



*The Working Alternative to Charity since 1997*

January 18, 2013

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 2012:**

**We expanded our programs** for very low-income families to two new program sites: Anne Darling Elementary in East San Jose and Blackford Elementary in the San Jose/Campbell area. Of course, our programs at Lowell Elementary in downtown San Jose continue to flourish. We now run seven-hour-long programs four Sundays every month (up from two per month previously), thanks to the strategic support of the San Jose Unified School District and the Campbell Union School District.

**We served more families in need.** We worked with 1,535 unique children and parents and 1,248 unique volunteers in 2012, averaging nearly 300 participants per program.

**We opened a week-day Treasure Chest** “store” on Story Road in San Jose, where families shop with their tickets for basic necessities six days a week. The store reduces our dependence on the schools for shopping facilities, while providing increased visibility for Sunday Friends in the community.

**We helped families stay in stable housing.** 778 unique families were able to make ends meet within their households because they could earn their diapers, toiletries, school supplies and other basic necessities through Sunday Friends. And, thanks to our collaboration with the Good People Fund, we made it possible for 54 families to earn \$13,000 in rent for their homes.

**Children earned 280 bikes and over 300 backpacks filled with school supplies** through our programs this year, thanks to our collaborations with the Silicon Valley Bicycle Exchange and over a dozen other community organizations.

**We increased our focus on Violence Prevention** and the healthy development of children through a new partnership with Kaiser Permanente. We are now offering classes and writing projects focused on everything from resilience skills to anger management to substance abuse prevention and gang avoidance. And, we are introducing more Project Cornerstone-based curricula, including family-based reading and discussions (Los Dichos) and staff training in instilling developmental assets.

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**We expanded the education in practical life skills** – more writing, more English as a Second Language and more classes on financial literacy, health and nutrition, parenting effectiveness, supporting academic success, the path to college, etc.

**We improved the health** of many family members. In every program, nurses measure blood pressure and weight, counsel, help individuals set goals for improvement and log significant progress toward the goals. Participants even earn tickets for achieving their goals.

**We created an infrastructure that will also support future expansions.** All of our curriculum components are now accessible online. Also, we developed an online banking, registration, shopping and statistical reporting system that allows Sunday Friends to operate in multiple locations simultaneously.

### **Key Organizational Accomplishments of 2012:**

- We began 2012 with a comprehensive Strategic Plan, which we completed on target. The business and technology skills of our new Executive Director, who joined Sunday Friends in January, allowed us to develop systems to improve the efficiency of our operations while reducing costs.
- Our Board of Directors (credentials on [www.SundayFriends.org](http://www.SundayFriends.org)) closely tracked progress through monthly Board Meetings and task forces and actively helped in the areas of fundraising, finance, human resources, contracts, community outreach and public relations.
- We increased the scalability and sustainability of the programs through a more compartmentalized staff structure. We now have a Curriculum Coordinator, a Volunteer Coordinator and other well-defined positions with clearly-defined responsibilities. The new structure has better facilitated training and has reduced vulnerability.
- We created a new website that more fully presents the features, philosophy and achievements of Sunday Friends. It has received rave reviews. Please visit [www.SundayFriends.org](http://www.SundayFriends.org).
- Our donors contributed \$394K. Our expenses were \$468K. The difference of \$74K was a one-time capital expenditure for the Expansion, covered by the \$80K Expansion Fund raised in 2011.
- Overhead expenses were just 12% of overall expenses: 88% Program; 11% Admin; 1% Fundraising.
- Focused donation drives by 84 community organizations enabled us to provide over \$116,420 worth of the merchandise our families work to earn.
- Tired of hearing that “Sunday Friends is the best kept secret in San Jose”, we launched a campaign that brought many more community members to “tour” our programs this year.

## A Look Ahead:

The Year 2013 Strategic Plan is focused on four major initiatives:

**Initiative 1: Following the Expansion of 2012, continue to strengthen the effectiveness and scalability of our programs.** This strengthening will include: Computer Education for Families and Children in partnership with Juniper Networks, further development of the Violence Prevention Curriculum in partnership with Kaiser Permanente and streamlined Treasure Chest supply chain procedures.

**Initiative 2: Broaden the professional measurements of the effectiveness of the Sunday Friends programs.** Our evaluations will include: The Fifth Biennial Professional Program Evaluation in collaboration with the Justice Studies Department of San Jose State University, a wide range of statistical reports generated by our new online banking and registration system and an in-depth study of our ticket-based “learning economy” by the Business Department of Santa Clara University.

**Initiative 3: Meet the Year 2013 income goal of \$673K while developing additional streams of long-term funding for the organization.** We are developing innovative outreach programs to corporations, religious institutions and individual donors. And, we will soon have audited financials for 2012 to enhance our fundraising capabilities.

**Initiative 4: Broaden community awareness of Sunday Friends’ mission and unique solution.** 2013 will be the year to further spread the word about Sunday Friends through social and conventional media as well as community events and strategic alliances. It is a key goal of Sunday Friends that our proven model will influence other low income communities and eventually be replicated locally, statewide and nationally - with the ultimate goal of helping thousands of families break the generational cycle of poverty.

We look forward to sharing our progress in all areas with you over the months to come.

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.