



Family Giving Tree™



ANNUAL REPORT

MAY 1, 2023 - APRIL 30, 2024

Answering the Call

Jennifer
Cullenbine
She/Her
Founder & Owner's



When I started Family Giving Tree, it was just an idea, like a tiny seed. But with the help of so many caring people, it grew into something amazing.

Just like a small act of kindness can make a big difference, every backpack, every warm coat, and every toy we give helps a person in need. It's like giving them a little bit of hope and a chance to have a better life. A backpack filled with school supplies can enable a child to reach their full potential. A warm coat can provide comfort and dignity during a cold winter. A simple toy can spark joy and imagination in a child. A holiday gift to a family facing hardship can remind them that they are not alone. These seemingly simple acts of giving are the seeds that sow hope, resilience, and opportunity in our community.

It's been amazing to witness the evolution of support for Family Giving Tree. As Silicon Valley has grown, so too has the spirit of corporate philanthropy. Over the years, many wonderful Silicon Valley people have helped Family Giving Tree grow. Because of their generosity, we've been able to help even more families.

But even with all the amazing technology around us, the essence of our work remains rooted in human connection. Kindness, philanthropy, and volunteerism are the cornerstones of the Family Giving Tree. It all started with a need in our community, and we answered the call together.

The Tree exists because even in places like the Bay Area, children and families still need our help. We exist because something as simple as a wish can bring joy to a child during tough times.

I'll never forget the phone call that started it all. A young boy named Luis told me he needed pillows for his mom and sister, who were sleeping on the floor. That's when I knew I had to do something.

Every year, I'm touched by the kindness of people like you. Let's keep working together to help every child thrive and reach their full potential.

Thank you for 34 years of giving. It's been an honor to serve our community alongside all of you.

Yours in Kindness,



Jennifer Cullenbine
Founder and CEO

Partner Agencies

Through our partner agencies, Family Giving Tree acts as the bridge that connects donors, volunteers, and sponsors to individuals and families who need us most. These schools, shelters, community centers, and non-profit organizations are deeply rooted in the Bay Area, possessing an intimate understanding of local needs. They identify those who would benefit most from our Back-to-School and Holiday Wish Drive programs, diligently verifying eligibility, ensuring equitable distribution of resources, and providing forward insights into the community's evolving needs. They are the trusted eyes and ears on the ground, enabling us to effectively bridge the gap and ensure our resources reach those facing economic hardship.





“The seniors were overjoyed to sign up for gifts for their grandkids, and the Alma Youth Center staff were so grateful to be able to give the gifts to the youth they served. They held their own distribution for their youth, and we provided them with snacks for their party. They had an amazing time and were extremely grateful.”





Corporate Relations

Our Corporate Partners are vital to our mission of providing resources to individuals in need. We offer various year-round sponsorship opportunities beyond traditional fundraising, allowing companies to engage with their employees and give back to the community in meaningful ways that demonstrate corporate social responsibility while boosting employee engagement and fostering teamwork through fee-based activities like backpack builds and wrapping parties.



NUMBER OF
BACKPACK BUILDS

21



NUMBER OF
WRAPPING PARTIES

25

NUMBER OF STUDENTS
SUPPORTED

11,771

NUMBER OF WISHES
GRANTED

9,383



Leaders in the Community

Drive Leaders are the passionate ambassadors of our mission, taking the initiative and organizing donation drives within their communities through our Virtual Giving Tree (VGT). Utilizing both virtual and physical platforms, they rally support and collect essential resources, ensuring that thousands of children, families, and seniors experience the joy of receiving wished-for gifts and essential supplies. In their fundraising efforts, they simultaneously spread awareness about Family Giving Tree programs and inspire others to join our mission, expanding our circle of support.



"This is a family activity that we do every year. Way back we would get the tag from the tree at work and go shopping. It is much faster to do it virtually, but I kind of miss going to the store. My kids love finding a kid their age and pick[ing] out a gift."

