



# EMPOWERED

KICKSTARTING KINDNESS

ANNUAL REPORT | MAY 1, 2022 - APRIL 30, 2023



Family Giving Tree™

# OUR VALUES

## Empowerment

We recognize that we don't all start from the same place in the world. Through community alliances, we provide those we serve with gifts and tools to give them the equitable opportunity to dream and grow.

## Kindness

We demonstrate genuine empathy and compassion in all that we do. We are advocates for treating people with respect and consideration and making giving back a joyful experience.

## Adaptability

We collaborate creatively to adapt and provide relevant resources to meet community needs. Family Giving Tree tests new ideas and explores innovative ways of delivering value to our community.

## Community

We foster an inclusive culture of volunteerism and philanthropy with people of all ages and backgrounds. We strive to inspire people to "pay it forward" by uplifting others in our community.

## Accountability

We take the initiative to meet our commitments to each other and our volunteers, agencies, donors, and community. We are responsible stewards of the gifts we receive on behalf of those we serve.



## LETTER FROM CEO

**T**he 2022-2023 drive year was one of rebirth. Having waded through the global phenomenon of COVID-19, the world finally began to return to its old self. And the Family Giving Tree, alongside our magical community of angel elves, volunteers, and donors, whom we lovingly call the "Family Tree," followed in stride.

Empowerment was the theme. And oh, how empowering it was to see the Bay Area step up again to support this journey to create a more equitable community, and to see the fantastic amounts of kindness demonstrated along the way.

Kindness was central to our year of empowerment because the FGT team met and decided to implement a new set of goals; coincidentally referred to as Kindness Goals.

The truth of the matter is that sometimes while working to accomplish a macro mission of spreading kindness, one can forget the micro mission of being kind to oneself and those around us. The Kindness Goals were put in place to ensure that while we, and everyone around us, worked to empower the Bay Area community, we also remembered the importance of self-care and outward compassion.

And it just makes sense, doesn't it? Such extraordinary kindness *can only be born out of such extraordinary kindness.*

In fact, it was out of the extraordinary kindness of our family tree that FGT was able to come out on the other side of the pandemic in such a strong place.

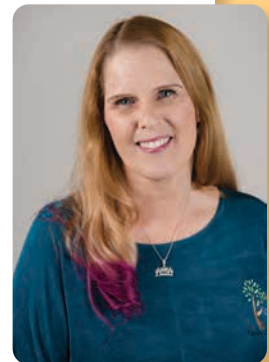
Looking forward, the 2023-2024 drive year will be a year of upliftment. FGT and our family tree will keep charging forward to forge a better, more inclusive, and more equitable Bay Area community.

We will fan the winds of educational opportunity and uplift Bay Area students to soar to new heights. And we will ensure that joy is at least one thing no one ever has to go without.

With deepest gratitude,



Jennifer Cullenbine  
Founder and CEO





# BTS

## Empowerment in Action



## Back-to-School Drive: Equipping Students to Write Their Own Stories

Family Giving Tree felt a sense of accomplishment during the 2022 Back-to-School Drive, equipping 28,000 Bay Area students with backpacks and school supplies. However, there were challenges. During the Drive, it became obvious that the new, heavier pallets were taxing our older equipment, and something needed to be done soon.

In light of what was observed during the Drive, staff became compelled to solve this problem creatively and uniquely. Pallet Jack and Pallet Jill were born! These characters spoke firsthand about the need for the new equipment with our supporters. This never-done-before approach proved so successful Family Giving Tree raised enough to fund the purchase of extra batteries and future maintenance of the two newly donated electric pallet jacks that Raymond Corp and ASML generously funded, and bought a third!

Much like Family Giving Tree, Raymond Corp, who held the patent for the pallet jack design in 1951, saw the challenges facing their community and felt empowered to launch a bold solution by releasing the patent for the betterment of the entire industry. Along with the shared values ASML holds in uplifting the community, the success of this fundraising effort relied on people feeling enabled to try something new, trusting it was the right thing to do.

