



*The Working Alternative to Charity since 1997*

January 18, 2014

**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 and learn practical life skills.

### **Key Program Accomplishments of 2013:**

**We served families in need from all over San Jose – and beyond.** Our programs included 710 unique children and 538 unique parents, coming from low-income neighborhoods throughout Silicon Valley. A typical program engaged 106 children along with 79 of their parents.

**The number of participating dads more than doubled.** We all know that families change in profound ways when dads, as well as moms, participate in family activities and parenting education. This year, 28% of the parents were dads, an increase of 230% from the previous year!

**We helped more families stay in stable housing and schooling.** In 2013, we learned more about our participants' family budgets. We realized that \$2,000 per month (average income) was barely enough to pay for rent, heat, water, food and transportation. It became clear that, could families not earn basic necessities – toiletries, diapers, school supplies, household cleaning items, clothes, etc. – through Sunday Friends, they would not be able to keep their children in housing and consistent schooling. The ability to earn rent subsidies twice each year usually made the final difference for those on the edge of homelessness.

**We made great progress in developing parenting effectiveness.** Among our participating parents – dads as much as moms – the strongest request was for more classes on parenting topics. Parents eagerly learned through classes and special essay writing on parenting topics, as well as by working with their children within a consistent, supportive, healthy, productive community filled with positive role models. 100% of parents reported that they interact better with their children, talk more with their children, spend more special time with their children and feel they are now a better role model for their children because of Sunday Friends.

**We increased our focus on violence prevention.** Sunday Friends increased the number and variety of classes this year on violence prevention topics – bullying, gangs, drugs, domestic and teen dating violence, etc. However, the greatest measure of our effectiveness in instilling violence prevention was probably the increase in “developmental assets” among the children. Our website explains what these assets are, how they have been correlated by the Search Institute to healthy, productive futures and how our Professional Program Evaluation demonstrates Sunday Friends' success.

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**We supported school success and English literacy more successfully than ever before.** Through classes and focused writing assignments, parents increased their dedication to supporting their children's academic success. In fact, 100% of parents reported that they are now more actively involved in helping their children succeed in school because of Sunday Friends. Parents role modeled learning by increasing their writing - producing about 1,200 handwritten letters per program - and their attendance in English-as-a-Second-Language classes – three times as big as last year. 95% of parents now feel more confident in their writing ability and 93% are more comfortable writing in English. And, during August, over 200 children, with support from their parents, were able to earn the backpacks and school supplies they needed for the start of the new school year.

**We realized success with our new Computer Education for Families and Children.** The children's school success was greatly enhanced this year when parents became motivated to overcome their fear and join with their children to learn basic computer literacy skills, most for the first time ever! Our computer classes launched in January and far exceeded our expectations. They engaged, on average, 63 parents and 42 youths per program. Family members learned everything from word processing to internet research.

**We improved the health of many family members.** During the year, health agencies, including Foothill Community Health Center, the Healthy Kids Foundation, Kaiser Permanente, the Santa Clara County Health Department and more, provided health and nutrition education along with blood pressure, glucose, dental, weight and other health screenings and healthcare enrollments. According to our Year 2013 Professional Program Evaluation, 84% of parents and 83% of children are now eating a healthier diet than before they began Sunday Friends, and 90% of parents report that their health has improved during the past year.

**We made it possible for participants to earn vision care.** A new partnership with local Lions Clubs provided vision screenings and then made it possible for 26 participants to earn vouchers for free eye exams and prescription glasses. One man who had lost his job as a crane operator because of poor vision was able to reapply for the job.

**More families developed financial literacy and stronger work ethics through our classes and learning economy.** Educators from Goodwill Industries, Golden 1 Credit Union, Thrivent Financial, Bank on San Jose and more taught very practical classes for parents and teens within our programs. In addition, whole families were able to practice sound “money” management and decision making through Sunday Friends' ticket-based economy, designed for learning. 85% of parents notice that, because of Sunday Friends, their children are learning better ways to get what they want and 100% agree that their children now feel more proud when they work for the things they want. 100% of parents feel more confident that they will be able to care for their family in the future, thanks to Sunday Friends.

**We measured our results in collaboration with San Jose State University.** The Justice Studies Department of SJSU conducted a thorough and professional evaluation of the effectiveness of Sunday Friends' programs during 2013. You may view a sampling of the quantitative results on [www.sundayfriends.org](http://www.sundayfriends.org) or request the full results from [mail@sundayfriends.org](mailto:mail@sundayfriends.org). In addition, we have qualitative data in the form of family essays that we will be delighted to share upon request.

