



## My Stuff Bags Foundation



### 2014 ANNUAL REPORT

Each year in the United States, over 300,000 children enter foster care, having been rescued from dire circumstances by child protective service agencies. These first responders determine that the child's immediate and long-term potential for successful physical, intellectual, emotional, and social development are being threatened by traumatic events, and/or by the conditions in which they are living. Most commonly, removal may be ordered because of emotional, physical or sexual abuse, sustained parental or caregiver neglect, or endangerment. Thousands more children must seek refuge with their families in homeless shelters or flee domestic violence with their mothers and enter battered women's shelters. Most of these children must be rescued or flee so suddenly or under such difficult circumstances that they are unable to pack even the most basic personal items. Traumatized by the events leading to their necessary rescue, these children frequently arrive at foster agencies and crisis shelters with nothing more than the clothes on their backs. They are depressed, afraid, surrounded by strangers and bereft of anything familiar to cling to in a time of great need.

The My Stuff Bags Foundation was founded in Southern California in 1998 as a response to a cry for help from agencies who rescue and care for these children. Crisis shelters, child and family services agencies, foster care providers, domestic violence and homeless shelters can offer safety and food, but often lack the resources to provide the necessities these children so desperately require. We fill this gap by providing My Stuff Bags: individual duffels packed with brand new age and gender appropriate childhood essentials such as clothing, toys, toiletries, books, school supplies, a stuffed animal and a warm, often handmade blanket. My Stuff Bags fill the immediate physical and emotional needs of rescued children by providing items of necessity and comfort during a period of personal upheaval. Taking a trauma informed care approach to this issue, the My Stuff Bags Foundation is also helping caregivers by providing an essential tool for psychological first aid as these children enter care.

Thanks to widespread community involvement, we are able to meet the needs of thousands of rescued children and hundreds of agencies that care for them each year. We give My Stuff Bags to agencies free-of-charge, and since our inception have distributed over 470,000 bags to 1,400 agencies in 50 states. Each My Stuff Bag is filled by volunteers with donated new items, giving rescued children tangible proof that people truly care for them.

# 2014 HIGHLIGHTS



**17,098 My Stuff Bags were delivered to children in need in 121 agencies in 22 states**



**My Stuff Bags has reached over 470,000 children in more than 1,400 agencies in 50 states since its inception**



**My Stuff Bags Foundation establishes “Corporate Team Building Events.” Here are some of the companies which participated in Stuffathons and made donations of cash and in-kind;**

**America’s Tire**

**Blue Shield**

**Iron Mountain, Inc.**

**Bank of America**

**Baxter Healthcare**

**Jamba Juice**

**Wellpoint Foundation Doers Team**



**In June 2014 Mazda Foundation selects My Stuff Bags Foundation as a recipient of a major national grant of \$250,000!**



**My Stuff Bags continued to build community support by hosting the 5<sup>th</sup> annual Chic Stuff Boutique & Luncheon**



**My Stuff Bags Foundation was selected by Shop2Care as one of its first cause partners and received a grant of \$5000**



**Simply Fun donated over 100,000 games and puzzles in honor of May's National Foster Care Month**



**Nearly 2,500 volunteers stuffed My Stuff Bags throughout the year**

## GETTING BAGS TO CHILDREN IN NEED

The My Stuff Bags Foundation receives requests for tens of thousands of duffels every year from agencies across the nation. We strive to deliver the duffels to as many children as possible in an efficient, cost-effective manner. We are aided by thousands of caring people across America in the completion of this mission.

In-kind donations of new children's items are collected and shipped to our 7,000 square-foot warehouse by numerous compassionate individuals, service organizations and employee groups nationwide, who generously volunteer to make blankets or collect and send items for the bags. We also receive donations of large quantities of items from manufacturers, distributors and other companies.



A corps of dedicated volunteers gather at our Westlake Village Volunteer Center each week to fill the duffels, make blankets, prepare toiletry pouches, and handle other needed duties. Once completed and boxed, the duffels are distributed to agencies on our waiting list. Agency staffers then distribute the duffels to children in their care.



## CORPORATE TEAM BUILDING STUFFATHONS

**Iron Mountain Inc.  
enjoyed a Stuffathon at the  
Hollywood Roosevelt Hotel**



**Baxter  
Healthcare  
Team  
Building  
Event**

**Bank of America  
Managers enjoy an  
afternoon of  
stuffing**



**Wellpoint Foundation Doers  
Team volunteer a total of 50  
hours to My Stuff Bags  
Foundation**



**Blue Shield Finance Department had a fun-filled day**

**Jamba Juice is all smiles during their Stuffathon**



**America's Tire at their annual Stuffathon**

# COMMUNITY BUILDING

Camp Helping Hands, a service-learning summer camp for young children serving the Conejo Valley and surrounding areas, visited My Stuff Bags to participate in a Stuffathon.



