

kids giving365

Producers of SANTA'S ELVES 



2016

ANNUAL REPORT

Dear Friend,

KidsGiving365 helps raise children who are kind, caring and responsible to their communities. Our nonprofit does that by creating events for children to give back, volunteer and make a difference in their hometown. Our goal is to create even more year-round events that can be replicated across the country.

7,012. The number of children and adults trained, educated, and inspired on philanthropy that were involved in our programs last year.

15,000. The number of children and adults trained, educated, and inspired on philanthropy that we want involved in our programs by the year 2019.

To get to our 2019 goal of 15,000 participants, we have outlined our strategy for the next few years (2017-2019). Our focus at KidsGiving365, outside of executing our signature programs while maintaining the high quality of existing programs, will be to build a sustainable organization by bringing on experienced non-profit sector staff to grow the organization and its programs:

◆ **Signature Program – Santa's Elves**

◆ **Back-to-School Drive**

◆ **Year-Round: Face-to-face giving & social community throughout the year**

We also changed our name. In 2010, we began as Santa's Elves: Kids-Giving-to-Kids. In 2016, we changed our name to KidsGiving365 to reflect how our program is growing and expanding. Our mission and vision has grown to create focus on training and educating the next generation of givers in community service and philanthropy. Giving does not only have to happen during the holidays.

We are also pleased to announce in 2016, The Denver Housing Authority awarded KidsGiving365 the Distinguished Service Award for seven years of community service.

This year, we will focus on our programs that teach children about philanthropy and making a difference in their lives and the communities around them. As we look forward, we want to take a moment and share results of the past year with you.

Thank you for your support.

Deborah K. Sherman
KidsGiving365, President & Co-founder



Our Purpose

Vision:

Create the Next Generation of Givers

We exist to inspire life-long giving, especially in children. We strive to make a significant difference in the lives and communities of others.

Mission:

To design opportunities for others to make a difference in the lives and communities around them. We're especially passionate about creating ways to educate and teach children about giving, and striving to make charity and volunteering a natural part of their lives. We are KidsGiving365.

KidsGiving365 - A Unique Giving Platform:

We've created custom software that matches giving families, businesses and groups, with families in need in Denver. This unique software allows givers to learn about the family in need, and meet them face-to-face. That person-to-person connection allows givers to see and feel the impact of their philanthropy firsthand.

Current Programs

Back-to-school Event

Children can give fundamental back-to-school supplies to a child living in poverty in Denver. When you go to our website, you can choose the child you want to help, then arrive at your appointment time to deliver those school supplies face-to-face. Those critical supplies help the children do homework and study at school, with the same materials possessed by their peers.

Santa's Elves Christmas Event

Children can learn about the true spirit of Christmas by joining Santa's Elves. Choose a family to help on our website, show up for your appointment at a local event center, and give the gifts to the child face-to-face. The impact of giving changes lives and blesses everyone involved.

Thank You Notes

from families who received help in 2016

"We are sending you this thank you letter this morning because we just can't express gratitude enough and how grateful we are that a family like yours took time to make a family like ours happy this holiday season... that is mostly why I couldn't wait to get up this morning and write you all this letter. May you all have a Merry Christmas and a Happy New year."

The Robnett Family, 2016

"I really appreciate the family that came out and took the time out of their day by providing for my son...I was so appreciative. I will always remember all three of you. It means a lot to my son and I and I just really want to appreciate you from the bottom of my heart. That was so nice of you...thank you so very much. God bless you always and forever."

The Romero Family, 2016

"We just wanted to say thanks again. The children all loved their gifts and had a great time meeting with your Family. We really appreciate all you did for us...you are all awesome and We hope you Have a Very Merry Christmas and a Happy New Year."

The Lucero Family, 2016



The annual median income for families in the Denver Housing Authority is \$10,000. Many of these families forego paying their bills during the holidays so they can buy presents for their children. By participating in our program, these families can pay their bills and their children receive toys, clothing and shoes.

Thank You Notes

from families who gave to those in need in 2016

"We think this is awesome for our kids. They look forward to it every year. Just getting to help out and make Christmas special for someone else matters."

**Shelly & Anthony Pachelli
and children Caden, Kaleb and Cooper, 2016**

"It was a great experience and our kids loved helping another family. Our kids played with them for a short time after they opened their gifts and they really enjoyed that."

The Carroll Family, 2016

"This has nothing to do with giving presents. It's about the transfer of love. It's the connection with the community and the people."

