



The Working Alternative to Charity since 1997

January 15, 2015

Dear Friends,

This year, we are more excited than ever to share with you our **Annual Report** for the Year 2014. 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 18 years ago, 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 and learn practical life skills.

Key Program Accomplishments of 2014:

We served Families in Need from all over San Jose – and beyond. In 2014, our programs included 780 unique children and 522 unique parents, all coming from low-income neighborhoods throughout Silicon Valley. A typical program engaged 106 children along with 80 of their parents.

Our programs expanded to include a New Site and a New Neighborhood: Thanks to funding from FIRST5, Sunday Friends expanded its programming to Kennedy Elementary in the Franklin McKinley School District on October 5. The programs are off to a great start: 403 unduplicated family participants in just the first three programs. We now run programs at three schools in two school districts, four Sundays per month.

We added more education for Parents of Children Ages 0 to 5: Our programs at the new Kennedy location, in particular, are attracting more young families with very young children, so we are providing more early parenting education in addition to our regular classes.

The number of participating Dads continued to increase. We all know that families change in profound ways when dads, as well as moms, participate in family activities and parenting education. This year, we averaged 25 dads per program and sometimes 35 or more.

Programming for Teens and Preteens was enhanced. Because the number of teens and preteens grew to an average of 46 per program, we enhanced our programming for the older youths by adding more science, technology, engineering and math (STEM) activities, computer education, Path-to-College guidance counseling, scholarships and leadership opportunities within the programs.

We provided a Financial Credit Union Station to bridge our families' learning from tickets to dollars. In collaboration with Community Trust Prospera (Self-Help Credit Union), we now offer one-on-one financial consultations within our programs that include opportunities to open accounts, build credit, restructure debt and end high-fee check cashing.

Over 100 families earned Rent Relief through Sunday Friends. Thanks to the Good People Fund, 103 families earned \$16,000 in rent subsidies this year.

P.O. Box 24887 San Jose, CA 95154-4887

mail@sundayfriends.org

www.SundayFriends.org

We added Legal Consultations for families. Periodically, Sunday Friends' families are now able to meet within our programs with professional attorneys who bring an array of legal specialties. Our participants receive essential guidance that they could not otherwise afford.

Our Service Projects reached more community recipients and uplifted more children. Through four or five projects each program, children and volunteers created meaningful gifts for recipients at over 14 agencies: convalescent homes, children's hospitals, etc.

We made great progress in developing Parenting Effectiveness. Parents learned through classes as well as writing, discussions and role modeling. This year's class topics included: Triple P Positive Parenting, Effective Solutions for Your Child's Nervous Habits, Parenting Teens, 5 Keys to Raising a Healthy, Happy Eater, Cool Math Games for Kids and their Parents, Child Development, Modeling Positive Behavior at Home and Passing on Your Values, How to Advocate for your Child at School; Navigating the School System, Supporting the Education of Children with Special Needs, Good Alternatives to Shouting and Yelling at Your Kids, Teaching Financial Responsibility to your Children – and more. Over 90% of parents surveyed this year feel that they are now better role models for their children, spend more special time with their children and interact better and talk more with their kids.

We further enhanced our Violence Prevention programming. Practical violence prevention classes this year included: Post-Traumatic Stress Disorder, Communicating with your Partner, Understanding the Criminal Justice System, Gang Awareness and Prevention, Recovery and Hope for Living with Mental Illness, Crime Prevention and, of course, all of the parenting and mental/emotional health classes. The supportive community of Sunday Friends, special writing assignments, referrals to community services and the self-worth and empowerment that come through Sunday Friends further fostered violence prevention for our families.

We supported School Success with new program features. The biggest addition this year was our new Path-to-College programming. We recognized a need to take the next step in preparing our youths for college, so we brought in professional guidance counselors and career coaches to work one-on-one with students and their parents to research, fill out applications, identify supplemental forms of education, find financial aid, etc. Sign-ups for the sessions are always full. In addition, seven Sunday Friends participants earned college scholarships, thanks to a partnership with Waddell & Reed.

Our families' English improved. Our English-as-a-Second-Language classes flourished, with full classrooms, regular attendance and more volunteers working with small groups. We know that our families' English is developing because they now converse with us in English. And, when we tell a joke in English during the class, everyone laughs!

We brought Literacy learning into the homes. After years of helping families write within our programs (over 1,000 handwritten letters per Sunday), this year we also sent writing assignments home with our families on a regular basis. Many have reported that they are now watching less television and spending more time developing essays together at home. Most important: Parents are now role modeling literacy and constructive use of time for their children throughout the week.

