



# ANNUAL REPORT

May 1, 2017 - April 30, 2018

# Rolling Up Our Sleeves



Who could have foreseen? 28 years ago, what started as a school project with the delivery of just over 2000 holiday gifts would expand into over 1.2 million joyful moments. Or that a first-time donation of 25 backpacks in 1995 has since provided over 325,000 backpacks filled with school supplies to support the futures of deserving students.

I certainly did not.

Overwhelmed by the generous outpouring of support by our partners, drive leaders, donors and volunteers, and the tireless efforts of Family Giving Tree staff year after year, I am truly humbled. But for all the great numbers and annual success, I am equally humbled by the ever-growing need of so many hundreds of thousands of families who live with us here in the Bay Area.

Always wanting to help the most we can, in 2017 Family Giving Tree decided to stretch—really reach—to achieve our largest goals ever and I’m

happy to share that we had a record breaking year - reaching more than 80,000 children, adults and seniors from low-income families with a holiday gift and more than 40,000 students with a STEAM-inspired, school supply-filled backpack. Making this good news even more rewarding is that we did so while significantly reversing the loss that we experienced the year prior and returned to a nearly balanced budget. Through prudent fiscal management, FGT has maintained a substantial cash reserve and in our financial determination to make do with what we have, we



**"I can't eradicate poverty, but at least for the people around me, I can help make sure no child is denied a dream."**

**PRIYANKA CHOPRA**

chose not to dip into reserves moving forward but rather adjust our future plans. For the 2018-2019 year FGT will continue to reduce our spending (potentially reducing gift and backpack distribution) while continuing to pursue improvements by further honing our community engagement and outreach and refining our distribution system to better target our recipients and reach more deeply into those schools and agencies where the need is greatest. Our goal is to bring

joy and learning to those whose chances of attaining it on their own are the lowest.

As the need grows, so too does our commitment to be more efficient, technologically savvy and nimble to maximize our overall impact and reach deeper into our communities; to further leverage the support we are so generously given by drive leaders, partners, donors and volunteers; to roll up our sleeves and do the work that needs to be done; to help those who can't help themselves. To all this we ask...

Won't you join us?

**Jennifer**  
**CEO**





## Back-To-School Drive

At Family Giving Tree, the start of school represents another opportunity to help students around the Bay Area. Through its annual Back-to-School Drive, FGT has been on the front lines these past 23 years working to address the effect of poverty on the educational preparedness of students from low-income families. Those in need faced even greater challenges this year as the cost to live here rose dramatically, but the community again showed it's giving heart by responding even more generously and together we were able to spread the joy of learning.

With the help of nearly 500 drive leaders, multiple sponsors and partners, over 1,000 volunteers and a small, but dedicated staff, we were again able to exceed our goal and reach another giving milestone — in 2017, 40,000 backpacks were distributed through 325 Bay Area schools. Targeting those schools with high percentages of students who qualified for the Federal free and reduced lunch program, we were able to assure that these thousands of backpacks—filled with the supplies that teachers and educators advised us were the most useful — would make it into the hands of children who needed them the most. Because of the generosity of so many we were able to alleviate the clutches of poverty in some small, yet personal way in the life of a child. We were able to deliver hope for the future, show them that kindness exists in their community and that one backpack has the potential for infinite possibilities.





## Holiday Wish Drive

Blessed to have been 'loaned' the same Sunnyvale warehouse occupied last year, the 2017 Holiday Wish Drive got off to a quick start. Over the course of the 4 weeks that Family Giving Tree was in residence, the once huge, silent and vacant spaces were filled with decorated holiday trees and lights, classic holiday music and good cheer. They rang with the joyful chatter and conversations of over 8000 volunteers and Angel Elves who helped transform the monochrome warehouse into a rainbow of color as over 80,000 gifts of all shapes and sizes were sorted, wrapped, rowed and bagged.

Even days of rain could not dampen the festive vibe as over 1,100 Drive Leaders arrived happily bearing gifts and 400-plus agencies carried them away to gleefully share them with their expectant recipients. There's no getting around it, the spirit of the holidays rings loud and clear at any Holiday Wish Drive warehouse and with a new record number of gifts so generously given by Bay Area companies and individuals, 2017 rang out even louder. It was truly a joyful season for those who could not afford to give the gift of joy on their own.