**BACK-TO-SCHOOL DRIVE
LEADERS COLLECTED**

6,792

**BACKPACKS AND RAISED
\$390,888 TO FUND 11,168
MORE TO SUPPORT 17,910
STUDENTS SERVED.**

**HOLIDAY WISH DRIVE LEADERS
COLLECTED**

26,501

**GIFTS AND RAISED \$482,864 VIA
THEIR VGTS TO FUND
12,072 MORE GIFTS FOR 38,573
WISHES GRANTED.**

Many Hands

Volunteers are the engine of Family Giving Tree's warehouse operations through their selfless dedication and diverse contributions. These individuals power our high-impact Back-to-School and Holiday Wish Drives, generously dedicating their time and energy to a wide range of essential tasks, from setting up our Community Hub to sorting and preparing backpacks and gifts, ensuring every item reaches a person in need. In 2023, we celebrated a record-high number of volunteers at FGT.

5,205

NUMBER OF VOLUNTEERS

19%

PERCENTAGE OF VOLUNTEERS THAT WERE YOUTHS

12,931

NUMBER OF WORK HOURS

\$48,022

VALUE OF WORK



“Volunteering was my highlight — I loved getting to ‘peek behind the curtain’ to see the massive logistical undertaking and play an integral role in the process!”

A Holiday Wish Drive Volunteer



Back to School: Equipping Students to Rise to New Heights

By working directly with educators and administrators, we deliver backpacks to students in need and tailor our supply lists to accommodate the specific requirements of each School.

In 2023, we were able to provide backpacks to over 28,000 students in the Bay Area across 226 schools.

SCHOOL SUPPLY ITEMS THAT GET PROCESSED OVER A TWO-WEEK PERIOD

339
DRIVES

226
AGENCIES

5,205
VOLUNTEERS

332,748
PENCILS

665,496
CRAYONS

221,832
MARKERS





Holiday Wish Drive: Lifting Spirits

Each year, we can spread our culture of giving through the Holiday Wish Drive program. That carefully picked present is more than a gift; it serves as a reminder that they are not alone. That there are compassionate people in the community looking out for them. Caring hearts like yours feel that the cost of a holiday gift should not get in the way of the spirit of joy during the holiday season.

In 2023, we fulfilled 44,167 wishes across the Bay Area.

689
DRIVE LEADERS

345
AGENCIES

3,160
VOLUNTEERS

“Your donations truly made a difference in those who received them and we cannot express our gratitude enough. Thank you for making such a positive impact on our community.”

Monika, a recipient from Vovinam

Maximizing Impact

FGT has negotiated bulk purchase agreements with several manufacturers, allowing them to purchase more supplies for each donated dollar. They can order school supplies and many popular gift items in bulk at 40-69% below retail prices through their partnerships with our vendors. These savings allow FGT to help more students and leverage their purchasing power when the community commits to supporting the programs.



