



The Working Alternative to Charity since 1997

January 16, 2017

Dear Friends,

We are pleased to share with you our **Annual Report** for the Year 2016. 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.

As we celebrate Sunday Friends' 20-year anniversary, we note that even though much has changed since Sunday Friends began, our fundamental approach to breaking the cycle of poverty has not. We continue to provide opportunities for families to build parent engagement, life skills and strong futures for their children.

Our mission: Sunday Friends empowers families to break the generational cycle of poverty by fostering positive development in children while educating and guiding parents to support their children's life success.

Our model: Children and parents work together to learn, earn, and serve the community.

Key Program Accomplishments of 2016:

We served families in need from all over San Jose – and beyond. In 2016, our programs included 751 unique children and 593 unique parents, all coming from low-income neighborhoods throughout Silicon Valley. Typical recent programs engaged, on average, 245 family members: 130 children along with 115 of their parents.

Participation and programming at our newest site grew: With the support of our funding partner FIRST 5 of Santa Clara County, we were able to expand both participation and programming at our newest site: Santee Elementary in the Franklin McKinley School District of East San Jose. Family participation at Santee is now on par with our most established location. We have fully institutionalized special FIRST 5 programming for parents of children ages 0 to 5 in each program, including: Triple P Positive Parenting, SEEDS of Early Literacy, Abriendo Puertas (to prepare children for school), and Ages and Stages Questionnaires (to assess developmental status).



Santa Clara University performed a professional evaluation of Sunday Friends' success in instilling Developmental Assets in children: This year, a Santa Clara University (SCU) research team, led by Dr. Carol Ann Gittens, Associate Dean of the School of Arts and Sciences, conducted an evaluation of Sunday Friends that brought together data collected in 2015 along with new data collected in 2016. The focus of the evaluation was: How well is Sunday Friends instilling Developmental Assets in children? According to the SCU external evaluation, Sunday Friends effectively imparts 38 of the 40 developmental assets that have been proven by the Search Institute of Minneapolis to be strong predictors of success in life. This is an impressive measurement, especially because, according to the Search Institute, 31 assets are sufficient.

mail@sundayfriends.org P.O. Box 24887 San Jose, CA 95154-4887

www.SundayFriends.org

Guess which Developmental Asset scored the highest? Responsibility!: According to the 2016 Evaluation, the Developmental Assets we are MOST successful in instilling are, in this order: 1) Responsibility; 2) Achievement Motivation; 3) Self-Esteem; 4) Planning and Decision Making; 5) School Engagement; 6) Homework. Also high on the list: Positive Family Communication, Community Values Youth, Adult Role Models, Sense of Purpose and Healthy Lifestyle.

The combined 2015/2016 evaluation results accomplished something unprecedented. While the two-year evaluation demonstrates Sunday Friends' success in instilling developmental assets, which the Search Institute correlates to positive outcomes, it also demonstrates clear and strong measured success in actually achieving those outcomes. As far as we know, no other organization has measured both the attainment of developmental assets *and* the ultimate (predicted) outcomes.

The top three Sunday Friends outcomes measured in depth were:

1. Parent's Behavior Fosters Their Children's Healthy Development
2. Children Demonstrate Pro-Social and Pro-Education Attitudes and Behaviors
3. Family Members Understand and Practice Sound Financial Management Behaviors

Highlights of the report are available through our website.

Parent Engagement continued to stand out as our top focus area: We provided classes for parents - one to two-and-a-half hours per program - averaging 70 parents per class. Topics covered everything from preparing your children for school to supporting their success to helping with Core Curriculum homework to advocating for special learning needs. We also included the parents in all hands-on education for the children, from reading to writing to STEM to computer use to financial literacy. In their essays from the past few months, over 100 parents chose to write about how they are now more actively engaged in their children's schooling and healthy development. Hector wrote: "Since I started coming to Sunday Friends, I am more informed on how to help my children with their homework. Now I help them learn mentally and morally and I am very involved with their homework and anything to do with school."