Lisa Cleveland, 2016



Katie's Story: The Giving Effect

Katie Colleran is only 12-years old, but she's already inspired more than a hundred others to take action, through KidsGiving365. Here is Katie's story, in her own words.

My journey with KidsGiving365 began when my friends and I started a lemonade stand and we were trying to decide where to donate the funds we raised. We searched various local causes. One of my mom's friends suggested looking into KidsGiving365, and I'm glad we did! I knew I wanted to see the recipient's faces when they saw the gifts we brought them. KidsGiving365 offers these types of face-to-face giving programs, and I wanted to help!



I'm inspired to give back because of certain people in my life. My fifth-grade teacher, Mrs. Smith, inspired me to want to give to people who don't have as much. She finds many ways to give back to the community and I thought I could too. My mom also volunteers for Food for Thought and I plan to start helping during my school breaks.

My birthday is right around Thanksgiving. I had a big birthday party, and instead of asking for presents, I asked family and friends to bring toys for the families we adopted through KidsGiving365. After my party, I went door to door and told my neighbors that I was collecting for kids who don't get presents for Christmas. I think I got about \$100 doing that, and we used the money to buy groceries for each family. We bought jackets and dresses with money from neighbors as well. We asked people to donate gift cards and some of our friends brought them over in addition to the toys.

"I've learned that this is what Santa is really all about, not just a guy in a red suit. We can all be Santa."

Not long after my birthday party, I told my class at school about how I asked for presents for families in need, instead of for myself at my party. At that time in school, we were working on a Shark Tank project. **We sold products from our groups and all the money went toward a donation center. My teacher decided to adopt a family with our class!**

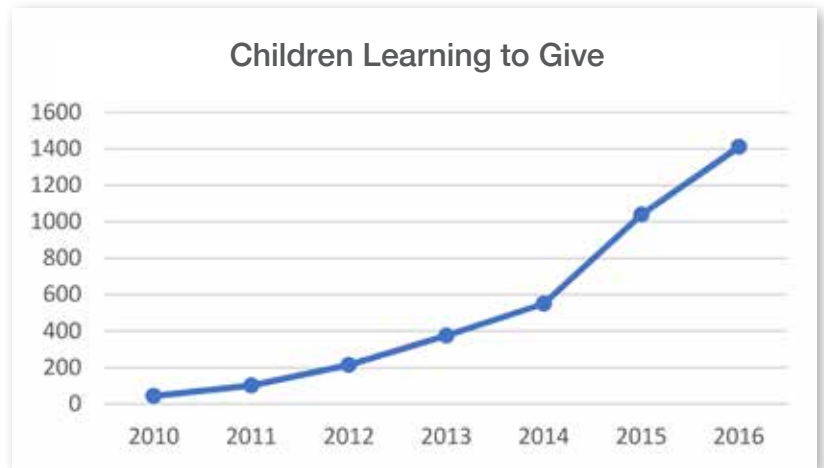
It didn't stop there! My brother's scout troop got involved when my mom told them what we were doing, and how my class was going to adopt another family. The

scout leader loved it and he decided that the troop should join in the spirit and adopt a family from Troop 469 as well. After that year, they decided they wanted to do it again and now it has been decided that it will be an annual thing for the troop. This year they helped two families and one of them had five kids!

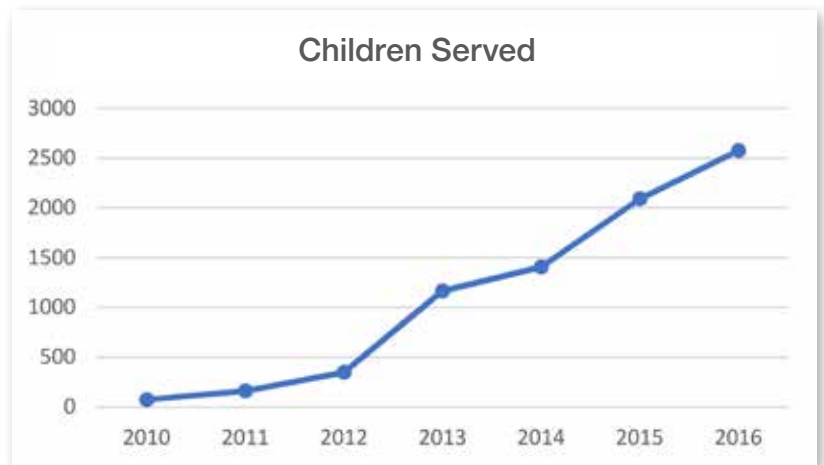
It makes me happy to help these families in need and to be involved in my community. Now I go in to help wrap all the gifts before the extreme delivery program with KidsGiving365. This is the program where we can deliver gifts directly to each family in their home! I am inspired to give back again. I can see how many people need help and how many don't end up getting any help. I'll keep helping as much as I can. It makes me happy to bring these kids Christmas.