FGT BY THE NUMBERS

LIFETIME TOTALS

STUDENTS SERVED



508,839

WISHES GRANTED



1,671,945

DRIVES

33,060

AGENCIES

11,030



VOLUNTEERS

150,228

RECIPIENTS

2,180,784

THE YEARS IN NUMBERS

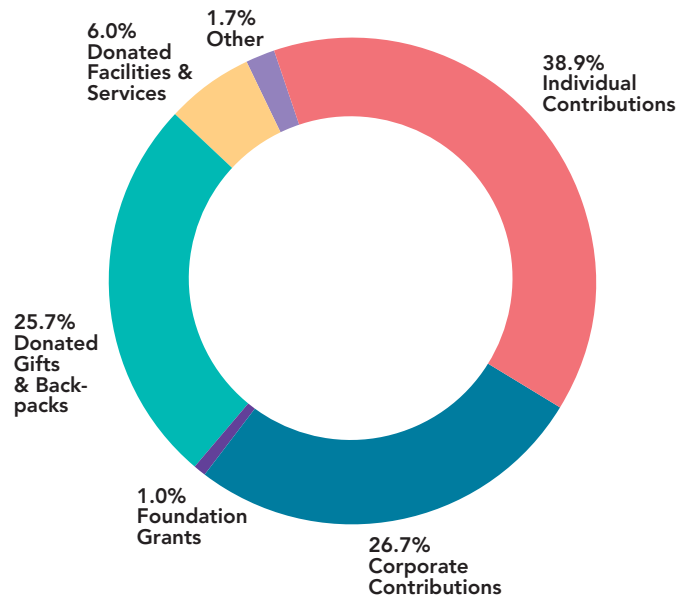
	FYE 2020	FYE 2021	FYE 2022	FYE 2023	FY 2024
Total Revenue	6,627,356	6,798,847	5,436,323	5,678,999	5,544,828
Total Expense	6,357,961	5,171,443	5,332,320	5,806,480	5,538,891
Grants Expense	3,736,897	2,406,863	2,295,954	2,619,138	2,211,669
Grants Exp % to Total Exp	58.8%	46.5%	43.1%	45.1%	39.9%
Purchases	3,736,897	1,437,835	1,349,182	1,179,186	802,525
Purchased percentage	100.0%	59.7%	58.8%	45.0%	36.3%
Granted Units	124,119	101,371	78,229	84,184	71,905
Growth Rate - Granted Units	4.4%	-18.3%	-22.8%	7.6%	-14.6%

* Grant Expense is the value of all gifts and backpacks distributed. Granted Units is the number of backpacks and gifts delivered.



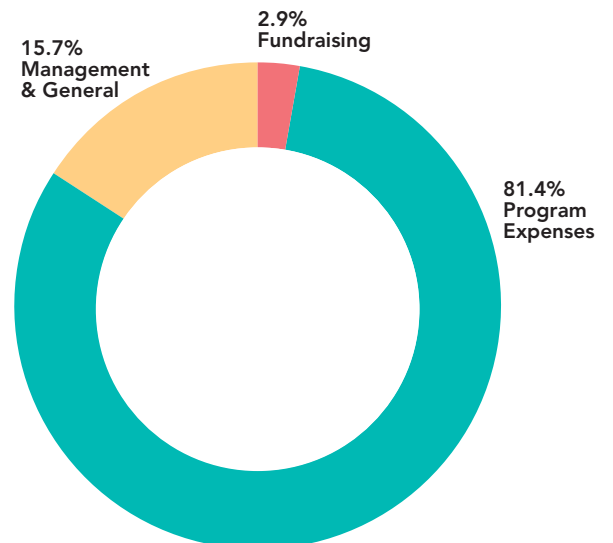
REVENUE

Cash Contributions	
Individual	2,159,118
Corporate	1,482,221
Foundation Grants	54,069
Other	84,306
Government	0
Subtotal Cash	3,779,714
Donated Gifts & Backpacks	1,426,536
Donated Facilities	334,008
Donated Equipment	4,570
Total Revenue	5,544,828



EXPENSE

Program Expenses	4,507,023
Management & General	871,502
Fundraising	160,366
Total Expenses	5,538,891



Empower. Uplift. Unite.

Serving others since 1990



Family Giving Tree™

OUR VISION

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

OUR MISSION

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

OUR LEADERSHIP

EXECUTIVE TEAM

Jennifer Cullenbine - CEO and Founder

Jill Mitsch - Deputy Director

Jess Gutierrez - Chief Financial Officer

Charlotte Wood - Director of Marketing and Development

Angela Mazza - Director of Development

2023-24 BOARD OF DIRECTORS

Andrea Borch - Board Chair

Lee Du

Shelene Huey-Booker

Malcolm Humphrey

Joelle Hurlston

John Mansperger

Dominic Mills

Sachi Patel

Joanne Peters

David Proulx

Gagan Sekhon

Brenda Swiney



www.familygivingtree.org