

# Family Giving Tree

## News Release

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### *Family Giving Tree Marks 20<sup>th</sup> Anniversary with New Look*

Milpitas, Calif. – Family Giving Tree, committed to granting the specific gift wishes of low-income children, marked the 20<sup>th</sup> anniversary of its founding with a new logo. The design was unveiled during the organization’s Back-to-School Backpack Drive kick-off luncheon at the Santa Clara Convention Center on June 1, 2010.

Family Giving Tree started as a San Jose State University MBA project by Executive Director Jennifer Cullenbine and Todd Yoshida. Over the past 20 years, it has grown to become an integral part of the San Francisco Bay Area community, granting the holiday gift requests for more than 750,000 children and providing backpacks and school supplies to over 91,000 students to date.

Members of the Family Giving Tree staff and its Board of Directors collaborated with a professional designer on the redesign project in what proved to be a long, deliberate and emotional process. They report that they think the new logo is an excellent visual representation of their organization and trust that the public will share their enthusiasm for the new design.

“Our new logo represents many things to everyone involved in its creation,” says Family Giving Tree Founder and Executive Director, Jennifer Cullenbine (Queen Elf). “I relate to our new logo in a very personal way. The smaller figure reminds me of myself as a little girl, when I was once the recipient of such gifts, and the larger figure embodies my desire to return the favor and give back.”

Licensed as a 501(c)(3) nonprofit organization, Family Giving Tree acts as a catalyst between social services agencies serving children or schools and host companies that display gift requests during the holiday season and backpack requests during the summer. Donors choose a card, purchase the requested gift and return it to the host company. Family Giving Tree accepts and processes the gifts for pick-up by the agencies or schools.

Family Giving Tree’s National Expansion Holiday Wish Program was launched in 2008. It currently works with social service agencies in Austin, Tex., Portland, Ore. and Seattle, Wash.,

which supply names and wishes of the children they serve year-round. Approximately 1,500 wishes were granted to children in those cities last year.

Family Giving Tree utilizes nearly 7,000 volunteers each year and has been recognized for its efficiency by Charity Navigator with the organization's highest, 4-star, rating.

Information about becoming a host company, sponsor, volunteer or making a donation online is available at [www.familygivingtree.org](http://www.familygivingtree.org).

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