2016: 1,485 Children gave through our events



2016: 2,574 Children in need received gifts



2016: A total of 7,012 Program Participants including volunteers, children served and children who gave.



Support and Revenue

Support	2016	2015
Individuals, businesses & foundations	\$82,408	\$46,838
Gifts-in-Kind	\$16,903	\$34,801
Total Support	\$99,312	\$81,639

Revenue	2016	2015
Program service revenue & other	\$1,600	\$500
Total Support & Revenue	\$100,912	\$82,139

Expenses

Program Services	2016	2015
Back-to-School Event	\$350	N/A
Santa's Elves Christmas Event	\$48,729	\$46,570
Total Program Services	\$49,079	\$46,570

Supporting Activities	2016	2015
General & Administrative	\$4,866	\$2,600
Fundraising	\$17,849	\$6,931
Total Support Activities*	\$22,715	\$9,531

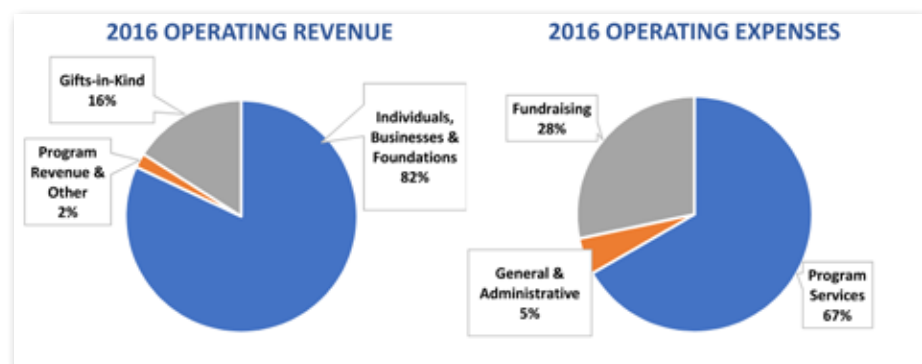
Total Expenses	2016	2015
Total Expenses	\$71,794	\$56,101

Assets

Change in Net Assets	\$29,119	\$26,038
New Assets – Beginning of Year	\$36,983	\$10,944
Net Assets – End of Year	\$66,102	\$36,982

*Does not take into account the countless hours of volunteers who execute, organize, and design our programs.

Fiscal Year January 1,
2016 – December 31,
2016 (unaudited financials)



Our Donors

Thank you to all those who donated in 2016!

Your donation directly impacted the lives of children throughout Colorado.