Universal Discover A Star Foundation Mural on display at City walk includes My Stuff Bags

Inland Empire Jamba Juice's AMAZING collection of back to school backpacks filled with new school supplies!



# Grants and Corporate Contributions

<b>Mazda Foundation</b>	<b>\$250,000</b>
<b>Brotman Foundation</b>	<b>\$2,500</b>
<b>Eccles Foundation</b>	<b>\$10,000</b>
<b>Hoag Family Charitable Foundation</b>	<b>\$2,500</b>
<b>ABS Foundation</b>	<b>\$2,000</b>
<b>Oliver B. Merlyn Foundation</b>	<b>\$3,500</b>
<b>Comerica Foundation</b>	<b>\$3,000</b>
<b>Suzanne Bennett Foundation</b>	<b>\$5,000</b>
<b>Henry Mayo</b>	<b>\$15,000</b>
<b>Thousand Oaks Rotary</b>	<b>\$1,500</b>
<b>Sidney Stern Memorial Trust</b>	<b>\$5,000</b>
<b>Ferguson Foundation</b>	<b>\$3,000</b>
<b>Mark Hughes Foundation</b>	<b>\$15,000</b>
<b>Norris Foundation</b>	<b>\$20,000</b>
<b>HL Epstein Family Foundation</b>	<b>\$5,000</b>
<b>SanDisk Corporation Foundation</b>	<b>\$10,000</b>
<b>Robert F. Beard Foundation</b>	<b>\$25,125</b>
<b>Treadwell Enterprises</b>	<b>\$4,676</b>
<b>Blue Shield of California</b>	<b>\$5,000</b>
<b>Shop2Care</b>	<b>\$5,000</b>
<b>Bella Vista Dental Care</b>	<b>\$4,687</b>
<b>Mainsail Partners</b>	<b>\$1,501</b>

Our 5th Annual Chic Stuff Boutique and Luncheon was a resounding success!  
 Our fabulous vendors provided “chic” items which made for great shopping,  
 and a delicious lunch was served by the Luxe Hotel .



# Chic Stuff Boutique and Luncheon



May 28, 2014

The LUXE Hotel Sunset provided a beautiful setting for this year’s  
**BEST EVER Chic Stuff Boutique and Luncheon!**



Celebrity Host—Danica McKellar (donated \$5,000) & her friend and children’s advocate Brigitte Poublon (donated \$10,000)



Thank you Bob Lennon for being our Board Representative!



Thank you Bob Neill for being our EMCEE once again~



Thank you Jafra for donating special gift bags for our guests~



Sprinkles provided delicious cupcakes as one of our dessert vendors!



Great Raffle and Mystery Packages added to our Fund-a-Bag \$\$\$s!



Ladies love to *Shop* and our fabulous vendors provided lots to choose from~



Patti Percy of Simply Fun is a great friend to MSB!

*More Chic, More Stuff, More Fun!*



Fabulous Blue Shield Volunteers made the day go smoothly!



Everyone had a great time!

# "STUFF" FROM OUR GENEROUS DONORS

## Books



## Happy Factory Cars



## Calico Critters



## Toiletries



## Gum Drop Dolls



## Stuffed Animals



## Birthday Party Collection



## Stuffed Animals & Pillow Pets



## Handmade Blankets



# VOLUNTEERS

Volunteers are the backbone of our program, providing the labor required to prepare the bags to be delivered to children in need. We are able to efficiently and effectively utilize monetary resources because approximately 75% of the value of a My Stuff Bag comes from inventory gathered and donated by volunteers, and because volunteers perform the vast majority of labor needed to produce the bags.