The biggest advance in 2016 was the extension of family-centered learning into the homes during the week: We believe that, to break the cycle of poverty, what we teach and practice at Sunday Friends must continue at home between programs. This year, families brought home thousands of reading, writing and learning game activities and returned to each program, on average, 2,220 handwritten letters and essays, book reports and game reports plus cell phone photos and videos of their family playing math games at home. In their essays from the past few months, 10 parents volunteered that their family is now watching less television and spending more time together learning as well as exercising, cooking and conversing. Marla wrote: "A lot has changed since we started the program with Sunday Friends because we didn't read to my son, and since we started the program even my husband reads to him. We also started doing the program's activities on our own, not just when we are with Sunday Friends."

Community partners collaborated with us to bring life-changing education to our parents through classes. With the help of experts and educators, we taught 35 classes on parenting and school support, 17 classes on violence prevention and mental health, 22 classes on health and nutrition, 9 classes on financial literacy and 8 classes on getting involved in your local community. We averaged 70 parents per class.

We expanded the personalized consultations with experts: In 2016, we offered multiple kinds of one-on-one consultations. The most highly attended were: Path to College, Summer Activities, Financial, Women's Health, Pain and Stress Management, Child Development Assessments, Mental Health, Domestic Violence, Self-Awareness, and Legal Issues (including immigration).

We added a Crisis Advocacy Team. As much as Sunday Friends helps families move forward in their lives and build stability, sometimes an unexpected crisis comes along that knocks someone profoundly off of that path. When that happens with one of our beloved families, we connect them with a member of our Advocacy Team. Our advocates work to understand the issues then actively connect the family-in-need to the appropriate community resources, providing support all along the way. Our Advocates take on a few new families-in-crisis each month.

Our Path-to-College programming made a real impact on the teens and their parents. Community experts joined with us throughout 2016 to provide Path-to-College classes and personalized counseling in school course and career choices, college research, and admission and financial aid applications. Three of the strongest aspects this year were: 1) Help with enrolling kids in enriching summer activities (most for the first time ever); 2) Interest tests that helped pre-teens, teens and even parents discover their career paths; and 3) Scholarships for college books given to five very inspiring students (we've given 24 over the past 4 years). Hilda wrote: "The path to college consultations were very helpful because from the moment we did the consultations, my son was interested in where he would go for university after high school so this motivated him to do better in school and get better grades."

We further enhanced our violence prevention and mental health programming. Among our most popular classes were those taught by the San Jose Police Department Crime Prevention Unit on topics including: gangs, drugs, bullying, reporting crimes, child safety and neighborhood safety. Other community experts taught about suicide prevention, anger management, positive discipline, handling hyperactivity and other challenges. Parents wrote volumes about how they pay more attention to their children and listen more, how their children are choosing friends with healthier attitudes, how respect has grown for people from all cultures, and how their frustrations have lessened. We expect that the strong violence prevention results measured in the 2015 independent evaluation will be matched in the 2017 evaluation.

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 20 agencies: convalescent homes, children's hospitals, programs for autistic or disabled individuals, etc. Young Isabella wrote: "I feel that I'm useful and that I'm helping here."

Literacy flourished. Families wrote, on average, over 6,000 handwritten letters, essays, book reports and game reports per month, 25% composed within the programs and 75% at home.

Our English-as-a-Second-Language (ESL) classes educated many families. A number of parents find the ESL classes to be the most gratifying and uplifting part of their Sunday Friends experience. Arthur wrote: "Thanks to the English classes here I have been learning so much by reading, writing, and speaking which also was with my children. With this new knowledge I can help my children get ahead in ways I couldn't before."

Our Computer Education classes are now teaching programming - and more. When we first initiated Computer Education for Families and Children four years ago, we had to start with the basics: overcoming reticence, learning to type, etc. Now, our classes are full, expanded to two sessions per program, and teaching whole families programming along with math and English skills and financial literacy. For the young children ages 3 to 6, there is the innovative and very popular MathShelf curriculum – can't tear them away! Perhaps the most exciting part is that 13 youths have earned their own laptops this year by meeting a series of challenging objectives.

We added new curriculum for teens in 2016: As Sunday Friends has aged, so have our participating children. This year, we included over 40 teens and preteens in each program and expanded our programming to better address their needs. Teens engaged in the computer programming classes, letter writing and path-to-college consultations. They took on leadership roles as translators, shopping guides and tutors. And now they also participate in the “High Low Circle”, an every-program group for teens only, led by a teacher. In each session, the teens discuss meaningful topics, such as the election results, bullying or homelessness, and construct a message for the Sunday Friends community, which we publish in our family newsletter. We are getting to know the teens in a new way and they have been given the opportunity to contribute to everyone's growing consciousness.

