

Dear Employees,

Thousands of people in the Bay Area are not able to obtain the basic necessities of life. The Family Giving Tree was established to help these individuals obtain warm clothing, bedding, and household supplies, as well as important items for children such as car seats, clothes, educational supplies and toys. Our company is proud to announce that we will be participating this year, and we'd like to invite you to learn more about the program and how you can help!

The Family Giving Tree's Holiday Program works with local social service agencies that register families and homeless persons in need. Their agency partners interview these families to evaluate their current needs. Their requests are sent to the Family Giving Tree Elves who then print these individual wishes on cards and distribute them to host companies like ours throughout the Bay Area.

Over 900 hosts companies participate by placing the wishes on "Giving Trees" in break areas, cafeterias or other accessible areas. Employees choose one, or more, wish cards from the tree, purchase the gift, and then return it with the wish card attached, to the "Giving Tree". The donated gifts are then delivered to a warehouse where volunteers collect, sort and distribute the gifts to the recipient agencies. In the 17th year of the program's existence, the number of gifts donated has swelled to 68,000, making the Family Giving Tree the largest gift donation program in California!

The Family Giving Tree program began in 1990 as a San Jose State University MBA class project. Jennifer Cullenbine and Todd Yoshida were asked to "create a program that adds value to someone else's life." They created the Family Giving Tree with the hope of providing holiday gifts to 300 children in East Palo Alto. Encouraged by the success of the first year, Jennifer decided to continue the program. Since its inception, the Family Giving has provided more than 535,347 gifts!

You can help in a couple ways

1. Choose a card and fulfill a child's wish (cards are located here: _____)
2. Go online and sponsor a child's wish (visit www.familygivingtree.org)
3. Choose an envelope and mail in your donation

Contact me if you have any questions, or visit www.FamilyGivingTree.org for more information about the program!