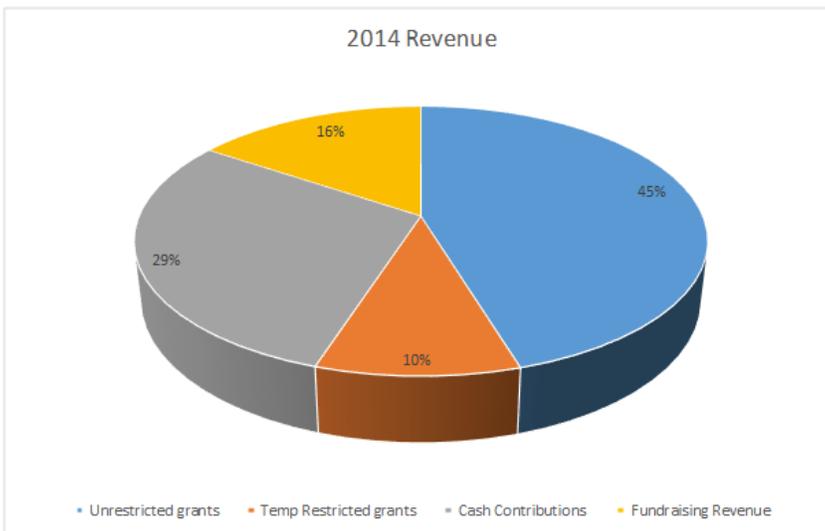


A myriad of individual and community groups volunteer their time at our Volunteer Center to fill My Stuff Bags and make blankets. Some examples are: Girl and Boy Scout Troops, Schools, Churches, Synagogues, Rotary Clubs and Kiwanis Clubs, in addition to many other organizations and corporations.

## THE NUMBERS BEHIND THE BAGS

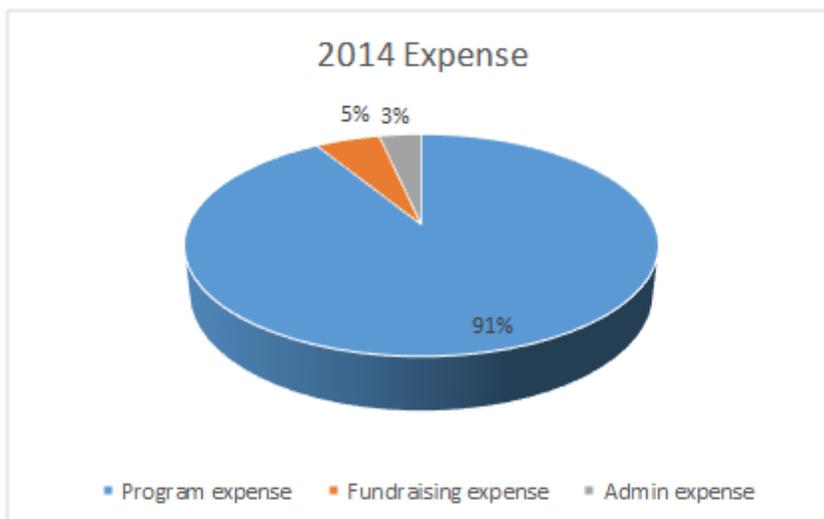
**My Stuff Bags Foundation relies on the continuous generosity of donors from across the country. In-kind donations make up the majority of contributions to the organization, but My Stuff Bags also receives cash funding for direct program expenses.**

**Our direct program costs include the purchase of our duffels, toiletries and toiletry pouches, name tags and any essential children's items not received through in-kind donations the cost of shipping bags to agencies and, warehouse fulfillment expenses. They also include the cost of fleece for volunteers to make blankets, an essential item included in every My Stuff Bag.**



### 2014 Revenue

<b>Unrestricted Grants</b>	<b>45%</b>
<b>Temp. Restricted Grants</b>	<b>10%</b>
<b>Cash Contributions</b>	<b>29%</b>
<b>Fundraising Revenue</b>	<b>16%</b>



### 2014 Expenses

<b>Program Expense</b>	<b>91%</b>
<b>Fundraising Expense</b>	<b>5%</b>
<b>Admin. Expense</b>	<b>3%</b>

# MY STUFF BAGS FOUNDATION

## 2014 ANNUAL REPORT

### 2014 Revenue

Unrestricted Grants	\$339,536
Temporarily Restricted Grants	\$72,585
Cash Contributions	\$220,513
Fundraising Revenue	\$116,694
Total Monetary Contributions	\$749,328
In-Kind Donations	\$842,756
<b>TOTAL REVENUE</b>	<b>\$1,592,083</b>

### 2014 Expenses

Program Expense	\$1,643,785
Fundraising Expense	\$94,730
Administrative Expense	\$61,696
<b>TOTAL EXPENSE</b>	<b>\$1,800,211</b>
<b>END OF THE YEAR ASSETS</b>	<b>\$1,919,578</b>



# **My Stuff Bags Foundation**

## **BOARD OF DIRECTORS**

**Randy Strong, Chairmain of the Board  
Partner, Associate Marketers**

**Teresa McKee, Secretary/Treasurer  
Business Consultant and Humanistic Psychology Leadership Coach**

**Janeen Holmes  
President/CEO, My Stuff Bags Foundation**

**Verne Brizendine  
Director of Outreach Program Blue Shield of California**

**Alan Fine  
President, KaleidOScope**

**Bob Lennon  
Retired Director Corporate Construction Scripps Healthcare**

**Jodi Williams  
Vice President, Comerica Bank**