Dads have been among our most dedicated participants. When visitors observe a Sunday Friends class or the activities room, they are often amazed that about one-third of the parents are dads. We are proud of our ability to engage the dads because we know that families change in profound ways when dads, as well as moms, participate in family activities and parenting education.

Families' health practices and health improved through Sunday Friends. As soon as our health professionals arrive each program, long lines form immediately. Family members want to check their weight, blood pressure, glucose, dental health, vision and hearing and to receive advice, encouragement or congratulations. Families also benefit from our healthy cooking projects, the banning of sugar and junk food in the program and the exercise classes. Our nurses and collaborating health organizations are measuring improvements in the key indicators. Marissa wrote: “My daughter's health has improved a lot because in the program she has learned to eat things that she didn't like such as vegetables. Now she asks me for potatoes and carrots boiled with salt and lemon. So now I cook more fruits and vegetable and moreover I give them lots of water. Before I gave them juices and sodas. We have learned to eat healthy and to cook vegetables for our kids.”

118 families earned over \$20,000 in Rent Relief through Sunday Friends. During June and November, families were able to earn \$150 to \$200 each towards their rent. They told us through their application essays that the funds made all the difference. For many, Rent Relief allowed them to make ends meet, stay in housing, meet a healthcare need and keep their children in consistent schooling.

New this Year: We formed a collaboration with local schools in support of Parent Engagement: Because we so strongly believe in parent engagement, as do our host schools and school districts, we decided this year to partner with the school districts to bring our earning model to their parent engagement activities. We have begun by attending school-based events for parents, such as “Coffee with the Principal” and “Parent University”, offering Sunday Friends tickets to the parents who participate. These tickets are redeemable within the Sunday Friends Treasure Chests. The opportunity to earn and then shop increases the parents' enthusiasm for school involvement and introduces them to our wrap-around services. This partnership is off to a promising start and will continue to grow.

We partnered with a number of community agencies to educate and support families.

For parent engagement in education and path-to-college:

- San Jose Unified School District
- Franklin McKinley School District
- FIRST 5 of Santa Clara County
- Santee Family Resource Center (FRC)
- Project Cornerstone
- Biblioteca Latinoamericana
- San Jose State University (SJSU) Mexican American Studies Department
- SJSU Office for Equal Opportunity
- Mission College
- Evergreen College
- San Jose City College
- Hand in Hand Parenting
- Parents Helping Parents
- UC Berkeley Center for Educational Partnerships
- Hispanic Development Corporation
- HS2 Academy College Counseling
- Santa Clara County Office of Education's Parent Engagement Initiative
- Google "Made With Code"
- EqOpTech
- MathAndCoding

For violence prevention and mental health:

- San Jose Police Department Crime Prevention Unit
- Next Door Solutions to Domestic Violence
- Kaiser Permanente
- YWCA Silicon Valley
- Santa Clara County Behavioral Health Services

For health and nutrition:

- Foothill Community Health Center
- Santa Clara County Public Health Department
- Second Harvest Food Bank
- Healthier Kids Foundation
- Palo Alto Medical Clinic
- Lions Clubs
- A.J. Robinson Foundation

For financial literacy:

- H&R Block
- Youth Financial Literacy Foundation
- ASIAN, Inc.
- Comerica Bank
- United Way of Silicon Valley
- State Farm

For legal, immigration and community engagement:

- Sacred Heart Community Services
- Katharine & George Alexander Community Law Center
- Santa Clara University School of Law
- Center for Employment Training (CET) Immigration Services
- Law Foundation of Silicon Valley
- San Jose State University Political Science Department
- Claro Legal Team
- Law Offices of Dominic E. Capeci
- San Jose District 7 Councilmember Tam Nguyen
- State Assembly Member Ash Kalra

For family earning: Collections from 75 groups, including:

