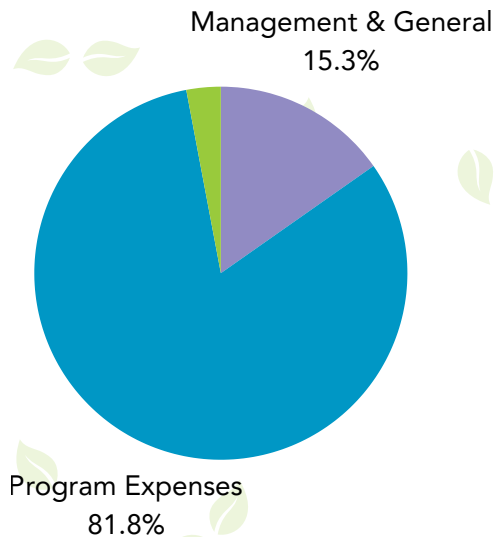
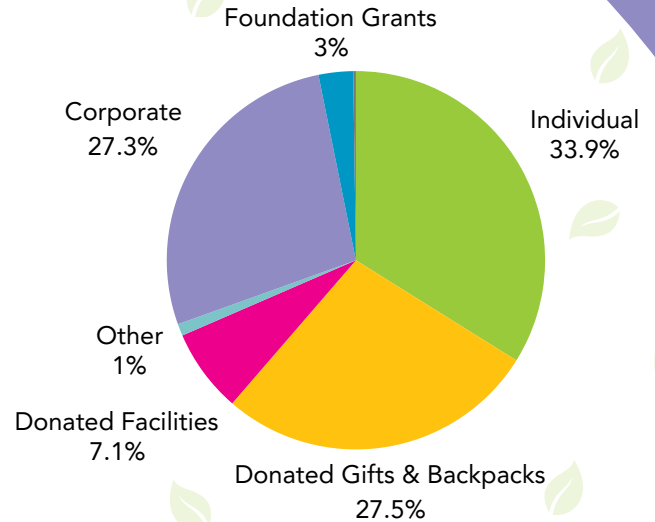
DRIVES

Revenue

Cash Contributions

Individual	\$2,026,592
Corporate	\$1,633,836
Foundation Grants	\$176,593
Other	\$61,068
Government	\$0
Subtotal Cash	\$3,898,089
Donated Gifts & Backpacks	\$1,643,118
Donated Facilities	\$427,382
Donated Equipment	\$13,500

Total Revenue \$5,982,089



Expense

Program Expenses	\$5,051,041
Management & General	\$942,290
Fundraising	\$183,479

Total Expense \$6,176,810

	FYE 2021	FYE 2022	FYE 2023	FYE 2024	FYE 2025
Total Revenue	6,798,847	5,436,323	5,678,999	5,544,828	5,982,089
Total Expense	5,171,443	5,332,320	5,806,480	5,538,891	6,176,810
Grants Expense	2,406,863	2,295,954	2,619,138	2,211,669	2,502,381
Grants Exp % to Total Exp	46.50%	43.10%	45.10%	39.90%	40.50%
Purchases	1,437,835	1,349,182	1,179,186	802,525	852,208
Purchased percentage	59.70%	58.80%	45.00%	36.30%	34.10%
Granted Units	101,371	78,229	84,184	71,905	73,456
Growth Rate - Granted Units	-18.30%	-22.80%	7.60%	-14.60%	2.20%



**Bringing Joy.
Growing Hope.
Creating Community.**

Leadership

Jill Mitsch

Chief Executive Officer

Charlotte Wood

Director of Marketing

Jess Gutierrez

Chief Financial Officer

Evelyn Huynh

Director of Community Resource Development

Board of Directors

Joanne Peters

Board Chair

John Mansperger

Secretary

David Proulx

Audit Committee Chair

Lee Du

Malcolm Humphrey

Governance Committee Chair

Brenda Swiney

Treasurer; Finance Committee Chair

Joelle Hurlston

Kate Corpus

Sachi Patel

Suhasini Kolluri



Platinum
Transparency
2025

Candid.

familygivingtree.org