Family Giving Tree fosters a space where employees are free to come up with innovative ways to solve challenges; indeed, it has been one of the keys to our success.







## Holiday Wish Drive: Building Bridges With Kindness and Joy

The 2022 Holiday Wish Drive was like none before. It was one of the most transformative and educational drives that Family Giving Tree has ever handled. However, how the reliable network of magnificent Angel Elves (long-time, highly-experienced volunteers) stepped up and took charge truly moved us.

Last year's Holiday Wish Drive was the first time FGT operated out of a single warehouse. At the outset, there was anxiety about what it would be like to work with a condensed space.

Fortunately, a fundamental lesson came to light.







## Bridges Built

It's just as easy to stack up as it is to spread out. Luckily, Angel Elves worked diligently alongside FGT staff for the entirety of the Drive to ensure everything went smoothly. They even took on jobs they had never handled before, making great strides in improving operations in a smaller space.

Whether managing the Warehouse Store: setting up, organizing, and stocking thousands of toys and needed items to fulfill wishes, or overseeing big-agency gifting (organizing 700-1000 gifts plus), Angel Elves saw the task at hand, learned what was required to accomplish it, applied new tactics, and executed their missions with endless fervor and an abundance of passion.

Improving these critical volunteer and operational bridges increases the ability to grant wishes for joy efficiently.

Another vital bridge is the continual strengthening of relationships with Partner Agencies. One such agency is DISH (Delivering Innovation In Supportive Housing) in San Francisco.

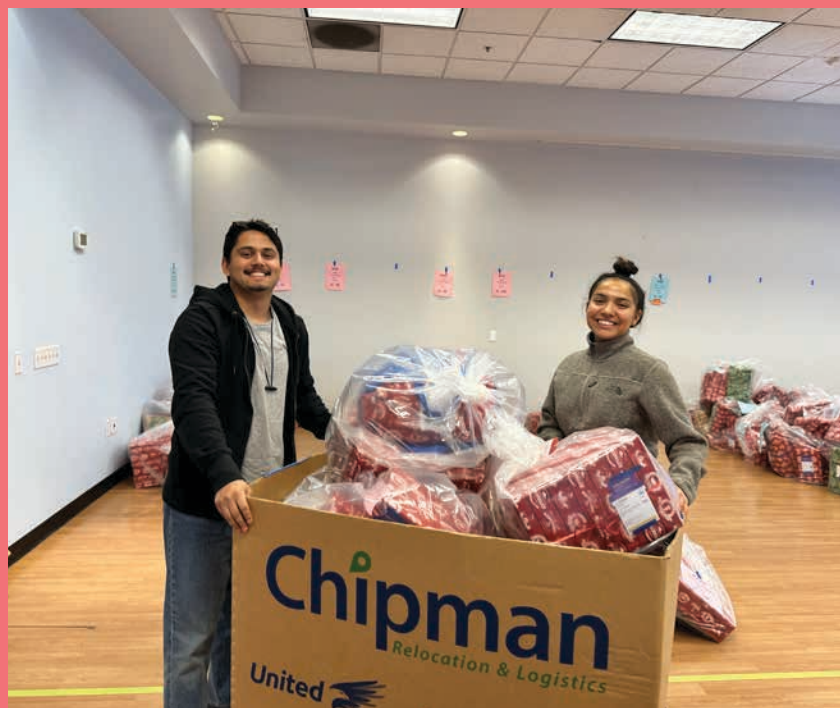




DISH SF provides high-quality, permanent housing to San Franciscans with serious health issues. They have partnered with FGT for the Holiday Wish Drive since 2017, and this past drive season, FGT granted 694 wishes to their residents. In return, members of the DISH staff participated in a post-Drive webinar. They helped educate participants about their work, the critical need in the community, and how simple acts of kindness positively affect and encourage their residents.