Don and Kathy Adis	Randall Dunn	Kendra Moede	Deb and Ted Sandquist
Arc Thrift Stores	Allison and Steve Ellis	Charles Moore	Sangeeta – Century Link
Rob Ayers	Joseph Endres	Marti Moore	Heather Schoen
Holly E. Baker	Troy Ergenbright	National Charity League	Trisha R. Schutzius
Martha and Don Baker	Kelly Eustace	Nancy Nagel	Krista Scruton
Jeffrey F. Barker	Shari and Dan Evans	Linda Niederman	Deborah Sherman
Jennifer Barnes	Ashley K. Folsom	Elaine Nguyen – Visual Integrator	Tracy Sherman
Allen Becker	Katherine Gale	Lissa Nocera	Laura A. Shipman
Loyd Belvill	Renee Gallegos	Dr. Andrew and Lindsey Oliver	Susan Simpson
David and Erin Bourcier	Heidi Ganahl	Debra and Doug Palm	Diana S. Smith
Cheryl Bouziden	Ray Garcia	Steven Parson	Audrey Snyder
Alecia Brown	Brandon and Dayana Gill	Jarod Pate	Jonathan Snyder
C. Broyhill Western Union Volunteer Award	Robin Glenn	Gina Patrick	Paul and Jenny Sobania
Gerard Carney	Deborah Grabowsky	Donna Patterson	Aaron Todd Spratte
Pam Carter - Weitchel Real Estate	A Greengold	Tom Payn	Dino Starinieri
Stella Castro	Jason Hansen	Monica Perez Enterprises, LLC	Ben Startzer
Sonya Cisneros	Caryn Hartl – Silicon Valley Comm.	J. Daniel O'Brien	Josefine Stengard
Colorado CARSTAR Auto Body	Brent Heaviland	Bill & Mia Powell	Kathryn J. Stevenson
Repair Experts	Shaylee K. Holland	Darryl Prater	Tina Stopplecamp
Matthew Crum	Patrick and Laurie Joe	Layne and Patrick Pratt	Darren Swanson
Elizabeth Cruse	Amber D. Kaup	Brittney Pusch	Target Community Founda- tion
Steven Curtis	Frank and Carol Keeney	Jennifer and Ray Ramirez	Tech Advisory Group
Robert Danzberger	KeyStat Marketing	Ramon Ramirez	Teletech Community Foun- dation
Malia F. Davis	Jennifer Lehman	Christine Randono	United Way Matching
Marty and Brenda DeGhetto	John and Brenda Lillard	Barbara Ratcliffe	Western Union Foundation
DePaul Real Estate	John and Laura Lochen	Virginia Reiss	Diane White
Tim Donnally	Joan Lucas	David and Amy Rootes	Stephen Wiles
Sydnee Dorigi	Anthony Marquardt	Clinton and Faye Rounds	Bill Willis
Luke Douglas	DeAnna Mathis	Henry, Alex, Matthew Rowe	Dave Young
Kevin Duffy	Debra McKenney	James Salinas	YourCause – Employee Giving
	Joy Meredith		
	Chris Miller		

We also want to say THANK YOU to all our 2016 Volunteers!
Our programs are designed, organized, and executed by our amazing volunteers.



Creating the next generation of givers.

Board Members

Officers

Deborah Sherman

President & Co-Founder of KidsGiving365
U.S. Dept. of Justice, FBI Denver

Jennifer Ramirez

Treasurer & Co-Founder of KidsGiving365
Vice President of Western Union
Vice President of Global Customer Experience

Stella Castro

Secretary & Co-Founder of KidsGiving365
Strategy and Field Marketing at Cigna Health

Katie Burkhart

Manager of WOW! Business Marketing

Maura Fallon-Schmitz

President & CEO of KeyStat Marketing

John Gay, II; LLD, MCEP, CIS, FIBA

Business Management Consultant at
John Gay & Associates

Brandon Gill

Owner of Urban Land Acquisitions

Dayana Gill

Licensed Physical Therapist and Owner of Pilates Lifestyle

Lloyd Lewis

CEO and President of Arc Thrift Stores

Marti Moore

Technology Services at Charter Communications

Elaine Nguyen

Principal/Co-Founder of Visual Integrator Consulting

James Salinas

Denver Parks & Recreation

Tsehai Teklehaimanot

Resident and Community Services Program Specialist at
Denver Housing Authority

Diane White

President of DianeWhitePR

Stephen Wiles

Franchise Owner of Batteries Plus Bulbs



Ways To Help

GET INVOLVED

- **Back-to-School Event – coming August 2017:**
<http://www.kidsgiving365.org/get-involved/>
- **Santa's Elves Christmas Event – December 9, 2017:**
<http://www.kidsgiving365.org/get-involved/>
- **Who are we?:**
<http://www.kidsgiving365.org/kids-giving-365/>

VOLUNTEER

- **Our organization needs your talent!**
<http://www.kidsgiving365.org/volunteer/>

DONATE

- **Donate online:**
<http://www.kidsgiving365.org/donate>
- **Become a monthly donor:**
<http://www.kidsgiving365.org/donate>
- **Ask your company if they offer employee match for your contribution.**
- **Think of us when shopping with Amazon:**
<https://smile.amazon.com/ch/46-3482103>
- **Donate by check to:**
Santa's Elves
c/o Treasury Department
9249 S. Broadway, Unit 200-130
Highlands Ranch, CO 80129
- **Tax ID# 46-3482103**

THANK YOU!

KidsGiving365 is a 501(c)(3) nonprofit organization registered in Colorado as Santa's Elves – Kids Giving to Kids, with the Trade Name KidsGiving365.

www.KidsGiving365.org

(720) 515-5692