- Silicon Valley Bike Exchange
- Coherent Inc.
- Family Giving Tree
- Toys for Tots
- St. Vincent de Paul
- Holy Spirit Parish
- Etz Chaim Synagogue
- Evergreen Presbyterian Church
- Waddell & Reed
- Pharmaca Integrative Pharmacy
- National Charity League (NCL) chapters from Orchard Valley, Almaden-Blossom Valley, Willow Rose and Saratoga/Los Gatos
- Young Men's Service League (YMSL) Rancho and Alpine chapters

Sunday Friends' staff brought their love and expertise to every program. Our 29 (mostly part-time) staff members, 22 of whom are bilingual, brought to our programs expertise in everything from social work to teaching to early childhood education to social advocacy. And, maybe *more* important, they brought the Sunday-Friends-essential emotional maturity along with through-and-through respect, caring and appreciation for our families.

Our volunteers and guest groups were key to our success. In each program, we were joined by 120 volunteers, on average, including about 15 members of our Volunteer Leader Team and three to seven guest groups from corporations, schools, scouts, faith-based organizations and service clubs. We worked with over 2,400 unique volunteers throughout the year. We couldn't appreciate them more.

Key Organizational Accomplishments of 2016:

We achieved our financial goals. Thanks to the generous support of our donors, our income was \$1.63M. We kept expenses to just \$1.54M and achieved a small cash balance of \$85K to support future sustainability. A prudent reserve helps Sunday Friends weather changes in funding such as the loss of \$100K per year when United Way of Silicon Valley merged with United Way of the Bay Area and all grants to nonprofits in our area ceased.

Our overhead was just 10% of overall expenses. 90% Program; 5% Admin; 5% Fundraising.

In 2016, Sunday Friends gained growing recognition from educators, local government and the community at large. In 2016, Sunday Friends met with and provided program tours for school district superintendents, school principals, San Jose City Councilmembers, Santa Clara County Supervisors and many other community leaders. We received numerous invitations to bring our programming to new schools, school districts, cities and neighborhoods. Our staff played an active role in a number of community task forces and forums that were focused on poverty and education.

Our Board of Directors monitored and guided our progress and also helped hands-on. Sunday Friends is proud of our 10 Board Members, who pay close attention to all details of our strategic planning, programming, measured results, financials, human resources and policies – but they don't stop there. This year, Board task forces co-led our computer education curriculum, recruited teachers and taught classes, helped to develop consultations, fostered corporate grant invitations and work-site collaborations, represented Sunday Friends at community outreach events and conducted program tours. And, all members worked together to create and run our successful Holiday Shopping Spree.

The Holiday Shopping Spree was, once again, our most successful fundraising and friend-raising event of the year. 1,000 individuals participated in our two-night event, which brought in \$55,000, all spent directly on items for Sunday Friends families to earn through our programs.

We further developed and strengthened partnerships with key funders. In addition to a growing number of dedicated private donors, the following institutional and family foundation funders provided support in key areas:

For sponsorship of our Santee Elementary site: For sponsorship of our Santee Elementary site:

- FIRST 5 of Santa Clara County

For parenting education and school success:

- Sobrato Family Foundation
- United Way of Silicon Valley
- Bella Vista Foundation
- Castellano Family Foundation
- Adobe
- Umpqua Bank
- Air Systems Foundation
- The Joseph and Vera Long Foundation
- Sathaye Family Foundation
- Office of Councilmember Johnny Khamis
- Allstate Insurance
- Employees Charity Organization of Northrop Grumman
- Waddell & Reed
- Lockheed Martin Employees Foundation
- KLA-Tencor
- TJX Foundation
- VMWare
- Santa Clara County Realtors Association
- PG&E
- Wells Fargo
- Rotary Club of Saratoga
- Rotary Club of Los Gatos
- Rotary Club of San Jose Silicon Valley
- Inner Wheel of Saratoga

For violence prevention:

- Kaiser Permanente
- Peaceful World Foundation

For rent relief:

- The Good People Fund

For financial literacy:

- State Farm Insurance
- Youth Financial Literacy Foundation

For health and nutrition:

- Whole Foods Market
- Palo Alto Medical Foundation
- Holy Spirit Church
- Prudential California

For general program support:

- Coyote Foundation
- Fries Lane Family Charitable Fund
- Los Altos Town Crier Holiday Fund
- UserTesting
- Star One Credit Union
- St. Vincent de Paul
- Walmart
- Sereno Group Willow Glen
- Winograd-Hutner Family Foundation
- Harbourton Foundation
- Mission City Community Fund
- Jeppesen Dataplan
- Sisters of the Holy Family
- Rotary Club of San Jose
- Almaden Valley Women's Club

A number of community organizations chose Sunday Friends to be the recipient of their fundraiser events. In 2016, the list included: Silicon Valley Capital Club, UserTesting, the Sereno Group Willow Glen, Whole Foods Market, Legacy Collective Belong Tour, Nritya Seva Dance Performance, National Association of Real Estate Property Managers (NARPM), India Community Center Sevathon, local P.E.O. chapters, San Jose Host East Valley Lions Club, and Illusive Comics and Games.

We received media coverage and developed a social media presence. Sunday Friends was featured in 10 local print publications including the Mercury New Wish Book and the Los Altos Town Crier, on NBC's Bay Area Proud, on Comunidad del Valle radio (NBCUniversal) and twice on KBAY radio. Sunday Friends' Facebook page boasts nearly 1,000 likes at the end of 2016 and is filled with heartwarming and illustrative photos, videos and stories.

We are grateful to many organizations for office space, purchasing efficiencies, matching funds, in-kind donations and program facilities. We are deeply indebted to Goodwill Industries of Silicon Valley for providing office space and product purchasing efficiencies. This year, \$14,500 was raised in matching funds, primarily from : Cisco, Apple, Juniper Networks, Mass Mutual, Chevron, Genentech, Google, Intel, Kaiser Permanente, Hewlett Packard, Texas Instruments, Microsoft. Other organizations, including Second Harvest Food Bank, the Bishop Store of the Church of Latter Day Saints, the Family Giving Tree and Good360, provided ongoing and substantial in-kind donations. The San Jose Unified and Franklin McKinley School Districts housed our programs and supported us enthusiastically.

A Look Ahead:

The Year 2017 Strategic Plan is focused on the following four major initiatives:

Initiative 1: Continue to strengthen the effectiveness, collaborations and measured results of Sunday Friends' programs. We will collaborate with current and new community organizations to further the education and services for our families in all areas. And, we will build on the success of the following activities and further expand: a) family-based literacy and academic learning activities that continue into the homes during the week, b) service-oriented projects that allow the families to give back to the greater community, c) more advanced computer and STEM education for families, d) path-to-college and other specialized programming for teens, e) health / mental health / violence prevention / stress management classes and consultations, f) collaborations with the schools in support of parent engagement, g) education and consultations on compelling legal and immigration matters. The Santa Clara University research team will publish the results of the 2016 Developmental Assets evaluation and will conduct the 2017 full-scale assessment of program outcomes.

Initiative 2: Meet the Year 2017 income goal of \$686K cash and \$720K in-kind, while developing additional streams of long-term funding and funding partnerships for the organization. We will continue to strengthen our current key partnerships and will pursue new funding. We will cultivate relationships with current and potential donors through program visits and will work to increase private donations by sharing more inspirational stories and donor testimonials. Through program volunteerism and tours as well as community networking, we will develop new corporate, foundation and government connections that will lead to grant invitations and matching funds. We will sustain the success of our annual, signature fundraiser event, the Holiday Shopping Spree. We will sustain our valued in-kind income by continuing to cultivate relationships with retailers, professional teachers and service providers and community drive organizers.

Initiative 3: Deepen community awareness of Sunday Friends' mission and unique solution.

We will build on our growing exposure through community networking and social media. We will collect more family stories and create more videos and will continually improve the Sunday Friends website while growing the recipient lists for our eblasts and direct mail campaigns. In addition, we will increase our participation in ongoing community forums that address early childhood education, poverty alleviation and parent engagement.

Initiative 4: Explore all avenues for developing funding, partnerships and leadership for the next expansion. As we build the resources for an expansion to an additional program site, we will continue to network with community organizations, leaders, school districts, local government officials, investors, etc. through meetings, events and targeted outreach. We will conduct more program tours for potential partners and investors. And, we will further study the neighborhoods and neighborhood resources around our current program sites to support community awareness, family outreach and decision making. Expansion will happen if, and when, three years of adequate, sustainable funding has been secured for a well-chosen new site.

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.