Thanks to connections like these: the beautiful relationships forged between FGT and the Angel Elves and FGT and Partner Agencies, joyful work gets done. The bridges built today allow for continued and improved bridge-building moving forward.

And they are always built with kindness and love.





# Empowering Our Stakeholders

Family Giving Tree (FGT) has a long track record of being financially responsible. Its strong financial reserves and conservative planning have allowed the organization to weather economically challenging times. This past year was no different.

Always looking for ways to diversify its streams of revenue, FGT implemented Double the Donation, allowing donors to submit their donations for corporate matching gifts easily. Doing so allowed FGT to enhance a revenue stream opportunity not previously pursued. The combination of diverse funding, responsible planning, and maintaining reserves means that FGT can continue to honor and grow its commitments to our partner agencies and schools.

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The 2022-23 fiscal year saw a higher return in physical donations of backpacks, school supplies, and wished-for gifts. Drive Leaders grew their physical donation returns by 38% from the previous year. While the Virtual Giving Tree (VGT) performance was below what we initially projected, the return to physical donations was a positive sign of community support for our Holiday Wish and Back-to-School Drives. Offering online and in-person options strengthened the relationships with Drive Leaders – empowering them to make







an impact with the tools that provided a positive and easy donating experience. Incorporating all of the available tools that FGT had to offer allowed Drive Leaders to reach beyond their office spaces and expand access to social impact activities for their groups. The value of the donated gifts and backpacks make up the majority of revenue, making Drive Leaders one of FGT's most crucial stakeholders.

FGT worked internally to ensure continued and responsible stewardship of donors' funds. Launching the new VGT before the Holiday Wish Drive provided a visual and mission-centered giving experience. It also offered transparent education about FGT's programs and the donor's role in helping the community – strengthening individuals' confidence in knowing what impact their gifts represent. Despite its underperformance during the Holiday Wish Drive, the VGT is a valuable resource for our Drive Leaders to help in their efforts to run successful Drives.

Relationships with corporate partners remained strong through the pandemic, and as people returned to offices, the return of corporate engagement accelerated with on-site employee events. Backpack Builds and Wrapping Parties returned to near pre-pandemic levels, with 24 Builds during the Back-to-School Drive – supplying roughly a third of the total backpacks distributed, and 15 Parties during the Holiday Wish Drive – providing 4,000 gifts. Corporate sponsorships also remained strong. By maintaining these connections, FGT could sustain a healthy stream of financial support for its mission and programs.

Along with the strong relationships with its Drive Leaders and Corporate Partners, FGT's reputation with its vendors was especially crucial during the past fiscal year. Leveraging these relationships provided strong purchasing power that allowed FGT to maintain donation amounts of \$35 per backpack and \$25 for a gift as the retail costs of these items increased significantly.

Overall, as the giving environment continues to shift towards pre-pandemic levels, 2022-2023 was a positive year. FGT continued to pivot and adapt, using diverse support channels to foster its programs' continued growth, meeting the community's increased needs.

