



*The Working Alternative To Charity*

February 1, 2011

Dear Friends,

Each year at this time, it is our privilege to provide an **Annual Report** to you, 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 that is fulfilling its mission.

Although much has changed since Sunday Friends began in 1997, our fundamental approach to breaking the cycle of poverty has not. We continue to provide opportunities for families to work together to earn basic necessities as they give back to their community.

### **Key Program Accomplishments of 2010:**

- We worked with 670 children, 337 parents and 1,254 volunteers in 2010, averaging about 300 participants per program.
- We moved our "Treasure Chest" into the main school building. Our on-site store is now 50% bigger, allowing us the space to offer a wider variety of higher quality basic necessities for our families to earn in every program.
- We increased our emphasis on building children's academic readiness and love of learning by expanding educational game projects from two hours to five hours per program.
- Our Rent Relief Project was doubled in 2010. Since 2009, seventy-three families have redeemed their tickets for almost \$15,000 in rent relief, paid directly to their landlords.
- We also doubled the number of ESL teachers, increasing the focus on the individual needs of each student.
- We strengthened our classroom education through collaborations with community resources to teach tax preparation, diabetes prevention, nutrition, school preparedness, parenting effectiveness, substance abuse prevention, workers' rights and much more.

### **"The Working Alternative to Charity" since 1997**

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## Key Organizational Accomplishments of 2010:

- Both income (\$476K) and expenses (\$467K) increased 23% over 2009. For the sixth consecutive year, we have achieved a modest surplus. In all of our fourteen years, we have never been in debt.
- Overhead expenses were just 14% of overall expenses.
- Focused donation drives by 48 community organizations enabled us to increase in-kind donations of the merchandise our families work to earn by 42%.

## A Look Ahead:

In 2011, we will be exploring ways to reach more families in need in our community. At the same time, we will measure our success and look for ways to improve our services through our fourth biennial professional program evaluation, conducted in collaboration with San Jose State University's Sociology Department.

Sunday Friends' success is best demonstrated by the progress made by the hundreds of highly-motivated families who have participated in our programs. However, without the thousands of volunteers, a dedicated staff and you, our devoted stakeholders, none of this would be possible. We are grateful for your support.

We welcome your increased participation in Sunday Friends. There are a number of opportunities, both on Sundays and behind the scenes, for you to help. Please contact us so we can match your interests with our needs.

Sincerely,



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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 you would like any further information regarding Sunday Friends, please contact us. We will be happy to provide it.