



*The Working Alternative To Charity*

February 11, 2010

Dear Friends,

Each year at this time, it is our privilege to provide an **Annual Report** to Sunday Friends' most significant stakeholders. We want you to have the information you need so you can trust that you are investing in a well-run organization.

Some of our key **Program Accomplishments** of 2009:

- We worked with 734 children, 315 parents and 1,493 volunteers throughout the year. We averaged 325 participants per program.
- We completed our fourth biennial professional program evaluation in collaboration with the San Jose State University Sociology Department. Please visit [www.SundayFriends.org](http://www.SundayFriends.org) to review our measured success in 1) imparting 35 key developmental assets to children, 2) helping families grow towards self-sufficiency and 3) building healthy volunteerism in our community.
- Our programs made it possible for our participants to earn the most basic of necessities: Rent for their homes, thanks to the Good People Fund.
- Our focus on literacy increased. It is no accident that the letters our families write have become more thoughtful and well developed.
- We strengthened our classroom education through collaborations with community resources to teach money management, parenting effectiveness, health, nutrition, English and much more. In particular, Bank on San Jose, a United Way initiative, initiated a curriculum on banking, credit, taxes and other very practical financial literacy skills.
- Our families continued to learn – through direct experience – that even in a difficult economy, if you work harder, you earn more. And that earning is more fulfilling than receiving handouts.

Some of our key **Organizational Accomplishments** of 2009:

- To further our progress in building long-term sustainability for the organization while maintaining its integrity, Janis Baron moved from her role as Executive Director to become President of the Board of Directors. Following six years as Sunday Friends' Associate Director, I have replaced Janis as our Executive Director.

*The Working Alternative to Charity since 1997*

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- We offset a 3% decrease in income in 2009 by reducing spending 5%. We concluded our fifth consecutive year with a modest surplus and no debt.
- Our overhead expenses were lower than ever, just 9%! We achieved this, largely, by bringing in more quality in-kind donations (daily consumable basic necessities) and by increasing the efficiency with which we handle in-kind donations overall. Our clear focus on the basics in 2009 paid off.
- We expanded our outreach through community events, especially Brainstormers and Ambassador Trainings. We have built an active Ambassador Team with 30 members.

### **What's ahead for 2010?**

- Our budget includes 19% more basic necessities for our families to earn as they give back to their community.
- Our classroom curriculum will become even more enriching, with topics including: preparing your child for school, job training, diabetes prevention, neighborhood housing, resolution and mediation skills, supporting academics over the summer, scouting, immigration issues, practical nutrition and continuing guidance in financial literacy.
- Our Board of Directors is presently engaged in our biennial strategic planning process, assuring that we are making the most effective impact possible on our community.

What never changes is our admiration for the Sunday Friends families, who work with such dedication within our programs, and our gratitude for you, our top supporters. You make this all possible.

We welcome your increased involvement in Sunday Friends. We would appreciate your expertise and ideas. There are a number of ways you can participate: a Resource Cultivation Workshop, a "Friendraiser", an Ambassador Training, a Brainstormer and, perhaps, a Fundraising Event. Or maybe you would prefer to sit down one-on-one and chat about Sunday Friends, its mission and its future. Please let us know which works best for you.

With sincere gratitude,



Michael Hobson, Executive Director

P.S. We realize that most annual reports are full-color, glossy affairs with more pages and lots of photos. We feel that your contributions are better spent on directly improving the lives of the children and parents who participate in our programs. We hope you agree. If there is any information missing here that you would like, please contact me. I'll be happy to provide it.