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Strength in Numbers



NUMBER OF YOUNG KIDS (UNDER 18) WHO VOLUNTEERED

BTS 95

HWD 219



NUMBER OF GIFTS & BACKPACKS



28,677



56,000

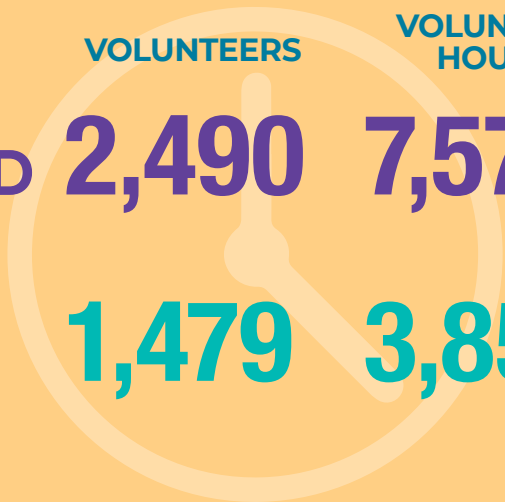
DRIVES AT A GLANCE

VOLUNTEERS

VOLUNTEER HOURS

HWD 2,490 7,578

BTS 1,479 3,856



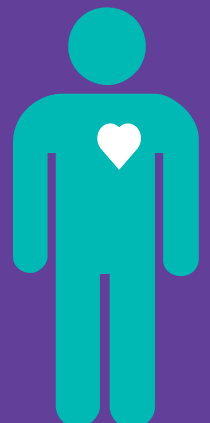
MATCHING VOLUNTEER HOURS

NUMBER OF VOLUNTEERS

388

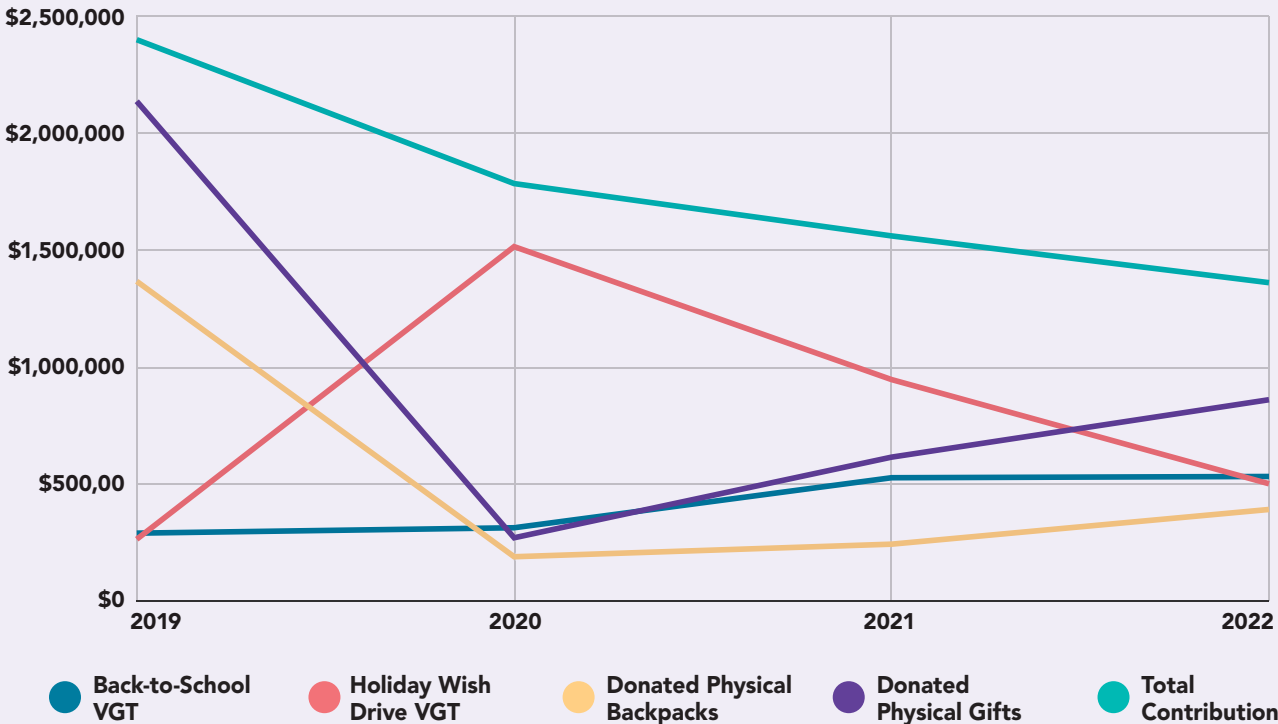
VALUE OF WORK

\$60,889



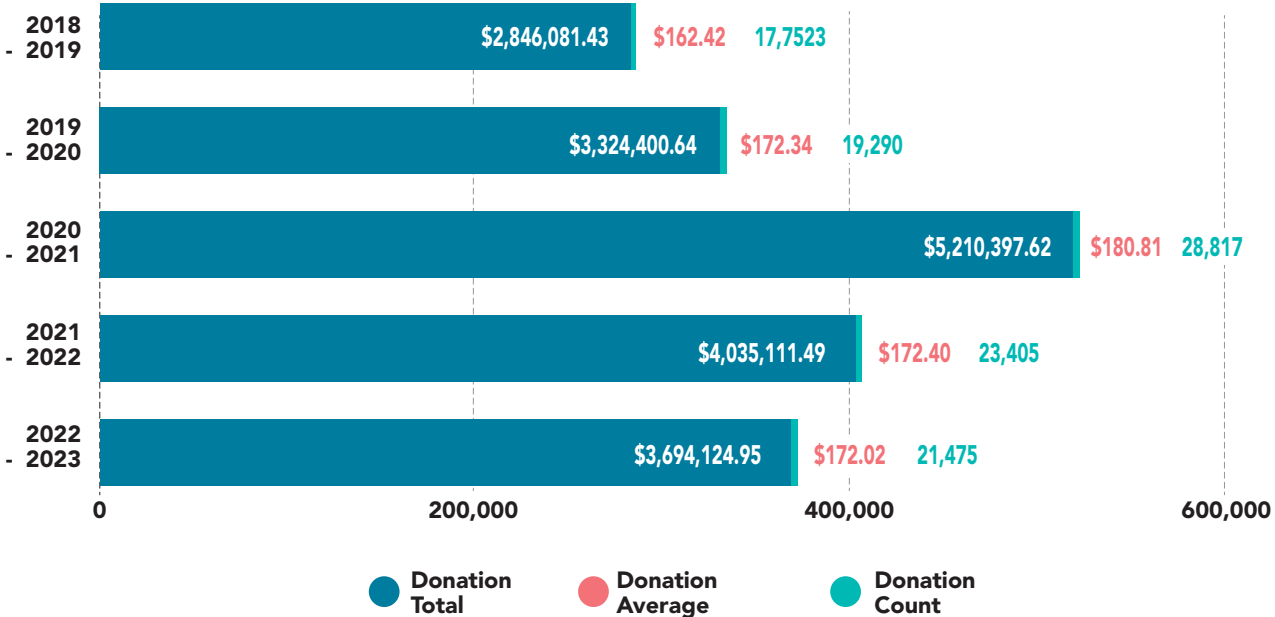


# DRIVE LEADER SUPPORT: PHYSICAL AND MONETARY DONATION VALUES



Drive Leader participation is a key component of each and every Drive. This graph illustrates the dramatic effect of COVID on this aspect of donor support and illustrates the financial impacts donors have experienced themselves with the rising cost of Bay Area living. Physical donations are making a slow comeback given the remote working environments of many partner organizations. At the same time, the increase in use of the VGT has helped Drive Leaders maintain overall support as we work together to return to pre-pandemic levels of giving.

## 5-YEAR DONOR PARTICIPATION AND AVERAGE AMOUNT



This graph represents the effect of COVID and how an online gift donation portal allowed donors to participate during a very tough holiday season when shopping in store was considered unsafe. It also reflects that the average gift has remained fairly constant over four years, and how, 2020 aside, the number of donors continues to grow compared to the more "normal" years of 2018 and 2019.



## Leveraging the Power of Community



## Community Champions

The Community Champions program gathered momentum this spring as a means to honor those who provide long-term support for Family Giving Tree's year-long organizational programs. These include nurturing the initiatives of partner organizations in the off-season as well as empowering staff to plan and improve the programs that are the foundation of our mission.

By participating in the Community Champions program, Bay Area community members become catalysts for positive, lasting change through monthly giving. Participants also get behind-the-scenes looks and exclusive content such as interviews with agencies and inspirational community members, as well as priority volunteer registration during drive season. An example of the collective power of community, members can opt to give in smaller monthly amounts to sustain FGT's mission. Together, Community Champions raised \$13,151! By empowering individuals to make a difference, the Family Giving Tree's Community Champions program strengthens bonds between supporters and their community generating more hope as the word spreads!