## Key Organizational Accomplishments of 2013:

**We developed and strengthened partnerships that have brought funding, endorsements, office space, purchasing efficiencies and improved sustainability.** We are truly grateful to our partners for support and guidance in key areas: United Way of Silicon Valley and Bella Vista Foundation for parenting education, Kaiser Permanente for violence prevention, Adobe for school readiness, the Good People Fund for Rent Relief, Silicon Valley Community Foundation and the Community Leadership Project for Capacity Building and quite a few other institutional funders. 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 Campbell Union School Districts housed our programs and made them possible.

**For the first time, we gained multi-year, committed funding.** We will launch 2014 with \$250,000 in committed funding from United Way, Coyote Foundation, Kaiser Permanente and Silicon Valley Community Foundation, getting us 44% of the way towards our income goal for the year. And, that committed funding should continue in 2015, too.

**We developed a Theory of Change that has helped to guide our strategic planning and measurement of results.** With the support of Bella Vista Foundation and Eleanor A. Smith & Associates, we developed a road map for Sunday Friends this year that clarifies our goals and the pathways to meeting those goals. It has guided the design of our evaluations, too.

**More influential community members chose to visit Sunday Friends for tours.** We were thrilled to host program tours for over 100 representatives from service, government and funding agencies as well as corporations during the year. The word about Sunday Friends has been spreading! And, most of the visits led to increased connections and resources in support of Sunday Friends.

**Collection Drives in the community brought in more basic necessities, school supplies and holiday gifts than ever before.** The word also spread this year that collecting for Sunday Friends is meaningful and well supported. Over 65 community groups and numerous individuals gathered over \$165,000 worth of valuable items for our families to earn through our programs.

**Sunday Friends' Holiday Shopping Spree was four times more successful than last year.** The annual Holiday Shopping Spree grew this year to engage 350 participants at three different Target Stores. We raised over \$16,000 worth of merchandise for our Treasure Chests. It was so much fun that many shoppers and sponsors are already vowing to participate again next year.

**More community groups created and ran fundraisers for Sunday Friends.** A growing list of community groups and businesses, including Kids Helping Kids, Welcome Wagon, Pete's Coffee on Camden, Caspio, Inc., the Stanford Graduate School of Business, the Bay Area Christian Church, Prince of Peace, Avidah's local artists and Tommy's of Los Gatos, took the initiative to establish creative fundraisers in support of Sunday Friends.

**Companies supported Sunday Friends through work-site activities.** Groups from Cisco, Adobe and McAfee gathered at their workplaces to create materials for Sunday Friends while their companies matched their volunteer contributions with financial donations to Sunday Friends.

**We made ends meet financially.** Our donors contributed \$514K. Our expenses were \$512.5K. To manage an anticipated short-term cash shortfall, we made the pre-emptive decision to suspend programs at Blackford Elementary, with the expectation that we will expand to more sites again when funding permits. Meanwhile, our programs at Lowell and Anne Darling and our weekday Treasure Chest on Story Road increased in capacity.

**Overhead expenses were just 13% of overall expenses.** 87% Program; 10% Admin; 3% Fundraising.

**Sunday Friends won the Kaiser Permanente Thriving Volunteer Award of 2013.** Kaiser selected Sunday Friends in recognition of how well we engage volunteers through our programs. The award was presented within the Junior League of San Jose Volunteer Recognition Luncheon.

## **A Look Ahead:**

The Year 2014 Strategic Plan is focused on four major initiatives:

**Initiative 1: Continue to Strengthen the Effectiveness, Collaborations and Measured Results of Sunday Friends' Programs:** Community collaborations in 2014 will bring in more parenting, violence prevention and early childhood education, financial services, health screenings and consultations, healthcare enrollments and opportunities to earn necessities including vision care and rent. We will expand to include more families, including those with foster children and special needs children. Once again, we will measure our results through a survey-based program evaluation. And, we will participate in Silicon Valley's "1,000 Out of Poverty" family tracking effort.

**Initiative 2: Meet the Year 2014 income goal of \$609K while developing additional streams of long-term funding for the organization:** We will continue to strengthen key partnerships that provide funding, guidance and other resources. We will increase program tours, collection drives and collaborative corporate events, and we will make the Holiday Shopping Spree our signature – and ever more successful – fundraising event.

**Initiative 3: Broaden community awareness of Sunday Friends' mission and unique solution:** We are highly committed in 2014 to increasing our media exposure and our social networking reach. This will be the year that Sunday Friends' unique and proven solution becomes well known throughout the community. In addition, the "Friends of Sunday Friends" committee will step up its creative efforts to promote and energize Sunday Friends' community outreach activities.

**Initiative 4: Prepare for Expansion to the Next Sunday Friends Program Site:** In 2012 and 2013, we demonstrated that we can expand Sunday Friends to new program sites. In 2014, we will complete the packaging of all of our program management components to maximize the efficiency of our operation as we expand further. When adequate funding and the right next partnership come together, Sunday Friends will bring our programming to yet another neighborhood with families in need.

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

Sincerely,



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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.