We have expanded our Computer Education classes to teach Financial Literacy and more. The Computer Education for Families and Children classes have grown in popularity, to the point where we had to purchase 15 additional computers to accommodate all of the interest. One notable addition this year was the computer-based curriculum sponsored by the Youth Financial Literacy Foundation. To date, 12 youths have earned "Money Masters" certificates and others are on their way.

Families' Health Practices and Health improved through Sunday Friends. In their essays, families have been enthusiastically telling us that their diets, exercise and health have improved through Sunday Friends. Our 3 to 4 healthy food preparation projects per program play a key role. So do the blood pressure, glucose, dental, vision, hearing and weight screenings and healthcare enrollments provided by Foothill Community Health Center, the Healthier Kids Foundation, Kaiser Permanente and the Santa Clara County Public Health Department. Classes that support nutrition and health have included: Building Healthy Meals, Exercising on a Budget, Choosing Healthy Beverages, Understanding the Nutrition Facts Label, Enjoying Healthy Food that Tastes Great, Ask an OB/GYN, Ask a Pediatrician, Ask a Registered Nurse, Weight Loss, Sleep and Insomnia, Breast Cancer Bingo, Home Environmental Awareness, First Aid for Families – and more.

Sunday Friends' Staff elevated the quality of our programming like never before. Our 20 (mostly part-time) staff members brought strong and diverse backgrounds working with very low-income, immigrant populations as well as at-risk youth and parents. In addition to educational certification in child development, social work, sociology, social and behavioral sciences, psychology, probation, domestic violence, child abuse prevention and justice studies, they have work experience with: teaching preschool, teaching at-risk children, teaching children with learning disabilities and autism, counseling at-risk youth, suicide & crisis counseling, occupational therapy, coordinating summer and after-school programs for at-risk youths, facilitating parenting workshops, teaching multicultural enrichment and participating in community alliances.

Our Volunteers and Guest Groups were also key to our success. In each program, we were joined by 70 to 100 volunteers, including about 15 members of our Volunteer Leader Team and two or three guest groups from corporations, schools, faith-based organizations and service clubs. Many families wrote (unsolicited) this year about their heartfelt appreciation for the caring and respectful staff and volunteers of Sunday Friends. The community support means the world to them!

We measured our Results. In 2014, we completed another annual program evaluation to measure our success in instilling developmental assets in children and building self-sufficiency in families. To take our measurement of results to the next level, we also worked with consultants to develop a longitudinal study that will kick off in early 2015 and continue over the years to come. And, we formed a collaboration with Santa Clara University to develop and conduct the Spring 2015 professional, external program evaluation. Both quantitative and qualitative data from recent studies are available upon request.

Key Organizational Accomplishments of 2014:

FIRST5 of Santa Clara County became the first Sponsor of a new Sunday Friends program site. FIRST5 made it possible for us to add a new program site in the Santee area of San Jose. They went all out promoting our program in the community and our early results are extremely promising. It has long been our strategic plan to scale our organization by identifying sponsors for new sites. This is the model we hope to continue in the future.



More community members came to know about Sunday Friends in 2014. We were pleased to host program tours for over 100 representatives from service, government and funding agencies as well as corporations during the year. The Mercury News and other publications wrote about our “Working Alternative to Charity”. Our Executive Director was invited to speak at over 50 community events. The word about Sunday Friends has been spreading.

We further developed and strengthened Partnerships that have brought new funding, matching funds, endorsements, office space, purchasing efficiencies and improved sustainability. We are truly grateful to our partners for support and guidance in key areas: FIRST5 for sponsoring our newest site; United Way of Silicon Valley, Bella Vista Foundation and the Castellano Family Foundation for parenting education; Kaiser Permanente for violence prevention; Adobe, Umpqua Bank, Air Systems Foundation and the Santa Clara County Realtors Association for school readiness; the Good People Fund for Rent Relief; Sobrato Family Foundation, Silicon Valley Community Foundation and the Community Leadership Project for Capacity Building; and the following funders for general program support: Lockheed Martin Employees' Foundation, the Gordon Moore Foundation, Saratoga Rotary, State Farm, Mission City Community Fund and Jeppesen Dataplan. We thank Goodwill Industries of Silicon Valley for providing office space, product purchasing efficiencies, referrals to our programs and job training for our participants. The San Jose Unified and Franklin McKinley School Districts housed our programs and made them possible.