## Bayley and WWE

**B**ayley, the beloved WWE (World Wrestling Entertainment) Superstar known for her infectious enthusiasm, decided to utilize the power of her community to support Family Giving Tree's Holiday Wish Drive.

Drive. Inspired by the organization's mission to bring joy to underserved children and families during the festive season, and driven by a desire to honor her late coach Kirk White's memory, Bayley rallied her loyal fanbase, known in earlier years as the "Hugger Section," to make a difference. She took to social media during a Facebook live stream, joined by actor Jake Johnson, WWE star and actor, Mercedes Varnados, WWE stars Big E, Indi Hartwell, and Roxanne WWE, Motivational Coach Tim Grover, and musician Ryan Scott Graham, spreading the word about the Family Giving Tree and encouraging her fans to donate gifts via her Virtual Giving Tree.

Bayley's passionate appeal resonated with her dedicated fans, who lined up to support her in-person Toy Drive along with her friends from Big Time Wrestling, and local gourmet coffee purveyors Nirvana Soul, at Takedown Sports in San Jose. The collective efforts of Bayley's community generated an outpouring of generosity that exceeded all expectations - all-in-all gifting over 875 local children with toys to celebrate the season! This is truly the power of community.





From the beginning, Family Giving Tree has been blessed with abundant volunteer help and an incredible core of dedicated volunteer leaders we call Angel Elves. These fantastic volunteers return year after year, learning and growing in their roles, and ensuring all the work needed to get backpacks and holiday gifts to our recipients happens on time.

These core volunteers take leadership positions, train volunteer groups, help set up the warehouses, assist with special events, "own" critical parts of the warehouse process, and help us clean up and move out of our borrowed

buildings each Drive. They take on duties that the small (but mighty) staff need more time to do.

For example, for the vast majority of warehouse shifts for the Holiday Wish Drive,

three staff members and 13 Angel Elves were working. They purchased gifts, ran the warehouse "store" and "backstock," trained volunteer groups, supervised in multiple areas, assisted the social service agencies that were picking up their bags of gifts, managed our recycling process, and created documentation and training aids.

In addition, FGT has two projects that significantly increase the number of children we can serve; Angel Elves play a critical role in both. For the Backpack Builds, participating companies provide funds (\$5 - 50k per event), FGT purchases backpacks and bulk supplies, and one staff member and several Angel Elves set up assembly lines and facilitate the group event for the hosting company's employees to stuff the backpacks. The same system applies to the Holiday Workshops, where the event focuses on wrapping gifts for the Holiday Wish Drive.

From an operational point of view, managing both Drives is only possible with this invaluable help. To pay for the thousands of hours these dedicated volunteers provide would be expensive. Last year alone, they volunteered 2,743.75 hours, equivalent to \$87,251.25.

With several Angel Elves volunteering their time for over 30 years, they have made an incredible impact on the organization and the community. FGT is incredibly grateful to have so many loving, giving Angel Elves. Their spirit empowers.

# Elf Power

*With several Angel Elves volunteering their time for over 30 years, they have made an incredible impact on the organization and the community. FGT is incredibly grateful to have so many loving, giving Angel Elves.*