## FINANCIAL SNAPSHOT

### 2017-18 ACTIVITIES

	2013-14	2014-15	2015-16	2016-17	2017-18
Total Revenue	4,841,961	6,367,561	5,985,531	5,655,440	6,332,437
Total Expense	4,803,650	6,227,559	5,782,492	5,880,550	6,350,466
Grants Expense	2,803,047	4,056,821	3,337,963	3,532,358	3,878,796
Grants Exp % to Total Exp	58.4%	65.1%	57.7%	60.1%	61.1%
Purchases	408,842	569,361	659,163	667,350	635,962
Purchased percentage	14.6%	14.0%	19.7%	18.9%	16.4%
Granted Units	95,084	104,866	109,461	115,536	120,869
Growth Rate - Granted Units		10.3%	4.4%	5.5%	4.6%

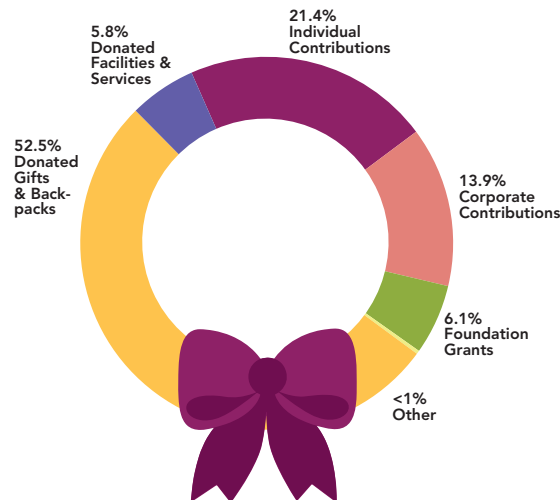
#### REVENUE

Cash Contributions	
Individual	1,354,270
Corporate	882,360
Foundation Grants	385,961
Other	16,556
Subtotal Cash	2,639,147
Donated Gifts & Backpacks	3,326,365
Donated Facilities	366,925
Total Revenue	6,332,437

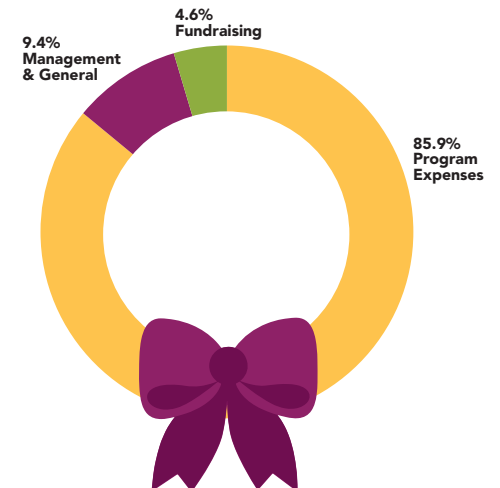
#### EXPENSE

Program Expenses	5,457,863
Management & General	599,121
Fundraising	293,482
Total Expenses	6,350,466

#### INCOME



#### EXPENSES





86%

OF FGT DOLLARS  
GO TO  
PROGRAM EXPENSES



AVERAGE PERCENTAGE  
OF FREE/REDUCED  
LUNCHES IN SCHOOLS  
FGT SERVES

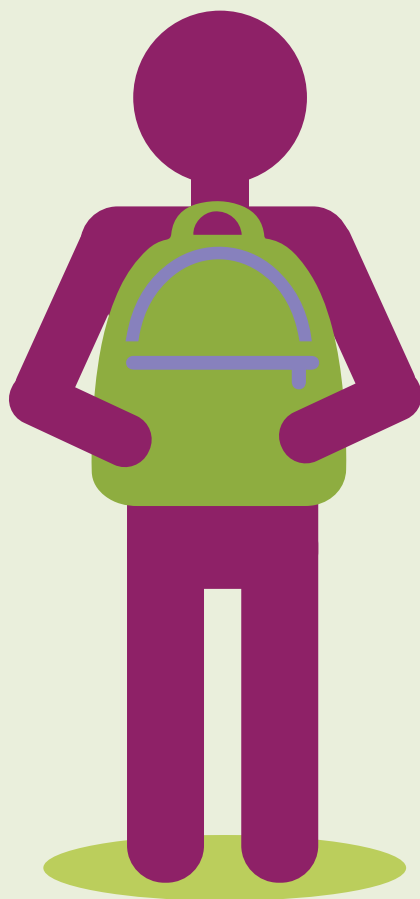
>80%



ESTIMATED VALUE OF ALL  
DONATED BACKPACKS AND  
GIFTS IN FY 2018

\$3,879,000

## FAMILY GIVING TREE BY THE NUMBERS



LIFETIME  
BACKPACKS

281,546



LIFETIME  
HOLIDAY GIFTS

1,200,362

2017-18  
WAREHOUSE  
VOLUNTEER  
HOURS

11,374



TOTAL  
WAREHOUSE  
SPACE  
FY2018 DRIVES

160,000+

SQUARE FEET





## 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.

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## LEADERSHIP TEAM

**Jennifer Cullenbine**  
CEO and Founder

**Jess Gutierrez**  
Chief Financial Officer

**Jeanne Clabaugh**  
Relationship Director

**Charlotte Wood**  
Director of Marketing

**Al Galan**  
Operations Director

**Jake Manaloor**  
Director of Development