Collection Drives in the community brought in record amounts of basic necessities, school supplies and holiday gifts. For example, our biggest new drive this year, conducted by Hewlett Packard employees, yielded over 45 boxes filled with basic necessities. Overall, donations of in-kind resources for families from drives and donors surpassed \$389K in assessed valuation in 2014.

Sunday Friends' Holiday Shopping Spree exceeded our expectations. Our annual signature fundraiser, the Holiday Shopping Spree, was a tremendous success in 2014. We raised \$16,000 in sponsorships and gathered another \$19,000 from the 700+ shoppers who joined us to enthusiastically shop for gifts and necessities for our Treasure Chests.

More community groups created and ran Fundraisers for Sunday Friends. This year, Sunday Friends was a beneficiary of Silicon Valley Cares' Broomstick Ball event, which raised \$11,500 for our organization. We also benefited from fundraisers created by the Welcome Wagon, Pete's Coffee on Camden, the Stanford Graduate School of Business, Appleseed Montessori Schools, the American Business Women's Association, The Philanthropic Educational Organization (PEO), Holy Spirit Church, Saratoga Federated Church, the Bay Area Christian Church, Prince of Peace, the Unity Spiritual Center, St. Paul's Methodist Church, Committed 2 Community and a Fence-a-Thon.

Companies supported Sunday Friends through Work-site Activities. Groups from Cisco, Adobe and Waddell & Reed gathered at their workplaces to create materials for Sunday Friends while their companies matched their volunteer contributions with financial donations to Sunday Friends.

We achieved our Financial Goals. Our income in 2014 was \$628K and our expenses were \$600K. In addition, we brought in \$563K in in-kind contributions: donated facilities, professional services and materials.

Overhead expenses were just 10% of overall expenses. 90% Program; 8% Admin; 2% Fundraising.

We created an Endowment Account for Sunday Friends. To establish long-term stability for our organization, we initiated an endowment account with Wells Fargo Bank. This will allow our donors to contribute through direct donations or planned giving.

A Look Ahead:

The Year 2015 Strategic Plan is focused on the following four major initiatives:

Continue to Strengthen the Effectiveness, Collaborations and Measured Results of Sunday Friends' programs: At all three program sites, we will cultivate and expand our collaborations that further the education and services for our families in the areas of financial literacy, parenting effectiveness, academic success, English literacy, health, nutrition, violence prevention, emotional health, community resources, computer skills, STEM education, legal issues and path-to-college guidance counseling. Our success in meeting our goals will be measured through a professional program evaluation by Santa Clara University in the spring and further measured through a new, longitudinal study.

Meet the Year 2015 Income Goal of \$728K cash and \$435K in-kind, while developing additional streams of long-term funding for the organization: We will strengthen key partnerships with FIRST5, Kaiser Permanente, Sobrato Family Foundation, Goodwill, Bella Vista, United Way, Silicon Valley Community Foundation, Adobe, Good People Fund and the Los Altos Town Crier and also cultivate relationships with individual donors through over 100 program tours and thousands of handwritten thank you letters from program participants. We will hire a second grant writer to bolster our grant development and develop more corporate, foundation and government connections that lead to grant invitations and matching funds. We will increase the income from Sunday Friends' Signature Fundraising Event, the Holiday Shopping Spree, to \$50,000. And, we will continue to foster high in-kind income through increased contributions from pro bono educators and service providers, elevated income from community drives and more efficient shopping options deriving from special relationships with retailers and nonprofit organizations.

Broaden Community Awareness of Sunday Friends' mission and unique solution: We will represent and present Sunday Friends at over 100 community events during the year and will complete the contract with our grant-funded Marketing/Communications/Media Consultant to increase public and media exposure. We will collect and share more Sunday Friends stories and videos and will expand our email and direct mail lists as we engage more individuals in our programs.

Prepare for Expansion to the next Sunday Friends program site: During 2015, we will complete the implementation of Sunday Friends Online, the platform that will allow us as well as other interested parties to launch and operate new program sites in the future. This platform will include comprehensive training, curriculum, logistical and operational components and centralized sharing of progress and data as well as a donor management system.

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

Sincerely,



Ali Barekat, Executive Director
(408) 930-4369
ali@sundayfriends.org



Janis Baron, Board President
(408) 821-7150
janis@sundayfriends.org

P.S. If you would like any further information regarding Sunday Friends, please contact us. We will be happy to provide financial, statistical and evaluation data, including measured results and family essays.