# Building backpacks @ The Family Giving Tree!





## Financials

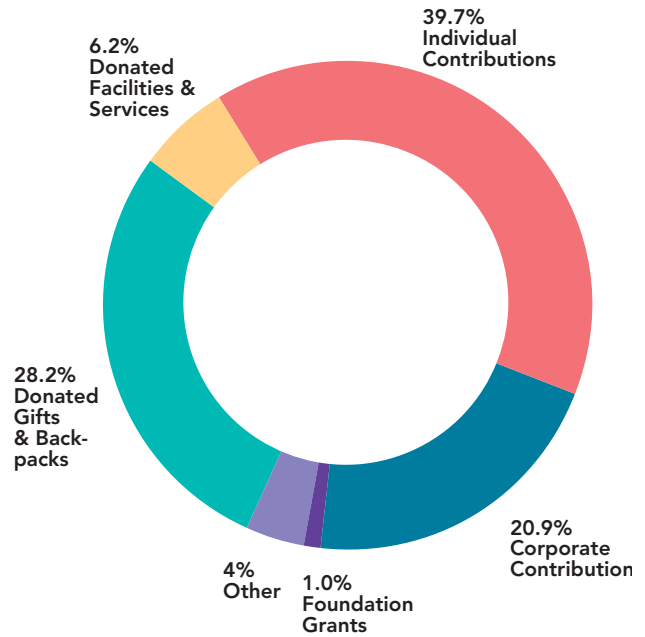
	FYE 2019	FYE 2020	FYE 2021	FYE 2022	FY 2023
Total Revenue	6,415,473	6,627,356	6,798,847	5,436,323	5,678,999
Total Expense	6,199,226	6,357,961	5,171,443	5,332,320	5,806,480
Grants Expense*	3,839,790	3,736,897	2,406,863	2,295,954	2,619,138
Grants Exp % to Total Exp	61.9%	58.8%	46.5%	43.1%	45.1%
Purchases	592,024	3,736,897	1,437,835	1,349,182	1,179,186
Purchased percentage	15.4%	100.0%	59.7%	58.8%	45.0%
Granted Units*	118,903	124,119	101,371	78,229	84,184
Growth Rate - Granted Units	-1.6%	4.4%	-18.3%	-22.8%	7.6%

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



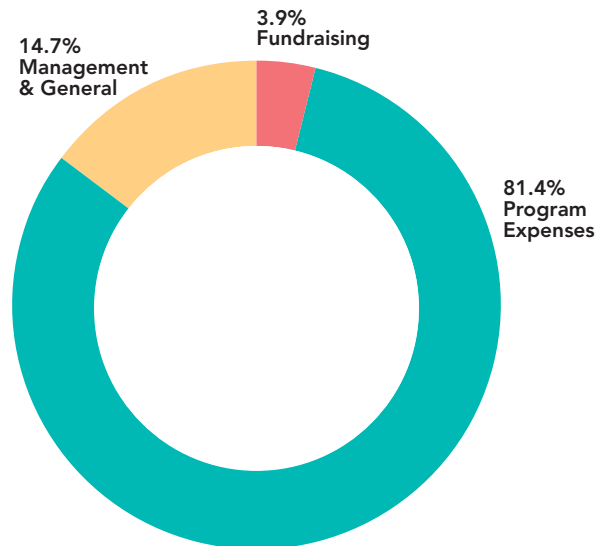
## REVENUE

Cash Contributions	
Individual	\$2,252,691
Corporate	1,184,754
Foundation Grants	56,750
Other	12,317
Government	215,521
Subtotal Cash	3,722,034
Donated Gifts & Backpacks	1,602,598
Donated Facilities	354,367
Donated Equipment	0
<b>Total Revenue</b>	<b>\$5,678,999</b>



## EXPENSE

Program Expenses	\$4,727,352
Management & General	853,434
Fundraising	225,694
<b>Total Expenses</b>	<b>\$5,806,480</b>





LIFETIME TOTALS

BACKPACKS



481,110

HOLIDAY GIFTS



1,627,778

DRIVES

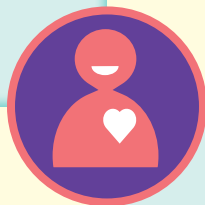
31,671

AGENCIES

10,459

VOLUNTEERS

145,117



RECIPIENTS

2,108,888

## 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.



## LEADERSHIP TEAM

**Jennifer Cullenbine**  
CEO and Founder

**Jess Gutierrez**  
Chief Financial Officer

**Jill Mitsch**  
Deputy Director

**Charlotte Wood**  
Director of Marketing and  
Development

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Family Giving Tree™